

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
(Formerly West Bengal University of Technology)
Syllabus for Bachelor of Business Administration (BBA) Course
Effective from the Academic Year 2018-19
CURRICULUM STRUCTURE

Year	Semester	Paper Code	Paper	Marks	Credits
1 st	1 st	BBA(N)-101	English	100	4
		BBA(N)-102	Basics of Mathematics	100	4
		BBA(N)-103	Fundamentals of Statistics	100	4
		BBA(N)-104	Economics(Micro)	100	4
		BBA(N)-105	Computer Applications	100	4
			Total	500	20
	2 nd	BBA(N)-201	Business Communication	100	4
		BBA(N)-202	Advanced Mathematics and Statistics	100	4
		BBA(N)-203	Organizational Behaviour	100	4
		BBA(N)-204	Economics (Macro)	100	4
		BBA(N)-205	Indian Social Structure and Values & Ethics	100	4
		Total	500	20	

Year	Semester	Paper Code	Paper	Marks	Credits
2 nd	3 rd	BBA(N)-301	Principles of Management	100	4
		BBA(N)-302	Managerial Economics	100	4
		BBA(N)-303	Business Laws	100	4
		BBA(N)-304	Financial Accounting	100	4
		BBA(N)-305	Environmental Sciences	100	4
			Total	500	20
	4 th	BBA(N)-401	Production & Materials Management	100	4
		BBA(N)-402	Management Information Systems	100	4
		BBA(N)-403	Cost Accounting	100	4
		BBA(N)-404	Marketing Management	100	4
		BBA(N)-405	Human Resource Management	100	4
		Total	500	20	

Year	Semester	Paper Code	Paper	Marks	Credits
3 rd	5 th	BBA(N)-501	Financial Management	100	4
		BBA(N)-502	Sales & Distribution Management	100	4
		BBA(N)-503	Human Resource Development	100	4
		BBA(N)-504	Entrepreneurship Development	100	4
		BBA(N)-505	Research Methodology	100	4
			Total	500	20
	6 th	BBA(N)-601	Management Accounting	100	4
		BBA(N)-602	Advertising & Sales Promotion	100	4
		BBA(N)-603	Industrial Relations	100	4
		BBA(N)-604	Public Service Management	100	4
		BBA(N)-605	Project and Viva	100	4
		Total	500	20	

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FIRST SEMESTER

Semester – 1st
Paper: English

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) - 101

Module I: Grammar and Vocabulary	(10L)
Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/Compound/Complex Sentences and Transformation of Sentences, Narration.	
Vocabulary: Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution	
Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation	
Module II: Reading	(6L)
Comprehension: Unseen passages, Contextual Meaning of Words, Précis	
Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences	
Module III: Writing	(15L)
Letter Writing: Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.	
Paragraph and Essay Writing: Paragraph and Essay Writing on Recent Topics.	
Module IV: Listening and Speaking	(9L)
Interactive Communication: Introducing Self, Greetings, Conversations, etc.	
Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.	

Suggested Readings:

1. A. Ashley: A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill
3. N. Gupta (Ed.): English for All, Macmillan
4. English Vocabulary Made Easy: The Complete Vocabulary Build Up for Improving English by Shrikant Prasoon
5. J. C. Nesfield : Manual of English Grammar and Composition

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Semester – 1st

Paper: Basics of Mathematics

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 102

Module-I

1. The Number System – Positive and Negative Integers, Fractions, Rational and Irrational Numbers, Real Numbers, Problems Involving the Concept of Real Numbers. [2L]

2. Basic Algebra – Algebraic Identities, Simple Factorizations; Equations: Linear and Quadratic (in Single Variable and Simultaneous Equations). Surds and Indices; Logarithms and Their Properties (Including Change of Base); Problems Based on Logarithms. [3L]

3. Set Theory – Introduction; Representation of Sets; Subsets and Supersets; Universal and Null Sets; Basic Operations on Sets; Laws of Set Algebra; Cardinal Number of a Set; Venn Diagrams; Application of Set Theory to the Solution of Problems. [4L]

4. Functions – Elementary idea of functions; Domain of a Function; Composition Functions; Classification of Functions: Polynomial, Rational, Exponential and Logarithmic Functions. [3L]

5. Quadratic Functions and Theory of Quadratic Equations – Solution of the Quadratic Equation $ax^2+bx+c=0, a \neq 0$; Nature of the Roots of a Quadratic Equation; Sum and Product of roots; Relation Between Roots; Condition for the Existence of a Common Root; Forming Quadratic Equation with given Roots. [3L]

