

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

COURSE STRUCTURE FOR BBA

FIRST SEMESTER

A. <u>THEORY</u>							
SL. NO .	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOT AL	
1	BBA 101	Principles of Management	3	1		4	4
2	BBH102	English Language & Communication	3	1		4	4
3	BBA 103	Business Accounting	3	1		4	4
4	BBM 104	Business Mathematics	3	1		4	4
5	BBC 105	Introduction to Computing	3	1		4	4
Total of Theory						20	20
B. <u>PRACTICAL</u>							
1	BBH 192	Language Laboratory			6	6	4
2	BBC 195	Computing Laboratory			6	6	4
Total of Practical						12	8
Total of Semester				32		28	

COURSE STRUCTURE FOR BBA

SECOND SEMESTER

A. <u>THEORY</u>							
SL. NO .	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOT AL	
1	BBH 202	Business Communication	3	1		4	4
2	BBA 201	Basics of Trade, Industry & Commerce	3	1		4	4
3	BBA 203	Organisational Behaviour	3	1		4	4
4	BBA 205	Business Environment	3	1		4	4
5	BBM 204	Statistics	3	1		4	4
6	BBA 206	Environment & Ecology	3			3	3
Total of Theory						23	23
B. <u>PRACTICAL</u>							
1	BBC 295	Software Lab			6	6	4
C. <u>SESSIONALS</u>							
1	BBH 292	Public Speaking on Assigned Topic			3	3	2
Total of Practical						3	2
Total of Semester				32		29	

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

COURSE STRUCTURE FOR BBA THIRD SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBM 304	Principles of Calculus	3	1		4	4
2	BBA 301	Strategic Management	3	1		4	4
3	BBA 303	Financial Management	3	1		4	4
4	BBA 304	Marketing Management	3	1		4	4
5	BBA 305	Micro and Macro Economic System	3	1		4	4
Total of Theory						20	20
B. <u>SESSIONALS</u>							
1	BBA 396	Minor Project on Finance				6	4
2	BBA 397	Seminar of Assigned Topic on Marketing			3	3	2
Total of sessional						9	6
Total of Semester				29			26

COURSE STRUCTURE FOR BBA

FOURTH SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBA 401	Managerial Economics	3	1		4	4
2	BBA 402	Business Law	3	1		4	4
3	BBA 403	Elements of Entrepreneurship	3	1		4	4
3	BBM 404	Management Information Systems	3	1		4	4
3	BBH 402	Values & Ethics of Profession	3			3	3
Total of Theory						19	19
B. <u>SESSIONALS</u>							
1	BBA 497	Seminar on Assigned topics in E-Commerce			3	3	2
2	BBA 496	Minor Project on Market Research				9	6
Total of sessional						12	8
Total of Semester				31			27

6 to 8 weeks Summer Training on

2 Finance/Marketing /H.R.M

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

COURSE STRUCTURE FOR BBA FIFTH SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBA 501	Materials Management	3	1		4	4
2	BBH 502	Cultural Heritage of India	4			4	4
3	BBA 503	Human Resource Management	3	1		4	4
4	BBA 504	Production Management	3	1		4	4
Total of Theory						16	16
B. <u>SESSIONALS</u>							
1	BBA 598	Summer Training Evaluation					3
2	BBA 596	Project Evaluation				8	6
Total of Sessionals						8	9
Total of Semester				24		25	

COURSE STRUCTURE FOR BBA

SIXTH SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1		Elective I	4			4	4
2		Elective II	4			4	4
3		Elective III	4			4	4
4		Elective IV	4			4	4
Total of Theory						16	16
B. <u>SESSIONALS</u>							
1	BBA 691	Comprehensive Viva Voce					3
2	BBA 692	Institutional Participation					3
3	BBA 696	Major Project on Specialised Area			12	12	8
4	BBA 697	Defense of Project					2

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Total of Sessionals	12	16
Total of Semester	28	32

Elective I

Code	Subject
BBA E601A	Product Management (Marketing Stream)
BBA E601B	Operations and Quality Management (Production Stream)
BBA E601C	Higher Financial Management (Finance Stream)
BBA E601D	Personnel Management (Human Resource Stream)
BBA E601E	Programming Techniques and Networking (Systems Stream)

Elective II

Code	Subject
BBA E602A	Advertising & Sales Promotion. (Marketing Stream)
BBA E602B	Production Planning & Control (Production Stream)
BBA E602C	International Finance (Finance Stream)
BBA E602D	Industrial Relations & Labour Laws (Human Resource Stream)
BBA E602E	Software Engineering & Data Models (Systems Stream)

Elective III

Code	Subject
BBA E603A	Sales & Distribution Management (Marketing Stream)
BBA E603B	Operation Research (Production Stream)
BBA E603C	Elements of Taxation (Finance Stream)
BBA E603D	Human Resource Development (Human Resource Stream)
BBA E603E	Enterprise Models (Systems Stream)

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Elective IV

Code	Subject
BBA E604A	Market Research & Consumer Behaviour (Marketing Stream)
BBA E604B	Project Management (Production Stream)
BBA E604C	Company Accounts and Audit (Finance Stream)
BBA E604D	Management of Organisational change (Human Resource Stream)
BBA E604E	Information Science & Technology (Systems Stream)

DETAILED SYLLABUS Principles of Management

Code: BBA 101

Contacts: 3L + 1T

Credits: 4

Introduction to Management : The evolution of Management , Definition and importance of Management . Different schools of Management thought- classical school, Management Sciences School, Behavioral School, Human Relation School, Operational approach, system approach and contingency approach to Management .

Management Process: An overview of planning, Organising , Staffing, Directing and controlling.

Planning : Meaning objective, nature and importance of planning, planning process, planning premises, types of plan.

Organizing : Meaning and importance, organization structure / chart, responsibility and authority, span of control, delegation of authority, centralization-decentralization, line and staff relationships, types of organizations, formal and informal groups in organizations, Matrix organization.

Staffing : Staffing function, manpower needs, manpower position, recruitment & selection, training & development, performance appraisal, human resource audit.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Directing: Meaning of direction, nature of directing; Motivation; basis of motivation-fear, money, satisfaction; importance of behaviour; individual needs, needs of organization; factors influencing performance; work environment, group dynamics-formal & informal, Communication principles and practices.

Leadership-nature, styles, attitudes, leader behaviour, leader effectiveness, leadership models.

Controlling: Concept of managerial control, importance of control, control process, methods of control, essentials of effective control.

Social Responsibility of Management : Professional Management as compared to traditional system of owner Management , Impact of political system, government Policy, national economic planning on managerial policy.

Managing Ethics- Top Management , Codes of Ethics, Ethics Committees, Ethics Hotlines. Ethics and Law. Corporate Culture and Ethical Climate. Improving Ethical Decision Making- Difficulties in Decision-Making, Suggestions for making Ethical Decisions.

Books:

- 1.Essentials Of Management, Koontz, TMH
- 2.Management: Text & Cases, Rao & Harikrishna, EXCEL BOOKS
3. Management : A Global Perspective, Wehrich, TMH
- 4.Management : Principles & Guidelines, Thomas N. Duening, Wiley Dreamtech
- 5.Basic Of Management & Communication Skill,A.Ghanekar.EPH.
- 6.Principle And Practice Of Management , Amrita Singh,EPH.

English Language & Communications

Code : BBH 102

Contacts: 3L + 1T

Credits: 4

Introduction: Meaning of Communication; Role of Communication in Business ; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types. Barriers to effective Communication.

Grammar: Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms.

Comprehension

Forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V. and Job Application letter. The Presentation.

Role Playing.

