

**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-V**

**Paper: Financial Management**

**Paper Code : BBA – GB 501**

**Contacts Hours / Week:3L+1T**

**Credit: 4**

| <b>Course Content</b>     |   |
|---------------------------|---|
| <b>Unit/<br/>Module 1</b> | <b>Meaning and Scope of Financial Management:</b><br>Profit vs wealth maximization; Financial functions –investment, financing, and dividend decisions (2L)   |
| <b>Unit/<br/>Module 2</b> | <b>Capital Budgeting:</b><br>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. (10L)  |
| <b>Unit/<br/>Module 3</b> | <b>Cost of Capital:</b><br>Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. (8L)   |
| <b>Unit/<br/>Module 4</b> | <b>Leverage:</b><br>Operating and Financial Leverage, Effects on Profit, Indifference Point Analysis, EBIT-EPS Analysis (5L)  |
| <b>Unit/<br/>Module 5</b> | <b>Management of Working Capital:</b><br>Nature of working capital, Significance of working capital, Operating cycle and determinants of working capital requirements. (5L)<br>Capital Structure Decision: (5L)<br>Designing optimum capital structure; Different theories. (NI, NOI & MM).<br>Module VII: Concept of Dividend Factors (5L), determinants of dividend, Walter, Gordons, 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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**Paper: E-commerce**

**Paper Code: BBA-GB 502**

**Contacts Hours /Week:3L**

**Credit: 4**

| <b>Course Content</b> |   |
|-----------------------|---|
| Unit/<br>Module 1     | 1. Business Process Re-Engineering<br>2. Electronic commerce Policy and Theory<br>3. Supply Chain Management            |
| Unit/<br>Module 2     | 1. Customer Relationship Management<br>2. International trading network & communication protocols                       |
| Unit/<br>Module 3     | 1. Electronic payment standards<br>2. E-Commerce strategy, Marketing and Business Processes<br>3. E-Commerce Technology |

**Suggested Books:**

1. E-Commerce, P.T. Joseph, PHI
2. Multimedia Systems Design, Andleigh, PHI
3. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
4. Multimedia & Web Create, Coorough, VIKAS
5. Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
6. E-Commerce, Oka, EPH.
7. Beginning E-Commerce, Reynolds, SPD/WROX

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**Paper : Advertising and Sales Promotion**

**Paper code: BBA 503**

**Contacts Hours / Week:3L**

**Credit: 4**

| <b>Course Content</b> |  |
|-----------------------|--|
| Unit/<br>Module 1     | <b>Communication Process:</b><br>communication process, role of source; Encoding and decoding of message, media, audience, feedback and noise. [4L]  |
| Unit/<br>Module 2     | <b>Advertising and Communication Mix :</b><br>Different advertising functions; Types of advertising;<br>Economic aspects of advertising Advertising process – an overview; Setting advertising objectives and advertising budget. [8L]   |
| Unit/<br>Module 3     | <b>Creative Aspects of Advertising:</b><br>Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning. Advertising Media : Different types of media; Media planning and scheduling [8L]  |
| Unit/<br>Module 4     | <b>Impact of Advertising:</b><br>Advertising Agency roles, relationship with clients, advertising department;<br>Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising. [8L]   |
| Unit/<br>Module 5     | <b>Sales Promotion:</b><br>Meaning, nature, and functions; Relationship between sales promotion and advertising, future of sales promotion Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade, sales promotion.<br>Sales Promotion Schemes: Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force. [12L] |

**Suggested Readings:**

1. Aaker, David and Myers John G., et.al: Advertising Management, Prentice Hall of India.
2. Kazmi & Batra: Advertising & Sales Promotion, Excel Books.
3. Arun Kumar: Marketing Management, Vikas Publishing House.
4. Border W.H.: Advertising, John Wiley.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantage, TMH.

