

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
(Formerly West Bengal University of Technology)

Syllabus for BBA Global Business Programme
(Effective for Students Admitted in Academic Session 2019-2020)

SEMESTER-II

Paper: Business Communication

Paper Code: BBA (N) – 201

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Vocabulary: Vocabulary Building: Synonyms, Antonyms, Idioms, Figures of Speech(5L).
Unit/ Module 2	Business Communication: Definition of Communication, Principles of Communication, Objectives, Communication Models and Processes, 7 Cs of Effective communication, Types of Communication, Channel & Media, Audience Analysis, Principles of Effective Communication. Self-Development and Communication: Development of Positive Personal Attitudes; SWOT Analysis. Corporate Communication: Formal and Informal communication Networks, Grapevine, Miscommunication (Barriers), Improving Communication. Effective Listening: Principles of Effective Listening, Factors Affecting Listening. Modern Forms of Communicating: Fax, E-mail, Video Conferencing(15L).
Unit/ Module 3	Verbal and Non- Verbal Communication: Public Speaking, Speeches to Motivate, Group Discussion, Mock Interview, Seminars, Body Language, Individual Presentation, Group Presentation, Sales Presentation, Training Presentation(10L).
Unit/ Module 4	Writing : Business letters and Memo Formats, Appearance Request Letters, Good News and Bad News Letters, Persuasive Letters; Sales Letters; Collection Letters, Agenda, Minutes of Meeting, Notice, Circular, Banking Correspondence. Report Writing: Introduction to a Proposal, Short Report and Formal Report, Report Preparation [10L].

Suggested Readings:

1. Monipally: Business Communication, Tata McGraw Hill.
2. P.D. Chaturvedi(Late), Mukhesh Chaturvedi: Fundamentals of Business Communication, Pearson.
3. Asha Kaul - The Effective Presentation: Talk your way to success, SAGE Publication.
4. Madhukar: Business Communications, Vikas Publishing House.
5. Senguin J: Business Communication, Allied Publishers.
6. Robinson, Netrakanti and Shintre: Communicative Competence in Business English, Orient Longman.

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Paper: Advanced Mathematics & Statistics

Paper Code: BBA (N) –202

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	<p>Probability:</p> <ol style="list-style-type: none"> 1. Theory of Probability: Probability as a Concept, Basic Probability Rules, Tree Diagrams, Mutually Exclusive Events and Independent Events. 2. Addition and Multiplication Theory of Probability (Without Proof) Applications 3. Conditional Probability (Without Proof) Applications. 4. Bayes' Theorem: Statement (Only, Without Proof), Applications. Applications. 5. Concept of Expectation: Expected Value Calculation (Without Proof of the Different Formula), Concept of Variance of random variable (without proof) Applications.
Unit/ Module 2	<p>Probability Distribution:</p> <ol style="list-style-type: none"> 1. Concept of Random Variables: Discrete and Continuous Random Variables (8L) 2. Concept of Probability Distribution: Concept of P.M.F and P.D.F 3. Theoretical probability Distributions: Discrete Distributions – The Binomial Distributions and its Properties, The Poisson Distribution and Its Properties. Continuous distributions – Normal Distribution and Its Properties.
Unit/ Module 3	<p>Sampling Theory:</p> <ol style="list-style-type: none"> 1. Sampling –What is Sampling? Sampling Versus Complete Enumeration , Random and Non Random Sampling: Different Types of Random Sampling, Sampling: Different Types of Random Sampling, (4L), Sample Statistic and Population Parameter, Practical Methods of Drawing a Random Sample. 2. Sampling Distributions: What is Sampling Distributions – Standard Error; Sampling Distribution of Sample Means.
Unit/ Module 4	<p>Advanced Mathematics</p> <p>Algebra :</p> <ol style="list-style-type: none"> 1. Determinants: Determinants of order 2 and 3; Minors and cofactors ; Expansion of Determinants ; Properties of Determinants; Cramer's Rules for solving Simultaneous equations in two or three variables. 2. Matrices: Different types of Matrices; Matrix algebra-addition, subtraction & multiplication of matrices; singular & non-singular matrices; adjoint & inverse of a matrix; elementary row/column operations; solution of a system of Linear Equations using matrix algebra.
Unit/ Module 5	<p>Calculus:</p> <ol style="list-style-type: none"> 1. Limits:-Notion and meaning of Limits; fundamental theorem on ; evaluation of limits of Algebraic and logarithmic functions. 2. Continuity: Continuity of a function at a point $x = a$ & in an interval. 3. Differentiation: Meaning & geometrical interpretation of differentiation; standard derivatives; rules for calculating derivatives; logarithmic differentiation; Second order derivatives. 4. Indefinite Integrals: Integration as the inverse of differentiation; standard integrals; integration by substitutions; integration by parts (simple problems only) 5. Definite Integrals: Definition only