6. Simple Interest and Compound Interest – Concept of Present Value and Amount of a Sum. [3L]

7. Profit, Loss and Discount [2L]

8. Speed, Time and Distance [1L]

9. Time and Work [1L]

10. Ratio, Proportion [2L]

11. Sequences and Series – General Idea and Different Types of Sequences; Arithmetic and Geometric Progressions; Arithmetic and Geometric Means; Arithmetic and Geometric Series. [4L]

12. Permutations and Combinations – Fundamental Principle of Counting; Factorial Notation. **Permutation:** Permutation of n Different Things; of Things not all Different; Restricted Permutations; Circular Permutations. [4L]

Module-II

1. Fundamentals – Rectangular Cartesian Coordinates; Polar Coordinates; Distance Formula; Section formula (Internal and External Sections); Expressions for the Centroid and Incentre of a Triangle; Area of a Triangle in Terms of the Three Vertices. [4L]

2. Locus – Definition, Concept of St. Line, Equation to the locus; Method of obtaining the equation to the locus. [4L]

Suggested Readings:

1. Pal and Das: BBA Mathematics (Vol-I), U.N. Dhar and Sons Pvt. Ltd.
2. Sancheti & Kapoor: Business Mathematics; Sultan Ch and & Company
3. R. S. Soni: Business Mathematics – Pitambar Publishing House
4. S. N. Dey: Mathematics, Chaya Prakashoni.

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Semester – 1st

Credit Points– 4

Paper: Fundamentals of Statistics

Total Contact Hours - 40

Paper Code: BBA (N) - 103

Module-I:

1. Introduction: Statistics as a Subject, Functions, Importance and Limitations of Statistics, Census and Sample Investigation, Descriptive and Inferential Statistics. [2L]

2. Collection, Editing and Presentation of Data: Primary Data and Secondary Data, Methods of Collection, Scrutiny of Data. Presentation of Data: Textual and Tabular Presentations, Construction of a Table and the Different Components of a Table, Diagrammatic Representation of Data: Line Diagrams, Bar Diagrams, Pie Charts and Divided-Bar Diagrams. [3L]

3. Frequency Distributions: Variables and Attributes, Frequency Distribution of An Attribute; Discrete and Continuous Variables, Frequency Distributions of Discrete and Continuous Variables, Diagrammatic Representation of a Frequency Distribution: Case of An Attribute, Case of a Discrete Variable: Column Diagram, Frequency Polygon and Step Diagram, Case of a Continuous Variable: Histogram and Ogive, Frequency Polygon. [5L]

Module-II

1. Measures of Central Tendency: Definition and Utility, Characteristics of Average, Different Measures of Average: Arithmetic Mean, Median, Mode, Partitional Values: Quartile, Percentile and Deciles. Geometric and Harmonic Mean. Choice of a Suitable Measure of Central Tendency. [7L]

2. Measures of Dispersion: Meaning and Objective of Dispersion, Characteristics of a Good Measure of dispersion, Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute Deviation, Standard Deviation; Comparison of the Different Measures of Dispersion. Measures of Relative Dispersion: Coefficient of Variation. [7L]

3. Moments, Skewness and Kurtosis: Moments: Different Ways to Calculate Moments.

Skewness: Measures of Skewness, Kurtosis and its Measures. [3L]

Module-III

1. Correlation Analysis: Analysis of Bivariate data. Correlation Analysis – Meaning of Correlation: Scatter Diagram, Karl Pearson’s Coefficient of Linear Correlation, Calculation of the Correlation Coefficient from Grouped Data, Properties of the Correlation Coefficient Advantages and Limitations of the Correlation Coefficient, Idea of Rank Correlation; Spearman’s Rank Correlation Coefficient(without tie) [6L]

2. Regression Analysis – Two Lines of Regression: Some Important Results Relating to Regression Lines, Calculation of Regression Coefficients, Relation Between Regression Coefficient and Correlation Coefficient, Identification Problem. [4L]

Module-IV

1. Analysis of Time Series: Objective of time series analysis; Causes of variations in time series data, Components of a time series, Additive Models, Multiplicative Models, Moving averages method and method of least squares; Measurement of secular trend. [3L]

Suggested Readings:

1. N.G Das: Statistical Methods (Volume I): Tata McGraw-Hill.
2. A.M Goon, M.K Gupta & B, Dasgupta: Basic Statistics : World Press
3. G. C. Beri : Statistics for Management: Tata McGraw- Hill
4. Bharat Jhunjunwala: Business Statistics, S. Chand Publishing
5. V.K. Kapoor & S.C. Gupta: Fundamentals of Mathematical Statistics, Sultan Chand & Sons.

