

# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)

## New Syllabus on Bachelor of Business Administration (BBA) Course

### COURSE STRUCTURE

Year	Semester	Paper Code	Paper	Marks	Credits
1 <sup>st</sup>	1 <sup>st</sup>	BBA(N)-101	English	100	4
		BBA(N)-102	Basics of Mathematics	100	4
		BBA(N)-103	Fundamental of Statistics	100	4
		BBA(N)-104	Economics(Micro)	100	4
		BBA(N)-105	Computer Application	100	4
			<b>Total</b>	<b>500</b>	<b>20</b>
	2 <sup>nd</sup>	BBA(N)-201	Business Communication	100	4
		BBA(N)-202	Advanced Mathematics	100	4
		BBA(N)-203	Advanced Statistics	100	4
		BBA(N)-204	Economics (Macro)	100	4
		BBA(N)-205	Indian Social Structure and Behavioral Science	100	4
		<b>Total</b>	<b>500</b>	<b>20</b>	

Year	Semester	Paper Code	Paper	Marks	Credits
2 <sup>nd</sup>	3 <sup>rd</sup>	BBA(N)-301	Principles of Management and Organizational Behavior	100	4
		BBA(N)-302	Managerial Economics	100	4
		BBA(N)-303	Business Law	100	4
		BBA(N)-304	Financial Accounting	100	4
		BBA(N)-305	Values , Ethics & Environmental Science	100	4
			<b>Total</b>	<b>500</b>	<b>20</b>
	4 <sup>th</sup>	BBA(N)-401	Production & Material Management	100	4
		BBA(N)-402	Management Information System	100	4
		BBA(N)-403	Cost Accounting	100	4
		BBA(N)-404	Fundamentals of Marketing Management	100	4
		BBA(N)-405	Fundamentals of Human Resource Management	100	4
		<b>Total</b>	<b>500</b>	<b>20</b>	

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)****New Syllabus on Bachelor of Business Administration (BBA) Course**

<b>Year</b>	<b>Semester</b>	<b>Paper Code</b>	<b>Paper</b>	<b>Marks</b>	<b>Credits</b>
<b>3<sup>rd</sup></b>	<b>5<sup>th</sup></b>	<b>BBA(N)-501</b>	<b>Financial Management</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-502</b>	<b>Sales &amp; Distribution Management</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-503</b>	<b>Personnel &amp; Human Resource Development</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-504</b>	<b>Fundamentals of Entrepreneurship Development</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-505</b>	<b>Research Methodology</b>	<b>100</b>	<b>4</b>
			<b>Total</b>	<b>500</b>	<b>20</b>
	<b>6<sup>th</sup></b>	<b>BBA(N)-601</b>	<b>Management &amp; Accounting</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-602</b>	<b>Advertising &amp; Sales Promotion</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-603</b>	<b>Industrial Relations</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-604</b>	<b>Public Service Management</b>	<b>100</b>	<b>4</b>
		<b>BBA(N)-605</b>	<b>Project and Grand Viva</b>	<b>100</b>	<b>4</b>
			<b>Total</b>	<b>500</b>	<b>20</b>

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 1<sup>st</sup>**

**Credit Points- 4**

**Paper: English**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 101**

**Continuous Evaluation (Hours) - 10**

**1.Module I: Grammar and Vocabulary (10L)**

Grammatical & Structural Aspects Covering Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/ Compound/Complex Sentences and Transformation of Sentences, Narration.

**Vocabulary:** Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, Substitution, One Word.

**Error Correction :** Identifying & Analysing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

**2.Module II: Reading (6L)**

**Comprehension:** Unseen passages, Contextual Meaning of Words, Precis

**Interpretation & Summarising:** Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

**3.Module III: Writing (15L)**

Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing , Paragraph and Essay Writing on Recent Topics.

**4.Module IV: Listening and Speaking (9L)**

Interactive Communication like Introducing Self, Greetings, Conversations, etc.

**Pronunciation:** Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

**Suggested Readings:**

1. A. Ashley: A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill
3. N. Gupta (Ed.): English for All, Macmillan
4. High School English Grammar and Composition Book (Regular Edition) - by D.V, Prasada, Rao N (Author), N.D.V. Prasada Rao
5. English Vocabulary Made Easy: The Complete Vocabulary Build Up for Improving English by Shrikant Prasoon
6. J. C. Nesfield : Manual of English Grammar and Composition

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester – 1<sup>st</sup>**

**Credit Points– 4**

**Paper: Basics of Mathematics**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 102**

**Continuous Evaluation (Hours) - 10**

**Module-I**

- 1. The Number System** – Positive and Negative Integers, Fractions, Rational and Irrational Numbers, Real Numbers, Problems Involving the Concept of Real Numbers. [2L]
- 2. Basic Algebra** – Algebraic Identities, Simple Factorizations; Equations: Linear and Quadratic (in Single Variable and Simultaneous Equations). Surds and Indices; Logarithms and Their Properties (Including Change of Base); Problems Based on Logarithms. [3L]
- 3. Set Theory** – Introduction; Representation of Sets; Subsets and Supersets; Universal and Null Sets; Basic Operations on Sets; Laws of Set Algebra; Cardinal Number of a Set; Venn Diagrams; Application of Set Theory to the Solution of Problems. [4L]
- 4. Functions** – Elementary idea of functions; Domain of a Function; Composition Functions; Classification of Functions: Polynomial, Rational, Exponential and Logarithmic Functions. [3L]
- 5. Quadratic Functions and Theory of Quadratic Equations** – Solution of the Quadratic Equation  $ax^2+bx+c=0, a \neq 0$ ; Nature of the Roots of a Quadratic Equation; Sum and Product of roots; Relation Between Roots; Condition for the Existence of a Common Root; Forming Quadratic Equation with given Roots. [3L]
- 6. Simple Interest and Compound Interest** – Concept of Present Value and Amount of a Sum. [3L]
- 7. Profit, Loss and Discount** [2L]
- 8. Speed, Time and Distance** [1L]
- 9. Time and Work** [1L]
- 10. Ratio, Proportion** [2L]
- 11. Sequences and Series** – General Idea and Different Types of Sequences; Arithmetic and Geometric Progressions; Arithmetic and Geometric Means; Arithmetic and Geometric Series. [4L]
- 12. Permutations and Combinations** – Fundamental Principle of Counting; Factorial Notation. **Permutation:** Permutation of n Different Things; of Things not all Different; Restricted Permutations; Circular Permutations. [4L]

**Module-II**

- 1. Fundamentals** – Rectangular Cartesian Coordinates; Polar Coordinates; Distance Formula; Section formula (Internal and External Sections); Expressions for the Centroid and Incentre of a Triangle; Area of a Triangle in Terms of the Three Vertices. [4L]
- 2. Locus** – Definition, Concept of St. Line, Equation to the locus; Method of obtaining the equation to the locus. [4L]

**Suggested Readings:**

- 1. BBA Mathematics (Vol-I), Author: Pal and Das.**
- 2. Sancheti & Kapoor – Business Mathematics; Sultan Ch and & Company**
- 3. R. S. Soni – Business Mathematics – Pitambar Publishing House**

# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester – 1<sup>st</sup>

Credit Points– 4

Paper: Fundamentals of Statistics

Contact Hours /Week - 4

Total Contact Hours - 40

Paper Code: BBA (N) - 103

Continuous Evaluation (Hours) - 10

### Module-I:

**1. Introduction:** Statistics as a Subject, Functions, Importance and Limitations of Statistics, Census and Sample Investigation, Descriptive and Inferential Statistics. [2L]

**2. Collection, Editing and Presentation of Data:** Primary Data and Secondary Data, Methods of Collection, Scrutiny of Data. Presentation of Data: Textual and Tabular Presentations, Construction of a Table and the Different Components of a Table, Diagrammatic Representation of Data: Line Diagrams, Bar Diagrams, Pie Charts and Divided-Bar Diagrams.[3L]

**3. Frequency Distributions:** Variables and Attributes, Frequency Distribution of An Attribute; Discrete and Continuous Variables, Frequency Distributions of Discrete and Continuous Variables, Diagrammatic Representation of a Frequency Distribution: Case of An Attribute, Case of a Discrete Variable: Column Diagram, Frequency Polygon and Step Diagram, Case of a Continuous Variable: Histogram and Ogive, Frequency Polygon. [5L]

### Module-II

**1. Measures of Central Tendency:** Definition and Utility, Characteristics of a Good Average, Different Measures of Average: Arithmetic Mean, Median, Mode, Partitional Values: Quartile, Percentile and Deciles. Geometric and Harmonic Mean. Choice of a Suitable Measure of Central Tendency. [7L]

**2. Measures of Dispersion:** Meaning and Objective of Dispersion, Characteristics of a Good Measure of dispersion, Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute Deviation, Standard Deviation; Comparison of the Different Measures of Dispersion. Measures of Relative Dispersion: Coefficient of Variation. [7L]