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Suggested Readings:

1. N.G Das: Statistical Methods (Volume II), Tata McGraw-Hill.
2. B.K. Pal and K. Das: BBA Mathematics (Vol-II), U.N Dhar and Sons Private Ltd.
3. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics , World Press.
4. G. C. Beri : Business Statistics, Second Edition, Tata McGraw- Hill.
5. Bharat Jhunjhunwala: Business Statistics, S. Chand Publishing.
6. Sancheti & Kapoor: Business Mathematics, Sultan Chand & Company

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Paper: Organizational Behaviour

Paper Code: BBA (N) – 203

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Basic Concepts: Understanding & Definition of Organization and Organizational Behavior (OB), Evolution of OB as a discipline, Contribution from other disciplines, , Emerging issues in OB. [4L]
Unit/ Module 2	Individual in the Organization: a) Personality: Definition and Determinants Personality, Approaches to understanding of Personality – The Big Five Model, DISC and FIRO-B, Types of Problem Solving Behaviour and Other Personality Traits. [3L] b) Learning: Meaning and Definition of Learning, Learning Process, Factors affecting Learning, Principles of Learning, Theories – Connectionism, Classical and Operant Conditioning, Schedule of Reinforcement. [3L]
Unit/ Module 3	Individual in the Organization: a) Attitudes & Values: Meaning & Definition of Attitude, Formation of Attitudes, ABC Model, Cognitive Dissonance, Changing of Self and Others Attitudes, Work Attitudes, Job Satisfaction, Organization Commitment. Meaning & Definition Values- Relationship between Attitudes and Values. [4L] b) Perception: Meaning & Definition of Perception, Basic stages of Perceptual Process, Perceptual Selection, Perceptual Organization, Perceptual Interpretation, Attribution Process, Organizational Applications. [4L] c) Motivation: Meaning, Definition, Features, Importance & Factors of Motivation, Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom), Implications on Employees [8L]. d) Stress: Concept – Individual & Group Stress – Coping with Stress, Strategies to Overcome Stress. [2L]
Unit/ Module 4	Groups in the Organization: a) Group Dynamics: Meaning, Definition ,Types & Functions of Groups, Stages of Group Formation, Group Processes, Group Norms, Group Roles, Group Cohesiveness, Group Size, Threats to Group Effectiveness, Evolution of Groups into Teams. [4L] b) Leadership- Meaning & Definition of Leadership, Qualities of a Good Leader, Trait Perspective of Leadership, Behavioural Perspective of Leadership, Ohio & Michigan Studies, Managerial Grid, Contingency Perspective of Leadership, Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders. [8L]
Unit/ Module 5	Change in the Organization: a) Organizational Change- Meaning & Importance of Change, Resistance to Change, Overcoming Resistance to Change. [4L]

Suggested Readings:

1. Aswathappa, K: Organizational Behaviour (Text, Cases and Games).Bangalore: Himalaya Publication.
2. Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations, Pearson.
3. S. P. Robbins: Essentials of Organizational Behaviour, Prentice Hall.

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Paper: : Economics (Macro)