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Semester – 1st

Credit Points– 4

Paper: Economics (Micro)

Total Contact Hours - 40

Paper Code: BBA (N) - 104

<p>Module-I:</p> <p>1.Introduction: Basic Problems of an Economy, Working of Price Mechanism and Resource Allocation. [2L]</p> <p>2.Elasticity of Demand: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities [4L]</p> <p>3.Average Revenue: Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand. [2L]</p>
<p>Module-II</p> <p>1. 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. [4L]</p> <p>2. Theory of Costs: Short-Run and Long Run Cost Curves – Traditional Approaches Only. [3L]</p>
<p>Module-III</p> <p>Market Structures:</p> <p>1. Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short-Run and Long Run Supply Curves, Price and Output Determination, Practical Applications. [6L]</p> <p>2. Monopoly: Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly. [4L]</p> <p>3. 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. [3L]</p> <p>4. 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. [4L]</p>
<p>Module-IV</p> <p>1. Factor Pricing: Marginal Productivity Theory and Demand for Factors (Statement and assumption only). [3L]</p> <p>2. Concept of Rent: Ricardian and Modern Theories of Rent; Quasi-Rent. [2L]</p> <p>3. Concept of Labour: Wage Rate, Nominal Wage, Real Wage. [1L]</p> <p>4. Concept of Capital: Gross Interest, Net Interest, Zero Interest Rate. [1L]</p> <p>5. Concept of Profit: Pure Profit, Normal Profit, Abnormal Profit. [1L]</p>

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

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Semester – 1st

Credit Points– 4

Paper: Computer Applications

Total Contact Hours - 40

Paper Code: BBA (N) - 105

<p>1.Module I:Basic Computer Concepts : Computer and Its Characteristics, Basic Block Diagram of Computer System, First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation, Modern Taxonomy of Computers, Mini Computer, Micro Computer, Mainframe Computer, Super Computer, Laptop, Keyboard, Mouse, Light Pen, Barcode Readers, Scanners, MICR, OCR, Voice Recognition and Handwriting Recognition Systems, Visual Display Terminals, Printers, Plotters, Primary Storage – RAM, ROM, EEROM, PROM, EPROM, Secondary Storage – Direct Access Devices, Serial Access Devices: Hard Disks, CD-ROM, DVD, Cache Memory, Virtual Memory(Definition Only), Control Unit, Arithmetic and Logic Unit, Decoders, Registers, Machine Instructions, Stored Program Concept, Program Execution: Fetch-Decode-Execute Cycle, Arithmetic, Logical and Shift Operations. [8L]</p>
<p>2.Module II: Computer Software: Meaning of Software, Broad Classification of Software, System Software, Application Software, Utilities. Operating Systems: Basic Idea of An OS (DOS, Windows, Unix, Linux), Functions of OS, OS As a Resource Manager – Memory Management, Input /Output Management, Secondary Storage Management, Program Management, Network Management, Application Packages. [6L]</p>
<p>3.Module III: Word Processing Software: Microsoft Word 2007:The different functionalities in the Microsoft Word Software 2007, Creation of a New Document, Editing an Existing Document, Saving and Printing a File, Use of the Different Ribbon Tab and Tools, Handling Tables in MS Word 2007, Mail Merge, Macro. [6L]</p>
<p>4.Module IV: Spreadsheet Software : Microsoft Excel 2007: Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007 Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference Operators, Functions: Typing a Function, Creating a Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing. [10L]</p>
<p>5.Module V: Presentation Software: Microsoft PowerPoint 2007: The Different Functionalities of Microsoft PowerPoint 2007, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation. [5L]</p>
<p>6.Module VI : DBMS Software :MS Access 2007: Creating New and Opening Existing Databases, Creating a Database, Forms, Query, Reports Using a Wizard , Relationships - How to Link Multiple Tables Together. [5L]</p>

Suggested Readings:

1. N.S. Gill, Handbook of Computer Fundamentals, Khanna Publishing House
2. Leon , Introduction to Computers with MS-Office 2007, TMH
3. Step by Step (Microsoft Office System) 2007 Edition, Prentice -Hall of India
4. P.K.Sinha - Computer Fundamentals, BPB Publication.
5. V.Rajaraman -Fundamentals of Computers, PHI, Sixth Edition

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6. Amit Goel, Computer Fundamentals, Pearson.