Group Discussion

Books:

- 1.Business Correspondance and Report Writing, Sharma,TMH
- 2.Business Communication Strategies, Monipally, TMH
- 3.Inter Cultural Communication,John Beatty, Wiley Dreamtech
- 4.English for Technical communication,Laxminarayanan, Scitech
- 5.Communication Skill,Ghanekar.EPH.
6. Communication Skill. L.M.Shakh.EPH.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Business Accounting

Code: BBA 103

Contacts: 3L + 1T

Credits: 4

Financial Accounting: An Overview

Accounting Postulates, concepts and principles

Accounting Mechanics – Journals

Accounting Mechanics – Ledger Posting and Trial Balance

Preparation of Financial Statements: Profit & Loss A/C.

Preparation of Financial Statements: Balance Sheet

Basic cost concepts, Cost Determination Process

Costing for materials, labour and overheads.

Books:

1. Modern Accountancy, Vol I , Mukherjee, TMH

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Business Mathematics

Code: BBM 104

Contacts: 3L + 1T

Credits: 4

Matrix Algebra: Introduction , Definition, Types of matrices, Scalar Multiplication of matrix, Addition and subtraction. Multiplication. Transpose of a matrix, Determinants of a square matrix, minor and co-factors. Cramer's rule. Determinants of order three, Adjoint of a square matrix, Inverse of a matrix, Rank of matrix.

Real Numbers: Elementary Properties of Inequalities

Ratios and proportions.

Variations

Law of indices, Surds ,logarithm

Complex numbers

A.P., G.P. – Elementary Ideas of Convergence and divergence

Equations- Simple and Quadratic-Simultaneous; Theory of Quadratic Equations.

Permutations & Combinations

The Binomial Theorem; Positive integral Index and Generalised Form.

The straight line, standard forms of its equation

Compound Interest and Annuities

Books:

1.Business Mathematics & Statistics,A.P. Verma, ASIAN BOOKS

2.Engineering Mathematics, Arumugam,Scitech

3.Higher Engineering Mathematics- Vol 2 ,Rathor,EPH.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

BBC 105

Introduction to Computing

Contacts: 3L + 1T

Credits: 4

Introduction : Basic anatomy of the computer, ALU, Memory devices, I/O devices, Concepts of operating system, DOS, Windows and UNIX (only brief user level description).

Introduction to Programming : Example of algorithms such as addition of sequential integers, finding roots of a quadratic equation etc, Concept of sequentially following up the steps of the algorithm, pseudocode and flowcharts.

Computer languages and Language Translators, structure of programs, object code and executable code. Introduction to editing tools such as vi and MS-VC editor.

Programming in C:

C Fundamentals: The C character set, identifiers and keywords, data type and sizes, variable names, declaration, statements.

Operators and Expressions: Arithmetic operators, relational and logical operators, type conversion, increment and decrement operators, bit wise operators, assignment operators and expressions, precedence & order of evaluation

Input and output: standard input and output, formatted output- printf , formatted input scanf

Flow of control: statement and blocks, if-else, switch, loops-while, for do-while, break and continue, goto and labels.

Fundamentals and program structures: Basics of functions, function types, functions returning values, functions not returning values, auto, external, static and register variables, scope rules, recursion, function prototypes, C preprocessor, command line arguments

Arrays and pointers: one dimensional arrays, pointer and addresses, pointers and functions, multidimensional arrays,

Structures, union and files: Basics of structures, structures and functions, arrays of structures, unions, bit fields, formatted and unformatted files.

Books:

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

- 1.Introduction To Computing System, Patt & Patel, TMH
- 2.Programming with ANSI C, Balagurusamy, TMH
- 3.Computer concepts and C Programming,Rajaram,Scitech
- 4.C Programming made Easy, Rajaram, Scitech

Computing Laboratory

Code: BBC 195

Contacts: 6P

Credits: 4

Exercises should include but not limited to:

1. DOS System commands and Editors (Preliminaries)
2. UNIX system commands and vi (Preliminaries)
3. Simple Programs: simple and compound interest. To check whether a given number is a palindrome or not, evaluate summation series, factorial of a number, generate Pascal's triangle, find roots of a quadratic equation
4. Programs to demonstrate control structure: text processing, use of break and continue, etc.
5. Programs involving functions and recursion
6. Programs involving the use of arrays with subscripts and pointers
7. Programs using structures and files.

BBH 202

Business Communications

Contacts: 3L + 1T

Credits: 4

Introduction: Meaning of Communication; Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types. Barriers to effective Communication.

Organisational Communication: Dimensions of Communication in organizations – Directions, Networks, Communication structures, Communication in different situations.

Non-verbal Communication – Intra and inter-personal Communication, the process of Intra and inter-personal Communication. The effects of intra and interpersonal variables on effective Communication. Effective speech making – Importance, Theory, requirements. Elements of good speech-Ideas, words, delivery, physical presence. Types of speeches- making a presentation. Introducing a speaker.

Verbal Communication: Business letters, types, basic principles, style and tone, letters relating to calling for a post, calling for interviews, appointment letters, termination letters, Business enquiries, orders, regret, cancellation of orders, complaints and adjustments.

Report Writing: By individual, by Committees – approach, skills, basic principles, style, common errors.

Memo Writing: Need, style, common errors, agenda, minutes, call reports

Advertisements: Imagination, humour, language

Improving Communication skills and listening skills.

Books:

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

1. Basic Business Communication, Lesikar, TMH
2. Business Communication Strategies, Monipally, TMH
3. Business Communication, Parag Diwan, EXCEL BOOKS
4. Effective Technical communication, Laxminarayan, Scitech

BBA 201

Basics of Trade, Industry and Commerce

Contacts: 3L + 1T

Credits: 4

Origin and Evolution of Business:

Distinct phases of evolution of Business; Evolution of Business in India; Role of Business in economic and social development; Economic development and location of Business enterprises. Meaning and characteristics of Business; Objectives of Business; classification of Business; subdivision of Industry; sub-division of Commerce; sub-division of Trade; Interconnection between industry, commerce and Trade Business motivation, requisites of a successful Business.

Forms of Business Organization:

Sole Proprietorship: Meaning, Characteristics, Merits and Demerits

Partnership: Meaning, Characteristics, Types of partner and partnership, Merits and Demerits

Corporate Firm: Definition, Characteristics, Merits and Demerits, Classification of company, Launching an enterprise, Nature and problems of company Management, organs of company Management, Functions of board of directors. Organized and unorganized sectors; corporate sectors in India.

State and Business: Relationship between state and Business – commercial policy, Fiscal policy, Industrial policy. Regulation of Business by state.

Corporate Governance: Nature of Corporate Governance; The Context; Factors influencing Corporate Governance- Ownership Structure, Structure of Company Boards, Financial Structure, institutional Environment. Mechanisms of Corporate Governance- Companies Act, Securities Law, Nominees on Company Boards, Statutory Audit, Code of Conduct. The Future.

Books:

1. BO and Principles Of Management, A. Roy, TMH

BBA 203

Organizational Behaviour

Contacts: 3L + 1T

Credits: 4

Introduction to Organisational Behaviour: What is Organisational Behaviour. The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, contingency OB Models, challenges and opportunities for OB.

Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes

Personality: Definition, determination, Traits, attributes, Locus of control

Perception: Meaning and Significance, factors influencing perception, Person perception.

Motivation: Meaning and importance, Maslow's need hierarchy. Herzberg's two factor theory, theory x and theory y. McClelland's theory. Vroom's expectancy theory. Management by objectives. Job enrichment.

Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Group Dynamics & Behaviour: Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behaviour, group structure, power, intergroup relationships, group decision making, conflicts, work teams.

Leadership: What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership.

Organizational developing a sound Organizational climate, climate and culture. Concept of Organizational climate, factors of Organizational climate, Participation and Organizational climate, Morale, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture.

Management of Organizational Change: Nature of change, forces of change, resistance to change, role of change agents, stages in planned change, concept of Organizational Development (OD), step in OD, OD intervention techniques.