**3. Moments, Skewness and Kurtosis: Moments:** Different Ways to Calculate Moments.  
**Skewness:** Measures of Skewness, Kurtosis and its Measures.[3L]

### Module-III

**1. Correlation Analysis:** Analysis of Bivariate data. Correlation Analysis – Meaning of Correlation: Scatter Diagram, Karl Pearson's Coefficient of Linear Correlation, Calculation of the Correlation Coefficient from Grouped Data, Properties of the Correlation Coefficient Advantages and Limitations of the Correlation Coefficient, Idea of Rank Correlation; Spearman's Rank Correlation Coefficient(without tie) [6L]

**2. Regression Analysis** – Two Lines of Regression: Some Important Results Relating to Regression Lines, Calculation of Regression Coefficients, Relation Between Regression Coefficient and Correlation Coefficient, Identification Problem. [4L]

### Module-IV

**1. Analysis of Time Series:** Objective of time series analysis; Causes of variations in time series data, Components of a time series, Additive Models, Multiplicative Models, Moving averages method and method of least squares; Measurement of secular trend.[3L]

### Suggested Readings:

1. N.G Das- Statistical Methods ( Volume I): The McGraw-Hill Companies.
2. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics : World Press
3. G. C. Beri – Statistics for Management: Tata McGraw- Hill
4. Bharat Jhunjunwala- Business Statistics : S. Chand Publishing.

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 1<sup>st</sup>**

**Credit Points- 4**

**Paper: Economics(Micro)**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 104**

**Continuous Evaluation (Hours) - 10**

**Module-I:**

**1. Introduction:** Basic Problems of An Economy, Working of Price Mechanism and Resource Allocation. [2L]

**2. Elasticity of Demand:** Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities. [4L]

**3. Average Revenue:** Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand. [2L]

**Module-II**

**1. Production Function:** Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum Factor Combination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. [4L]

**2. Theory of Costs:** Short-Run and Long Run Cost Curves – Traditional Approaches Only. [3L]

**Module-III**

**1. Market Structures:**

**(a) Perfect Competition:** Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short-Run and Long Run Supply Curves, Price and Output Determination, Practical Applications. [6L]

**(b) Monopoly:** Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly.[4L]

**(c) Monopolistic Competition:** Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition.[3L]

**(d) Oligopoly:** Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership (Only Meaning and Characteristics) Collusive Oligopoly( Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly. [4L]

**Module-IV**

**1. Factor Pricing:** Marginal Productivity Theory and Demand for Factors (Statement and assumption only). [3L]

**2. Concept of Rent:** Ricardian and Modern Theories of Rent; Quasi-Rent.[2L]

**3. Concept of Labour:**Wage Rate, Nominal Wage, Real Wage. [1L]

**4. Concept of Capital:** Gross Interest, Net Interest, Zero Interest Rate.[1L]

**5. Concept of Profit:** Pure Profit, Normal Profit, Abnormal Profit. [1L]

**Suggested Readings**

1. Panchanan Das, Anindita Sengupta-Economics I:Oxford.
2. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall.
3. A. Koutsoyianni : Modern Micro-Economics, Macmillan

# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester - 1<sup>st</sup>

Credit Points- 4

Paper: Computer Application

Contact Hours /Week - 4

Total Contact Hours - 40

Paper Code: BBA (N) - 105

Continuous Evaluation (Hours) - 10

### **1.Module I:Basic Computer Concepts :**

Computer and Its Characteristics, Basic Block Diagram of Computer System, First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation, Modern Taxonomy of Computers, Mini Computer, Micro Computer, Mainframe Computer, Super Computer, Laptop, Keyboard, Mouse, Light Pen, Barcode Readers, Scanners, MICR, OCR, Voice Recognition and Handwriting Recognition Systems, Visual Display Terminals, Printers, Plotters, Primary Storage – RAM, ROM, EEROM, PROM, EPROM, Secondary Storage – Direct Access Devices, Serial Access Devices: Hard Disks, CD-ROM, DVD, Cache Memory, Virtual Memory( Definition Only), Control Unit, Arithmetic and Logic Unit, Decoders, Registers, Machine Instructions, Stored Program Concept, Program Execution: Fetch-Decode-Execute Cycle, Arithmetic, Logical and Shift Operations. [8L]

### **2.Module II: Computer Software:**

Meaning of Software, Broad Classification of Software, System Software, Application Software, Utilities. Operating Systems: Basic Idea of An OS (DOS, Windows, Unix, Linux), Functions of OS, OS As a Resource Manager – Memory Management, Input /Output Management, Secondary Storage Management, Program Management, Network Management, Application Packages.[6L]

### **3.Module III: Word Processing Software:**

**Microsoft Word 2007:**The different functionalities in the Microsoft Word Software 2007, Creation of a New Document, Editing an Existing Document, Saving and Printing a File, Use of the Different Ribbon Tab and Tools, Handling Tables in MS Word 2007, Mail Merge, Macro.[6L]

### **4.Module IV: Spreadsheet Software : Microsoft Excel 2007:**

Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007 Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference Operators, Functions: Typing a Function, Creating a Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing.[10L]

### **5.Module V: Presentation Software: Microsoft PowerPoint 2007:**

The Different Functionalities of Microsoft PowerPoint 2007, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation. [5L]

### **6.Module VI : DBMS Software :MS Access 2007:**

Creating New and Opening Existing Databases, Creating a Database, Forms, Query, Reports Using a Wizard , Relationships - How to Link Multiple Tables Together.[5L]

### **Suggested Readings:**

1. Leon , Introduction to Computers with MS-Office 2007, TMH
2. Step by Step (Microsoft Office System) 2007 Edition, Prentice -Hall of India
3. P.K.Sinha - Computer Fundamentals, BPB Publication.
4. V.Rajaraman -Fundamentals of Computers, PHI, Sixth Edition

Syllabus for Practical (Evaluation of Theory Subject)

<b>Assignment Submission Based on</b>	<b>Details of Assignment</b>
<b>Ms Word 2007</b>	Creating Word Document Using Word Art, Formatting of Text, Insert Picture/Watermark.
	Table Insertion, table using Macro.
	Creating Word Document Using Mail Merge.
<b>Ms Excel 2007</b>	Data Entry and related Calculation.
	Data Sorting, Filtering, Searching, Conditional Formatting and Validation of Data.
	Apply Chart and Graph.
<b>Ms Power Point 2007</b>	Preparing presentation on Assigned Topic.
	Preparing presentation using Animation and Slide Transition.
<b>Ms Access 2007</b>	Table Creation, Data Entry using Forms, Linked Tables.
	Creating Reports and Queries.



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 2<sup>nd</sup>**

**Credit Points- 4**

**Paper: Business Communication**

**Contact Hours/Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 201**

**Continuous Evaluation (Hours) - 10**

<b>1.Module I: Vocabulary (5L)</b> <b>Vocabulary Building:</b> Synonyms, Antonyms, Idioms, Figures of Speech.
<b>2.Module II: Business Communication (15L)</b> Definition of Communication, Principles of Communication, Objectives, Communication Models and Processes, 7 Cs of Effective communication, Types of Communication, Channel & Media, Audience Analysis, Principles of Effective Communication. <b>Self-Development and Communication:</b> Development of Positive Personal Attitudes; SWOT Analysis. <b>Corporate Communication:</b> Formal and Informal communication Networks, Grapevine, Miscommunication (Barriers), Improving Communication. <b>Effective Listening:</b> Principles of Effective Listening, Factors Affecting Listening. <b>Modern Forms of Communicating:</b> Fax, E-mail, Video Conferencing.
<b>3.Module III: Verbal and Non- Verbal Communication (10L)</b> Public Speaking, Speeches to Motivate, Group Discussion, Mock Interview, Seminars, Body Language, Individual Presentation, Group Presentation, Sales Presentation, Training Presentation.
<b>4.Module IV: Writing (10L)</b> Business letters and Memo Formats, Appearance Request Letters, Good News and Bad News Letters, Persuasive Letters; Sales Letters; Collection Letters, Agenda, Minutes of Meeting, Notice, Circular, Banking Correspondence. <b>Report Writing:</b> Introduction to a Proposal, Short Report and Formal Report, Report Preparation.

**Suggestion: Language Lab could be incorporated in this paper. Internal marks could be divided as 20(Language Lab) + 10 (Theory internal marks)**

**Suggested Readings:**

1. **Monipally, Business Communication, Tata McGraw Hill**
2. **Courtland L. Bovee (Author), John V. Thill -Business Communication Essentials (6th Edition).**
3. **Prem P. Bhalla - Business English: A Complete Guide for All Business and Professional Communications.**
4. **Asha Kaul - The Effective Presentation:Talk your way to success.**
5. **Madhukar: Business Communications, Vikas Publishing House.**
6. **Senguin J: Business Communication, Allied Publishers.**
7. **Robinson, Netrakanti and Shintre: Communicative Competence in Business English; Orient Longman.**

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester – 2<sup>nd</sup>**

**Credit Points – 4**

**Paper: Advanced Mathematics**

**Contact Hours/Week – 4**

**Total Contact Hours – 40**

**Paper Code: BBA (N) - 202**

**Continuous Evaluation (Hours) - 10**

**Module-I**

**1. Determinants:** Determinants of Order 2 and 3; Minors and Cofactors; Expansion of Determinants; Properties of Determinants; Cramer's Rule for Solving Simultaneous Equations in Two or Three Variables.