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SECOND SEMESTER

Semester – 2nd

Credit Points– 4

Paper: **Business Communication**

Total Contact Hours - 40

Paper Code: **BBA (N) - 201**

Module I: Vocabulary	(5L)
Vocabulary Building: Synonyms, Antonyms, Idioms, Figures of Speech.	
Module II: Business Communication	(15L)
Definition of Communication, Principles of Communication, Objectives, Communication Models and Processes, 7 Cs of Effective communication, Types of Communication, Channel & Media, Audience Analysis, Principles of Effective Communication.	
Self-Development and Communication: Development of Positive Personal Attitudes; SWOT Analysis.	
Corporate Communication: Formal and Informal communication Networks, Grapevine, Miscommunication (Barriers), Improving Communication.	
Effective Listening: Principles of Effective Listening, Factors Affecting Listening.	
Modern Forms of Communicating: Fax, E-mail, Video Conferencing.	
Module III: Verbal and Non- Verbal Communication	(10L)
Public Speaking, Speeches to Motivate, Group Discussion, Mock Interview, Seminars, Body Language, Individual Presentation, Group Presentation, Sales Presentation, Training Presentation.	
Module IV: Writing	(10L)
Business letters and Memo Formats, Appearance Request Letters, Good News and Bad News Letters, Persuasive Letters; Sales Letters; Collection Letters, Agenda, Minutes of Meeting, Notice, Circular, Banking Correspondence.	
Report Writing: Introduction to a Proposal, Short Report and Formal Report, Report Preparation.	

Suggested Readings:

1. Monipally: Business Communication, Tata McGraw Hill.
2. Kulbhushan Kumar, Effective Communication Skills, Khanna Publishing House
3. P.D. Chaturvedi(Late), Mukhesh Chaturvedi: Fundamentals of Business Communication, Pearson.
4. Asha Kaul - The Effective Presentation: Talk your way to success, SAGE Publication.
5. Madhukar: Business Communications, Vikas Publishing House.
6. Senguin J: Business Communication, Allied Publishers.
7. Robinson, Netrakanti and Shintre: Communicative Competence in Business English, Orient Longman.

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Semester – 2nd

Paper: Advanced Mathematics & Statistics

Credit Points – 4

Total Contact Hours - 40

Paper Code: BBA (N) - 202

<p><u>Advanced Statistics</u></p> <p>Module-I: Probability (12L)</p> <p>1. Theory of Probability: Probability as a concept, Basic Probability Rules, Tree Diagrams, Mutually Exclusive Events and Independent Events.</p> <p>2. Addition and Multiplication Theorem of Probability (Without Proof) Applications.</p> <p>3. Conditional Probability: Basic formula and Applications.</p> <p>4. Bayes' Theorem: Statement (Only, Without Proof), Applications.</p> <p>5. Concept of Expectation: Expected Value Calculation (Without Proof of the Different Formula), Concept of Variance of Random Variable (Without Proof).</p>
<p>Module-II: Probability Distribution (8L)</p> <p>1. Concept of Random Variable: Discrete and Continuous Random Variables.</p> <p>2. Concept of Probability Distribution: Concept of P.M.F and P.D.F</p> <p>3. Theoretical Probability Distributions: Discrete Distributions – The Binomial Distribution and Its Properties. The Poisson distribution and Its Properties.</p>
<p>Module-III: Sampling Theory (4L)</p> <p>Sampling: What is sampling? Sampling Versus Complete Enumeration, Random and Non Random sampling: Different Types of Random Sampling, Sample Statistic and Population Parameter, Practical Methods of Drawing a Random Sample.</p>
<p><u>Advanced Mathematics</u></p> <p>Module-IV: Algebra (4L)</p> <p>1. Determinants: Determinants of order 2 and 3; Minors & Cofactors; Expansion of Determinants; Cramer's Rule for solving Simultaneous equations in two variables.</p> <p>2. Matrices: Different types of Matrices; Matrix algebra – addition, subtraction & multiplication of matrices; singular & non – singular matrices; adjoint & inverse of a matrix; elementary row/column operations; solution of a system of Linear Equations using matrix algebra.</p>
<p>Module-V: Calculus (12L)</p> <p>1. Limits: Notion & Meaning of Limits; Fundamental Theorems on Limits; Evaluation of Limits of Algebraic & Logarithmic Functions.</p> <p>2. Continuity: Continuity of a function at a point $x=a$ & in an interval.</p> <p>3. Differentiation: Meaning & geometrical interpretation of differentiation; standard derivatives (excluding trigonometric functions); rules for calculating derivatives; logarithmic differentiation.</p>

