

**THIRD SEMESTER**

Semester – 3<sup>rd</sup>

Paper: Principles of Management

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 301

<p><b>Module I: Concept And Nature Of Management</b> (4L)</p> <p>a) Meaning &amp; Definition of the term Management, Management as a Science or an Art, Management as a Profession, Management as a Process, Difference between Management &amp; 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.</p> <p>b) Management Theory (4L)</p> <p>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>
<p><b>Module II: Planning And Decision Making</b> (6L)</p> <p>(a) <b>Planning:</b> Meaning, Definition, Process, Types, Principles, Significance &amp; Limitations of Planning; Strategic Planning – Meaning &amp; Process, MBO – Meaning, Process and Requirements for Implementation, Planning Premises – Meaning &amp; Types, Forecasting – Meaning &amp; Techniques.</p> <p>(b) <b>Decision Making</b> – Meaning, Types, Process, Significance &amp; Limitations.</p>
<p><b>Module III: Organization Design And Structure</b> (10L)</p> <p>Organization – Meaning, Process, Principles, Organization Structure – Determinants and Forms: Line, Functional, Line &amp; Staff, Project, Matrix and Committees; Formal and Informal Organization; 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.</p>
<p><b>Module IV: Directing</b> (8L)</p> <p>Motivation – Meaning , Definition, Significance &amp; Limitations; Financial and non-financial incentives of Motivation</p> <p>Leadership - Meaning , Definition, Significance of Leadership, Leadership styles</p> <p>Type, Process and Barriers of Communication, Strategies to overcome the Barriers.</p>
<p><b>Module V: Controlling</b> (4L)</p> <p>Controlling – Meaning, Steps, Types, Techniques, Significance, Limitations.</p>
<p><b>Management of Change</b> (4L)</p> <p>Concept, Nature and Process of Planned Change, Resistance to Change;</p>

**Suggested Readings:**

1. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. Premvir Kapoor, Principles of Management, Khanna Publishing House (2018)
3. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
4. Ramaswami T: Principles of Mgmt., Himalaya Publishing
5. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
6. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
7. Robbins, S. P: Management, Prentice Hall.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

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Syllabus for Bachelor in Supply Chain Management

Effective from the Academic Year 2019-20

Credit Points– 4

Paper: Managerial Economics

Total Contact Hours – 40

Paper Code: BBA (N) -302

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

**Paper: Business Laws**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 303**

<b>Module I: INDIAN CONTRACT ACT 1872</b> [20L] 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.
<b>Module II: SALE OF GOODS ACT 1930</b> [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
<b>Module III: NEGOTIABLE INSTRUMENT ACT 1881</b> [5L] Definition of negotiable instruments- Features-Types of negotiable instruments -Dishonor of a Negotiable Instrument
<b>Module IV: CONSUMER PROTECTION ACT 1986</b> [5L] Concept - Consumer protection Councils -Dispute Redressal Procedures
<b>Module V: COMPANIES ACT 2013</b> [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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**Credit Points–4**

**Paper: Financial Accounting**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 304**

<b>Module I: Meaning and Scope of Accounting</b> (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
<b>Module II: Final Accounts for sole proprietorship business</b> (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.
<b>Module III: Depreciation and Provision</b> (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.
<b>Module IV: Company accounts</b> (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, ExcelBooks
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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**Credit Points– 4**

**Paper: Environmental Sciences**

**Total Contact Hours - 40**

**Paper Code: BBA (N) – 305**

<b>Module I:</b> Environment: Meaning & Components, Energy sources & Management, Man and Environment Relation, Environmental Degradation- cause and effects, Environmental Ethics and Awareness Programmes. [6L]
<b>Module II:</b> 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]
<b>Module III:</b> Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures. [9L]
<b>Module IV:</b> 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]
<b>Module V:</b> 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
8. Erach Bharucha, Textbook of Environmental Studies, , University Press (AICTE Recommended)
9. MP Poonia & SC Sharma, Environmental Studies, , Khanna Publishing House (AICTE Recommended)