**2. Matrices:** Different Types of Matrices; Matrix Algebra – Addition, Subtraction and Multiplication of Matrices; Singular and Non-Singular Matrices; Adjoint and Inverse of a Matrix; Elementary Row / Column Operations; Solution of a System of Linear Equations Using Matrix Algebra. [10L]

**Module-II**

**1. Limits:** Notation and Meaning of Limits; Fundamental Theorems on Limits; Evaluation of Limits of Algebraic, Exponential and Logarithmic Functions.

**2. Continuity:** Continuity of a Function at a Point  $x = a$  and in an Interval.

**3. Differentiation:** (Excluding Trigonometric Functions) Meaning and Geometrical Interpretation of Differentiation; Differentiation from First Principles; Standard Derivatives; Rules for Calculating Derivatives; Logarithmic Differentiation; Derivatives of Composite Functions, Implicit Functions and Functions Defined Parametrically; Second Order Derivatives, Partial Derivatives, Maxima Minima, Euler's Theorem. [22L]

**Module-III**

**1. Indefinite Integrals:** (Excluding Trigonometric Functions) Integration as the Inverse of Differentiation; Standard Integrals; Integration by Substitution, Integration by Parts (Simple Problems).

**2. Definite Integrals:** (Excluding Trigonometric Functions) Definite Integral (Definition Only).[8L]

**Suggested Readings:**

1. B.K. Pal and K. Das -BBA Mathematics (Vol-II), U.N Dhar and Sons Private Ltd.
2. Dowling – Introduction to Mathematical Economics, Schaum's Outline Series.
3. N.I. Piskunov – Differential and Integral Calculus, Vol I and II.
4. G.B. Thomas and R.L. Finney – Calculus and Analytic Geometry, Addison Wesley
5. Sancheti & Kapoor – Business Mathematics, Sultan Chand & Company
6. Mark Anthony and Norman Biggs – Mathematics for Economics and Finance, Cambridge University Press.
7. M Raghavachari – Mathematics for Management: An Introduction - Tata McGraw Hill.

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester – 2<sup>nd</sup>**

**Credit Points– 4**

**Paper: Advanced Statistics**

**Contact Hours /Week – 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 203**

**Continuous Evaluation (Hours) - 10**

**Module-I:**

- 1. Theory of Probability:** Probability as a Concept, Basic Probability Rules, Tree Diagrams, Mutually Exclusive Events and Independent Events.
- 2. Addition and Multiplication Theorem of Probability (Without Proof) Applications.**
- 3. Conditional probability:** Basic formula and Applications.
- 4. Bayes' Theorem:** Statement(Only, Without Proof), Applications.
- 5. Concept of Expectation:** Expected Value Calculation(Without Proof of the Different Formula), Concept of Variance of random variable (without proof) **[10L]**

**Module-II**

- 1. Concept of Random Variable:** Discrete and Continuous random variables. **[1L]**
- 2. Concept of Probability Distribution:** Concept of P.M.F and P.D.F **[3L]**
- 3. Theoretical Probability Distributions:**  
Discrete Distributions – The Binomial Distribution and Its Properties. **[2L]**  
The Poisson Distribution and Its Properties. **[2L]**  
Continuous distributions – Normal Distribution and Its Properties. **[2L]**

**Module-III**

- 1. Sampling :** What is Sampling? Sampling Versus Complete Enumeration, Random and Non Random Sampling: Different Types of Random Sampling, Sample Statistic and Population Parameter, Practical Methods of Drawing a Random Sample. **[3L]**
- 2. Sampling Distributions:** What is Sampling Distributions – Standard Error; Sampling Distribution of Sample Mean. **[2L]**

**Module-IV**

- 1. Estimation:** Point and Interval Estimation: Criteria of a Good Estimator. **[2L]**
- 2. Interval Estimates –** Interval Estimates and Confidence Intervals, Confidence Level and Confidence Interval, Calculating Interval Estimates of the Mean from Large Samples. **[2L]**

**Module-V**

- 1. Hypotheses Testing:** Concept, Null and Alternate Hypothesis.  
**Steps in Hypothesis testing:** Type I and Type II errors, Two-tailed and one-tailed tests of Hypotheses. Critical Region and Critical Values. Decision Rules. **[3L]**
- 2. Large sample Tests:** Test of a specified mean. Test of Equality Between Two Means. Small Sample Tests Using t Statistic for a specific mean. **[6L]**
- 7. Chi-Square Test:** Chi-Square as a Test of Independence of Attributes. **[2L]**

**Suggested Readings:**

- 1. N.G Das- Statistical Methods ( Volume II): The McGraw-Hill Companies.**
- 2. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics : World Press.**
- 3. G. C. Beri – Business Statistics, Second Edition: Tata McGraw- Hill.**
- 4. Bharat Jhunjhunwala- Business Statistics: S. Chand Publishing.**

# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester – 2<sup>nd</sup>

Credit Points– 4

Paper: Economics (Macro)

Contact Hours/Week - 4

Total Contact Hours - 40

Paper Code: BBA (N) - 204

Continuous Evaluation (Hours) - 10

### Module-I:

**1. Introduction: Basic** Introduction to Macroeconomics. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC),APC, MPS, MPI: Basic Definition Only, Paradox of thrift [3L]

**2.National Income:** Concepts and Definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income, Measurement of National Income, Factors That Determine Size of National Income, Double Counting and The Concept of Value Added, Underground Economy,Real and Nominal GNP, Deflator. [5L]

### Module-II

**1.Monetary Economics:** Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1 ,M2,M3,M4. [4L]

**2.Concept of Inflation:** Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures. [2L]

**4.Banks:** Commercial Banks – Need and Functions, Credit Creation of Commercial Banks.

Reserve Bank of India – Need and Functions, Credit Control Policy.

Co-Operative Banks: Need and Role in An Economy.[5L]

### Module-III

#### Public Finance

**1.Public Revenue:** Concept of Taxes, Sources of Revenue of Central and State Government, GST,CGST,SGST (only definition). [2L]

**2.Public Expenditure:**Types of Public Expenditure, Its Need Role and Importance. [2L]

**3.Public Debt:** Types of Public Debt, Need for Public Debt, Redemption of Public Debt. [2L]

**4.Deficit Financing:** Role and Importance. [1L]

**5.Budget:** Need and Types, Concept of Different Types of Defecit (Revenue Defecit. Budgetary Defecit,Fiscal defecit and Primary Defecit:Definitions Only) [2L]

### Module-IV

**1.International Trade and Finance:** Need for international trade,Absolute and Comperative Cost Advantage Theory,Gains from international trade,Terms of Trade [2L]

**2.Balance of Payments:** Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct Adverse BOP Situation,Purchasing Power Parity Theory ( Only basic concept) [3L]

**3.Exchange Rate Machanism:** Definition, Ask Rate,Bid Rate,Spot Rate,Forward Rate,Currency Spread(Definitions Only). [2L]

**4.International Financial Institutions:** International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank, [3L]

**5.Concept of Business Cycle:** Only Different Phases and their basic characteristic[2L]

### Suggested Readings:

1. H.L.Ahuja- Macroeconomics Theory and Policy: S.Chand.
2. Panchanan Das,Anindita Sengupta-Economics II:Oxford.

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**Semester – 2<sup>nd</sup>**

**Credit Points- 4**

**Paper: Indian Social Structure and Behavioral Science**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 205**

**Continuous Evaluation (Hours) - 10**

<p><b>1.Module I:</b> a) <b>Indian Society</b>--Society and its types, Features of Primitive Society, Agrarian Society, Industrial and Society, Post-Industrial Society. b) <b>Population and Society</b>- Concepts and Measurement of Population: Birth Rate, Death Rate, Migration, Population Pyramid of India, Social Implications of Age Sex in India. Population Explosion &amp; Its Consequences. Population Policy Control of Govt. of India: A Critical Appraisal. <b>[10L]</b></p>
<p><b>2 Module II:</b> a)<b>Basic Institutions of Indian Society:</b> Kinship, Family, Marriage, (Definition types and function) b)<b>Social Stratification:</b> Concepts, Types, Cast, Class, Gender, Social Mobility <b>[6L]</b></p>
<p><b>3.Module III</b> a) <b>Socio-Economic Problems</b> : Poverty, Illiteracy &amp; Unemployment, Child Labour, Occupational Diseases, Crime, Project affected people, problems of Aged Population, Juvenile Delinquency. b)<b>Industry and Society</b> : Factory as a Social System, Formal and Informal Organization, Impact of Industry on Society(family and industry). <b>[8L]</b></p>
<p><b>4.Module IV Introduction</b> a)Definition, Scope Branches of Psychology Major Viewpoints(theory) – Behaviouristic Approach, Gestalt School, Psychoanalytic School ,Humanistic Approach. <b>[4L]</b></p>
<p><b>5.Module V:</b> Sensation, Attention and Perception, Attributes and Classification of Sensation Attention – Determinants, Shift, Fluctions Distraction, Perception Definition, Process, Theories of Learning – Program ligancy, Classical and Operant Conditioning, falconry of Learning.<b>[8L]</b></p>
<p><b>6.Module VI : Memory</b> –Meaning and Characteristics, Encoding, Storage, Retrieval, STM, LTM, Forgetting &amp; its types, causes <b>Intelligence</b>-Concept IQ, Emotional Intelligence. <b>Personality</b> – Definition, Types, Traits, Tests (Projective test and Psychometric test). <b>[6L]</b></p>