Books:

1. Organisational Behaviour, Luthans, MH
2. Organisational Behaviour, Saiyaddin, TMH
3. Organizational Behavior Concept & Cases. ,Ghanekar.EPH.

BBA 205

Business Environment

Contacts: 3L + 1T

Credits: 4

Introduction to Business Environment: Concepts, Significance of study, process of environmental analysis, limitations of environmental analysis, Organization for analysis.

Political environment: meaning, constitution of India, role of legislature, judiciary, executive.

Economic environment – meaning, economic System, economic planning, industry-agriculture-labor-national and per capita income and other macro-economic factors.

Industrial policy and licensing: The meaning of Industrial policy, Industrial policy. Industrial policy resolution 1956, Industrial policy statement 1977 & 1980; New Industrial policy 1991; small-scale sector Industrial policy;

Monopolies and Restrictive Trade Practices Act (MRTP ACT) 1969 objectives, amendment, MRTP commission monopolistic, Restrictive and Unfair Trade Practices.

Technological environment: meaning, technological factors, influencing Business Technological policy of the Government.

Social and cultural environment: culture, meaning, impact of culture on Business

Natural environment: meaning and influence on Business

Global environment: Nature of globalization, Manifestation & globalization, definition of MNC, origin of MNC; Benefits of MNCs; Harmful effects of MNCs; MNCs in India; challenges of international Business.

Foreign Capital: the need for foreign capital, forms of foreign capital, advantages of foreign direct investments, Indian Government policy towards foreign capital, inflows of foreign investment to India in recent years.

Functions of WTO, Difference between GATT & WTO, Final act, Implications for India- Arguments for joining WTO, Arguments against joining WTO.

Industrial sickness: Magnitude of industrial sickness, Definition of sickness, kinds of sickness and there causes, remedial measures, the sick industrial companies (**special** provisions) Bill 1997, Exit policy.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Privatisation of public enterprises: Introduction, what is privatization, arguments against and in favour of privatization.

Books:

1. Business Environment, Raj Agarwal, EXCEL BOOKS

Statistics

Code: BBM 204

Contacts: 3L + 1T

Credits: 4

Data collection, classification and tabulation.

Graphical and diagrammatic representation of statistical data.

Frequency distribution and measurement of mean, median, mode, quartiles, range mean deviation and standard deviation.

Correlation and regression: Karl pearsons co-efficient of correlation. Rank correlation. Least square principles of estimating regression lines and regression co-efficient and their applications.

Probability Distributions: Discreet Random variables, mean and variance of a probability distribution lane of large number, central limit theorem, binomial distribution, Poisson distribution, Poisson approximation to binomial distribution.

Testing of statistical hypothesis, F-test, T-Test, χ^2 – Test.

Books:

1. Statistics for Management, Beri, TMH
2. Business Mathematics & Statistics, A.P. Verma, ASIAN BOOKS
3. Basic Statistics, B.L. Agarwal, New Age International
4. Business Statistics, R.S. Bharadwaj, EXCEL BOOKS
5. Probability & Statistics, Rao, Scitech
6. Statistics for Economics, Management & Computer, P. Khan EPH.

Environment & Ecology

Code: BBA 206

Contacts: 3L = 3

Credits: 3

General

Brief discussion on the components of the environment, Effect of environmental degradation with example and effect on population.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement.

Relevance of environment legislation to Business Enterprise. Legislation vs. Social obligation of business. Role of NGO's like green peace in Environmental protection.

Ecology

Brief outline on Elements of Ecology; brief discussion on Ecological balance and consequences of change, principles of environmental impact assessment. Environmental Impact Assessment report (EIA) and requirement of EIA for startup manufacturing Enterprise.

Air Pollution and Control

Brief outline of Atmospheric composition, Brief understanding of energy balance, climate, weather, dispersion. Sources and effects of pollutants in the industrial context, primary and secondary pollutants, green house effect, depletion of ozone layer, standards and control measures required by industry in compliance to The Air (Prevention and Control of Pollution) Act 1989.

Water Pollution and Control

Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ground water pollution, The financial implication of water pollution control and steps required to be taken by industry e.g. Sewerage treatment plant, water treatment plant. Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution.

Land Pollution

Brief understanding of lithosphere, pollutants(municipal, industrial, commercial, agricultural, hazardous solid waste); their original effects, collection and disposal of solid waste, recovery & conversion methods in relation to an industrial enterprise with discussion about the financial implication in a business enterprise.

Books:

- 1.Environmental Science, Cunningham, TMH
- 2.Environmental Studies, A.K.De & A.K.De, New Age International
- 3.Environmental Pollution Control Engineering, C.S.Rao, New Age International
4. Environmental Management, N.K. Oberoi, EXCEL BOOKS
- 5.Ecosystem Principles & Sustainable Agriculture, Sithamparamathan, Scitech

BBC 295

Software Lab

MS-Office, Word, Excel, Access, PowerPoint
Programming in C

BBM 304

Principles of Calculus

Contacts: 3L + 1T

Credits: 4

Note: Only Algebraic Functions to be Considered.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Differential Calculus: Functions, Limits, Continuity, Derivatives: derivatives of Elementary Functions, Product of Functions, Quotient of Functions, Higher Order Derivatives, Taylor's theorem, Maxima and Minima, Functions of several variables, Partial Derivatives, Lagrange's Multiplier Rules, Optimization, Differential Equations and Applications.

Integral Calculus: Integration of Elementary Functions, integration by parts; definite integrals, Applications, Reduction formula, Beta-Gamma functions, area, Double integral

Books:

1. Differential Calculus, H.S.Dhami, New Age International
2. Integral Calculus, H.S.Dhami, New Age International

BBA 301

Strategic Management

Contacts: 3L + 1T

Credits: 4

Strategic Management: An Introduction, Evolution of Business Policy and Strategic Management as a field of study. Nature of Business Policy and Strategic Management; Definition of terms related to Strategic Management, Strategic Management Process, The Strategist, The general Management function.

Strategic change and Decision Making, The Nature of strategic change; Creative Problem Analysis; Strategic Decision Making; Strategic Management and Strategic Decisions.

'Organization Appraisal: Strengths and Weaknesses Analysis; Competitive strengths Assessment; Corporate Capability Factors; Diagnosing Corporate Capabilities.

Organization Direction, Mission and Objectives: Vision, Mission, Business Definition, and Objectives.

Corporate Level Strategic Alternatives: Strategy Formulation; Situational Analysis; Stability Strategies; Growth Strategies; Retrenchment Strategies; Combination Strategy / Portfolio Restructuring.

Business Unit Strategic Alternatives: Generic Strategies; offensive Strategies and Competitive Advantages; Defensive Strategies and Competitive Advantages; Functional Strategies; Integrating Functional Areas; Marketing Strategy to situation.

Strategic Analysis and choice: Criteria for Evaluating Strategic Alternatives; Input stage selection of the Matrix; The Decision Stage.

Strategy Implementation: Organizational Structure- Analyzing Strategic changes; Managing Strategic change; Issue in Strategy Implementation; Organisational structure; Approaches to Organizational structure; Matching structure and Strategy; Assessment of Organizational structure.

Perspective on the methods of organizing.

Strategy Implementation: Behavioral Issues; Leadership; Corporate Culture Values; Power ; Social responsibilities; Ethics, Organizational change and Development.

Strategy Implementation: Functional Issues; Operational / Production Policies; Marketing Policies; Financial Policies; Human Resource Policies.

Strategy Evaluation and Control: Process of strategic control; Reluctance to use Strategic Control; Information for Strategic control; Successful Maintenance of Strategic control.

Strategic Management and Global Market: - Content of Global Business strategy Formulation; Implementation in the Global Areas.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Strategic Management in Non-Profit Organizations: - Categories of Non-Profit Organizational, Mission; Objectives and Goals: Popular Strategies for Not for Profit Organizations

Books:

1. Strategic Management, V.S.P Rao, EXCEL BOOKS
2. Strategic Management, Thompson, TMH
3. Strategic Management, S.K. Sarrangi, EPH.
4. Corporate Strategic Management., P.K. Gupta, EPH.

