

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

FIFTH SEMESTER

Semester – 5th

Paper: Financial Management

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 501

Module I: Meaning and Scope of Financial Management :	(2L)
Profit vs wealth maximization; Financial functions –investment, financing, and dividend decisions;	
Module II: Capital Budgeting:	(10L)
Time value of money; Compounding and Discounting techniques, concept of Annuity and Perpetuity, Payback period , Accounting rate of return, net present value, Internal rate of return. Profitability Index.	
Module III: Cost of Capital:	(8L)
Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital.	
Module IV: Leverage:	(5L)
Operating and Financial Leverage, Effects on Profit, Indifference Point Analysis, EBIT-EPS Analysis	
Module V: Management of Working Capital:	(5L)
Nature of working capital, Significance of working capital, Operating cycle and determinants of working capital requirements.	
Module VI: Capital Structure Decision:	(5L)
Designing optimum capital structure; Different theories. (NI, NOI &MM).	
Module VII: Concept of Dividend Factors	(5L)
determinants of dividend, Walter, Gordens, MM.	

Suggested Readings:

1. Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH.
2. Prasanna Chandra: Financial Management - Theory and Practice, TMH.
3. Pandey I.M.: Financial Management, Vikas Publishing House.
4. Saha, Tapas Ranjan: Basic Financial Management, World Press.
5. Bhabatosh Banerjee: Fundamentals of Financial Management, Prentice Hall of India Ltd.

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Semester – 5th

Credit Points– 4

Paper: Sales & Distribution Management

Total Contact Hours - 40

Paper Code: BBA (N) - 502

<p>Module I: Personal Selling: Nature and importance; Functions of a salesman; Personal selling as a career. Salesmanship and Qualities of Salesman Psychology in Selling, Buying Decision Process, Types of Buying Situation: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points. [6L]</p>
<p>Module II: Sales Management: Market potential, Sales Potential; Sales Forecasting and Budgeting: Developing Sales forecast, Approaches to Sales Forecasting, Sales Budget, Sales Quota. Training and Motivating Sales force: Managing the Sales Training process – ACMEE Method, Motivating and Compensating the Sales force, Sales force, compensation, Sales Territory [6L]</p>
<p>Module III: Theories of Selling: AIDAS Theory; Buying Formula Theory. Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying. [8L]</p>
<p>Module IV: Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning. Objection Handling : Types of objections; Handling customer objections Closing Sales and Follow up: Methods of closing sale; Executing sales order – Follow-up importance and process [8L]</p>
<p>Module V: Channels of Distribution and Strategy: Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel, Channel Design: Steps in Channel Design, Selection of Appropriate Channel, Channel Management, Transportation, Warehousing. [12L]</p>

Suggested Readings:

1. Sahu. P. K.: Salesmanship & Sales Management, Vikas Publication.
2. Sales Management: Still, Cundiff, Govoni at al., Pearson Education.
3. Ramneek Kapoor: Fundamentals of Sales Management, Macmillan.
4. Robert. J. Calvin: Sales Management, TMGH
5. Pingali Venugopal: Sales and Distribution Management: An Indian Perspective, SAGE

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Semester – 5th
Paper: Human Resource Development

Credit Points– 4
Total Contact Hours -40

Paper Code: BBA (N) -503

<p>Module I : Training in Industry Introduction, Basic Concepts, Training, Development & Learning-Definitions of Each and Their Difference with Each Other. Objectives of Training, Need & Policies of Training, Types of Training-Induction, Supervisory, Managerial. Methods of Training, Importance of Methods, Different Methods: Lecture Method, Case Study Method, Role play Method, Management Games, Questioning Method, Individual or Group Practical Assignment Methods, Group Discussion Method, Panel Discussion Method, Brainstorming, Field Trip, Demonstration Method, Evaluation Systems of Training: The Kirkpatrick Four-Level Approach, Kaufman's Five Levels of Evaluation of Training Impact, The CIRO Approach to Evaluate Training Impact, The Philip's Five Level ROI Framework to Evaluate Training. Budget of Training, Apprenticeship, Worker Education-Schemes and Programmes</p> <p style="text-align: right;">[10L]</p>
<p>Module II: Management Development Programme (MDP) Introduction of Management Development Programme-Meaning and Definitions, Need, Objectives, Steps, Calendar, Process, Methods & Techniques, Auditing MDPs, Budget, In-Company Training Schemes for Managers & Techniques, Role of Trainer-Modern Day Training Qualities Required From a Trainer</p> <p style="text-align: right;">[8L]</p>
<p>Module III: Specialized Training E- Learning and Use of Technology in Training, HRIS, Electronic Performance Base System (EPSS). Managerial Grid Training-Introduction Sensitivity Training Personality Development Programmes, Out Bound Training, ISO Training</p> <p style="text-align: right;">[8L]</p>
<p>Module IV: Training In Indian Industries Selected Cases Covering HRD Practices in Government Organizations, Manufacturing and Service Industries and MNCs; International Experiences of Human Resource Development. Practices in Privates Sectors with Data Presentation and Examples, Practices in MNCs with Data Presentation and Examples.</p> <p style="text-align: right;">[4L]</p>
<p>Module V: Emerging Areas Work Life Balance, TQM, Green HRM (Great Initiative by PSU of India), Concept of Human Capital/Asset, Competency Mapping New Emerging Concepts, Multi Skilling, Coaching, Mentoring, HRD Audit, Knowledge Employee, Learning Organization</p> <p style="text-align: right;">[10L]</p>

Suggested Readings:

1. R. K. Sahoo : Training for Development, Excel Books
2. R. P. Lynton & U. Pareek : Training for Development, SAGE Publication.
3. R. Buckley & J. Caple: Theory and Practice of Training, Kogan Page Publishers.
4. D.M. Silvera: Human Resource Development – The Indian Experiences, News India Publications.
5. H. L. Kaila: Human Resource Development & Business Growth, I K International Pvt. Ltd.

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Semester – 5th

Credit Points– 4

Paper: Entrepreneurship Development

Total Contact Hours -40

Paper Code: BBA (N) - 504

<p>Module I: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth. [4L]</p>
<p>Module II: Entrepreneurial Behaviors: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur [8L]</p>
<p>Module III: Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur [6L]</p>
<p>Module IV: Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. Organization Assistance: New Ventures, Industrial Park (Meaning, Features, & Examples) , Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies , Small Scale Industries, The Small Industries Development Bank of India(SIDBI) , The State Small Industries Development Corporation(SSIDC) [12L]</p>
<p>Module V: Project Feasibility Analysis : Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation Entrepreneurial strategy: New Entry, Entry Strategy, Risk Reduction Strategy for New Entry. [10L]</p>

Suggested Readings:

1. Arya Kumar: Entrepreneurship, Pearson.
2. Lall & Sahai : Entrepreneurship, Excel Books
3. Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
4. Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency.
5. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

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Semester – 5th

Paper: Research Methodology

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 505

<p>Module I: Meaning, scope and significance of social research: Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis. [6L]</p>
<p>Module II: Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science,(b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism [6L]</p>
<p>Module III: Methods of research: (a) Quantitative and Qualitative(Characteristics and Differences Sources of Data : Primary & Secondary. [8L]</p>
<p>Module IV: Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study. [6L]</p>
<p>Module IV Sampling: Design, Types, Advantages and Limitations. [8L]</p>
<p>Module V: Classification & presentation of Data: (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion. [6L]</p>

Suggested Readings:

1. Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.
2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.
5. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.