

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-III

Paper: Principles of Management

Paper Code: BBA (N) – 301

Contacts Hours / Week: 3L+1T

Credit: 4

Course Content	
Unit/ Module 1	<p>Concept And Nature Of Management :</p> <p>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.(4L)</p> <p>b) Management Theory ,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.</p>
Unit/ Module 2	<p>Planning And Decision Making:</p> <p>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.</p> <p>b)Decision Making – Meaning, Types, Process, Significance & Limitations. (6L)</p>
Unit/ Module 3	<p>Organization Design And Structure:</p> <p>Organization – Meaning, Process, Principles, Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization;</p> <p>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(10L).</p>
Unit/ Module 4	<p>Directing :</p> <p>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. (8L)</p>
Unit/ Module 5	<p>Controlling :</p> <p>Controlling – Meaning, Steps, Types, Techniques, Significance, Limitations. Management of Change (4L)</p> <p>Concept, Nature and Process of Planned Change, Resistance to Change(4L).</p>

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Suggested Readings:

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

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Paper: Managerial Economics
Paper Code: BBA (N) -302
Contacts Hours / Week: 3L+1T
Credit: 4

Course Content	
Unit/ Module 1	Introduction: 1) Definition of Managerial Economics. Objective and Nature of Managerial Economics. [2L] 2) Profit Maximization Theory: Assumptions and limitations. Alternative to Profit Maximization Theory (Baumol's Sales Revenue Maximization Theory Only). [3L]
Unit/ Module 2	Marginal Analysis: 1) Break-Even Analysis for Managerial Decision Making. [4L] 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]
Unit/ Module 3	Optimization: Basic concept. Unconstrained Optimization with One Variable. [3L] Constrained Optimization: Substitution method. Lagrange method of optimization (Output Maximization Subject to Cost constraint). [5L]
Unit/ Module 4	Indian Business Environment: 1) Concept, Components and Importance of Business Environment. [3L] 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] 3) Problems of Economic Growth: Unemployment: Meaning, Types and Measurement Of Unemployment in India, Poverty: Definition, Eradication, Industrial Sickness: Only Causes [3L]
Unit/ Module 5	International Environment: 1) International Trading Environment: Indian Perspective [3L] 2) Trends in World Trade and the Problems of Developing Countries. [2L] 3. International Economic Institutions –GSP; GSTP, SAARC. [3L]

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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Paper: Business Laws
Paper Code: BBA (N) – 303
Contacts Hours / Week: 3L+1T
Credit: 4

Course Content	
Unit/ Module 1	INDIAN CONTRACT ACT 1872 : 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. [20L]
Unit/ Module 2	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.
Unit/ Module 3	NEGOTIABLE INSTRUMENT ACT 1881 [5L]: Definition of negotiable instruments- Features-Types of negotiable instruments - Dishonour of a Negotiable Instrument.
Unit/ Module 4	CONSUMER PROTECTION ACT 1986 [5L] Concept - Consumer protection Councils -Dispute Redressal Procedures
Unit/ Module 5	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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Paper: Financial Accounting
Paper Code: BBA (N) – 304
Contacts Hours / Week: 3L
Credit: 4

Course Content	
Unit/ Module 1	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.
Unit/ Module 2	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.
Unit/ Module 3	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.
Unit/ Module 4	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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Paper: Paper: Environmental Sciences

Paper Code: BBA (N) – 305

Contacts Hours / Week: 3L

Credit: 4

Course Content	
Unit/ Module 1	Environment: Meaning & Components, Energy sources & Management, Man and Environment Relation, Environmental Degradation- cause and effects, Environmental Ethics and Awareness Programmes. [6L]
Unit/ Module 2	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]
Unit/ Module 3	Environmental Pollution : Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures. [9L]
Unit/ Module 4	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]
Unit/ Module 5	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