BBA 303

Financial Management

Contacts: 3L + 1T

Credits: 4

Financial Management the conceptual foundations: Finance function in Business; scope and objectives; relations of finance with other Business functions.

Statement of changes in financial position; financial statement analysis.

Capital Budgeting: Significance – different techniques- traditional and discounted cash flow techniques- Merits and limitations.

Instrument of Finance: Equity and preference shares; Debenture; Convertible Debentures; Relative merits and limitations.

Analysis of risk and uncertainty.

Cost of capital: Cost of debt-cost of preference share capital- Aggregate weighted average cost of capital.

Capital Structure: Optimum capital structure-determinants, financial leverage- concept measurement and significance.

Sources of Finance: Long term finance-Short term finance, financial institutions- IDBI, IFC, ICICI, Commercial Banks.

Working Capital Management: Cash, securities, receivable and inventory Management

Dividend policy and decisions: Influencing factors-forms of dividend.

Mergers and Acquisitions

Lease Financing.

Books:

1. Financial Management ,Prasanna Chandra, TMH
2. Working Capital Management and Control, Satish B.Mathur, New Age International
3. Accounting and Financial Management for MCA/MBA, Ramachandran, Scitech
4. Cases And Problems On financial Management ,A.P.Rao.EPH.

BBA 304

Marketing Management

Contacts: 3L + 1T

Credits: 4

Introduction: Definition, nature, scope and importance of Marketing- approaches to the study of marketing; marketing and economic development- traditional and modern concepts of marketing.

Marketing functions: Selling, buying, transportation, storage, finance, risks, grading and standardization and Information; features and characteristics of markets; market segmentation.

Consumer and marketing: Consumer behavior and motivation-stages and participation in buying process.

Product: Classification of products industrial vs. consumer goods; product line; product additions and deletion; New Product development.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Pricing: Pricing objectives- basic price concepts-price determination factors influencing pricing policy-methods of pricing- pricing policies and strategies.

Channels of distribution: Need for marketing specialists- types of marketing channels- selection of channels.

Promotion: Nature and importance of promotion-promotional methods- advertising – advertising copy-evaluation of advertising-personal selling-sales promotion.

Marketing Research: Importance-types and techniques of organizing marketing research.

Developing Marketing Strategy: Differentiating and positioning the market offering tools for competitive differentiation developing a positioning strategy.

Marketing Organizations: marketing performance and central, Global marketing; Customer service; Rural marketing.

Books:

1. Marketing Management , Rajan Saxena, TMH
2. Marketing, Joel R. Evans, Wiley Dreamtech
3. Marketing Management & Research. P.K.Gupta. EPH.
4. Marketing Research . M.V.Kulkarni.EPH.

BBA 305

Micro and Macro Economic System

Contacts: 3L + 1T

Credits: 4

Micro Economic Theory: Theory of demand. Theory of production and cost: Price determination under different market structures such as competition, monopoly, and oligopoly. Theory of income distribution; Principles of welfare economics.

Macro Economic Theory: Working out of the macroeconomic System; Concepts such as national income and product. Theory of income determination. The economic role of Government; Fiscal policy. Monetary policy and banking System; Economic growth; Unemployment; Inflation; Balance of payments.

International Trade

Books:

1. Modern Economic Theory, Sampat Mukherjee, New Age International
2. Economics, Samuelson, TMH, 17th Ed.
3. Managerial Economics, A Singh, EPH.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Managerial Economics

Code : BBA 401

Introduction: Objectives, scope & applications of Managerial Economics- differences between Macroeconomics & Microeconomics – Economic analysis & business decisions.

Cost Analysis: Basic Cost Concepts (explicit & implicit, private & Social, fixed & variable, average & marginal, short-run & long-run)-cost output relationship-cost & plant size-Break even analysis.

Demand Analysis: Concept of demand-Law of demand-Determinants of demand-Elasticity of demand-Demand forecasting.

Production function: Law of variable properties-Leontief Static Open Model (LSOM)-Economics of scale.

Competition analysis: Types of competitive situations-state of equilibrium under perfect competition, monopoly, monopolistic competition.

Product Decisions: Concepts of product line & product mix- decisions on product addition/deletion.

Pricing decisions: Pricing under perfect competition, monopoly & monopolistic competition-price leadership.

Profitability analysis: Application of capital budgeting techniques for decision making.

National Income: Concepts & measurements.

Business Cycles: Concepts-adjusting business plans to cyclical functions.

Bank & Financial Institutions: Concepts—roles in the economy.

International trade: Balance of payments, Globalization of Business, Government's role in the management of economy.

Books:

1. Managerial Economics, Trivedi, TMH
2. Managerial Economics, Atmanand, EXCEL BOOKS
3. Managerial Economics, Barry Keating, Wiley Dreamtech
4. Managerial Economics, A Singh, EPH.

Business Law

Code: BBA 402

Indian Contract Act, 1872:

Contract & its essentials-classification of contracts-offer & acceptance-capacity of parties to contract-free consent-consideration-legality of object-agreement declared void-performance of contract-discharge of contract-remedies for breach of contract-special contracts-indemnity –

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

guarantee-bailment & pledge –agency.

Sale of Goods Act, 1930:

Formation of contract of sale-goods & their classification-conditions & warranties-transfer of property in goods-rights & duties of seller and buyer-performance of the contract of sale-unpaid seller & his rights-sale by auction-hire purchase agreement.

Negotiable Instrument Act, 1881:

Definitions & features of negotiable instruments-promissory note-bill & exchange of cheque-holder and holder in due course-crossing of cheque, types of crossing-negotiation-dis- honor & discharge of negotiable instruments.

The Consumer Protection Act , 1986:

Salient features-definitions of consumers-grievance redressal machinery.

Foreign Exchange Management Act , 2000:

Definitions & major provisions.

Company Act , 1956:

Types of Companies promotion & incorporation-memorandum of association-articles of association-doctrine of ultra vires- prospects –share, share capital, members –transfer & transmission of shares-borrowing powers, debentures-meetings & resolution-accounts & audit.

Books:

- 1.Mercantile Law, S. S. Gulshan, EXCEL BOOKS
- 2.Business Law including Company Law, S.S.Gulshan & G.K.Kapoor, New Age International
3. Business Law,N.M.Vachalkar.EPH.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Elements of Entrepreneurship

Code : BBA 403

Introduction: Definition of entrepreneurship-emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning.

Promotion of a venture: Opportunity analysis-external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit & raising of funds-venture capital sources & documentation required.

Entrepreneurial Behaviour: Innovation & entrepreneur –entrepreneurial behaviour & psychological theories.

Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs.

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries-role in export promotion & import substitution , foreign earnings and augmenting & meeting local demand.

Management Information System

Code : BBM 404

Introduction: Concept, evolution & goals of MIS-system approach to problem solving-challenges in the development of MIS-MIS function in an organization-limitations of MIS.

Information & Managerial Effectiveness: Information as a corporate resource-pervasiveness of information-types of information (strategic, tactical & operational)-levels of management & information needs-prices of information generation-quality of information-MIS for finance, marketing, manufacturing, research & development, and human resource areas.

Information System: Information systems & their role in business systems-changing role of information systems-users of information systems-types of information systems (Transaction processing, Decision Support, executive support-Enterprise Resource Planning [ERP], Geographical, business expert & Strategic Information Systems-procurement options & outsourcing information system services.

System Development Life Cycle: Sequential process of software development-Computer Aided Software Engineering (CASE) – tools of the modular approach to software development-information system audit.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Development & Management of Data Bases: Relational Databases-DBMS & their components- concept of entity & relationships-data dictionary-SQL & other related concepts in DBMS-normalization process.

