

**Tilak Maharashtra University, Pune**  
**Syllabus - BBA – Semester I**  
**71111 - English**

**Paper 1**

**1. Grammar**

- Use of Articles and Prepositions
- Tense
- Transformation of Sentences
- Figures of Speech
- Idioms and Phrases
- Vocabulary
  - a. Synonyms
  - b. Antonyms
  - c. One Word Substitution
  - d. Homophones & Homonyms

**Paper 2**

- Punctuations
- Commons Errors
- Spellings and phonology in English

**2. Composition**

- Formal & Informal Writing
- Précis
- Essay Writing
- Report Writing
- Reading Comprehension

**Tilak Maharashtra University, Pune**  
**Syllabus - BBA – Semester I**  
**71112 - Principles of Management**

**Paper 1**

**1. INTRODUCTION TO MANAGEMENT**

- 1.1 Introduction to Management**
- 1.2 Definitions & Characteristics of Management**
  - 1.2.1 Definitions
  - 1.2.2 Characteristics of Management
- 1.3 Scope of Management**
- 1.4 Difference between Management and Organization Difference between Management and Administration**
- 1.5 Management – Science or Art?**
  - 1.5.1 Science
  - 1.5.2 Art
  - 1.5.3 Is Management Both Science & Art?
- 1.6 Functions of Management**
- 1.7 Development of Management Thought**
  - 1.7.1 Early Management Approach
  - 1.7.2 Modern Management Approaches
- 1.8 Contribution to Management by Various Experts**

**2. PLANNING**

- 2.1 Introduction to Planning and its Importance**
  - 2.1.1 Definitions
  - 2.1.2 Benefits / Importance of Planning
- 2.2 Nature of Planning**
- 2.3 Planning Process**
- 2.4 Types of Planning**
  - 2.4.1 Repeated Use plan
  - 2.4.2 Single Use Plan

**3. ORGANIZATION**

- 3.1 Introduction & Definition**
  - 3.1.1 Introduction
  - 3.1.2 Definitions of the Term Organization
  - 3.1.3 Why Study Organizations?
- 3.2 Principles of Organization**
- 3.3 Creating An Organizational Structure**
- 3.4 Formal Organization**

- 3.5 Informal Organization**
- 3.6 Span of Management**
- 3.7 Centralization and Decentralization**
  - 3.7.1 Centralization
  - 3.7.2 Decentralization

## **Paper 2**

### **4. LEADERSHIP**

- 4.1 Leadership Qualities
- 4.2 Characteristics of Leadership
- 4.3 Techniques of Leadership / Style / Types
  - 4.3.1 Autocratic style / Dictatorial Style
  - 4.3.2 Democratic Leadership
  - 4.3.3 Free Rein Leadership
  - 4.3.4 Persuasive Leadership
  - 4.3.5 Creative Leadership
  - 4.3.6 Institutional Leadership

#### **4.4 Co-Ordination**

- 4.4.1 Essential Features of Co-Ordination
- 4.4.2 Importance
- 4.4.3 Guidelines for Effective Co-Ordination
- 4.4.4 Techniques to achieve Co-Ordination

#### **4.5 Motivation**

- 4.5.1 Motivation
- 4.5.2 Theories of Motivation

### **5. STAFFING**

#### **5.1 Recruitment**

- 5.1.1 Sources of Recruitment
- 5.1.2 Evaluation of various Sources of Recruitment

#### **5.2 Selection**

- 5.2.1 Steps in Selection Procedure

### **6. DIRECTION & CONTROLLING**

#### **6.1 Direction**

- 6.1.1 Characteristics of Direction
- 6.1.2 Importance of Direction
- 6.1.3 Aspects of Direction
- 6.1.4 Principles of Direction
- 6.1.5 Techniques of Direction

#### **6.2 Controlling**

- 6.2.1 Some Definitions
- 6.2.2 Elements of Control
- 6.2.3 Essentials of Effective Control
- 6.2.4 Characteristics of Control

- 6.2.5 Process of Control
- 6.2.6 Types of Managerial Control
- 6.2.7 Control Techniques
- 7. Management By Objectives (MBO)**
  - 7.1 Characteristics of MBO
  - 7.2 MBO Benefits
  - 7.3 MBO Has Four Basic Step
  - 7.4 Limitations of MBO
  - 7.5 Guidelines for making MBO Effective

**Reference Books:**

Principles and Practices of Management – Saxena

Principles and Practices of Management – Shejwalkar & Ghanekar

Essentials of Management - Koontz

**Tilak Maharashtra University, Pune**  
**Syllabus - BBA – Semester I**  
**71113 - Principles of Financial Accounting**

**Paper 1**

1. **Introduction**  
Meaning, scope & Objectives of Accounting
2. **Principles of Accounting**  
Principles of Accounting : Concepts & Conventions
3. **Journalising Transitions**  
Journalising Transitions
4. **Ledger and Subsidiary Books**  
Ledger, Subsidiary Books of Accounts including Cash Book
5. **Bank Reconciliation Statement**  
Bank Reconciliation of Errors, Trial Balance

**Paper 2**

6. **Trial Balance and Rectification of Errors**  
Rectification of Errors, Trial Balance
7. **Trial Accounts and Its Preparation**  
Preparation of Final Accounts : Trading Account, Profit & Loss Account, Balance Sheet, Capital and Revenue Expenditure and Income
8. **Depreciation and Reserve Funds**  
Depreciation & Reserve Funds
9. **Inventory Valuation**  
Inventory Valuation

**Reference Books:**

Book Keeping & Accountancy – J. V. Kotibhaskar



**Tilak Maharashtra University, Pune**  
**Syllabus - BBA – Semester I**  
**71114 - Introduction to Business**

**Paper 1**

**1. Introduction & Characteristics of Business**

• **Introduction Of Business**

Features of Business

• **Types of Business**

- i) Industry - (Genetic Industries, Extractive Industries, Manufacturing Industries, Construction Industries)
- ii) Commerce – (Trade and Ancillary services)

• **Objectives of Business**

- i) Economic Objectives – (To earn fair profits, To create customers, To undertake innovation.
- ii) Social Objectives.

