

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Business Analytics
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Semester-III

Course: Business Research Methods

Code: BBA (BA) 301

Course Objective:

1. This course will help students to understand the basic nature and purpose of Research and its advantages to business.
2. Students will be familiar with the different research designs, data collection process, tools, data cleaning and analysis techniques.
3. They will be able to get an introductory view about how to write reports.

Sl	Course Outcome	Mapped modules
1	Remembering	M1, M2, M3, M4, M5, M6, M7, M8
2	Understanding the course	M1, M2, M3, M4, M5, M6, M7, M8
3	Applying the general problem	M4, M5, M6
4	Analyse the problems	M4, M5, M6, M7
5	Evaluate the problems after analysing	M4, M5, M6, M7
6	Create using the evaluation process	

Module Number	Content	Total Hours	%age of questions	Bloom's Level (if applicable)	Remarks (If any)
M 1	Meaning, scope and significance of social research:	6	25	L1, L2	
M 2	Scientific Study of Social Phenomena	6	15	L1, L2	
M 3	Techniques of Data Collection	4	25	L1, L2	
M 4	Sampling	4	25	L1, L2, L3	
M 5	Classification & Presentation of Data	4	10	L1, L2, L3	
M 6	Hypothesis Testing	8		L1, L2, L3, L4	
M 7	Introduction to Data Analysis Techniques	8		L1, L2, L3, L4	
M 8	Use of any open-source programming language for Classification & presentation of Data, Hypothesis Testing,	10 P		L1, L2	

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	Introduction to Data Analysis Techniques.				
		60	100		

Business Research Methods
Paper Code: BBA (BA) - 301
Total Credit: 4
Total hours of lectures: 40 hours

1.	Topic/Module	Hour
1.	Module 1: Meaning, scope and significance of social research: Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.	10
2.	Module 2: Literature Review: Concept, necessity, research gap, reference, and plagiarism. Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism. Methods of research: (a) Quantitative and Qualitative(Characteristics and Differences Sources of Data : Primary & Secondary.	10
3.	Module 3: Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.	5
4.	Module 4 : Sampling: Design: Types, Advantages and Limitations.	5
5.	Module 5: Classification & presentation of Data: (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion.	5
6.	Module 6: Hypothesis Testing: Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean, proportion etc.	10
7.	Module 7: Introduction to Data Analysis Techniques: Introductory concepts to Univariate, Bi-variate and Multi-variate techniques.	10
8.	Module 8: Data Ethics: Concept, business benefits, Principles, Ethical use of algorithms.	5

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Suggested Readings:

1. S N Murthy and U Bhojanna: Business Research Methods, Excel Books.
2. D.R. Cooper and P.S. Schindler: Business Research Methods, Tata McGraw –Hill
3. Kothari, C.R.: Research Methodology – Methods and Techniques, New Age International Ltd.
4. U. Sekharan and R Bougie: Research Methods for Business: John Wiley and Sons
5. J. K .Das: Business Mathematics and Statistics: Academic Publishers
6. P Mishra: Business Research Methods, Oxford University Press.

Course: Business Research Methods-Practical

Code: BBA (BA) 391

Total Credit: 2

Total hours: 40 hours

Sl.	Topic/Module	Hour
1.	Module 1: Introduction : Classification & presentation of Data , Frequency distribution, Sampling distributions, Central tendency, variance,	10
2.	Module 2: Data types and Control structures: Operators (unary, arithmetic, etc.) -- Data types, variables, expressions, and statements -- Assignment statements -- Strings and string operations -- Control Structures: loops and decision.	10
3.	Module 3: Introduction to Hypothesis Testing using Python/R: Large sample tests, Small sample tests, F distribution, Test for correlation coefficient, ANOVA, Introduction to Data Analysis Techniques.	20

Suggested Readings:

1. Dr Sharma Pooja: Programming in Python, BPB.
2. Arora, Malik: R Programming For Beginners, Bookcentre
3. Vries Andrie De, R Programming for Dummies, Wiley india Pvt. Ltd
4. Yashavant Kanetkar: Let Us Python, BPB

Financial Accounting and Management

Paper Code: BBA (BA)- 302

Total Credit: 6

Total hours of lectures: 60 hours

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Course Objective: Students will understand and demonstrate their understanding on conceptual knowledge of financial accounting and impart their skills for recording various kinds of business transactions from the very basics to a level of sole proprietorship business, partnership business to the level of company accounts. The teaching methodology will involve class room lectures, power-point presentations, solving practical problems, assignments and class room participation.

CO	Course Outcome	Mapped modules
1	Concepts of Financial Accounting	Module 1
2	Application of Accounting	Module 2, 3,4
3	Analyse the concepts of depreciation and reserves	Module 5
4	Evaluation and Rectification of Error	Module 6
Sl.	Topic/Module	Hour
1.	Module 1 Introduction to Financial Accounting: Meaning and Scope of Accounting; the users of financial accounting information and their needs; Accounting Principles: Accounting Concepts and Conventions, GAAP; Accounting Transactions: Accounting Equation, Journal, Rules of debit and credit, Ledger, Trial Balance, Cash Book. Accounting Standards: Introduction, Objectives of Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India and IFRS	10
2.	Module 2 Final Accounts: Introduction, Meaning, Objectives and Characteristics of Final Accounts; Final Statements of Sole Proprietorship without adjustment, Adjustments in Preparation of Final Statements.	15
3.	Module 3 Partnership Accounts: Meaning and Features, Partnership Deed and Contents; Admission, Retirement, and Death of a Partner. Dissolution of Partnership including Garner Vs. Murray rule	15
4.	Module 4 Company accounts: Issue of shares (application, allotment, first call, final	10

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	call), Calls in arrear & forfeiture of shares.	
5.	Module 5 Depreciation and Provisions: 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.	5
6.	Module 6 Bank Reconciliation Statement: Introduction, Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation; Rectification of errors.	5

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.