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**Paper: Fundamentals of Entrepreneurship**

**Paper Code: BBA 504**

**Contacts Hours / Week:3L**

**Credit: 4**

| <b>Course Content</b> |   |
|-----------------------|---|
| Unit/<br>Module 1     | Module I:<br>Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth. [4L]   |
| Unit/<br>Module 2     | Module II:<br>Entrepreneurial Behaviors: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur [8L]  |
| Unit/<br>Module 3     | Module III:<br>Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur [6L]  |
| Unit/<br>Module 4     | Module IV:<br>Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's.<br>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]<br>, relationship with clients, advertising department;<br>Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising. [8L] |
| Unit/<br>Module 5     | Module V:<br>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]   |

**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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**Paper : Global Supply Chain Management**

**Paper Code: BBA-GB 505**

**Contacts Hours / Week:3L+1T**

**Credit: 4**

| <b>Course Content</b> |   |
|-----------------------|---|
| Unit/<br>Module 1     | <p><b>Global Trade &amp; Global Supply Chains:</b></p> <ol style="list-style-type: none"> <li>1. Emerging Markets &amp; Global Supply Chains</li> <li>2. Strategic Global Supply Chain Management - Locating Global Activities, Important Definitions &amp; Distinctions, Integration of Global Supply Chain Functions, Strategic Benefits of Global Supply Chains</li> <li>3. Market Globalization Drivers and its implications for Supply Chains – Effect of Cost, Government, Competitors.</li> </ol>  |
| Unit/<br>Module 2     | <p><b>Global Supply Chain Infrastructure:</b></p> <ol style="list-style-type: none"> <li>1. Transportation, Communication, Utilities &amp; Technology Infrastructure, Supply Chain Security, Risks &amp; Value, Legal Considerations, International Contracts &amp; Insurance Issues, Commercial Documents &amp; Customs Clearance, Terms of Payment &amp; Currency of Payment, International Commerce Terms (Incoterms), Harmonized System &amp; the World Customs Organization</li> <li>2. Logistics in Global Supply Chains- Global Logistics Strategy, Global Distribution Centers, Global Inventory Management, Global Packaging &amp; Materials Handling, Ocean Transportation, Air Transportation, Land &amp; Intermodal Transportation, Reverse Logistics</li> </ol>  |
| Unit/<br>Module 3     | <p><b>Purchasing in Global Supply Chains:</b></p> <ol style="list-style-type: none"> <li>1. Global Purchasing Strategy, From International to Global Purchasing, Types of Global Purchasing Strategy, Outsourcing &amp; Off-shoring, Global Customers &amp; Channels, Order Fulfilment &amp; Delivery, Global Supplier Selection, Global Supplier Networks</li> <li>2. Operations in Global Supply Chains- Global Operations Strategy, Make or Buy Decision in Global Supply Chains, Global Production &amp; Manufacturing, Competitive Priorities in Global Supply Chains, Total Cost Analysis in Global Supply Chains, Process-Based Quality Standards, Supply Chain Operations Reference Model</li> </ol>  |
| Unit/<br>Module 4     | <p><b>Market Channels in Global Supply Chains:</b></p> <ol style="list-style-type: none"> <li>1. Global Market Channels Strategy, Customer ValueCreating Global Processes, International Market Entry Modes, International Wholesaling, Retailing &amp; Franchising, Exporting &amp; Importing, Going Global Online, Place &amp; the Other 3Ps</li> <li>2. Managing Global Supply Chains- Value of Managing Global Supply Chains, Importance of Coordination in Global Supply Chains, Coordination Mechanisms in Global Supply Chains, Inter-organizational Relationships in Global Supply Chains, Value Propositions in Global Supply Chain Relationships, Stakeholders &amp; Global Supply Chain Sustainability, Guidelines for Managing Global Supply Chains, Wrap-Up of the Intriguing World of Global Supply Chain Management</li> </ol> |

**Suggested Readings:**

Long Douglas, (2003). International Logistics: Global Supply Chain Management , Springer ed. 2. Flynn Barbara and Zhao Xiande (2014), Global Supply Chain Quality Management- Product Recalls and their Impact, CRC Press.( ISBN 9781439815540)