**Suggested Readings:**

1. Andre Beteille : **Society and Politics in India, OUP**
2. C.N.ShankarRao :**Sociology, S.Chand**
3. Ram Ahuja : **Social Problems in India, Rawat Publication.**

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Semester – 3<sup>rd</sup>

Credit Points- 4

Paper: Principles of Management and Organizational Behavior

Contact Hours /Week - 4

Total Contact Hours - 40

Paper Code: BBA (N) - 301

Continuous Evaluation (Hours) - 10

<p><b>1.Module I:(10L)</b> <b>CONCEPT AND NATURE OF MANAGEMENT (8L)</b> a)Meaning; Characteristics – Management as A Science or An Art, Management as a Profession, Management as a Process; Management and Administration; Levels of Management, Skills of a Manager; Roles of a Manager; Significance of Management; Limitations of Management, Business Environment and its interaction with Management. <b>b)MANAGEMENT THEORY (2L)</b> Approaches to Management – Classical, Neo-Classical and Modern; Contributors to Management Thought – Taylor and Scientific Theory, Fayol and Administrative Theory, Peter Drucker to the Management Thought. Various Approaches to Management (i.e. Schools of Management Thought)Indian Management Thought.</p>
<p><b>Module II: (9L):</b> <b>PLANNING AND DECISION MAKING</b> <b>(a) Planning :</b> Meaning; Process; Types; Principles; Significance; Limitations; Strategic Planning – Meaning and Process; MBO – Meaning, Process and Requirements for Implementation; Planning Premises – Meaning and Types; Forecasting – Meaning and Techniques. <b>(b) Decision Making</b> – Meaning; Types of Decisions; Process; Significance; Limitations;</p>
<p><b>Module III:(8L)</b> <b>ORGANISATION DESIGN AND STRUCTURE(10L)</b> Organization – Meaning; Process; Principles; Organization Structure – Determinants and Forms : Line, Functional, Line and Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization – Meaning; Degree of decentralization; Difference Between Delegation and Decentralization. <b>Individual Behaviour &amp; Interpersonal Behaviour:</b> Johari Window, Transactional Analysis – Ego States, <b>Types of Transactions:</b> Managerial Interpersonal Styles, Personality, Learning and Attitude.</p>
<p><b>Module IV (8L)</b> <b>a) Directing Motivation</b> – Concept &amp; Theories – (Maslow, Alderfer Herzberg, McClelland, Porter &amp; Lawler, Vroom); Financial and Non-Financial Incentives of Motivation, Leadership – Leadership Theories, Leadership styles Communication – Type, Process And Barriers.</p>
<p><b>Module V: (5L)</b> <b>Controlling</b> – Meaning; Steps; Types; Techniques; Significance; Limitations. <b>Management of Change :</b>Concept, Nature and Process of Planned Change; Resistance to Change;</p>
<p><b>Selected CASE Studies</b></p>

### Suggested Readings:

1. Wehrich and Koontz, et al : Essentials of Management; Tata McGraw Hill
2. Stoner J and Freeman RE : Management; Prentice-Hall
3. Daft, RL : Management, Thomson
4. V.S.P Rao & Hari Krishna : Management-Text & Cases,Excel Books
5. Ramaswami T; Principles of Mgmt., Himalaya Publishing
6. Chandan, JS : Management – Concepts and Strategies, Vikas Publishing
7. Robbins, SP : Management, Prentice Hall.

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**Semester - 3<sup>rd</sup>**

**Credit Points- 4**

**Paper: Managerial Economics**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) -302**

**Continuous Evaluation (Hours) - 10**

<p><b>Module-I:</b> <b>1. Introduction:</b> Definition of Managerial Economics. Objective and Nature of Managerial Economics. [2L] <b>2. Profit Maximization Theory:</b> Assumptions and limitations. Alternative to Profit Maximization Theory (Boumol's Sales Revenue Maximization Theory Only).[3L]</p>
<p><b>Module-II</b> <b>1. Marginal Analysis:</b> Break-Even Analysis for Managerial Decision Making.[4L] <b>2. Business and Economic Models:</b> Basics of Game Theory: Pay-off, Pay-off Matrix, Maximin-Minimax principle,Saddle Point, Two person Zero Sum Game, Game with No Saddle Point and More Than One Saddle Point, Prisoners' Dilemma.[3L]</p>
<p><b>Module-III</b> <b>Optimization:</b> Basic concept. Unconstrained Optimization with One Variable. [3L] <b>Constrained Optimization:</b> Substitution method. Lagrange method of optimization ( Output Maximization Subject Cost Restriction).[5L]</p>
<p><b>Module-IV</b> <b>1. Indian Business Environment:</b> Concept, Components and Importance of Business Environment. [3L] <b>2.Role of Government:</b> Monetary and Fiscal Policy; Industrial Licensing, Privatization; Objectives of NITI AYOJ. Export-Import Policy; Regulation of Foreign Investment; Collaborations in the Light of Recent Changes. Parallel Economy: New Industrial Policy (1991). [6L] <b>3. Problems of Economic Growth: Unemployment:</b> Meaning, Types and Measurement of Unemployment in India, <b>Poverty:</b> Definition, Eradication, <b>Industrial Sickness:</b> Only Causes [3L]</p>
<p><b>Module-V</b> <b>1. International Environment: International Trading Environment: Indian Perspective [3L]</b> <b>2.Trends in World Trade and the Problems of Developing Countries.[2L]</b> <b>3.International Economic Institutions –GSP; GSTP,SAARC. [3L]</b></p>

**Suggested Readings:**

- 1. P. Chidambaram: Business Environment; Vikas Publishing**
- 2. Dutt R and Sundharam KPM: Indian Economy; S. Chand**
- 3. Misra SK and Puri VK: Indian Economy; Himalaya Publishing**
- 4. Sampat Mukherjee:Business & Managerial Economics:NCBA**
- 5. Sarkhel and Salim: An Introduction to Business Economics:Book Syndicate**

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**Semester - 3<sup>rd</sup>**

**Credit Points- 4**

**Paper: Business Law**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 303**

**Continuous Evaluation (Hours) - 10**

<p><b>1.Module I: Law of Contract [15L]</b> Nature of Contract, Classification ,Offer and Acceptance, Consideration ,Free Consent, Capacity of Parties to Contract, Legality of Object, Void and Voidable Agreement ,Agreement Declared void, Performance and Discharge of Contract, Remedies for Breach of Contract ,Contract of Indemnity and Guarantee , Contract of Bailment and Pledge ,Contract of Agency.</p>
<p><b>2.Module II: Sale of Goods Act [10L]</b> Essential Elements in a Contract of Sale, Goods and Their Classification, ,Condition and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale ,Unpaid Seller and His Rights, Sale by Auction , Hire Purchase Agreement.</p>
<p><b>3.Module III Company's Act Introduction of Company Act 2013 [10L]</b> Body Corporate ,Kinds of Companies,-Concept Definition and Features of One Person Company ,Private Company, Public Company, Company by Guarantee, Company Limited by Shares, Holding Company, Subsidiary Company, Govt. Company and Foreign Company, Listed Company, Steps in Formation of a Company, Memorandum of Association and Articles of Association.</p>
<p><b>4.Module IV Negotiable Instrument Act: [10L]</b> Definition of Negotiable Instrument, Features, Promissory Notes, Bill of Exchange and Cheque, Holder and Holder in Due Course, Crossing of Cheque, Types of crossing, Negotiation ,Dishonor and Discharge of Negotiable Instrument Consumer Protection Act-Salient Features, Definition of Consumer, Grievance Redressal Machinery</p>
<p><b>5.Module V: Introduction to Cyber Law, Provisions and Case Studies [5L]</b></p>

**Suggested Readings:**

1. Desai TR: Indian Contract Act. Sales of Goods Act. And Partnership Act; SC Sarkar & Sons
2. S.S. Gulshan: Marketing Law, Excel Books.
3. Pathak: Legal Aspect of Business, TMH.
4. Khergamwala JS: The Negotiable Instruments Act; NM Tripathi
5. Singh Avtar: The Principles of Merchantile Law; Eastern Book Company
6. Kuchal MC: Business Law, Vikash Publishing.



