SYLLABUS

Bachelor of Business Administration BBA

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 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 organizationalchange 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 Thought: Early Contributors to Management Thoughts;

Scientific Management, Administrative Theory of Management.

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

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

UNIT-IV: Introduction to Organisational Behaviour: Concept, Learning objectives, Challenges and Opportunities of Organisational Behaviour (OB), Issues in Developing an OB Model; Characteristics of Human Behaviour.

UNIT-V: Personality, Perception, Motivation & Group Dynamics: 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, McClelland and McGregor); Group Dynamics: Concept of group, Stages of Group Development, Types of Groups, Work Teams Vs. Work Groups, Group Synergy.

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 & Kennith H. Blancher; PHI.
- 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, Duration 4 Hours

Course Name: Economics-I

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-gun 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; McGrew 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

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Assessment Methods

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External Examination (70 Marks): End Semester Written Examination, Duration 4 Hours

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, Duration 4 Hours

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

UNIT-III: Concepts of Skewness and Kurtosis, Different Measures of Skewness and Kurtosis.

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, Methods of Construction of Index Numbers, problems in Construction of Index Numbers, types of Index Numbers, tests of Index Numbers

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

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External Examination (35 Marks): End Semester Written Examination, Duration 4 Hours