

“Education for Knowledge, Science and Culture.”

- Shikshanmaharshi Dr.Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

**VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR**

**BBA-Bridge Course Syllabus**

**2019-2020**

**Marks- 100**

**Teaching hours: 18 (24 lecture)**

Sr. No.	Subject	Content	Teaching hours
1	Business Communication	Employment Communication, Application of Communication Skills	2
2	Principles of Business Management	Objectives of planning, formal and informal organization. Types of organizations. B)Staffing meaning, nature and importance of staffing <b>Communication-</b> Meaning, Importance, merit of comm. barriers to communication, types of communication	3
3	Financial Accounting	GAAP , IFRS,AS ( Theoretical) <b>Accounting Packages</b> :Introduction to tally, features of tally, creation of company, accounts only and accounts with inventory	3
4	Business Economics (Micro)	Types of Demand , Law of Variable proportions, Laws of Returns to scale, Internal & External Economics of Scale Ricardian theory Pricing Practices – Cost-plus Pricing, Multiple Product Pricing, Price skimming, Penetration Pricing, Transfer Pricing, Wages – Money and real wage, wage differentiation, Wage determination under imperfect market-Exploitation of labour, Neo - Classical	3
5	Marketing Management	<b>Types of marketing</b> Telemarketing, E-marketing, service marketing, retail marketing, rural marketing, green marketing. Basic concept, advantages, disadvantages and classification ,Target Marketing Positioning , Ps of Marketing MIX- Product, price. Promotion and place. <b>Customer relationship management</b> Meaning, importance, advantages and disadvantages, E-CRM concept.	2
6	Human Resource Management	Functions of HR Manger, <b>International HRM:</b> Concept, importance, challenges of International HRM, emerging trends in HRM, impact of globalization on HRM, <b>Employee relations</b> Industrial relations, meaning, role of government, management	3

		and trade unions, industrial disputes, grievance management	
7	Computer Application in Business	<p><b>Introduction to Information Technology and I.T. as Business Tool</b></p> <p>Introduction to IT and its development, Impact and Future</p> <ol style="list-style-type: none"> <li>of IT in Business Organization Overview of the following:, Image processing, Decision Support System, Expert System, Artificial Intelligence, Internet of Things(IOT)</li> <li>Strategic use of I.T. in Business.</li> </ol> <p>Mobile communication system</p> <p><b>Introduction to Spread Sheets and Computerized Audit Tools</b></p> <ol style="list-style-type: none"> <li>Excel as GST Reporting Tool</li> <li><b>Computer Assisted Audit Techniques</b> Introduction to <b>CAAT</b> Data Analysis and Audit Techniques Introduction to Idea and Excel as Audit tool</li> </ol> <p>Introduction to Government tax (ITR, GST, E-way Bill) and its submission through various tools Like Winman, taxman etc.</p> <p>Definition, Change in Management effect ,The need for BPR, Advantages, Constraining Factors, Challenges in BPR , BPR Governance , BPR Implementation Stages, BPR Total Quality Management, Risk Management, Organizational Structures, BPR Project Success failure reasons</p>	8