

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA(In-house)**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

Human Resource Management

Paper Code: BBA - 401

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

After completion of the course, the students will be able to

1. develop the understanding of the concept of HR management in the organizations.
2. demonstrate necessary skill set for application of various HR issues.
3. apply HR concepts to take correct business decisions.
4. analyse the strategic issues and strategies required to select and develop human resources.

Sl.	Topic/Module	Hour
1.	<p><b>Module 1:</b>  <b>Human Resource Management-Overview</b> Introduction of the paper, Definition of Human Resource, Definition &amp; Concept of Personnel Management, Comparison between Personnel Management &amp; HR. Nature, Aim and Objectives, Scope &amp; Coverage &amp; Nature of HRM, Importance of Human Resource Management. Historical Perspective &amp; Evolution of Human Resource Management in India. Development of HR Functions, Structure &amp; Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples.</p>	10
2.	<p><b>Module 2: Human Resource Planning</b> Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.</p>	10

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3.	<b>Module 3:</b> Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	4
4.	<b>Module 4: Talent Acquisition and Training: Recruitment:</b> Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. <b>Training:</b> Definition, Difference between Training, Development and Education, Different Methods of Training,	10
5.	<b>Module 5: HRD:</b> Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods.	8
6.	<b>Module 6: Introduction to Performance appraisal:</b> Purpose, Methods, Appraisal instruments, 360 degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview.	10
7.	<b>Module 7: Emerging Areas: International Human Resource Management:</b> Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques).	8

**Suggested Readings:**

1. Dessler, G : Human Resource Management, Pearson.
2. Rao, V.S.P: Human Resource Management: Text and Cases, Excel Books.
3. D. K. Bhattacharya: Human Resource Management, Excel Books.
4. M. Saiyadain: Personnel Management, Tata McGraw Hill.
5. Raman Preet: Future of Human Resource Management: Case Studies with Strategic Approach, Willey.
6. K. Aswathappa: Human Resource Management: Text & Cases, 8 th Edition , Tata McGraw Hill.

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Sales & Distribution Management

Paper Code: BBA - 402

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

After completion of the course, the students will be able to

1. describe the roles and responsibilities of sales function.
2. analyze the distribution channel's efficiency and effectiveness.
3. relate with the concepts that can improve the sales force productivity and performance.
4. develop an effective sales strategy for their organizations.

Sl.	Topic/Module	Hour
1.	<b>Module 1:</b> Personal Selling: Nature and importance; Functions of a salesman; Personal selling as a career. Salesmanship and Qualities of Salesman Psychology in Selling, Buying Decision Process, Types of Buying Situation: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points.	8
2.	<b>Module 2:</b> Sales Management: Market potential, Sales Potential; Sales Forecasting and Budgeting: Developing Sales forecast, Approaches to Sales Forecasting, Sales Budget, Sales Quota. Training and Motivating Sales force: Managing the Sales Training process – ACMEE Method, Motivating and Compensating the Sales force ,Sales force, compensation, Sales Territory.	8
3.	<b>Module 3:</b> Theories of Selling: AIDAS Theory; Buying Formula Theory. Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying.	8
4.	<b>Module 4:</b> Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning. Objection Handling:	8

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	Types of objections; Handling customer objections, Closing Sales and Follow up: Methods of closing sale; Executing sales order – Follow-up importance and Process.	
5.	<b>Module 5:</b> Nature and Characteristics of Sales Distribution, Marketing Channels - Structure, Functions, Relationships, Channel Dynamics - Co-operation, Conflict and Competition, Types of Intermediaries - Wholesaler, Retailer and Physical Distribution Systems.	8
6.	<b>Module 6:</b> Channel Design: Objectives, Evaluation and Selection of Channels, Channel Management: Supervision, Evaluation and Control of Channel members.	8
7.	<b>Module 7:</b> Integrated Logistics and Supply Chain Concepts, E-distribution & E-retailing: Introduction.	8
8.	<b>Module 8:</b> Channel Structures and Practices - Indian Perspective	4

**Suggested Readings:**

1. Sahu. P. K.: Salesmanship & Sales Management, Vikas Publication.
2. Still, Cundiff, Govoni at al.: Sales Management, Pearson Education.
3. Ramneek Kapoor: Fundamentals of Sales Management, Macmillan.
4. Robert. J. Calvin: Sales Management, TMGH
5. Pingali Venugopal: Sales and Distribution Management: An Indian Perspective, SAGE.
6. Tapan K Panda, Sunil Sahdev: Sales & Distribution Management Oxford University Press 2012.