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**Semester – 3<sup>rd</sup>**

**Credit Points- 4**

**Paper: Financial Accounting**

**Contact Hours /Week- 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 304**

**Continuous Evaluation (Hours) - 10**

<p><b>Module I: Meaning and Scope of Accounting : (8L)</b> Need, development and definition of accounting: Accounting Principles : GAAP; Accounting Transactions: Accounting Equation, Journal; Rules of debit and credit; Ledger; Trial Balance; Capital and Revenue</p>
<p><b>Module II: Final Accounts for sole proprietorship business (15L)</b> Manufacturing account; Trading account; Profit and Loss Account; Balance Sheet; Adjustment entries Closing stock, outstanding ,prepaid Expenses, Pre received, Depreciation, Provision, Stock lost by Fire, Goods withdrawal by proprietors ,Free sample Rectification of errors: Rectification of one sided and double sided errors with the effects of suspense account.</p>
<p><b>3.Module III: Depreciation and Provision (10L)</b> Concept of depreciation; Causes of depreciation; depletion, amortization ; Depreciation accounting; Methods of recording depreciation; Straight line and diminishing balance method, Provisions and Reserves: Preparation of provision for doubtful debt account, provision for discount on Debtors account and provision for Discount on Creditors account.</p>
<p><b>4.Module IV Company accounts- (7L)</b> Issue of shares (application, allotment, first call, final call) ,Calls in arrear &amp; forfeiture of shares. Basic Concept of IFRS.</p>

**Practical:**

Laboratory exercises using business accounting software package (Tally 7.2): Purchase and Sales order. **(10L)**

**Suggested Readings**

1. Ashoke Banerjee - Financial Accounting, Excel Books
2. Ramchandran Kakani- Financial Accounting For Managers, TMH
3. Bawsu and Das -Financial Accounting, Rabindra Publishers

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**Semester - 3<sup>rd</sup>**

**Credit Points- 4**

**Paper: Values , Ethics & Environmental Science**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 305**

**Continuous Evaluation (Hours) - 10**

**1.Module I: Human society and value system:**

Value: Definition, Importance and Application of Value in Life and Workplace. Formation of Value: Process of Socialization, Self and Integrated Personality. Types of Values: Social, Psychological, Aesthetic, Spiritual, Organizational. Value crisis in Contemporary Society: Individual, Societal Cultural and Mangement Level (Strategy and Case Study). [7L]

**2 Module II:Ethics and Ethical Values:** Principles and Theories of Ethics, Consequential and Non-Consequential Ethics, Egotism, Utilitarianisms, Kant's Theory and Other Non-Consequential Perspectives Ethics of Care, Justice and Fairness, Right and Duties.

Ethics-Standardization, Codification, Acceptance and Applicability

Types of Ethics-Ethics of Right and Duties, Ethics of Responsibility, Ethics and Moral Judgement, Ethics of Care. [8L]

**3.Module III Busieness Ethics:**

Introduction to Business Ethics :Definition and Important Ethics in the Workplace: Code of Conduct, Code of Ethics Corporate Social Responsibility: Definition and Case Study Corporate Compliance: Definition, Responsibility &Laws and Regulations , Consumer Rights: Expectations and Reality, Connection Between Business and Society [8L]

**4.Module IV :Environmental Protection:** Report of the Club of Rome: Sustainable Development Energy Crisis, Different Renewable energy sources- Wind Power, Water Power, Bio Fuel/Solid Bio Mass Geothermal Energy, Nuclear Power, Green House Effect, Effects of Environmental Degradation [5L]

**5.Module V : Envionmental policies and Legislations: Environmental Regulations-**

Different Acts, Environmental Ethics Environmental Impact Assessment (EIA), EIA – Methods and Tools, Appraisal and Clearance for Industry, Evaluation System. [9L]

**Suggested Readings:**

1. Ghosh - Ethics in Mgmt & Indian Ethos, VIKAS
2. G.Pherwani- Business Ethics,EPH.
3. Raja & Nair - Ethics, Indian Ethos & Mgmt, Balachandran,SHROFF Publishers.
4. Environmental Science, Cunningham, TMH
5. C.S.Rao - Environmental Pollution Control Engineering ,New Age International
6. Wright & Nebel - Environmental Science , PHI
7. S.M.Khopkar - Environmental Pollution Analysis, New Age International

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**Semester - 4<sup>th</sup>**

**Credit Points- 4**

**Paper: Production & Material Management**

**Contact Hours/Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 401**

**Continuous Evaluation (Hours) - 10**

<p><b>Module I: Introduction to Production Planning and Control</b> 1) Production System, Types of Production, Planning and Control Functions, Relations with other Departments, Efficiency of Production Planning and Control 2) <b>Plant Location &amp; Layout:</b> Approaches to Location, Choice, and Selection. Plant Design; Plant Layout – Product Layout and Process Layout, Advantages &amp; Disadvantages.</p>
<p><b>Module II:</b> 1) <b>Plant Maintenance:</b> Types of Maintenance – Preventive, Predictive and Overhaul 2) <b>Work Study:</b> Method Study; Motion Study; Work Measurement, Performance Rating, Standard Time, Time Study; Work Sampling.</p>
<p><b>Module III</b> 1) <b>Inspection and Quality Control:</b> Types and Criteria of Inspection; Significance of Quality Control, Statistical Quality Control, Control Charts, Acceptance Sampling Plans.</p>
<p><b>Module IV</b> <b>Purchasing Management:</b> Purchase System, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal Aspects of Buying.</p>
<p><b>Module V:</b> <b>Stores Management:</b> Stores System and Procedures; Stores Accounting And Stock Verification; Disposal Of Surplus and Scrap.</p>

**Suggested Readings:**

1. Prof. L. C. Jhamb - Production(Operations) Management, Everest Publishing House.
2. Upendra Kachru: Operations Management, Excel Books
3. P. and Sunderashan Gopalakrishnan- Handbook of Materials Management, Prentice Hall of India
4. R. Mishra- Materials Management, Excel Books.

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**Semester - 4<sup>th</sup>**

**Credit Points- 4**

**Paper: Management Information System**

**Contact Hours/Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 402**

**Continuous Evaluation (Hours) - 10**

<p><b>Module I:</b> a) Introduction, Data, Information, and Knowledge, Information Technology - Concept, Features and Components, Information Systems - Concept and types of Information Systems, Role of IT in business and society. b) MIS Concept, evolution and meaning of MIS; Information system for competitive advantage, MIS function in an organization. Limitations of MIS. <b>(8L)</b></p>
<p><b>Module II:</b> (a) Information and Managerial Effectiveness : Information as a corporate resource, types of information – operational, tactical and strategic; Levels of management and information needs of management; Quality of information; (b) Information systems for finance, marketing, manufacturing, human resource areas. <b>(10L)</b></p>
<p><b>Module III:</b> Understanding information system; concepts; sub-systems and super-systems; Types of information systems, Transaction processing systems, MIS decision support systems, Executive support system; Enterprise Resource Planning (ERP)(Features, merits, issues and challenges in implementation) <b>(7L)</b></p>
<p><b>Module IV:</b> <b>System Development Life Cycle :</b> Sequential Process of software development; Waterfall model. <b>(3L)</b></p>
<p><b>Module V:</b> <b>Development and Management of Data Bases :</b> Relation databases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, Concept of entity and relationships, ER Diagram, Data Model, Data dictionary, Introduction to SQL Queries. <b>(14L)</b></p>
<p><b>Module VI:</b> <b>Data Communication and Networking :</b> Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet and Extranet. <b>(3L)</b></p>
<p><b>Module VII:</b> <b>Security Issues Relating to Information Systems :</b> Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management <b>(5L)</b></p>

**Suggested Readings:**

- 1. C.S.V.Murti -Management Information System.**
- 2. A.K. Gupta -Management Information System.**
- 3. Oka Miland M & Murty - Management Information System.**

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**Semester - 4<sup>th</sup>**

**Credit Points- 4**

**Paper: Cost Accounting**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 403**

**Continuous Evaluation (Hours) - 10**

**1. Module I: Introduction (5L)**

Nature and scope of cost accounting; Cost concepts and classification: direct, indirect, element wise, functionwise, behaviour wise, sunk cost opportunity cost: Essentials of a good cost accounting system: Difference between cost and Management accounting: Concept of Cost Audit. Preparation of cost sheet & estimation.

**2. Module II: Accounting for Material (12L)**

Economic Order Quantity, ABC analysis(selective inventory concept): concept of Periodic inventory & Perpetual inventory, Various stock levels: JIT purchase: Selective methods of Material control Pricing of material issues- FIFO,LIFO, Weighted average.

**3. Module III Accounting for Labour (5L)**

Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.