Course: Marketing Management & Metrics

Code: BBA(BA)- 303

Course Objective:

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1. Understand fundamental marketing concepts, theories, and principles in areas of marketing.
2. Fundamental knowledge of applying analytics to overcome challenges, and issues of marketing in a changing technological landscape.
3. Understand how effectiveness of marketing programs can be evaluated through metrics.

Sl	Course Outcome	Mapped modules
1	Remembering	M1, M2, M3, M4, M5, M6, M7, M8
2	Understanding the course	M1, M2, M3, M4, M5, M6, M7, M8
3	Applying the general problem	M6, M7
4	Analyse the problems	M1, M2, M6, M7
5	Evaluate the problems after analysing	M1, M2, M6, M7
6	Create using the evaluation process	M6, M7

Module Number	Content	Total Hours	%age of questions	Bloom's Level (if applicable)	Remarks (If any)
M 1	Introduction	10	15	L1, L2, L4, L5	
M 2	Market Segmentation Targeting & Positioning	6	15	L1, L2, L4, L5	
M 3	Concepts of Product	6	15	L1, L2	
M 4	Pricing	6	15	L1, L2	
M 5	Introduction to distribution channels and IMC	8	15	L1, L2	
M 6	Introduction to marketing modelling techniques	10	15	L1, L2, L3, L4, L5, L6	
M 7	Introduction to Marketing Metrics	8	5	L1, L2, L3, L4, L5, L6	
M 8	Other forms of Marketing and Future of Marketing.	6	5	L1, L2	
		60	100		

Paper Code: BBA(BA) – 303

Marketing Management & Metrics

Total Credit: 6

Total hours of lectures: 60 hours

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Sl.	Topic/Module	Hour
1.	Module 1: Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix, Marketing Information System. Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior	10
2.	Module 2: Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market; Introduction to segmentation techniques. Branding- Definition, Importance, Branding Strategy; Packaging	6
3.	Module 3: Concepts of Products , Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages, New Product Development- Steps	6
4.	Module 4: Pricing - Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service, Discounts and Rebates, Introduction to pricing models using Excel.	6
5.	Module 5: Introduction to distribution channels, Introduction to Integrated Marketing Communications.	8
6.	Module 6: Introduction to marketing modelling techniques : RFM, CLV, PPC, Marketing Mix allocation etc.	10
7.	Module 7: Introduction to Marketing Metrics : Types, Application, Computation etc.	8
8.	Module 8: Module 8: Other forms of Marketing and Future of Marketing.	6

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Suggested Readings:

1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.
2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Wayne L. Winston: Marketing Analytics, Willey.
6. Farris: Marketing Metrics, Pearson.

Course: Personality Development

Code: BBA (BA)– 305

Course Objective:

1. This course aims to groom the students' personality and prove themselves as good human-being of the Society.

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2. This course consists of individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development which will make them industry-ready.

Sl	Course Outcome	Mapped modules
1	Remembering	M1, M2, M3, M4
2	Understanding the course	M1, M2, M3, M4
3	Applying the general problem	M1, M2, M3, M4
4	Analyse the problems	
5	Evaluate the problems after analysing	
6	Create using the evaluation process	

Module Number	Content	Total Hours	%age of questions	Bloom's Level (if applicable)	Remarks (If any)
M 1	Introduction	5	25	L1, L2,L3	
M 2	Personality Traits	5	25	L1, L2,L3	
M 3	Pillars of personality development	5	25	L1, L2,L3	
M 4	Personality Formation Structure	5	25	L1, L2,L3	
		60	100		

Personality Development

Paper Code: BBA (BA)- 305

Total Credit: 2

Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
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1.	Module 1: Introduction: • Meaning and Definition of Personality. • Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations	10
2.	Module 2: Personality Traits. • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. • Personality habits	10
3.	Module 3: Pillars of personality development: Introspection, SelfAssessment, Self Appraisal, Self Development:, Self Introduction, Defining Success, Concept of Failure, Self Esteem: Sigmund Freud ID, EGO and SUPER EGO Concepts.	10
4.	Module 4 : Personality Formation Structure: Mind mapping, Competency mapping, Strategies of gaining power and influence. Enhancing personality through effective communication. Intentional Communication. Intentional Listening, Effective Speech.	10

Suggested Readings:

1. Stephen Covey: Seven Habits of Highly Effective People, Simon & Schuster.
2. Shiv Khera: You Can Win – A Step-by-Step Tool for Top Achievers, Bloomsbury India.
3. Three Basic Managerial Skills for All – Hall Of India Pvt Ltd New Delhi.
4. Wehtlel David A and Kin S Kemerron: Developing Managerial Skills – Pearson Education New Delhi.
5. Rajendra Pal and J. S. Korlhalli: Essentials of Business Communication - Sultan Chand & Sons, New Delhi.
6. Nirmal Singh : Business Communication (Principles, Methods and Techniques) - Deep & Deep Publications Pvt. Ltd., New Delhi.