



**Pragnya education trust's
Pragnya college of management & computer studies,
Handewadi, Pune-411060**

BBA -- Semester: II

Teaching Plan 2021-2022

Name of Faculty:

prof.vishwanath jha

Subject: Business Organizations and Systems

(SUBJECT CODE-201)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Nature and Evolution of Business Concept of business and its characteristics. Objectives of business and prerequisites of a succesful business. Development and evolution of trade, Commerce and Industry.
		3	Recent trends in Modern Business i.e. BPO, KPO. Entrepreneur &Homepreneur and online trading. Digital marketing and payment methods.
		4	Chapter 2: Forms of Business Organisation Forms of Busines Organisation and its selection Meaning, characterristics , advantages and limitations of sole proprietorship.
2	MAY	1	Partnership Firm, Limited Liability partnership Firms and private company
		2	Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)
		3	Chapter 3: Setting Up a Business Enterprise Identification of Ideas and Oppurtunities Influencing factors while setting up of business enterprise Feasibility report of a business enterprise
		4	Size and location of a business enterprise. Licensing and basic legal formalities to start a new business enterprise.
3	JUNE	1	Chapter 4: Study of Domestic and Foreign trade Introduction to domestic and foreign trade
		2	Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing
		3	Foreign Trade: Concept of Export and Import; Export and Import Procedure



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Name of Faculty:
Subject: Principles of Marketing

prof.geethu t
(SUBJECT CODE-202)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Concepts and functions of marketing Marketing concepts, its objectives Importance and functions of marketing
		3	Various Approaches of marketing Challenges and Opportunity of marketing manager in international market
		4	Chapter 2:Marketing Environment and marketing Segmentation Marketing environment – meaning Internal and external factors influencing marketing environment
2	MAY	1	Political ,social economical international , technological multi cultural environme
		2	Segmentation: concepts, importance and its types of segmentation.
		3	Chapter 3: Constituents of marketing mix Marketing Mix Meaning scope and importance of marketing mix Product mix concept of a product , product characteristics Intrinsic and extrinsic, PLC.
		4	Price mix - meaning ,element , importance of price mix ,factors , influencing pricing , pricing methods Place mix , Promotion mix Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement
3	JUNE	1	People mix meaning & concepts, elements, importance. Process mix -stages, meaning& importance. Physical evidence- meaning, importance &
		2	Chapter 4: Classifications and types of markets Conventional classification of markets. Services marketing its main features importance, growth functions
		3	Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing



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Name of Faculty:
Subject: Principles of Finance

prof.fazilat jagot
(SUBJECT CODE- 203)

Sr.No.	Month	Week	Topic
1	APR	2	UNIT 1: Basic concepts in finance Definition - Nature and scope of finance function
		3	Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.
		4	Chapter 2: Sources of Finance External: - Shares, Debentures, Public Deposits
2	MAY	1	Borrowing from banks: - meaning, types, advantages and limitations of these sources
		2	Internal: - Reserves and surplus, Bonus shares Retained earnings,
		3	Chapter 3: Capital Structure Meaning criteria for determining capital structure
		4	Factors affecting capital structure Capitalization:- Meaning of capitalisation
3	JUNE	1	Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies
		2	Chapter 4 : Recent Trends in business finance Meaning and Nature of Venture Capital
		3	Basic Concepts of : Leasing, Microfinance, Mutual Fund



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Name of Faculty:

dr.asha yadwadkar

Subject: Basics of Cost Accounting

(SUBJECT CODE-204)

Sr.No.	Month	Week	Topic
1	APR	2	UNIT 1: Basic concept in cost – Concept of Cost, Costing, Cost Accounting & Cost Accountancy
		3	Origin, Objectives and Features of Cost Accounting Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre
		4	Chapter 2: Elements of cost and Cost Sheet Material, Labour and other Expenses,
2	MAY	1	Classification of Cost & Types of Costs,
		2	Preparation of Cost Sheet
		3	Chapter 3: Overheads Meaning and Definitions, Classification of Overheads, Collection, allocation
		4	Apportionment and reapportionment of overheads Under and over absorption – Definition and Reasons
3	JUNE	1	Chapter 4: Contract and process cost and Methods of costing Contract Costing – Meaning and features of contract costing, works certified and uncertified
		2	escalation clause, cost plus contract, work in progress, profit on incomplete contract
		3	Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,



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Name of Faculty:
Subject: Business Statistics

prof.aadil rashid
(SUBJECT CODE-205)

Sr.No.	Month	Week	Topic
1	APR	2	UNIT 1: Frequency Distribution 1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.
		3	1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar diagram, Sub-divided bar diagram
		4	Chapter 2: Measure of Central Tendency E-Marketing: 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, 2.3 Determination of Mode and Median graphically.
2	MAY	1	2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.
		2	Chapter 3 :Measure of Dispersion 3.1Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V).
		3	Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems
		4	Chapter 4: Correlation & Regression 4.1. Concept and meaning of Correlation,Types of correlation. 4.2. Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) 4.3 Numerical Problems on Correlation
3	JUNE	1	Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.5 Regression coefficients, properties of regression coefficients, 4.6 Numerical problems on Regression
		2	Chapter 5: Index Numbers 5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number
		3	5.3 Uses of Index Number 5.4. Numerical Problems.



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Name of Faculty:
Subject: Fundamentals Of Computers

prof.amina qadri
(SUBJECT CODE- 206)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Computers Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages
		3	Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor and
		4	Printer and types of printer, Scanners, Digitizers, Plotters Number Systems-Introduction to Binary, Octal, Hexadecimal system Types of computers
2	MAY	1	Chapter 2 : Basics of Computer Networks & Internet Definition- Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS
		2	Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,
		3	Chapter 3: Introduction to Spreadsheet Software and Presentation Software MS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel
		4	MS-PowerPoint: Animation Effects, Transition Effects, Slide Show Setting
3	JUNE	1	Chapter 4 : Introduction to Internet & cyber security WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine,
		2	Information security overview – Background and current scenario
		3	Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature