

SYLLABUS

Bachelor of Business Administration

UNDER CURRICULUM AND CREDIT FRAMEWORK



KAZI NAZRUL UNIVERSITY

ASANSOL, WEST BENGAL

With effect from 2023-2024 Academic Session

Syllabus of Bachelor of Business Administration

BBA (1ST & 2ND SEMESTER)

1st Semester

Course Name: Principles of Management and Organisational Behaviour

Course Code: BBAMJ101; Course Type: Major; Course Details: MJC-1; L-T-P: 4-1-0;

Course Credit: 5

Marks: Theory [100]: Continuous Assessment-30 & End Semester Examination-70

Course Objective

The objective of the course is to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices. Also to acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the evolution of management and apprehend its effect on future managers.
2. Analyse how organisations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.
3. Comprehend the changes happening in organisation structure over time.
4. Analyse the relationship amongst functions of management i.e. planning, organizing, directing and controlling.
5. Appreciate the changing dynamics of management practice.
6. Develop understanding of different approaches to designing organizational structures.
7. Understand the role of personality, learning and emotions at work.
8. Discover and understand the concept of motivation, leadership, power and conflict.
9. Understand the foundations of group behaviour and the framework for organizational change and development.

Unit-I: Nature, Scope and Process of Management: Concept of Management, Role and Importance of Management, Functions and Levels of Management, Management – A Science and an Art; Evolution of Management Thoughts: F.W.Taylor, Henry Fayol and Elton Mayo.

Unit-II: Planning and Organizing: Features of Planning, Importance, Steps, Types. Formal and Informal Organizations, Organization Structure: Line and staff, Delegation of Authority, Centralization and decentralization.

Unit-III: Leadership, Coordination and Control: Leadership, Functions and Importance, Qualities of a Good Leader, Leadership Styles. Nature of Control, Relationship between Planning and Control, Elements of control system.

UNIT-IV: Personality, Perception & Motivation: Personality: Concept and Types, Major determinants. MBTI, Type-A and Type- B Theory; Perception: Concept, Factors influencing Perception; Learning: Concept; Attitude: Concept, Different Job Attitudes; Motivation: Concept, Basic Theories of Motivation (Maslow, Herzberg, Mc Clelland and Mc Gregor).

UNIT-V: Organisational Behaviour: Concept, Learning objectives, Characteristics of Human Behaviour.

Suggested Readings:

1. Essentials of Management: Weihrich and Koontz, et al, Tata McGraw Hill.
2. Management: Stoner J and Freeman RE, Prentice-Hall.
3. Management: Daft, RL, Thomson.
4. Management-Text & Cases: V.S.P Rao & Hari Krishna, Excel Books.
5. Principles of Management: Ramaswami, T, Himalaya Publishing.
6. Management: Robbins, SP, Prentice Hall.
7. Organizational behavior – Robins Stephen P; PHI.
8. Organizational behavior- Fred Luthans; McGraw Hill Inc.
9. Management of Organizational behavior – Harsey, Paul & Kenneth H. Blancher; PHI.
10. Organizational Behaviour: Human Behaviour at Work - Davis and Newstrom, Tata McGraw-Hill.
11. Organizational Behaviour- Steers and Black, Harper Collins College Publishers.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (30 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (70 Marks): End Semester Written Examination

Course Name: Business Economics

Course Code: BBAMN101; Course Type: Minor; Course Details: MNC-1 L-T-P: 4 -1 -0;

Course Credit: 5

Marks: Theory [100]: Continuous Assessment-30 & End Semester Examination-70

Course Objectives

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Learning Outcomes

After completing the course, the student shall be able to:

1. Apply the knowledge of the mechanics of supply and demand to explain working of markets.
2. Describe how changes in demand and supply affect markets. Understand the choices made by a rational consumer.
3. Explain relationships between production and costs.
4. Define key characteristics and consequences of different forms of markets.
5. Understand the functioning of Banks and issues related to public finance

UNIT-I: Introduction: Economic Terms and Basic concepts; Basic Economic problems; Meaning, Nature and Scope of Business Economics.

UNIT-II: Demand: Law of demand and its Exceptions; Elasticity of Demand- Concepts and Types, Measurement of Elasticity; Demand Forecasting – Importance, Methods ; Different Revenue Concepts, Relations Concerning AR, MR and Price Elasticity.

UNIT-III: Production and Cost: Production Function; Law of variable Proportions , Iso- quant, Iso-cost Lines and Choice of Optimum Input combination, Expansion Path ; Cost Function; Short-run and Long-run Costs-Different Cost concepts and Costs Curves.

UNIT-IV: Market: Different Market Structures; Short-run and Long-run Equilibrium under Perfect Competition, Equilibrium under Monopoly, Price Discrimination.

UNIT-V: Banking and Public Finance: Function of Commercial Banks and Central Bank; Credit Creation and Credit Control in the Banking system; Direct and Indirect Taxes, Public Debt, Budget Deficit, Anti-inflationary measures. National Income Accounting: Methods, Limitations, Income determination by Simple Keynesian Model, Investment Multiplier.

Suggested Readings:

1. Economics – Samuelson and Nordhaus; McGraw Hill.
2. An Introduction to Positive Economics – Lipsey; ELBS.
3. Managerial Economics – Hague; Longman.
4. Managerial Economics – Varshney and Maheswari; Sultan Chand.
5. Modern Economic Theory – Mukherjee; Wishwa Prakashan

Teaching Learning Process

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Assessment Methods

Internal Examination (30 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (70 Marks): End Semester Written Examination

Course Name: E-Commerce

Course Code: MDC-1; Course Type: MD; Course Details: MDC-1; L-T-P: 3-0-0;

Course Credit: 3

Marks: Theory [50]: Continuous Assessment-15 & End Semester Examination-35

Course Objectives

The purpose of this course is provide an introduction to e-commerce for business and management. It will also help to understand the complexity of e-commerce and its many facets. Students will learn how e-business and e-commerce fit together. Also they will be able to identify the impact of e-commerce and recognise the benefits and limitations of e-commerce.

Learning Outcomes

After completing the course, the student shall be able to:

1. Identify the component parts of e-commerce.
2. Identify the benefits of selling online.
3. Know how to optimise and stay safe when selling online.
4. Understand the risks around Cyber Security when trading and doing business online.
5. Understand the basic concepts and technologies used in the field of management information systems.
6. Understand the processes of developing and implementing information systems.
7. Be aware of the ethical, social, and security issues of information systems.

Unit-I: Introduction: E-Commerce-meaning, nature, concepts, types; e-commerce business models B2B [concept, major activities, types of B to B market (independent, buyer oriented, supplier oriented, e-market place)], B2C [portals, e-tailer, content provider, transaction broker, real life examples of B2C], C2C, C2B, etc.; forces behind e-commerce, e-Governance [meaning, types, significance, real life examples].

Unit-II: E-CRM and SCM: E-CRM-definition, features, goals of E-CRM business framework, phases of E-CRM, types of E-CRM, Functional components of E-CRM, strategies for E-CRM solutions; SCM-definition, features, types of supply chain.

Unit-III: Digital Payment: Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.

Unit-IV: ERP: Definition, features, major characteristics, levels of ERP, benefits of ERP, enterprise potential of ERP, modules of ERP, phases of ERP implementation, limitations of ERP.

Unit-V: New Trends in E-Commerce: Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures.

Suggested Readings:

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, E-Commerce: Fundamentals and Applications, Wiley.
3. Laudon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage
5. Bhaskar, B., E-Commerce, McGraw Hill

Teaching Learning Process

Teaching learning process may be interactive classroom sessions. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (15 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (35 Marks): End Semester Written Examination.

Course Name: Business Statistics
Course Code: BBASE101; Course Type: SEC; Course Details: SEC-1
L-T-P: 2 -1 -0; Course Credit: 3
Marks: Theory [50]: Continuous Assessment-15 & End Semester Examination-35

Course Objective

To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for business decision making.

Learning Outcomes

After completing the course, the student shall be able to:

1. Acquire a fair degree of proficiency in comprehending statistical data, processing and analysing it using descriptive statistical tools.
2. Gather knowledge about various measures of Central Tendency.
3. Understand the relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.
4. Develop an understanding of the different measures of dispersion and Skewness and Kurtosis

UNIT-I: Introduction: Definition of Statistics, Importance and scope of statistics, Limitations of Statistics; Types of Data, Important Sources of Secondary Data; Collection and Presentation of Data: Different Methods of collecting Primary Data: Text, Tabular and graphical Methods of Data presentation; Frequency Distribution, Diagrammatic Presentation of Frequency data.

UNIT-II: Measures of Central Tendency: simple and Weighted Arithmetic Mean – Properties, Merits and Demerits; Geometric Mean and harmonic Mean – Algebraic Properties, Merits and Demerits; Relationship among A.M., G.M. and H.M.; Median and Mode – Measures, Properties, Merits and Demits.

UNIT-III: Measures of Dispersion: Range, Quartile Deviation, mean Absolute Deviation and Standard Deviation – their Merits, Demerits and Properties.

UNIT-IV: Analysis of Bivariate Data: Scatter Diagram, Pearson's Correlation Coefficient and

its Properties; Spearman's Rank Correlation (in case of no tie) Simple Linear Regression and its Properties.

UNIT-V: Index Number: Definition, Uses, Methods of Construction of Index Numbers, problems in Construction of Index Numbers, types of Index Numbers-Price index and Quantity Index.

Suggested Readings:

1. Statistics: Sancheti and Kapoor, Sultan Chand & Sons.
2. Basic Statistics: Goon, Gupta and Dasgupta, World press.
3. Fundamental of Statistics (vol. 1 and 2): Goon, Gupta and Dasgupta, World Press.
4. Statistical Methods (vol 1 and 2): N.G. Das.
5. Mathematical and Statistics: Ajay Goel and Alka Goel, Taxmann

Teaching Learning Process

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Assessment Methods

Internal Examination (15 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (35 Marks): End Semester Written Examination.

2nd Semester

Course Name: Financial Accounting for Managers

Course Code: BBAMJ201; Course Type: Major; Course Details: MJC-2; L-T-P: 4-1-0;

Course Credit: 5

Marks: Theory [100]: Continuous Assessment-30 & End Semester Examination-70

Course Objective

This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of business organisations.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the theoretical framework of accounting and to prepare financial statements.
2. Learn the system accounting system of Depreciation.
3. Learn the system of accounting for Partnership firm..
4. Learn the Company Accounts (as per Companies Act, 2013).
5. Understand the system of accounting for Non- Trading Concern.

Unit-I: Accounting: Objectives, Advantages and Limitations, Branches of Accounting, Accounting Equations, Types of Accounting Information; Users of Accounting Information and Their Needs. Basic Accounting Concepts and Conventions-Accounting Transactions - Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book.

Unit-II: Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded). Reserves & Provision – Concept, Types & Purposes, Difference between Reserve & Provision; Adjustment Entries – Concept & Development of Adjustment Entries; Classification of Errors - Rectification of Errors - Preparation of Suspense Account.

Unit-III: Preparation of Final Accounts of Profit-oriented Sole-proprietorship (Trading Concerns only); Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations (Simple Problems).

Unit-IV: Partnership Accounting: Features of Accounting of Partnership Firms; Maintenance of Capital Accounts – Fixed & Fluctuating; Profit & Loss Appropriation Account (Basic Problems); Admission, Retirement and Death of a Partner.

Unit-V: Company Accounts (as per Companies Act, 2013): Maintenance of Accounts u/s 128; Financial Statements - Definition u/s 2(40); Proforma of Statement of Profit & Loss and Balance Sheet [as per Schedule III Companies Act, 2013].

Suggested Readings:

1. Financial Accounting: S. Mukherjee & A. K. Mukherjee, Oxford University Press.
2. Financial Accounting: A Managerial Perspective: R. Narayanaswamy, Prentice Hall of India.
3. A Textbook of Accounting for Management: S. N. Maheshwari, S. K. Maheshwari, Vikas Publications.
4. Accounting for Managers – Ashish Kr. Bhattacharya; PHI.
5. Financial Accounting – Ashok Banerjee; Excel Books.
6. First Course in Financial Accounting for Business Managers- Asish Kr. Bhattacharya; Nonlinear Insights (OPC) Pvt. Ltd.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (30 Marks): Internal Assessment may be conducted by using any one or in

combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (70 Marks): End Semester Written Examination.

Course Name: Marketing Management

Course Code: BBAMN201; Course Type: Minor; Course Details: MNC-2; L-T-P: 4 -1 -0;

Course Credit: 5

Marks: Theory [100]: Continuous Assessment-30 & End Semester Examination-70

Course Objectives

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

Learning Outcomes

After completing the course, the student shall be able to:

1. Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions and effecting marketing decisions of a firm.
2. Understand the dynamics of consumer behaviour and process of market selection through STP stages.
3. Understand and analyze the process of value creation through marketing decisions involving product development.
4. Understand and analyze the process of value creation through marketing decisions involving product pricing and its distribution.
5. Understand the need of effective communication and designing of appropriate marketing communication mix

Unit-I: Marketing– scope, nature, definition, core marketing concepts and marketing environment, recent trends in marketing in India. Tele Marketing, Marketing on Web. Green marketing-Importance, benefits and adoption.

Unit-II: Developing marketing opportunities and strategies, consumer and business buyer's behaviour; factors influencing buyer behaviour. Segmentation, Targeting and positioning (STP) for competitive advantage, Marketing Information System (MKIS) and Marketing Research.

Unit-III: Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), New product development, branding and packaging decisions.

Unit-IV: Pricing of products: Pricing considerations and approaches, strategies and methods. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.

Unit-V: The communication process, developing effective communication, deciding on the marketing communication mix, managing advertising, sales promotion and public relations. Managing sales force.

Suggested Readings:

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, new Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.

Teaching Learning Process

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Assessment Methods

Internal Examination (30 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment

and Presentation, Surprise Test as suitable.

External Examination (70 Marks): End Semester Written Examination.