• **Requisites of a successful business**

• **Social Responsibilities of business**

**2. Individual or Sole Proprietorship, Partnership Organization.**

• **Individual or sole proprietorship**

• **Merits –**

• **Limitations**

• **Partnership Organisation**

- Definition
- Main elements of partnership
- Basic Features
- Types of partners
- Registration of partnerships
- Rights & duties of partners
- Dissolution of partnership

**3. Objectives of Public Enterprises**

- Definition and objectives
- Characteristics of public corporation

- Features of Government Companies
  - Criticism of Government Companies
  - Public enterprise in India
  - Problems of public enterprises
  - Introduction of public utilities
- **Characteristics of public utility concern**
  - **Problems**

## **Paper 2**

### **4. Competitive Priorities**

- Basic Layout types and competitive Priorities
  - Objectives of Plant Layout
  - Factors affecting plant layout
- **Benefits**
  - **Weaknesses**
  - **Functional layout for process focused systems**

### **5. Company Management**

- **Company Management in India**
- **New Pattern of company Management**

### **6. Causes of Combination**

- **Types of Combination**
  - i) Horizontal
  - ii) Vertical
  - iii) Lateral
  - iv) Diagonal
- **Forms of Combination**
- **Advantages and contribution**

### **7. Introduction to Globalization**

- Globalisation & Kenchi Ohmae's Theory
- International Monetary System
- Balance of payments & Role of IMF
- GATT
- WTO

### **Reference Books:**

Business Organization – Y. K. Bhushan

# **71115 - Basics of Computer**

## **Paper 1**

### **1. Introduction**

- 1.1 What is a computer?
- 1.2 Characteristics of Computer
- 1.3 Basic Building Blocks
  - 1.3.1 Input Unit
  - 1.3.2 Output Unit
  - 1.3.3 Central Processing Unit(CPU)
  - 1.3.4 Control Unit
  - 1.3.5 Arithmetic and Logic Unit(ALU)
  - 1.3.6 Memory Unit
- 1.4 History and Generations of Computer
  - 1.4.1 History
  - 1.4.2 Generations of Computers
- 1.5 Types of Computers
  - 1.5.1 Micro Computers
  - 1.5.2 Minicomputers
  - 1.5.3 Mainframes
  - 1.5.4 Supercomputers

### **2. Hardware**

- 2.1 Introduction
- 2.2 Data Representation
- 2.3 Input Devices
  - Keyboard
  - Mouse
  - Magnetic Ink Character Recognition (MCIR)
  - Bar Code Scanner
  - Optical Character Recognition (OCR)
  - Joystick
- 2.4 Output Devices
  - Monitor
  - Printer
  - Plotter
- 2.5 Memory Devices
  - Primary Memory
  - Secondary Memory
  - Extended and Expanded Memory
- 2.6 Multimedia

Components of Multimedia  
Multimedia Applications

- 3. Software**
- 3.1 Introduction
- 3.2 Classification of Software
  - 3.2.1 System Software
  - 3.2.2 Application Software
- 3.3 System Software
  - 3.3.1 Operating Systems (O.S.)
  - 3.3.2 Compilers
  - 3.3.3 Interpreter
- 3.4 Programming Languages.
- 3.5 Files
  - 3.5.1 Data Processing
  - 3.5.2 Files and Records
  - 3.5.3 Files Organizing
- 3.6 Operating Systems DOS and Windows
  - 3.6.1 Disk Operating System (DOS)
  - 3.6.2 Windows O.S.
  - 3.6.3 Booting Process
  - 3.6.4 Device Drivers
  - 3.6.5 System Files

## **Paper 2 –Exam II**

- 4. Operating System**
- 4.1 Introduction
- 4.2 Functions of an Operating System
- 4.3 Types of Operating Systems
  - 4.3.1 Batch Operating Systems
  - 4.3.2 Multiprogramming
  - 4.3.3 Multitasking (Time – Sharing)
  - 4.3.4 Multiprocessing
  - 4.3.5 Multithreading
  - 4.3.6 Real-Time
  - 4.3.7 Multi-user Operating System
  
- 5. Communication / Networking**
- 5.1 Concept of Communication
  - 5.1.1 Classification
  - 5.1.2 Communication Media
- 5.2 Networking
  - 5.2.1 Network Goals
  - 5.2.2 Applications of Networks
  - 5.2.3 Types of Networks
  - 5.2.4 Topologies
  - 5.2.5 Components of Networks

- 5.2.6 Communication Process
- 5.2.7 Protocols
- 5.2.8 OSI Layers
- 5.2.9 E-mail
- 5.2.10 Introduction to wireless network

**6. System Security**

- 6.1 Introduction
- 6.2 Viruses
- 6.3 Anti virus software

**Reference Books:**

Computer Fundamental - P. K. Sinha

Fundamental of Computer – V. Rajaram – (Prentice Hall)