**4. Module IV: Accounting for Overheads (8L)**

Absorption, allocation and apportionment of overheads : Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead.

**5. Module V: Cost Ascertainment: (10L)**

contract costing; Operating costing (Transport); Process costing excluding inter-process profits, and joint and by-products.

**Suggested Readings**

1. Bhabatosh Banerjee, **Cost Accounting: Theory & Practice** , Prentice Hall of India Ltd., New Delhi,
2. Homgren, Charles, Foster and Datar : **Cost Accounting – A Managerial Emphasis**; Prentice Hall of India.

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 4<sup>th</sup>**

**Credit Points- 4**

**Paper: Fundamentals of Marketing Management**

**Contact Hours /Week - 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) - 404**

**Continuous Evaluation (Hours) - 10**

<p><b>1.Module I:(10L)</b> a. Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing. b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix.</p>
<p><b>Module II: (10L):</b> a. Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological b. Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior c. Market Segmentation Targeting &amp; Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market; d. Branding- Definition, Importance, Branding Strategy; Packaging.</p>
<p><b>Module III:(10L)</b> a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages b. New Product Development- Steps</p>
<p><b>Module IV (10L)</b> a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service b. Discounts and Rebates</p>
<p><b>Module V: (5L)</b> Distribution Channel- Meaning, Types of Distribution Channel- Direct &amp; Indirect. Role of Intermediaries and Distribution Channel Management.</p>
<p><b>Module VI :(5L)</b> Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement; <b>Selected CASE studies</b></p>

**Suggested Readings:**

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan: Marketing Management, Tata McGraw Hill
4. Gandhi, J.C.: Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Mac millian.
7. B. Ghosh: Fundamentals of Marketing Management, Books & Allied

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Semester -4<sup>th</sup>

Credit Points- 4

Paper: Fundamentals of Human Resource Management

Contact Hours /Week- 4

Total Contact Hours -40

Paper Code: BBA (N) - 405

Continuous Evaluation (Hours) - 10

<p><b>1. Module I : Human Resource Management-Overview</b> Introduction of the paper, Definition of Human Resource, Definition &amp; Concept of Personnel Management, Comparison between Personnel Management &amp; HR. Nature, Aim and Objectives, Scope &amp; Coverage &amp; Nature of HRM, Importance of Human Resource Management. Historical Perspective &amp; Evolution of Human Resource Management in India. Development of HR Functions, Structure &amp; Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples [10L]</p>
<p><b>2. Module II: Human Resource Planning</b> Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy [10L]</p>
<p><b>3. Module III: Talent Acquisition and Training:</b> <b>Recruitment:</b> Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. <b>Training:</b> Definition, Difference between Training, Development and Education, Different Methods of Training, <b>Evaluation of Training. Executive Development:</b> Importance of Executive Development, Different methods of Executive Development [10L]</p>
<p><b>4. Module IV: Employment Administration:</b> Career Planning: Meaning, Stages, Need, Concept of Career Development, Advantages and Limitations of Career Planning, Succession Planning, Definition, Process and Difference of Succession Planning with Career Planning. Performance Appraisal: Meaning, Objective, Process, Instruments of Performance Appraisal. Discipline &amp; Grievance Handling, Wage &amp; Salary Administration. [10L]</p>
<p><b>5. Module V: Emerging Areas: International Human Resource Management</b> Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques) [10L]</p>

### Suggested Readings:

1. Introduction to Computers with MS-Office 2007, Leon, TMH
2. Step by Step (Microsoft Office System) 2007 Edition; Prentice -Hall of India
3. Computer Fundamentals- P.K.Sinha, BPB Publication.
4. Fundamentals of Computers-V.Rajaraman. PHI, Sixth Edition.

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 5<sup>th</sup>**

**Credit Points- 4**

**Paper: Financial Management**

**Contact Hours /Week - 4**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 501**

**Continuous Evaluation (Hours) - 10**

<b>1.Module I: Meaning and Scope of Financial Management : (2L)</b> Profit vs wealth maximization; Financial functions –investment, financing, and dividend decisions;
<b>2.Module II: Capital Budgeting: (10L)</b> Time value of money; Compounding and Discounting techniques, concept of Annuity and Perpetuity, Payback period , Accounting rate of return, net present value, Internal rate of return. Profitability Index.
<b>3.Module III: Cost of Capital: (8L)</b> Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital.
<b>4.Module IV: Leverage: (5L)</b> Operating and Financial Leverage, Effects on Profit, Indifference Point Analysis, EBIT-EPS Analysis
<b>5.Module V: Management of Working Capital: (5L)</b> Nature of working capital , Significance of working capital, Operating cycle and determinants of working capital requirements.
<b>6. Module VI: Capital Structure Decision: (5L)</b> Designing optimum capital structure; Different theories.(NI,NOI &MM).
<b>7. Module VII: Concept of dividend,Factors (5l)</b> determinants of dividend,Walter , Gordens, MM.

**Suggested Readings:**

- 1. S.Bhatt: Financial Management,Excel Books**
- 2. Van Horne, J.C. : Fundamentals of Financial Management; Prentice Hall of India.**
- 3. Khan M.Y. and Jain P.K. : Financial Management - Text and Problems; Tata McGraw Hill.**
- 4. Prasanna Chandra : Financial Management - Theory and Practice; Tata McGraw Hill.**
- 5. Pandey I.M. : Financial Management : Vikas Publishing House.**
- 6. Saha, Tapas Ranjan : Basic Financial Management, World Press**
- 7. Bhabatosh Banerjee, Fundamentals of Financial Management , Prentice Hall of India Ltd., New Delhi, 1st Ed., 2008**



**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 5<sup>th</sup>**

**Credit Points- 4**

**Paper: Sales & Distribution Management**

**Contact Hours /Week - 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) - 502**

**Continuous Evaluation (Hours) - 10**

<p><b>Module I:</b> 1) <b>Personal Selling:</b> Nature and importance; Functions of a salesman; Personal selling as a career. 2) <b>Salesmanship and Qualities of Salesman</b> Psychology in Selling, Buying Decision Process, Types of Buying Situation: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points.</p>
<p><b>Module II:</b> 1) <b>Sales Management :</b> Market potential, Sales Potential; Sales Forecasting and Budgeting: Developing Sales forecast, Approaches to Sales Forecasting, Sales Budget, Sales Quata. 2) <b>Training and Motivating Sales force:</b> Managing the Sales Training process - ACMEE Method, Motivating and Compensating the Sales force ,Sales force, compensation, Sales Territory</p>
<p><b>Module III:</b> 1) <b>Theories of Selling:</b> AIDAS Theory; Buying Formula Theory. 2) <b>Scientific Selling Process:</b> Basic steps in personal selling – prospecting, pre-approach, and qualifying.</p>
<p><b>Module IV:</b> <b>Approach and Presentation:</b> Methods of approaching a customer; Presentation process and styles; Presentation planning. Objection Handling : Types of objections; Handling customer objections <b>Closing Sales and Follow up:</b> Methods of closing sale; Executing sales order – Follow-up importance and process</p>
<p><b>Module V:</b> <b>Channels of Distribution and Strategy:</b> Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel, Channel Design: Steps in Channel Design, Selection of Appropriate Channel, Channel Management, Transportation, Warehousing.</p>

**Suggested Readings:**

1. **Sales Management: Still, Cundiff, Govoni at al., Pearson Education.**
2. **Sahu. P. K.; Salesmanship & Sales Management, Vikas Publication.**

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 5<sup>th</sup>**

**Credit Points- 4**

**Paper: Personnel & Human Resource Development**

**Contact Hours /Week - 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) -503**

**Continuous Evaluation (Hours) - 10**

<p><b>1. Module I : Training in Industry</b> Introduction, Basic Concepts, Training, Development &amp; Learning-Definitions of Each and Their Difference with Each Other. Objectives of Training, Need &amp; Policies of Training, Types of Training-Induction, Supervisory, Managerial. Methods of Training, Importance of Methods, Different Methods: Lecture Method, Case Study Method, Role play Method, Management Games, Questioning Method, Individual or Group Practical Assignment Methods, Group Discussion Method, Panel Discussion Method, Brainstorming, Field Trip, Demonstration Method, Evaluation Systems of Training: The Kirkpatrick Four-Level Approach, Kaufman's Five Levels of Evaluation of Training Impact, The CIRO Approach to Evaluate Training Impact, The Philip's Five Level ROI Framework to Evaluate Training. Budget of Training, Apprenticeship, Worker Education-Schemes and Programmes [15L]</p>
<p><b>2. Module II: Management Development Programme (MDP)</b> Introduction of Management Development Programme-Meaning and Definitions, Need, Objectives, Steps, Calendar, Process, Methods &amp; Techniques, Auditing MDPs, Budget, In-Company Training Schemes for Managers &amp; Techniques, Role of Trainer-Modern Day Training Qualities Required From a Trainer [10L]</p>
<p><b>3. Module III: Specialized Training:</b> E- Learning and Use of Technology in Training, HRIS, Electronic Performance Base System (EPSS). Managerial Grid Training-Introduction Sensitivity Training Personality Development Programmes, Out Bound Training, ISO Training [10L]</p>
<p><b>4. Module IV: Training In Indian Industries</b> Selected Cases Covering HRD Practices in Government Organizations, Manufacturing and Service Industries and MNCs; International Experiences of Human Resource Development. Practices in Privates Sectors with Data Presentation and Examples, Practices in MNCs with Data Presentation and Examples. [5L]</p>
<p><b>5. Module V: Emerging Areas</b> Work Life Balance, TQM, Green HRM (Great Initiative by PSU of India), Concept of Human Capital/Asset, Competency Mapping New Emerging Concepts, Multi Skilling, Coaching, Mentoring, HRD Audit, Knowledge Employee, Learning Organization [10L]</p>

**Suggested Readings:**

1. Introduction to Computers with MS-Office 2007, Leon, TMH
2. Step by Step (Microsoft Office System) 2007 Edition; Prentice -Hall of India
3. Computer Fundamentals- P.K.Sinha, BPB Publication.
4. Fundamentals of Computers-V.Rajaraman. PHI, Sixth Edition.