Data Communication & Networking: Types & users of computer network-network topologies.

Implementation , Evaluation & Maintenance System: Methods & steps in implementation of systems-approaches & process of evaluating MIS .

Security issues relating to information system: Threats to information systems-vulnerability, risk & control measures.

Books:

1. Management Information Systems, O'Brien , TMH
2. Management Information Systems, Arora & Bhatia , EXCEL BOOKS
3. Management Information Systems.M.M.Oka.EPH.

Values & Ethics of Profession

Code : BBH 402

Science, Technology and Engineering as Knowledge and as Social and Professional Activities

Effects of Technological Growth:

Rapid Technological growth and depletion of resources. Reports of the Club of Rome. Limits of growth: sustainable development

Energy Crisis: Renewable Energy Resources

Environmental degradation and pollution. Eco-friendly Technologies. Environmental Regulations, Environmental Ethics

Appropriate Technology Movement of Schumacher; later developments

Technology and developing notions. Problems of Technology transfer. Technology assessment impact analysis

Human Operator in Engineering projects and industries. Problems of man machine interaction.

Impact of assembly line and automation. Human centered Technology

Ethics of Profession :

Engineering profession: Ethical issues in Engineering practice. Conflicts between business demands and professional ideals. Social and ethical responsibilities of Technologists. Codes of professional ethics. Whistle blowing and beyond. Case studies .

Profession and Human Values :

Value Crisis in contemporary society

Nature of values : Value Spectrum of a good life

Psychological values : Integrated personality; mental health

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Societal values : The modern search for a 'good' society, justice, democracy, secularism, rule of law, values in Indian Constitution.

Aesthetic values : Perception and enjoyment of beauty, simplicity, clarity

Moral and ethical values : Nature of moral judgements; canons of ethics; ethics of virtue ; ethics of duty; ethics of responsibility.

BOOKS:

- 1.Human Values: A.N.Tripathi, New Age International
- 2.Blending the best of East & West, Dr. S. Chowdhury, EXCEL
- 3.Business Ethics.Pherwani.EPH.
- 4.Ethics,Indian Ethos & Mgmt., Balachandran,Raja & Nair,SHROFF Publishers

BBA 501

Materials Management

Contacts: 3L + 1T

Credits: 4

Introduction: Materials Management Concepts & importance; Need for Materials Management; Profit Center Concept

Purchasing: main objectives

Aspects of purchasing i) Technical ii) Commercial iii) Ethical iv) Legal 5Rs of purchasing

Materials Management: - Techniques and procedures.

Import Policy and Procedures

- a) Capital Good b) Spares, Consumables, Components, etc.

Project Buying and related aspects.

Vendor rating and source location.

Make or Buy decisions.

Stores Management: objectives, functions, importance, Stores location, layout methods of storing, identification, codification, verification, materials storing and handling equipment.

Receipt, custody and issue of materials, inspection and quality control, Valuation of Stock.

Inventory Management: What is Inventory Management? Basic functions, relevant costs.

Behavior of cost in relation to level of inventory, bad time, safety stock, other points and service levels, optimal order quantity, assumptions of EOQ formula. Fixed order and fixed period inventory System.

ABC and other classifications of materials, VED analysis, combination of ABC and VED analysis.

Materials Requirement Planning (MRP): Drawbacks of service levels and safety stock computations, Materials Requirement Planning, MRP calculations, Handling uncertainties.

Concept of Value Engineering and Just-in-time (JIT)

Computerization and Materials Management

Books:

- 1.Purchasing & Materials Mgmt., Gopala Krishnan , TMH
- 2.Materials & Logistics Management, L.C.Lhamb.EPH.
- 3.Modernization Of Material Management. L.C.Jhamb. EPH.
- 4.Inventory Management. L.C.Jhamb. EPH.
- 5.Purchase Management, L.C.Jhamb. EPH.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

BBA 503

Human Resource Management

Contacts: 3L + 1T

Credits: 4

Introduction: Human resources in Organizations, role of Human Resource Management; the historical background, personnel Management, Human Resource Development, Typical Organizational set up of a Human Resource Management department.

Human Resource Planning (HRP)

Recruitment, selection and placement: methods of selection-Use of tests in selection development of personnel-promotions, transfers.

Training & Development: - Need for training methods of training-evaluation of training programme –induction of personnel.

Performance Appraisal: - meaning and purpose-methods of performance appraisal limitations.

Wage and salary administration: principles and techniques of wage fixation- job evaluation-methods of wage payment-incentive schemes.

Work environment: Fatigue, monotony and boredom- accidents.

*Morale:-*Meaning and importance – factors influencing morale-measurement of morale-impact of morale-relation with productivity.

Trade Unions: Organization-structure and functions-Trade Union Movement in India.

Worker's participations in Management: Ways of participation-Review of workers participation in Management in India.

Industrial Relations: Factors influencing industrial relations, settlement of disputes-collective bargaining-Adjudication and Arbitration. Industrial Dispute Act, Factories Act, Works standing orders

Industrial Safety

Employee Services

Personnel Research

Human Resources Audit

Books:

1. Human Resource Management , D.K. Bhattacharyya, EXCEL BOOKS
2. Human Resource & Personnel Mgmt., Aswathappa, TMH
3. Human Resource Management , V.S.P Rao, EXCEL
4. Human Resource Management .A.Ghanekar, EPH.
5. Human Resource Management & Industrial Relation, Kulkarni M.V. EPH.
6. Human Resource Management & TQM, Arora Reshma. EPH.
7. Human Resource Development: Planning & Deployment, Alope Sen, ASIAN BOOKS

BBA 504

Production Management

Contacts: 3L + 1T

Credits: 4

The production function and its inter relation with other function within an organization.

Plant location and layout- Factors affecting location, cost factors in location, plant layout principles, specific layout for different products, space requirement.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Organization of Physical facilities- building, sanitation lighting, air conditioning, safety, etc.

Production Planning and control- Objectives and concepts, capacity planning, production planning, controlling, scheduling, routing.

Materials Management - Purchasing, inventory Management - material handling principles-economic considerations, criteria for a selection of materials handling equipment codification standardization, inventory controls.

Maintenance Management - Types of maintenance, Breakdown, Preventive Routine-relative advantages, condition monitoring, spares planning and control, maintenance scheduling.

Work-study, methods study, time and motion study, charts and diagrams work measurement.

Productivity: What is productivity, Different input and productivity measures, Multifactor productivity, Efficiency and Effectiveness, Quantity orientation, Measures to increase productivity.

Human aspects of productivity- motivation, morale, discipline, resistance to change incentives.

Quality Management: What is Quality, Quality as a corporate strategy, statistical methods, SPC control charts, acceptance sampling, Total Quality Management (TQM). Quality circles cost of Quality, Taguchi philosophy, Design of experiments (DOE) Ishikawa Diagram. Quality function Deployment (QFD), Kaizen, Deeming cycle. ISO 9000 and ISO 14000.

Books:

1. Production and Operation Management, P.Rama Murthy, New Age International
2. Production & Operation Management, S.N.Chary, TMH
3. Production (Operation) Management, L.C.Jhamb.EPH.
4. Fundamentals Of Production Management, D.P.Bhivpathaki EPH.

Cultural Heritage of India

Code: BBH 502

Credits: 4

Objective of the Course:

1. To introduce students to modern Indian culture through its Literature & the cultural concepts of its religions & history of colonization.
2. To encourage students to identify similarities & differences in Indian Culture with their own cultural experiences & speculate on the reasons why these similarities & differences occur.

Syllabus:

Ecotourism Resources & protected areas:

Definitions-explain the term ecotourism, importance of ecotourism, Resources-identify three different categories of resources- natural, built, cultural/heritage ecotourism events.

