

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

**Semester-III**

Paper Name: Business Research Methods

Paper Code: BBA (BA) 301

Total Credit: 4

Total hours of lectures: 40 hours

**Course Outcomes:**

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

1. explain the basic nature and purpose of Research and its advantages to business.
2. make use of different research designs, data collection process, tools, data cleaning and analysis techniques.
3. Develop skills to write business research report.
4. apply the understanding of various statistical tools and its application for data analysis and interpretation

Sl.	Topic/Module	Hour
1.	<b>Module 1: Meaning, scope and significance of social research:</b> Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.	10
2.	<b>Module 2:Literature Review:</b> Concept, necessity, research gap, reference, and plagiarism. <b>Scientific Study of Social Phenomena:</b> (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.	<b>Module 3: Techniques of Data Collection:</b> (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.	5
4.	<b>Module 4 :Sampling: Design:</b> Types, Advantages and Limitations.	5
5.	<b>Module 5:Classification &amp; presentation of Data:</b> (a) Coding, Tables,	5

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

	Graphs, (b) Measures of Central Tendency & Dispersion.	
6.	<b>Module 6: Hypothesis Testing:</b> Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean, proportion etc.	10
7.	<b>Module 7: Introduction to Data Analysis Techniques:</b> Introductory concepts to Univariate, Bi-variate and Multi-variate techniques.	10
8.	<b>Module 8:</b> Data Ethics: Concept, business benefits, Principles, Ethical use of algorithms.	5

**Suggested Readings:**

1. 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.

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

**Business Research Methods-Practical**

Code: BBA (BA) 391

Total Credit: 2

Total hours: 40 hours

**Course Outcomes:**

After the completion of this course the students will be able to:

1. make use of various classification and data presentation techniques on data sets.
2. apply central tendency and variance to check the nature of a data set
3. inspect data types and control structures of an open-source programming language
4. make use of an open-source programming language to get a basic understanding of hypothesis testing

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

**Suggested Readings:**

1. Dr Pooja Sharma: 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

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

Paper Name: Financial Accounting and Management  
 Paper Code: BBA (BA) 302

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. demonstrate the conceptual knowledge of financial accounting
2. transfer the 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.
3. create provision for depreciation and reserves and bank reconciliation for rectifying the errors
4. examine different statements of accounts to evaluate the firm's financial health.

Sl.	Topic/Module	Hour
1.	<b>Module 1</b> <b>Introduction to Financial Accounting:</b> 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.	<b>Module 2</b> <b>Final Accounts:</b> Introduction, Meaning, Objectives and Characteristics of Final Accounts; Final Statements of Sole Proprietorship without adjustment, Adjustments in Preparation of Final Statements.	15
3.	<b>Module 3</b> <b>Partnership Accounts:</b> Meaning and Features, Partnership Deed and	15

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

	Contents; Admission, Retirement, and Death of a Partner. Dissolution of Partnership including Garner Vs. Murray rule	
4.	<b>Module 4</b> <b>Company accounts:</b> Issue of shares (application, allotment, first call, final call), Calls in arrear & forfeiture of shares.	10
5.	<b>Module 5</b> <b>Depreciation and Provisions:</b> 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.	<b>Module 6</b> <b>Bank Reconciliation Statement:</b> 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. RamchandranKakani: 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.

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

Paper Name: Marketing Management & Metrics

Paper Code: BBA (BA) 303

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. develop understanding on fundamentals of marketing concepts, theories, and principles in areas of marketing.
2. explain the role of consumer in the marketing program
3. apply the basic strategies of marketing in the organization
4. design the effective marketing programs.

Sl.	Topic/Module	Hour
1.	Module 1: <b>Introduction to Marketing</b> –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 Behaviour- Meaning, Determinants- Cultural, Social, Personal, Psychological  Industrial Buying Behaviour-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behaviour	10
2.	Module 2: <b>Market Segmentation Targeting &amp; Positioning (STP)</b> - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market; Introduction to segmentation techniques.  Branding- Definition, Importance, Branding Strategy; Packaging	6
3.	Module 3: <b>Concepts of Products</b> , Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved	6

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

	in PLC Stages, New Product Development- Steps	
4.	Module 4: <b>Pricing</b> - 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: <b>Introduction to marketing modelling techniques</b> : RFM, CLV, PPC, Marketing Mix allocation etc.	10
7.	Module 7: <b>Introduction to Marketing Metrics</b> : Types, Application, Computation etc.	8
8.	Module 8: <b>Module 8: Other forms of Marketing and Future of Marketing.</b>	6

**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.

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

Paper Name: Personality Development

Paper Code: BBA (BA) – 305

Total Credit: 2

Total hours of lectures: 40 hours

**Course Outcomes:**

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

1. outline different components of personality of human being
2. identify the various factors involved in self-assessment for professional development
3. apply business and professional etiquette in real life
4. make use of concepts, theories, or issues in human development which will help become industry-ready.

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> 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.	<b>Module 2:</b> 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.	<b>Module 3:</b> 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.	<b>Module 4 :</b> Personality Formation Structure: Mind mapping, Competency mapping, Strategies of gaining power and influence. Enhancing personality	10

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

	through effective communication. Intentional Communication. Intentional Listening, Effective Speech.	
--	--	--

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.