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 5<sup>th</sup>**

**Credit Points- 4**

**Paper: Fundamentals of Entrepreneurship Development**

**Contact Hours/Week - 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) - 504**

**Continuous Evaluation (Hours) - 10**

<b>Module I:</b> Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.
<b>Module II:</b> <b>Entrepreneurial Behaviors :</b> Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur
<b>Module III:</b> <b>Entrepreneurial Talents :</b> Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur
<b>Module IV</b> <b>1)Entrepreneurial Development in India :</b> History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. <b>2)Organization Assistance:</b> New Ventures, Industrial Park (Meaning, Features, & Examples) , Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies , Small Scale Industries, The Small Industries Development Bank of India(SIDBI) , The State Small Industries Development Corporation(SSIDC)
<b>Module V:</b> <b>Project Feasibility Analysis :</b> Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation <b>Entrepreneurial strategy:</b> New Entry, Entry Strategy, Risk Reduction Strategy for New Entry.

**Suggested Readings:**

1. Lall & Sahai : Entrepreneurship,Excel Books
2. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.
3. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
4. Druckar, Peter : Innovation and Entrepreneurship, Heinemann.
5. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency.
7. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester - 5<sup>th</sup>

Credit Points- 4

Paper: Research Methodology

Contact Hours /Week - 4

Total Contact Hours -40

Paper Code: BBA (N) - 505

Continuous Evaluation (Hours) - 10

<b>Module I:</b> <b>Meaning, scope and significance of social research:</b> Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis. [6L]
<b>Module II:</b> Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science,(b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism [6L]
<b>Module III:</b> <b>Methods of research:</b> (a) Quantitative and Qualitative( Characteristics and Differences, <b>Sources of Data :</b> Primary & Secondary.[8L]
<b>Module IV:</b> <b>Techniques of Data Collection:</b> (a) Survey, (b) Observation, (c)Questionnaire & Scheduled, (d) Interview, (e) Case Study. [12L]
<b>Module IV</b> <b>Sampling :</b> Design , Types, Advantages and Limitations.[8L]
<b>Module V:</b> <b>Classification &amp; presentation of Data:</b> (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion .[10L]

### Suggested Readings:

1. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
2. Trochim, W.M.K. : Research Methods, Biztantra
3. D.K. Bhattacharjee: Research Methodology,Excel Books
4. Kumar, M.S. & Prakash, M. : Project Work – Guidelines, Himalaya
5. Kothari, C.R. : Research Methodology – Methods and Techniques, Wiley Eastern.
- 6.Sadhu, A.N. & Singh, A : Research Methodology for Social Sciences, Sterling.

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

Semester - 6<sup>th</sup>

Credit Points- 4

Paper: Management & Accounting

Contact Hours /Week - 4

Total Contact Hours -40

Paper Code: BBA (N) - 601

Continuous Evaluation (Hours) - 10

<b>1.Module I: Module 1: Management Accounting : (4L)</b> Meaning, nature, scope and functions of management accounting; Management Accounting vs Financial Accounting.
<b>2.Module II: Financial Statement Analysis (10L)</b> Fund flow statement, Cash flow statement (AS3), Comparative statement, Common size statement.
<b>3.Module III: Ratio analysis (8L)</b> Computation and implications -Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Advantages and limitations of accounting ratios.
<b>4.Module IV: Break Even analysis &amp; Marginal Costing (10L)</b> Break even analysis, Marginal Costing margin of safety, Marginal costing as a tool for decision making – make or buy; Change of product mix; shut down decision.
<b>5.Module V: Budgeting for Profit Planning and Control (10L)</b> Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed, flexible budgeting, cash budget; Zero base budgeting; <b>Numerical on Flexible and Cash Budget.</b>

**Suggested Readings:**

1. Khan M.Y. and Jain P.K. : Management Accounting; Tata McGraw Hill
2. Kaplan R.S. and Atkinson A.A. : Advanced Management Accounting; Prentice Hall of India.
3. Arora M.N. : Cost Accounting Principles and Practices; Vikas
4. Jain S.P. & Narang K.L. : Cost Accounting; Kalyani, New Delhi
5. Anthony, Robert & Reece, et al : Principles of Management Accounting; Richard Irwin Inc.
6. Bhabatosh Banerjee, Financial Policy & Management Accounting, 7th Edn. Prentice Hall of India Ltd.

**Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme**

**Semester - 6<sup>th</sup>**

**Credit Points- 4**

**Paper: Advertising & Sales Promotion**

**Contact Hours /Week - 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) - 602**

**Continuous Evaluation (Hours) - 10**

<b>Module I:</b> 1) <b>Communication Process:</b> Basic communication process, role of source; Encoding and decoding of message, media, audience, feedback and noise.
<b>Module II:</b> 1) <b>Advertising and Communication Mix :</b> Different advertising functions; Types of advertising; Economic aspects of advertising 2) <b>Advertising process – an overview;</b> Setting advertising objectives and advertising budget.
<b>Module III:</b> 1) <b>Creative Aspects of Advertising:</b> Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning. 2) <b>Advertising Media :</b> Different types of media; Media planning and scheduling
<b>Module IV:</b> <b>Impact of Advertising:</b> Advertising Agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising.
<b>Module V:</b> 1) <b>Sales Promotion:</b> Meaning, nature, and functions; Relationship between sales promotion and advertising, future of sales promotion Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade, sales promotion. 2) <b>Sales Promotion Schemes:</b> Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and salesforce.

**Suggested Readings:**

1. Aaker, David and Myers John G., et.al : Advertising Management; Prentice Hall of India.
2. Kazmi & Batra: Advertising & Sales Promotion, Excel Books
3. Arun Kumar: Marketing management, Vikas
4. Border W.H. : Advertising; John Wiley
5. Sengupta Subroto : Brand Positioning Strategies for Competitive Advantage; Tata McGraw Hill.

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester - 6<sup>th</sup>

Credit Points- 4

Paper: Industrial Relations

Contact Hours /Week - 4

Total Contact Hours -40

Paper Code: BBA (N) - 603

Continuous Evaluation (Hours) - 10

<b>1. Module I : Discipline</b> Introduction of the paper. Concept of Discipline. Deviations in Work Behaviour Hot Stove Rule Types of Discipline [5L]
<b>2. Module II: Industrial Relations in India</b> Concept of Industrial Relations in India Theory of Industrial Relations in India. Approaches & Context of IR. Growth of Trade Unionism Structure of Trade Unionism Trends in Industrial Disputes Industrial Disputes Settlement machinery under ID Act, Collective Bargaining Worker's Participation in Management Labour Welfare Industrial Employment (Standard Orders) Act, 1946 Principles of Natural Justice The Central Civil Services (Conduct) Rules Code of Conduct, International Labour Movement: International Labour Organisations (ILO) – Origin, history, objectives and functions. [20L]
<b>3. Module III: Negative Discipline:</b> Act of Indiscipline or Misconduct Cause of indiscipline & Misconduct Principles for Maintenance of Discipline Basic Ingredients or Guidelines of a Disciplinary Action Warning (Verbal/Written) Charge Sheet Domestic Enquiry [8L]
<b>4. Module IV: Positive Discipline</b> Counselling-Approaches, Process Skills of Positive Discipline Problems of Positive Discipline [5L]
<b>5. Module V: Management of Discipline</b> Discipline Authority Punishment & Penalties Handling Court cases [5L]
<b>6. Module VI: Grievance Management</b> Causes and Effects, Need for Grievance Procedures, Discovery of Grievance Procedures, Essential Pre-requisites of Grievance Procedure, Steps in the Grievance Procedure, Model Grievance Procedure, Grievance, Management In Indian Industry, Guidelines for Handling Grievances. [7L]

