

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
(Formerly West Bengal University of Technology)
Syllabus for Bachelor of Business Administration (BBA) Course
Effective from the Academic Year 2018-19

THIRD SEMESTER

Semester – 3rd

Credit Points– 4

Paper: Principles of Management

Total Contact Hours - 40

Paper Code: BBA (N) - 301

1.Module I: Concept And Nature Of Management	(4L)
a) Meaning & Definition of the term Management, Management as a Science or an Art, Management as a Profession, Management as a Process, Difference between Management & Administration; Levels of Management, Roles of a Manager, Quality of a good Manager, Significance of Management, Limitations of Management, Business Environment and its interaction with Management.	
b) Management Theory	(4L)
Approaches to Management – Classical, Neo-classical and Modern Contributors to Management Thought – Taylor and Scientific Theory, Fayol’s and Administrative Theory, Peter Drucker and Management Thought. Various Approaches to Management (i.e. Schools of Management Thought) Indian Management Thought.	
Module II: Planning And Decision Making	(6L)
(a) Planning: Meaning, Definition, Process, Types, Principles, Significance & Limitations of Planning; Strategic Planning – Meaning & Process, MBO – Meaning, Process and Requirements for Implementation, Planning Premises – Meaning & Types, Forecasting – Meaning & Techniques.	
(b) Decision Making – Meaning, Types, Process, Significance & Limitations.	
Module III: Organization Design And Structure	(10L)
Organization – Meaning, Process, Principles, Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization.	
Module IV: Directing	(8L)
Motivation – Meaning , Definition, Significance & Limitations; Financial and non-financial incentives of Motivation	
Leadership - Meaning , Definition, Significance of Leadership, Leadership styles	
Type, Process and Barriers of Communication, Strategies to overcome the Barriers.	
Module V: Controlling	(4L)
Controlling – Meaning, Steps, Types, Techniques, Significance, Limitations.	
Management of Change	(4L)
Concept, Nature and Process of Planned Change, Resistance to Change;	

Suggested Readings:

1. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. Premvir Kapoor, Principles of Management, Khanna Publishing House
3. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
4. Ramaswami T: Principles of Mgmt., Himalaya Publishing
5. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
6. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
7. Robbins, S. P: Management, Prentice Hall.

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Semester – 3rd

Paper: Managerial Economics

Credit Points– 4

Total Contact Hours – 40

Paper Code: BBA (N) -302

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

Suggested Readings:

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

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Semester – 3rd
Paper: Business Laws

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) - 303

1.Module I: INDIAN CONTRACT ACT 1872 [20L] Elements of contract -Offer and Acceptance - Consideration - Legal capacity -Intention to create legal relations - Free Consent -Legality of the Object - Possibility of Performance - Void and Voidable Agreement-Contingent Contract -Discharge of Contract-Indemnity and Guarantee- Quasi Contract -Bailment and Pledgement - Agency Contract.
2.Module II: SALE OF GOODS ACT 1930 [5L] Formation of contracts of sale-Goods and their classification, price -Conditions & Warranties-Performance the contract of sale - Unpaid seller and his rights-Hire Purchase agreement, Auction
3.Module III: NEGOTIABLE INSTRUMENT ACT 1881 [5L] Definition of negotiable instruments- Features-Types of negotiable instruments -Dishonor of a Negotiable Instrument
4.Module IV CONSUMER PROTECTION ACT 1986 [5L] Concept - Consumer protection Councils -Dispute Redressal Procedures
5.Module V: COMPANIES ACT 2013 [5L] Concept -Type of Companies- Steps in formation of a company- Concept and features of AOA, MOA and Prospectus – Meetings.

Suggested Readings:

1. Sen & Mitra: Commercial Law, World Press.
2. Pathak: Legal Aspect of Business, TMH.
3. Tejpal Sheth: Business Law, 3/e, Pearson.
4. Das & Ghosh: Business Regulatory Framework, Ocean Publication, Delhi.
5. Pillai & Bagavathi: Business Law, S Chand
6. Tulsian: Business Law, TMH.

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Semester – 3rd

Paper: Financial Accounting

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 304

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

Suggested Assignments:

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

Suggested Readings

1. Ashoke Banerjee: Financial Accounting, Excel Books
2. Basu & Das : Financial Accounting, Rabindra Library
3. Ramchandran Kakani: Financial Accounting for Managers, TMH
4. P. C. Tulsian: Financial Accounting, Pearson.
5. M. Hanif, A. Mukherjee: Financial Accounting, TMH.
6. Dr. S. N. Maheshwari, Sharad K. Maheshwari: Financial Accounting for BBA, Vikas Publishing House Pvt. Ltd.

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Semester – 3rd

Paper: Environmental Sciences

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) – 305

1. Module I: Environment: Meaning & Components, Energy sources & Management, Man and Environment Relation, Environmental Degradation- cause and effects, Environmental Ethics and Awareness Programmes. [6L]
2. Module II: Energy and its Types, Natural Resources- Meaning & Components ; Ecosystem- components and Functions, Energy Crisis, Land degradation, Soil Erosion, Deforestation, Mining Activities, Depletion of Natural Resources, Energy Conservation and Management. [9L]
3. Module III: Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures. [9L]
4. Module IV: Environmental Protection- Report of the Club of Rome: Sustainable Development, Different Renewable Energy Sources- Wind Power, Water Power, Bio Fuel/Solid Bio Mass, Geothermal Energy, Nuclear Power, Environmental Movements- Chipko movement; Narmada Bachao movement; Tehri Dam conflict. [9L]
5. Module V: Environmental policies and Legislations: Environmental Regulations; Environmental Protection Act, Environmental Ethics, Environmental Impact Assessment (EIA) – Methods and Tools, Appraisal and Clearance for Industry, Environmental Audit. [7L]

Suggested Readings:

1. G.N. Pandey: Environmental Management, Vikas Publishing House Pvt. Ltd.
2. Cunningham: Environmental Science, TMH.
3. R. Rajagopalan: Environmental Studies, Oxford.
4. R. Joshi & Munish Kapila: Environment Management, Kalyani Publishers.
5. C.S. Rao: Environmental Pollution Control Engineering, New Age International Publication.
6. Wright & Nobel: Environmental Science, PHI.
7. Environment management, R. Joshi & Munish Kapila, Kalyani Publishers
8. M.P. Poonia & S.C. Sharma, Environmental Studies, Khanna Publishing House
9. O.P. Gupta, Elements of Environmental Pollution Control, Khanna Publishing House

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