Course Name: Business Environment

**Course Code: MDC-2; Course Type: MD; Course Details: MDC-2; L-T-P: 3-0-0;
Course Credit: 3**

Marks: Theory [50]: Continuous Assessment-15 & End Semester Examination-35

Course Objectives

To analyse the overall business environment and evaluate its various components in business decision making

Learning Outcomes

After completing the course, the student shall be able to:

1. Familiarize with the nature of business environments and its components.
2. Develop an understanding of the different economic system.
3. Develop conceptual framework of business environment and generate interest in International Business.
4. Understand the impact of different International Economic institutions on Indian Economy.

Unit-I: Introductory Issues: concept, nature and importance of business and business environment – Types of environment; general and task environment, internal and external environment, Basic elements of environment: socio-cultural, political, legal, economic and technological elements.

Unit -II: Socio-cultural Environment of Business: Concept and nature of culture – Impact of culture on business – cultural resources – Ethics and social responsibility of business – Arguments for and against social responsibility.

Unit -III: Economic Environment of Business: concept and elements of economic environment – Different economic systems: their meanings and characteristics – Economic reforms initiated in India –

Liberalization, privatization and disinvestment: concepts and trends.

Unit -IV: International Environment of Business: Globalization as a part of the New Industrial Policy – concept and nature of globalization – Why companies go global – Strategies for entering foreign markets: exporting, licensing and franchising, contract manufacturing, management contracting, joint venture, merger and acquisition, strategic alliance and counter trade – Merits and demerits of globalization – Globalization of Indian business.

Unit -V: India, WTO and Trading Blocks: Role and functions of WTO – Differences between WTO and GATT – Arguments for joining WTO – WTO Agreements binding on India: their impact on the Indian economy – International Economic institutions like World Bank and IMF: their importance and basic functions.

Suggested Readings:

1. Essentials of Business Environment – Aswathapa, K; HPH.
2. Business Environment – Cherunillam, Francis; HPH.
3. Economics Environment of Business – Misra and Puri; HPH
4. Business Environment – Gupta, C.B.; Sultan Chand.
5. Business Environment: Text and Cases – Paul, Justin; TMH.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (15 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (35 Marks): End Semester Written Examination.

Course Name: Entrepreneurship Development
Course Code: BBASE201; Course Type: SEC; Course Details: SEC-2
L-T-P: 2 -1 -0; Course Credit: 3
Marks: Theory [50]: Continuous Assessment-15 & End Semester Examination-35

Course Objective

To inculcate the spirit of entrepreneurship among the learners to ensure materialization of entrepreneurial desire into a new venture.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the concept of entrepreneurship in the context of Indian economic scenario.
2. Link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.
3. Understand the role of the Government in Entrepreneurship Development.
4. Understand entrepreneurial process for initiating new venture creation and the various sources of finance.
5. Understand the procedure for setting-up a small-scale unit.

UNIT-I: Introduction: Concepts of entrepreneur, entrepreneurship and entrepreneur, Characteristics and competencies of a successful entrepreneur, General functions of an entrepreneur; Type of entrepreneurs; Role of entrepreneur in economic development; Distinction between an entrepreneur and a manager; Entrepreneur and Intreprenuer, growth of entrepreneurship-Economic and non economic factor for stimulating entrepreneurship development.

UNIT-II: Role of the Government in Entrepreneurship Development: Concept and meaning of entrepreneurship development; Need for entrepreneurship development programmes (EDPs), Objectives of EDP. McClland theory of motivation. Women entrepreneursProblems, remedial measures, reasons for growth of woman entrepreneurs.

UNIT-III: Venture promotion and Project Formulation: Concept of projects classification of projects and project report; Project identification and selection; Constraints in project identification,

Techniques of Project Identification, Significance, contents, formulation of project report; Need for Project Formulation; Guidelines for formulating a project report; Concepts of project appraisal.

UNIT-IV: Financing of Enterprise: Need for financial planning, Sources of short-term and long-term finance to entrepreneurs, Commercial banks and financial institutions like IDBI, IFCI, ICICI, SIDBI, SIDCO and SFCs – their roles and activities.

UNIT-V: Small Scale Industries (SSIs) & Institutional Support to Small Enterprises: Definition, characteristics and scope of SSIs in India, Procedure for setting-up a small-scale unit.

Suggested Readings:

1. Management of Small Scale Industry – Vasant Desai; PPH.
2. Entrepreneurship and Small Business Management–C. B. Gupta and S. S. Khanka; Sultan Chand & Sons.
3. Entrepreneurial Development – S. S. Khanka; S. Chand.
4. Entrepreneurship – New Venture Creation – David H. Holt; PHI.

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Assessment Methods

Internal Examination (15 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (35 Marks): End Semester Written Examination.