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Customer Relationship Management

Paper Code: BBA - 403

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

After completion of the course, the students will be able to

1. demonstrate the concepts, terms, benefits of CRM, how CRM creates value for organizations and customers.
2. examine tools and techniques useful in implementing customer relationship management along with how to evaluate the successfulness.
3. interpret CRM Metrics to manage better customer relationship
4. develop customer related database for CRM

Sl.	Topic/Module	Hour
1.	<b>Module 1: Introduction to CRM:</b> Definition, Components, Models, Contexts.	6
2.	<b>Module 2: Understanding Relationship:</b> Relationship, loyalty, Relationship quality, Customer lifetime value, Customer Satisfaction.	8
3.	<b>Module 3: Managing Customer Lifecycle:</b> Customer acquisition, customer retention, Introduction to Customer Life-time Value, calculation.	8
4.	<b>Module 4: Types of CRM:</b> Types, Difference, Subcomponents of each type.	8
5.	<b>Module 5:</b> Strategic CRM: Customer Portfolio Management, Delivering customer-experienced value, CRM metrics.	8
6.	<b>Module 6:</b> Operational CRM: Introduction to Sales Force Automation, Marketing Automation, Service Automation, CRM metrics.	8

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7.	<b>Module 7: Analytical CRM:</b> Customer-related databases, Development and managing customer-related databases, CRM metrics.	8
8.	<b>Module 8: Realizing Benefits of CRM and Looking in to future:</b> Implementing CRM, Social CRM, Collaborative CRM, e-CRM.	6

**Suggested Readings:**

1. Francis Buttle: Customer Relationship Management: Concepts and Tools, Routledge.
2. Francis & Stan Maklan Buttle: Customer Relationship Management: Concepts and Technologies, T&F India
3. Jagdish N Sheth, Parvatiyar Atul, et al. Customer Relationship Management: Emerging Concepts, Tools and Applications, McGraw Hill Education.
4. Dr. Ruchi Jain and Dr. Ruchika Jeswal: CRM Customer Relationship Management: a conceptual approach, Galgotia Publishing Company.
5. Lars Helgeson: CRM for Dummies, Wiley.
6. Payne : Strategic Customer Management: Integrating Relationship Marketing and CRM, Cambridge University Press.

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Paper Code: BBA- 405  
Computer Applications  
Total Credit: 2  
Total hours of lectures: 20 hours

**Course Outcome:**

After completion of the course, the students will be able to

1. identify the employability skills and a commitment to professionalism by learning basic and important computer applications.
2. illustrate a variety of advanced spread sheet, operating system and word processing functions.
3. examine a range of problems using office productivity applications and adapt to new software releases.
4. design quality assurance program through critically evaluating procedures and results by applying office productivity applications.

Sl.	Topic/Module	Hour
1.	<b>Module 1: Basic Concepts:</b> Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Liveware; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailormade software.	2
2.	<b>Module 2: Internet:</b> Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.	2
3.	<b>Module 3: Word Processing:</b> Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, reference management.	2
4.	<b>Module 4: Spreadsheet and its Business Applications:</b> Spreadsheet	2

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	concepts; Formulas, charts.	
5.	<b>Module 5: Presentation Software:</b> Creating a presentation; Editing, Sorting, Layout, Set-up row, Inserting audio, video, process flow chart, creating template, infographics etc.	6
6.	<b>Module 6: Introduction to Computer security:</b> Security Threats, Security Measures, Basic concepts of Data Encryption and Decryption, Digital signature, Digital envelop.	6

**Suggested Readings:**

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, , BPB, Publication.
3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book,New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
5. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India New Delhi.
6. Reema Thareja : Information Technology and its Applications in Business, Oxford University Press.