Paper Code: BBA (N) – 204

Contacts Hours / Week:3L

Credits: 4

Course Content	
Unit/ Module 1	<p>Introduction:</p> <p>1. Basic Introduction to Macroeconomics. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume (MPC), APC, MPS, MPI: Basic Definition only, Paradox of Thrift [3L]</p> <p>2. National Income: Concepts and Definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income, Measurement of National Income, Factors That Determine Size of National Income, Double Counting and The Concept of Value Added, Underground Economy, Real and Nominal GNP, Deflator. [5L]</p>
Unit/ Module 2	<p>Monetary Economics:</p> <p>1. Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4. [4L]</p> <p>2. Concept of Inflation: Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures. [2L]</p> <p>3. Banks: Commercial Banks – Need and Functions, Credit Creation of Commercial Banks. Reserve Bank of India – Need and Functions, Credit Control Policy. Co-Operative Banks: Need and Role in An Economy. [5L]</p>
Unit/ Module 3	<p>Public Finance:</p> <p>1. Public Revenue: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition). [2L]</p> <p>2. Public Expenditure: Types of Public Expenditure, Its Need Role and Importance. [2L]</p> <p>3. Public Debt: Types of Public Debt, Need for Public Debt, Redemption of Public Debt. [2L]</p> <p>4. Deficit Financing: Role and Importance. [1L]</p> <p>5. Budget: Need and Types, Concept of Different Types of Deficit (Revenue Deficit, Budgetary Deficit, Fiscal deficit and Primary Deficit: Definitions Only) [2L]</p>
Unit/ Module 4	<p>International Trade and Finance:</p> <p>Need for international trade, Absolute and Comparative Cost Advantage Theory, Gains from international trade, Terms of Trade [2L]</p> <p>2. Balance of Payments: Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct adverse BOP Situation, Purchasing Power Parity Theory (Only basic concept) [3L]</p> <p>3. Exchange Rate Mechanism: Definition, Ask Rate, Bid Rate, Spot Rate, Forward Rate, Currency Spread (Definitions Only). [2L]</p> <p>4. International Financial Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank, [3L]</p> <p>5. Concept of Business Cycle: Only Different Phases and their basic characteristic [2L]</p>

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Suggested Readings:

1. Sampat Mukherjee, Analytical Macroeconomics, NCBA
2. H.L.Ahuja: Macroeconomics Theory and Policy, S.Chand.
3. Panchanan Das, Anindita Sengupta : Economics II, Oxford.
4. Errol D'Souza: Macroeconomics, 2/e, Pearson.
5. M. L. Jhingan: Macro Economic Theory, Vrinda
6. Mankiw: Principles of Macroeconomics, Cengage Learning

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Paper: Indian Social Structure and Value & Ethics

Paper Code: BBA (N) - 205

Contacts Hours / Week: 3L

Credits: 4

Course Content	
Unit/ Module 1	<p>Indian Society:</p> <p>a) Society and its types, Features of Tribal Society, Agrarian Society, Industrial Society, Post-Industrial Society.</p> <p>b) Population and Society - Interface between population size and social development Concepts and measurement of population: Birth rate, Death rate, Migration. (a) Population pyramid of India, Social implications of age sex in India. Population Explosion & its consequences. Population policy of Govt. Of India A Critical appraisal, problems of implementing growth control measures, causes for success and failures. [10L]</p>
Unit/ Module 2	<p>Social Stratification:</p> <p>a) Concepts, Types, Social Mobility</p> <p>b) Socio-Economic Problems : Poverty, Illiteracy, Unemployment, Child Labour, Occupational Diseases, Crime, Project Affected People, Aged Population, Juvenile Delinquency, Strategies to solve/ minimize the problem. [8L]</p>
Unit/ Module 3	<p>Industry and Society:</p> <p>Factory as a Social System, Formal and Informal Organization, Impact of Industry on Society (Family and Industry), Social and Cultural Impediments to Industrialization [8L]</p>
Unit/ Module 4	<p>Human Society and Value System:</p> <p>Value: Definition, Importance and application of Value in life. Formation of Value: Process of Socialization, self and integrated personality. Types of values: Social, Psychological, Aesthetic, Spiritual, Organizational. Value crisis in contemporary society: individual, societal cultural and management level (strategy and case studies) [7L]</p>
Unit/ Module 5	<p>Business Ethics:</p> <p>Introduction to Business Ethics : Definition and Important Ethics in the Workplace: code of conduct, code of ethics; Corporate Responsibility: Definition and Case Study Corporate Compliance: Definition, Responsibility & Laws and Regulations Consumer Rights: Expectations and Reality, connection between Business and Society [7L]</p>

Suggested Readings:

1. Andre Beteille: Society and Politics in India, OUP.
2. C. N. Shankar Rao: Sociology, S.Chand
3. Ram Ahuja : Social Problems in India, Rawat Publication.
4. A.C Fernando (Late): Business Ethics: An Indian Perspective, 2/e, Pearson.
5. Manna and Chakraborty: Value and Ethics in Business and Profession PHI
6. Govindarajan M. Natarajan S and Senthilkumar V.S: Engineering Ethics, PHI