List the different types of natural resources, eg. : Wildlife, water, vegetation, flora & fauna, climate, landscapes, Name the different types of built cultural resources: industrial heritage, ancient monuments, religious buildings, identify the different types of ecotourism event resources: sports, historical, cultural, commercial.

Protected areas:

Identify categories of protected area- national parks, reefs, beaches, vegetation, and wildlife, explain the role of protected areas- control deterioration, protect local culture, protect heritage sites, education, and enable scientific research.

Economic & Social Benefits: Candidates must be able to:

Community Involvement- Identify ways in which the community could be involved in developing ecotourism products eg:- policy making, developing partnerships, local knowledge, giving

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

consent, providing entertainment, handicrafts, souvenirs, educating.

Employment-describe how ecotourism provides employment eg:- guiding, entertainment, hostels/restaurants, local tour operators, suppliers, educating, local skills/crafts, policing.

Economic gain- identify ways in which ecotourism enables economic gain eg:- tourist purchases, direct & indirect employment, foreign exchange.

Social Benefits- describe how ecotourism provides social benefits eg:-stronger community focus, variety of employment, opportunities, improved transport & services, improved infrastructure, improved facility, counters poverty, new leisure opportunities.

Elective 1

Contacts: 4L

Credits: 4

Product Management (Marketing Stream)

Code: BBA E601A

Product Planning and Development: Meaning and role-objectives of product management product innovation-strategy and policy-product planning-components of product planning.

Product life cycle theory: -various stages in product life cycle-Management of product life cycle-planned obsolescence.

Development of New Product:-Need for new product-stages in new product development. The role of Research and Development department in developing new product launching of new-products.

Test marketing:-need, objectives importance and the method of conduct test marketing.

Product line planning:-consumer and industrial goods-New product failures and reasons organizational control of new product functions.

Product strategies:-product mix decisions-product additions, deletions product diversification-branding-labeling-packing standardization-product positioning.

Marketing Research for new products.

New Product Strategies: Pricing new products-distribution logistics for new products-New product promotion.

Books:

1.Product Mgmt., Lehman, TMH

2. Production (Operation) Management, L.C.Jhamb.EPH

Operations and Quality Management (Production Stream)

Code: BBA E601B

Introduction: Typical Manufacturing process and matching operations Working of the production unit, production planning & scheduling. Production control Organization structure of a typical manufacturing unit.

Operations strategy: Management process, what is operations / Manufacturing strategy, meaningful differentiations, Flexibility, Traditional vs. New approaches, cost leadership,

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

operations strategies, key success factors, SWOT analysis. Porter's five forces model, Flexible Manufacturing System (FMS).

Productivity: What is productivity, Different input and productivity measures, Multifactor Productivity, efficiency and Effectiveness, Quantity orientation. Measures to increase productivity.

Quality Management: What is Quality, Quality as a corporate strategy, statistical methods statistical process control, and control charts. Acceptances sampling. Acceptance sampling plan concept of Average Outgoing Quality Limit (AOQL)

Total Quality Management (TQM); Quality circles; Cost of Quality; Taguchi Philosophy; Design of Experiments (DOE); Ishikawa Diagram; Quality Function Deployment (QFD); Kaizen, Deming's cycle.; ISO 9000; ISO 14000

Introduction to:

- a) *Just-in-time Production*
- b) *Human Engineering*
- c) *Workplace Management*
- d) *Value Engineering*
- e) *Service orientation and customer focus*
- f) *Bench marking*
- g) *Business Process Reengineering (BPR)*

Books:

1. *Operation Mgmt., Chase, TMH*

2. *Manufacturing And Operations Management, L.C.Jhamb.EPH.*

Higher Financial Management (Finance Stream)

Code : BBA E601C

Term Financing: Short term, Intermediate, Long term. Equity, Debt. Preference shares Loan from Financial Institutions: IDBI, IFCI, ICICI, LIC, UTI.

Financial Markets: Money Market, Capital Market, SEBI and its Role. Role of SEBI in Controlling and Regulating the Activities of Stock Exchange and Capital Market.

Internal Financing: Reserves and Surpluses, Ploughing Back of Profit. Provisions of Companies Act in Relation Thereto.

Financial Innovations and Recent Developments in Finance: New Instruments Convertible Capital Deposit, Certificate of Deposit, Commercial Paper, Venture Capital, OTO Market. Fractioning, Zero Coupon Bonds.

New Institution: Discount and Finance House of India (DFHI), Credit Rating and Information Services of India Ltd. (CRISIL); Securities and Exchange Board of India (SEBI) Stock Holding Corporation of India (SHC) : Risk Capital and Technology Finance Corporation Ltd. (RCTEC); National Stock Exchange (NSE)

Lease Financing: Fundamentals of Leasing, Leasing-vs. -Buy Decision. Break-Even-Lease Rentals, Lease Financial-vs. -Debt Financing, Option Financing.

Merchant Banking: Role of Merchant Banker, Scope and prospects of Merchant Banking in India, Present Practice, Concept of Mutual Fund.

Managing Public Issue: Financial Aspects, Industrial Sickness, Prediction of Industrial Sickness, Rehabilitation Schemes of Sick Units, and Role of BIFR.

Corporate Restructuring: Mergers, Acquisitions / Takeovers.

International Finance: Foreign Capital and Collaboration, Foreign Investment Policy.

Recent Policies for Take-over of Multinational Companies in the Indian Context

Project Evaluation: Cost Benefit Analysis, Feasibility Studies. Technical, Managerial Economic,

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Financial.

Social Cost Benefit Analysis: UNIDO Approach, OECD Approach, and Shadow Prices

Financial Planning: MIS, Computers and Finance.

Personnel Management (Human Resource Stream)

Code: BBA E601D

Importance of human resource management – concept of Human Resource Management objective of Human Resource Management.

Role of personnel Management-functions of personnel management, present and future role of personnel manager.

Personnel policies and personnel administration

Human Resource planning-recruitment and selection process-promotion transfer separation, absenteeism and turn over.

Job evaluation

Wage and salary administration

Rewards and incentives

Human relations-the nature, Purpose and objective-forces influencing behavior at work

Major themes in human relations-employee morale

Grievance-discipline and disciplinary actions

Workers participation and management: Conflict and cooperation

Industrial Safety

Employee records

Employee services

Personnel Audit and Research.

Books:

1 Human Resource Management , D.K. Bhattacharyya, EXCEL BOOKS.

2. Human Resource Mgmt., Saiyaddin, TMH

3. . Human Resource Management , V.S.P Rao,EXCEL

4. Human Resource Management ,A,Ghanekar.EPH.

5.Personal Management.Balasubramanian,EPH.

Programming Techniques and Networking (Systems Stream)

Code: BBA E601E

Programming Techniques: A Tutorial Introduction; Types Operation and Expressions; Control Flow; Functions and Program Structure; Pointers and Arrays; Structures; Input and Output; The Unix System Interface, Reference Manual, Standard Library; Information with Hardware Through C.

Computer Networking:

The World Wide Web, Using your Web Browser. Email. You have New Mail. Your Mail Program Mailing Lists.

Usenet Newsgroups, How to Reach Newsgroups. Real-time Conversation with IRC

FTP. Telnet and Gopher; Action at a Distance Searching the Net. Places to go. Things to see

A Web Designer Primer, What kind of connection? Basic of Microsoft Network. The Bush Person's Links

Communication Components and Channels Network Topology. LAN and WAN Network Protocols NOS.

Books:

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

- 1.Programming With C, Venugopal, TMH
- 2.C programming made Easy,Rajaram,Scitech
- 3.Computer Network Theory,Prasad,Scitech

Elective II

Contacts: 4L

Credits: 4

Advertising & Sales Promotion (Marketing Stream)

Code: BBA E602A

Advertising: Objectives, task and process, market segmentation and target audience – image analysis. Assessing communication objectives, Message design. Personal and non-personal communication. Channel.

