

**Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor of Business Administration
Effective from academic session 2023-2024**

Semester-I

SUBJECT NAME: Principles of Management
SUBJECT CODE: BBACO101

Total Credit: 5L

Aim of the Course: The aim is to achieve knowledge of the fundamentals of principles of management and how these are applied in business.

Course Objectives: This course provides an overview of management and its evolution. It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization. It discusses necessary skills and functions required for efficient manager in contemporary business environment. Overall, it enables students to analyze and understand changing business environment, and the role of ethics, social responsibility and environmental issues in contemporary business environment.

COURSE OUTCOMES	
CO1	To integrate management principles into management practices
CO2	To assess managerial practices and choices relative to ethical principles and standards
CO3	To specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances
CO4	To determine the most effective action to take in specific situations

DETAILED SYLLABUS:

MODULE NO.	NAME OF THE TOPIC	HOURS	MARKS
M1	Management -Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial Processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol, Human Relations & Behavioral Schools-Hawthorne Studies.	10	15
M2	Planning -Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making.	8	10
M3	Nature & Significance of Organization, Authority & Responsibility Relationships -Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types, Advantages & Disadvantages.	8	10
M4	Staffing, Motivation & Leadership. Scope of Staffing Functions, Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Leadership Styles.	10	15

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M5	Controlling & Change- Control – meaning & importance of control, steps of controlling process, designing control systems, financial control ; Organizational change – meaning, drivers of change, process of change, resistance to change, overcoming resistance to change	8	12
M6	Communication: Communications of Control, Process of Communication. Verbal & Non Verbal, Barriers to communication, Types, Process, Tools of control, Characteristics of Effective Control System Human Reaction to control system.	6	8
	SUBTOTAL	50	70
	INTERNAL EXAMINATION	4	30
	TOTAL	50	100

Suggested Readings:

1. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. Premvir Kapoor, Principles of Management, Khanna Publishing House
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.

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SUBJECT NAME: Business Economics (Micro)
SUBJECT CODE: BBACO102

Total Credit: 5L

Aim of the Course: The aim is to achieve knowledge of the fundamentals of microeconomic theory and how these are applied in business.

Course Objectives: This course provides students with the foundation theories of basic microeconomics including an introduction into the study of economics and analyses of economic agents' behaviors, particularly that of the individual and the firm. The course begins with a description of the subject area, and continues to introduce the basic concepts and theories that are used as the foundation of microeconomic theory and analysis. This includes discussions and applications of the theory of the consumer; theory of producer; market operations; and market structures. Aims to provide non-specialists economics student with a good introduction to the fundamental principles of microeconomics. It will familiarize students to use the concepts to which they are introduced to facilitate analysis of the functioning of the micro economy.

COURSE OUTCOMES	
CO1	To classify the basic problems of an economy
CO2	To understand the concepts of demand, supply, production and cost
CO3	To develop an understanding about the market structure including pricing, labour, capital etc.
CO4	To familiarize the importance of economic approaches in managerial decision making
CO5	To understand the applications of economic theories in business decisions

DETAILED SYLLABUS:

MODULE NO.	NAME OF THE TOPIC	HOURS	MARKS
M1	Introduction: Basic Problems of an Economy, Working of Price Mechanism and Resource Allocation, Production Possibility Curve; Opportunity Cost	4	5
M2	Basic Elements of Demand and Supply: Demand- Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply, Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply: Elasticity of Demand: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities; Average Revenue: Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand.	10	15
M3	Theory of Consumer Behaviour: Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's	8	10

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	Equilibrium		
M4	Production Function: Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum Factor Combination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. Theory of Costs: Short-Run and Long Run Cost Curves – Traditional Approaches Only.	10	15
M5	Market Structures Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short- Run and Long Run Supply Curves, Price and Output Determination, Practical Applications. Monopoly: Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly Monopolistic Competition: Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition. Oligopoly: Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership (Only Meaning and Characteristics) Collusive Oligopoly (Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly.	12	20
M6	Factor Pricing: Marginal Productivity Theory and Demand for Factors (Statement and assumption only). Concept of Rent: Ricardian and Modern Theories of Rent; Quasi-Rent Concept of Labour: Wage Rate, Nominal Wage, Real Wage. Concept of Capital: Gross Interest, Net Interest, Zero Interest Rate. Concept of Profit: Pure Profit, Normal Profit, Abnormal Profit.	6	5
	SUBTOTAL	50	70
	INTERNAL EXAMINATION	4	30
	TOTAL	50	100

Suggested Readings:

1. Panchanan Das, Anindita Sengupta-Economics I: Oxford.
2. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall.
3. Koutsoyianni : Modern Micro-Economics, Macmillan
4. Vinita Agarwal: Managerial Economics, Pearson
5. Debes Mukherjee: Essentials of Micro and Macro Economics, Central
6. R. G. Hubbard & O'Brien: Microeconomics, Pearson