### Suggested Readings:

1. Suggested Readings 1. V.S.P. Rao : Human Resource Management - Text and Cases, Excel
2. Srivastava : Industrial & Labour Laws, Vikas
3. S.L. Agarwal : Labour Relations Law in India, Macmillan
4. C.B. Mamoria & S. Mamoria : Industrial Relations in India, Himalaya
5. F.B. Flippo : Personnel Management, McGraw Hill
6. Venkataratnam, C.S. & Srivastava, B.K. : Personnel Management and Human Resources, Tata

## Proposed Revised Syllabus on Bachelor of Business Administration (BBA) Programme

Semester - 6<sup>th</sup>

Credit Points- 4

Paper: Public Service Management

Contact Hours /Week - 4

Total Contact Hours -40

Paper Code: BBA (N) - 604

Continuous Evaluation (Hours) - 10

<p><b>Module I:</b> 1) <b>Introduction to Transport Sector</b> : Role of Transportation in Economic Development, Essential Features of Transport System, Basic Elements of Transportation and Logistics, Transport Infrastructure in India, Multimodal Transportation System. 2) <b>Introduction to Health Sector:</b> Health Services in India: An overall Idea; Input, Output and Performance, Disparities in Health Services, Govt's Role, Private Participation, Role of NGOs.</p>
<p><b>Module II:</b> 1) <b>Road Transport:</b> National and State Highways, Road Transport Operations, Commercial and Economic Aspects. 2) <b>Rail Transport:</b> Railways Infrastructure and Basic Elements, Rail Transport Operations, Freight Traffic and Passenger Traffic, Commercial and Economic Aspects of Rail Transport.</p>
<p><b>Module III:</b> 1) <b>Water Transport:</b> Basic Elements of Water Transport, Water Transport Operations, Major and Minor Ports of India, Functions of Port Trust, Water Traffic, Inland water Transport, Commercial and Economic Aspects of Water Transport. 2) <b>Air Transport:</b> Basic Concept, Physical Elements of Air Transport, Air Traffic Control Management, Air Transport Operations, Commercial and Economic Aspects of Air Transport.</p>
<p><b>Module IV:</b> 1) <b>Health Services Management:</b> Management Issues in Health Care, Health Care Decision-making, Project Management in Health Care, Contemporary Trends in Health Care, Monitoring the Performance and Needs in Health Services. 2) <b>Financial Management in Health Services:</b> Budgeting, Control, Pricing and Efficiency.</p>
<p><b>Module V:</b> 1) <b>Economics of Health Care:</b> National Health Programmes; viz. Universal Immunization Programme, AIDS Control Programme, Reproductive &amp; Child Health Care Programme, National Cancer Control Programme, Non-Governmental Health Care, Cost-Benefit Analysis. 2) <b>National Health Policy:</b> Factors, Determinants and Other Issues, Review of Different Committees.</p>

### Suggested Readings:

1. Sarangi, S.K. :HEALTHCARE MANAGEMENT (Text and Cases), Himalaya Publishing House.
2. Singh, Ruchi and Sharma, Deeksha.: HEALTHCARE MANGEMENT (Concept and Cases), Himalaya Publishing House.



**MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY**

**BBA FINAL YEAR PROPOSED MOOC COURSES,2018**

Semester 1

<b>COURSE</b>	<b>DURATION</b>	<b>CREDIT</b>	<b>UNIVERSITY/INSTITUTES</b>
Presentation Skills: Designing Presentation Slides	4 Weeks	1	Tomsk State University (Coursera)
Communication in the 21st Century Workplace	4 Weeks	1	University of California (Coursera)
Developing Soft Skills and Personality	8 Weeks	3	NPTEL
Soft skills	12 Weeks	4	IIT Roorkee (NPTEL)
Introduction to Mathematical Thinking	9 Weeks	3	Stanford University (Coursera)
Communication theory: bridging academia and practice	9 Weeks	3	Higher School of Economics (Coursera)

Semester 2

<b>COURSE</b>	<b>DURATION</b>	<b>CREDIT</b>	<b>UNIVERSITY/INSTITUTES</b>
Inferential statistics	7 Weeks	2	University of Amsterdam
Microeconomics: Theory & Applications	12 Weeks	4	IIT Kanpur (NPTEL)
Introduction to probability and Statistics	4 Weeks	1	IIT Madras (NPTEL)
Pre-University	6 Weeks	2	Delft University of Technology (Edx)

Calculus			
Economic Growth and Development	8 Weeks	3	IITG (NPTEL)
Leadership	4 Weeks	1	IIT KGP (NPTEL)

Course name	University	Duration	Credit points
<b>3<sup>rd</sup> Semester</b>			
Leadership Through Marketing	Northwestern University	4 Weeks	1
Financial Accounting Fundamentals	University of Virginia (Coursera)	5 weeks	1
The Power of Macroeconomics: Economic Principles in the Real World	University of California, Irvine (Coursera)	13weeks	3
The Marketing Plan	IE Business School (Coursera)	4 weeks	2
Teamwork & Collaboration	Rochester Institute of Technology	4 weeks	3
The Power of Microeconomics: Economic Principles in the Real World	University of California, Irvine (Coursera)	13weeks	3
<b>4<sup>th</sup> Semester</b>			
Brand and Product Management	IE Business School (Coursera)	4weeks	1
Digital Marketing Channels: Planning	University of Illinois at Urbana-Champaign (Coursera)	4weeks	4
Financial Literacy	Macquarie University (Open2Study)	4weeks	2
Understanding Financial Markets	University of Geneva (Coursera)	4 weeks	2
Management and		4 weeks	1

Leadership: Growing as a Manager	The Open University ( FutureLearn)		
How to Finance and Grow Your Startup – Without VC	London Business School	7 weeks	3

5 <sup>th</sup> Semester					
Serial No.	Course Name	Course Link	University	Duration	Credit Points
1	Managerial Accounting Fundamentals (Coursera)	<a href="https://www.mooc-list.com/course/managerial-accounting-fundamentals-coursera">https://www.mooc-list.com/course/managerial-accounting-fundamentals-coursera</a>	University of Virginia	4 week	2
2	Marketing Management II (Coursera)	<a href="https://www.mooc-list.com/course/marketing-management-ii-coursera">https://www.mooc-list.com/course/marketing-management-ii-coursera</a>	University of Illinois at Urbana-Champaign	4 weeks	3
3	Human Resources (Open2Study)	<a href="https://www.mooc-list.com/course/human-resources-open2study">https://www.mooc-list.com/course/human-resources-open2study</a>	Open Training Institute	4 weeks	1
4	Entrepreneurship 1: Developing the Opportunity (Coursera)	<a href="https://www.mooc-list.com/course/entrepreneurship-1-developing-opportunity-coursera">https://www.mooc-list.com/course/entrepreneurship-1-developing-opportunity-coursera</a>	University of Pennsylvania	4 weeks	1
5	Environmental Protection and Sustainability (edX)	<a href="https://www.mooc-list.com/course/environmental-protection-and-sustainability-edx">https://www.mooc-list.com/course/environmental-protection-and-sustainability-edx</a>	EdX	9 weeks	3

6	Transport systems and transport policy: An introduction (Hasselt University)	<a href="https://www.mooc-list.com/course/transport-systems-and-transport-policy-introduction-hasselt-university">https://www.mooc-list.com/course/transport-systems-and-transport-policy-introduction-hasselt-university</a>	Hasselt University	12 weeks	24
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6 <sup>th</sup> Semester					
Serial No.	Course Name	Course Link	University	Weeks	Credit Points
1	Accounting Analytics (Coursera)	<a href="https://www.mooc-list.com/course/accounting-analytics-coursera">https://www.mooc-list.com/course/accounting-analytics-coursera</a>	University of Pennsylvania	4 weeks	2
2	Advertising and Promotion (saylor.org)	<a href="https://www.mooc-list.com/course/advertising-and-promotion-saylororg">https://www.mooc-list.com/course/advertising-and-promotion-saylororg</a>	Saylor.org	Self-Paced	Self-study
3	Preparing to Manage Human Resources (Coursera)	<a href="https://www.mooc-list.com/course/preparing-manage-human-resources-coursera">https://www.mooc-list.com/course/preparing-manage-human-resources-coursera</a>	University of Minnesota	4 weeks	2
4	Introduction to Social Research Methods (edX)	<a href="https://www.mooc-list.com/course/introduction-social-research-methods-edx">https://www.mooc-list.com/course/introduction-social-research-methods-edx</a>	University of Edinburgh	8 weeks	4
5	Managerial Accounting: Tools for Facilitating and Guiding Business Decisions (Coursera)	<a href="https://www.mooc-list.com/course/managerial-accounting-tools-facilitating-and-guiding-business-decisions-coursera">https://www.mooc-list.com/course/managerial-accounting-tools-facilitating-and-guiding-business-decisions-coursera</a>	University of Illinois at Urbana-Champaign	4 weeks	3