Mass media, selection, planning and scheduling, Integrated programme and budget planning
Implementing the programme coordination and control, Advertising agencies, organization and operation.

Sales promotion :Introduction, correlation between promotion expenditure & sales generation. Pull-Push strategy. Elements of promotion mix, a planning framework of promotion strategy. Decision sequence analysis for promotional planning, Managing Sales promotion, Managing consumer promotions Managing Trade promotion, Managing sales force promotion, Managing promotion in service marketing. Measuring performance of sales promotion. Public Relation. Role of Public Relations.

Books:

1. Advertising & Sales Promotion, Kajmi & Batra, EXCEL BOOKS
2. Advertising & Promotion, Belch, TMH
3. Advertising Management, U.C.Mathur, New Age International
4. Advertising Management.M.V.Kulkarni.EPH.
- 5.Sales Management. M.V.Kulkarni.EPH.

Production Planning & Control (Production Stream)

Code: BBA E602B

Planning & Control Function: What is Production Planning? Production Planning as an integral part of the Corporate Planning Process; The Planning Activity; Parameters of planning; The concept of control; specifications of controls.

PPC-The Organization of Production: The Purpose; the objectives and the system; Concepts of load, capacity and output rate; Need for controlling production; Factors affecting the selection of an ideal system

Aggregate planning: What in Aggregate Planning, strategies and costs; Mathematical planning models – Magee's modified response model, linear decision rules LP approach; Heuristic approaches to production smoothing

Master Production Scheduling:

Master scheduling; priority planning; capacity requirement planning and control

Integration of aggregate planning with resources requirement planning

Inventory Control:

The inventory problem; uncertainties in the inventory management; lead-time safety stocks, order points and service levels.

Fixed order and fixed period inventory system

Independent and dependent demand

Material Requirements Planning (MRP) Systems.

Shop Loading & Sequencing: Shop loading; scheduling rules. The sequencing problem,

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

sequencing to minimize the mean flow time; graphical sequencing model sequencing to minimize set-up costs.

Line Balancing: Types of lines, The line balancing problem; station types and inefficiencies balance delay and optimal cost balance; perfect balance and the stochastic problem queuing aspects of line balancing, Line balancing and sequencing for mixed-model assembly

Group Technology: The philosophy of GT; concepts of families and groups. The economics of GT

Line of Balance

Application of Computers for PPC.

Books:

Management Science, Rao, Scitech

Books:

1. Manufacturing And Operations Management, L.C.Jhamb.EPH.
2. Production Planning & Control, L.C.Jhamb.EPH.

International Finance (Finance Stream)

Code: BBA E602C

Financial Management in a global context

Objectives of the Firm and the Impact of risk

The nature and measurement of exposure and risk

The Balance of Payments

The International Monetary System

Global Financial Markets & Interest rates

The Foreign Exchange Market

Forwards, Swaps and interest parity

Currency and Interest Rules Future

Currency options

Exchange Rate Determination and Forecasting

Corporate Exposures Management Policy

Hedging, Speculation and Management of transactions.

Management of Interest Rule Exposure

Financial Swaps

International Equity Investment

Long-Term Borrowing in the Global Capital Markets

International Project Appraisal.

Books:

1. International Financial Markets and India, H.R.Machiraju, New Age International

2. International Financial Mgmt., Madhu Vig, EXCEL BOOKS

Industrial Relations & Labor Laws (Human Resource Stream)

Code: BBA E602D

The field industrial sociology, Rise and Development of Industry. The concept of work, the rise of industrial sociology: How throne, The "Human Relations" Approach.

Objectives of industrial relations, role of management role of leadership style role of state role of trade unions.

Framework of industrial relations, trade union, unfair labor practices, strikes and lock out

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Industrial conflict, industrial disputes, causes and impacts, strikes, go slow, gherao
Industrial & Labor Laws: Factories Act, Industrial Disputes Act, Payment of wages Act
Employees State Insurance Act, Workmen Compensation Act, Trade Union Act Payment of
Gratuity Act, Payment of Bonus Act, Employees Provident Fund Act, Contract Labor Act
Workers participation in management, tripartism, ILO, state labor advisory board, employer's
organization.

Discipline, positive and negative discipline, factors affecting discipline principle of natural
justice, disciplinary procedures, and domestic enquiry.

Rationalization, modernization, automation-impact on labor and industrial relation, exit policy,
voluntary retirement/separation scheme

Changing pattern of industrial relations and industrial culture.

Books:

1.Human Resource Management & Industrial Relation. M.V.Kulkarni.EPH.

2.Industrial Relation .Balasubramanian.EPH.

Software Engineering & Data Models (Systems Stream)

BBA E602E

Data structure in C: Arrays and Lists, Singly Linked Lists. Trees; Evaluation of Polish
Expression

Software Engineering:

Cobol Programming: Identification Division: Environment Division Procedure Division,
Arithmetic Verbs: Operators, More Cobol Verbs; Condition, Conditional Verb IF More Input and
Output verbs. Perform Statement, Editing, Introduction to Program writing, Sequential Files;
Sorting & Merging of File; Direct Access File.

Data Base Management System: Introduction: Data Models; Relational Model, Relational
Algebra; Relational Calculus; Structured Query Language; Data Base Design; Distributed Data
bases; RDBMs using Foxpro.

Elective III

Contacts: 4L

Credits: 4

Sales & Distribution Management (Marketing Stream)

BBA E603A

Sales Management

Organization framework of the field sales force: Types and methods of Field Sales Organization –
carrier in Field Sales Management. Field Sales Manager – His tasks and responsibilities -
Relation with sales man and relationship with the top management

Salesmanship: Definition- theoretical aspects of salesmanship-characteristics of successful
salesman-selling systems and terms

Sales forecasting – Methods and procedural steps in sales forecasting

Sales budgets – Purpose of sales budget, salesman expenses control, estimating the cost of
distribution

Allocation of field sales resources. Designing sales territories, procedure for designing –
Determining manpower requirements, recruiting, methods and the selection system

Sales Audit and Analysis – Control of sales efforts and costs.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Sales quotas, types of sales quotas, its purpose and managerial evaluation.

Distribution Management:

Introduction: Role of distribution in marketing mix, Role and functions

Transport and Handling: Economics of transportation, determining optimum mode of transport organization, machines, procedures and documentation.

Dealer Network: Role of middlemen/dealer in marketing and distribution

Dealer function at wholesale and retail level. Strategic plan of network – location, selection.

Appointment and Termination of dealers, Morale and Motivation.

Books:

1. Sales & Distribution Management, S.L. Gupta, EXCEL BOOKS
2. Sales Management. M.V.Kulkarni. EPH.
3. Physical Distribution Management. . M.V.Kulkarni. EPH

Operations Research (Production Stream)

BBA E603B

Introduction to OR

Assignment Problem

Linear programming

- Formulation; Graphical Solution; Simplex; Sensitivity Analysis & Duality

Integer Programming

Goal programming

Simulation.

Books:

1. Quantitative Technique, Vol 1& 2, Jhamb.EPH.

Elements of Taxation (Finance Stream)

BBA E603C

The Structure and Scope of Indian Income Tax Act., Concept and Definitions under the Act Residential Status and Tax Incidence. Incomes Exempt from Tax. Income from House Property Profits and Gains of Business or Profession. Capital Gains, Income from other sources income of other person included in Assessee's Total Income. Set off and carry Forward of Losses Deductions from Gross Total Income and Tax liability, Agricultural Income, Tax Treatment of Hindu Undivided Families, Spl. Provisions Governing Assessment of Firms and Association of person. Taxation to Companies. Assessment of Cooperative Societies, Assessment of Charitable and other Trusts, Return of Income and Assessment, Penalties and Prosecutions. Interest Advance Payment of Tax. Tax Deduction or Collection at Source, Refund of Excess Payments, Appeals and Revisions.

