

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

FOURTH SEMESTER

Semester – 4th

Credit Points– 4

Paper: **Production & Materials Management**

Total Contact Hours - 40

Paper Code: BBA (N) - 401

<p>Module I: Introduction to Production Planning and Control [4L] Production System, Types of Production, Planning and Control Functions, Relations with other Departments, Efficiency of Production Planning and Control Plant Location & Layout: Approaches to Location, Choice, and Selection. Plant Design; Plant Layout – Product Layout and Process Layout, Advantages & Disadvantages. [5L]</p>
<p>Module II: Plant Maintenance: Types of Maintenance – Preventive, Predictive and Overhaul [2L] Work Study: Method Study; Motion Study; Work Measurement, Performance Rating, Standard Time, Time Study; Work Sampling. [5L]</p>
<p>Module III: Inspection and Quality Control: Types and Criteria of Inspection; Significance of Quality Control, Statistical Quality Control, Control Charts, Acceptance Sampling Plans. [8L]</p>
<p>Module IV Purchasing Management: Purchase System, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal Aspects of Buying. [8L]</p>
<p>Module V: Stores Management: Stores System and Procedures; Stores Accounting And Stock Verification; Disposal Of Surplus and Scrap. [8L]</p>

Suggested Readings:

1. Prof. L. C. Jhamb: Production (Operations) Management, Everest Publishing House.
2. Upendra Kachru: Operations Management, Excel Books.
3. P. Sunderashan Gopalakrishnan: Handbook of Materials Management, PHI.
4. R. Mishra- Materials Management, Excel Books
5. S. N. Chary – Production and Operations Management, TMGH
6. K. Sridhara Bhat: Production and Materials Management, Himalaya Publishing House

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Credit Points– 4

Paper: Management Information Systems

Total Contact Hours - 40

Paper Code: BBA (N) - 402

Module I: (a) Introduction, Data, Information, and Knowledge, Information Technology - Concept, Features and Components, Information Systems - Concept and types of Information Systems, Role of IT in business and society. (b) MIS Concept, evolution and meaning of MIS; Information system for competitive advantage, MIS function in an organization. Limitations of MIS (8L)
Module II: (a) Information and Managerial Effectiveness: Information as a corporate resource, types of information – operational, tactical and strategic; Levels of management and information needs of management; Quality of information; (b) Information systems for finance, marketing, manufacturing, human resource areas. (6L)
Module III: Understanding information system; concepts; sub-systems and super-systems; Types of information systems, Transaction processing systems, MIS decision support systems, Executive support system; Enterprise Resource Planning (ERP)(Features, merits, issues and challenges in implementation) (6L)
Module IV: System Development Life Cycle: Sequential Process of software development; Waterfall model. (3L)
Module V: Development and Management of Data Bases: Relation databases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, Concept of entity and relationships, ER Diagram, Data Model, Data dictionary, Introduction to SQL Queries. (9L)
Module VI: Data Communication and Networking: Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet and Extranet. (3L)
Module VII: Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management (5L)

Suggested Readings:

1. C. S. V. Murti : Management Information System, Himalaya Publishing House.
2. A.K. Gupta: Management Information System, S Chand.
3. Oka Miland M & Murty: Management Information System.
4. Jaiswal and Mittal: Management Information Systems, Oxford University Press
5. Management Information Systems by Laudon, Laudon, Dass, Pearson

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Semester – 4th
Paper: Cost Accounting

Credit Points– 4
Total Contact Hours – 40

Paper Code: BBA (N) - 403

1. Module I: Introduction (5L)
Nature and scope of cost accounting; Cost concepts and classification: direct, indirect, element wise, function wise, behaviour wise, sunk cost opportunity cost: Essentials of a good cost accounting system: Difference between cost and Management accounting: Concept of Cost Audit. Preparation of cost sheet & estimation.
2. Module II: Accounting for Material (12L)
Economic Order Quantity, ABC analysis (selective inventory concept): concept of Periodic inventory & Perpetual inventory, Various stock levels: JIT purchase: Selective methods of Material control Pricing of material issues-FIFO, LIFO, Weighted average.
3. Module III Accounting for Labour (5L)
Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.
4. Module IV: Accounting for Overheads (8L)
Absorption, allocation and apportionment of overheads: Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead.
5. Module V: Cost Ascertainment: (10L)
Contract costing; Operating costing (Transport); Process costing excluding inter-process profits and joint and by-products.

Suggested Readings

1. Bhabatosh Banerjee: Cost Accounting- Theory & Practice , Prentice Hall of India Ltd., New Delhi,
2. Basu & Das : Cost & Management Accounting, Rabindra Library
3. Homgren, Charles, Foster and Datar : Cost Accounting – A Managerial Emphasis, PHI.
4. V. Rajasekaran, R. Lalitha: Cost Accounting, Pearson.
5. M. Y. Khan, P. K. Jain: Cost Accounting, TMH.
6. P.C Tulsian: Cost Accounting, TMH.

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Semester – 4th

Paper: Marketing Management

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 404

1.Module I:	(4L)
a. Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing.	
b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix.	
Module II:	(10L)
a. Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological	
b. Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior	
c. Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market;	
d. Branding- Definition, Importance, Branding Strategy; Packaging.	
Module III:	(10L)
a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages	
b. New Product Development- Steps	
Module IV:	(6L)
a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service	
b. Discounts and Rebates	
Module V:	(4L)
Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management.	
Module VI :	(6L)
Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	
Selected CASE studies	

Suggested Readings:

1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.
2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.

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Semester –4th
Paper: Human Resource Management

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) - 405

<p>Module I : Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples [12L]</p>
<p>Module II: Human Resource Planning Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy [10L]</p>
<p>Module III: Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training, Evaluation of Training. Executive Development: Importance of Executive Development, Different methods of Executive Development [8L]</p>
<p>Module IV: Employment Administration: Career Planning: Meaning, Stages, Need, Concept of Career Development, Advantages and Limitations of Career Planning, Succession Planning, Definition, Process and Difference of Succession Planning with Career Planning. Performance Appraisal: Meaning, Objective, Process, Instruments of Performance Appraisal. Discipline & Grievance Handling, Wage & Salary Administration. [6L]</p>
<p>Module V: Emerging Areas: International Human Resource Management Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques) [4L]</p>

Suggested Readings:

1. V.S.P. Rao: Human Resource Management, Excel Books.
2. C.S. Venkata Ratnam & B.K. Srivastava: Personnel Management and Industrial Relations, TMH.
3. Anjali Ghanekar: Human Resource Management, Everest Publishing.
4. A.M. Sheikh: Human Resource Development and Management, S.Chand
5. E.A. Ramaswamy : Managing Human Resources, Oxford University Press.