Tax Planning – Tax Planning / Avoidance / Evasion, Tax Planning with reference to selling up of a new business, Tax Planning with reference to Financial Management Decision. Tax Planning with Reference to Specific Management Decisions, Tax Planning in respect of Employee's Remuneration, Tax Planning in respect of Mergers, Amalgamations of Companies / Practical Guide to Kar Vivad Samadhan, Wealth Tax Scheme 1998.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Human Resource Development (Human Resource Stream)

BBA E603D

Introduction: What are Human Resource Development (HRD), Role and objectives of HRD.

Training and development: What is Education, training and development. Importance and benefits of training, needs and objectives of training, a system concept of training. Training and learning, principles of learning, types of training. Training methods and techniques. How to improve, effectiveness of training programmes by applying learning principles. Behavioral skills and profile of a trainer. Evaluation of training programmes. Measurement of effectiveness of training.

Performance Appraisal: What is performance Appraisal, objectives of performance appraisal. Approaches to performance Appraisal, Ethics of Appraisal, Methods / Techniques of performance Appraisal, Limitations or shortcomings of Performance Appraisal

Employee Motivation: Meaning of motivation, motivation and Behavior. Motivation and Frustration, importance of frustration in industry, Theories of motivation. Work Motivation Approaches. Critical appreciation of Vroom's Model

Employee Morale, Attitudes and Job satisfaction: Meaning and importance of Morale, factors in Morale. Attitudes – Definition and meaning, components and functions of Attitude Formation, Attitude change, Measurement of Attitudes. Job satisfaction Job satisfaction and job behavior, Measurement of Job satisfaction

Employee communication and counseling: Definition of communication. Purpose of communication, Effects of poor communication, How to communicate effectively. Employee counseling, counseling purpose and objectives, counseling methods / Techniques

Stress Management: Meaning of stress, some of stress at work "Job Stress". Consequences and manifestations of stress, Abnormal reaction to stress, How to overcome stress, coping strategies for stress.

Changing Global Scenario challenges to Human Resource Management. Developmental' role of HRM, HRM issues and concerns in future. Quest for Proactive HRD.

Enterprise Models (Systems Stream)

BBA E603E

Strategic Information System

Changing Scenario of management; Strategies; Information of Strategic Information System.

IT Organization Design – Information and Competitive Advantage, Focused Differentiation Information based Support System. Information System Requirements Development Implementation and Management of Information System Resources

Enterprise Resource Planning

Introduction to ERP; Enterprise – An overview, ERP and Related Technologies. A Manufacturing Perspective. ERP Models.

ERP Modules. Benefits of ERP; ERP Market; ERP Implementation; Life Cycle.

Vendors, Consultants and Users, Future Directions in ERP; ERP Case Studies.

Books:

1. Enterprise Resource Planning, M.M.Oka.EPH.

Elective IV

Contacts: 4L

Credits: 4

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Market Research & Consumer Behavior (Marketing Stream)

BBA E604A

Marketing Research:

Nature and scope of Marketing Research, Marketing Research as an aid to marketing decision making, Research designs, Exploratory, descriptive and conclusive.

Marketing Research Procedure – Secondary and primary methods of data collection questionnaire construction procedure. Application of sampling techniques, analyzing and reporting of data.

Application of Marketing Research – motivation, advertising, product & sales control

Consumer Behavior:

The role of consumer in marketing. Nature and characteristics of consumers with special reference to India. Meaning of consumer behavior, Models of consumer behavior, Market segmentation for understanding consumers.

Environmental influence on consumer: culture, social class, social groups. Family personal influence and opinion leadership.

Individual determinants of consumer Behavior-- Motivation and Involvement Information processing. Learning personality and self-concept, Attitude theories and change.

Consumer decision process – problem recognition, search and evaluation, purchasing processes post purchase behavior.

Consumerism; Industrial and domestic consumer characteristics.

Books:

1. Marketing Research, R.Majumdar, New Age International
2. Consumer Behaviour, M.Khan, New Age International
3. Consumer Behavior, Jay D. Lindquist, Wiley Dreamtech
4. Marketing Research. M.V.Kulkarni. EPH.

Project Management (Production Stream)

BBA E604B

Project Management: An over view, its objectives and need. Types of Project Small and Large Projects. Knowledge Areas for managing projects.

Project Management Process; Project Phases – Concept. Organization Operation and Completion

- PERT/CPM – a) Basis of making network
b) PERT and Time
c) Activity costs and contracting the networks
d) Resource Limitations – Smoothing and Leveling
e) Use of Computer for Project PERT/CPM

Line of Balance Technique

Financial Evaluation of Projects:

- a) Annual Rate of Return Method
- b) Payback Method
- c) DCF Rate of Return Method
- d) Net Present Value Method

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

Project Planning and Control

Specifications & Contracts – need, types & contents

Feasibility Study and Detailed Project Reports (DPR); basis of project selection; Plant layouts and Materials Handling.

Project Management Organization, Reporting on Project performance

Project Management under current Indian Conditions e.g. Government Policies; Construction Organizations and their Resources and Experience, Costs and Schedules. Labor and Power Situation Incentives for investment and taxation.

Project Estimates and Budgets; Project Financing

Value Analysis and Value Engineering in Projects

Books:

1. Project Management, K.Nagarajan, New Age International

Company Accounts and Audit (Finance Stream)

BBA E604C

Books. Shares and Debentures of Companies: Books Maintained by Companies, Issue and Forfeiture of shares; Issue of Debentures; Redemption of Redeemable Preference Shares; Redemption of Debentures.

Business Purchase of Business Scale: Conversion Absorption, Amalgamation & External Reconstruction

Valuation of Shares: Asset-Backing Method, Yield Method, And Fair Value

Reconstruction and capital Reduction

Consolidated Balance Sheet: Holding company and subsidiary company Group Balance sheets, Consolidated Profit & Loss A/c.

Liquidation: Legal Provision, Statement of affairs and Deficiency Account

Liquidator's Accounts: Compulsory Winding up, Members Voluntary Winding up, Creditors Voluntary Winding up Power and duties of Liquidators

Features of Company Audit: Appointment of Company auditors, remuneration of auditors, Renewal of auditors, Compliance with legal provisions. Rights of Company Auditors Duties of Company auditors Manufacturing and other Companies (Auditors Report) order. Joint Audit, Audit of Accounts of companies incorporated outside India.

Management of Organizational change (Human Resources Stream)

BBA E604D

Organizational change: Nature of organizational change, Factors organizational change, planned change, Process of planned change. Responses to change. Resistance to change. Overcoming resistance to change, change Agents. Role of change Agents Organizational growth and change.

Organizational climate and culture: Concept of organizational climate. Dimensions of climate Factors influencing climate, Role of Managers and employers. Improving organizational climate. Motivation and climate, organization culture.

Quality of working life and morale: Quality of Working Life (QWL), Approaches to improve QWL, concept and nature of Morale. Measurement of climate and Morale,, Morale and Productivity. Building of High Morale.

Organizational Development: Concept of Organization Development Process of Organization Development, OD interventions, Sensitivity Training, Grid Training, Survey Feed back. Process consultations. Team Building. Management by objectives.

Information Science & Technology (Systems Stream)

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

PH:-033-2321-8771/1327/1345/7578

BBA Syllabus (Old)

BBA E604E

Initialization and Project Planning; Preparation; Integration and cleansing: Logical and Physical Data base; Design.

Management of a Data ware house; Date Access; Data Warehouse; Architecture Methodology and Project Management; Surefire ways to Make you Warehouse fail.

Integration and cleansing Metadata, Data Quality and scrubbing

Logical and Physical Data Base Design, Data Modeling Techniques and options.

Dimensions and query Hierarchies. Star scheme and vibrant. Storage Concerns and planning

Physical Data Base Design; Exploiting Parallel Technologies.

Books:

1. Foundations of Information Technology, D.S.Yadav, New Age International