Suggested Readings:

1. N.G Das: Statistical Methods (Volume II), Tata McGraw-Hill.
2. Reena Garg, Engineering Mathematics, Khanna Publishing House

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3. B.K. Pal and K. Das: BBA Mathematics (Vol-II), U.N Dhar and Sons Private Ltd.
4. A.M Goon, M.K Gupta & B, Dasgupta: Basic Statistics , World Press.
5. G. C. Beri: Business Statistics, Second Edition, Tata McGraw- Hill.
6. Bharat Jhunjhunwala: Business Statistics, S. Chand Publishing.
7. Sancheti & Kapoor: Business Mathematics, Sultan Chand & Company.

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Semester – 2nd
Paper: Organizational Behaviour

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) - 203

<p>Module I: a) Basic Concepts: Understanding & Definition of Organization and Organizational Behavior (OB), Evolution of OB as a discipline, Contribution from other disciplines, , Emerging issues in OB. [4L]</p>
<p>Module II: Individual in the Organization a) Personality: Definition and Determinants Personality, Approaches to understanding of Personality – The Big Five Model, DISC and FIRO-B, Types of Problem Solving Behaviour and Other Personality Traits. [3L] b) Learning: Meaning and Definition of Learning, Learning Process, Factors affecting Learning, Principles of Learning, Theories – Connectionism, Classical and Operant Conditioning, Schedule of Reinforcement. [3L]</p>
<p>Module III: Individual in the Organization a) Attitudes & Values: Meaning & Definition of Attitude, Formation of Attitudes, ABC Model, Cognitive Dissonance, Changing of Self and Others Attitudes, Work Attitudes, Job Satisfaction, Organization Commitment. Meaning & Definition Values- Relationship between Attitudes and Values. [4L] b) Perception: Meaning & Definition of Perception, Basic stages of Perceptual Process, Perceptual Selection, Perceptual Organization, Perceptual Interpretation, Attribution Process, Organizational Applications. [4L] c) Motivation: Meaning, Definition, Features, Importance & Factors of Motivation, Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom), Implications on Employees. [8L] d) Stress: Concept – Individual & Group Stress – Coping with Stress, Strategies to Overcome Stress. [2L]</p>
<p>Module IV: Groups in the Organization a) Group Dynamics: Meaning, Definition ,Types & Functions of Groups, Stages of Group Formation, Group Processes, Group Norms, Group Roles, Group Cohesiveness, Group Size, Threats to Group Effectiveness, Evolution of Groups into Teams. [4L] b) Leadership- Meaning & Definition of Leadership, Qualities of a Good Leader, Trait Perspective of Leadership, Behavioural Perspective of Leadership, Ohio & Michigan Studies, Managerial Grid, Contingency Perspective of Leadership, Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders. [8L]</p>
<p>Module V: Change in the Organization a) Organizational Change- Meaning & Importance of Change, Resistance to Change, Overcoming Resistance to Change. [4L]</p>

Suggested Readings:

1. Aswathappa, K: Organizational Behaviour (Text, Cases and Games).Bangalore: Himalaya Publication.
2. Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations, Pearson.
3. S. P. Robbins: Essentials of Organizational Behaviour, Prentice Hall.

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Semester – 2nd

Credit Points– 4

Paper: Economics (Macro)

Total Contact Hours - 40

Paper Code: BBA (N) - 204

Module-I

1. Introduction: Basic Introduction to Macroeconomics. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC),APC, MPS, MPI: Basic Definition Only, Paradox of thrift [3L]

2.National Income: Concepts and Definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income, Measurement of National Income, Factors That Determine Size of National Income, Double Counting and The Concept of Value Added, Underground Economy, Real and Nominal GNP, Deflator. [5L]

Module-II

1. Monetary Economics: Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4. [4L]

2. Concept of Inflation: Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures. [2L]

3. Banks: Commercial Banks – Need and Functions, Credit Creation of Commercial Banks. Reserve Bank of India – Need and Functions, Credit Control Policy. Co-Operative Banks: Need and Role in An Economy. [5L]

Module-III

Public Finance

1. Public Revenue: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition). [2L]

2. Public Expenditure: Types of Public Expenditure, Its Need Role and Importance. [2L]

3.Public Debt: Types of Public Debt, Need for Public Debt, Redemption of Public Debt. [2L]

4. Deficit Financing: Role and Importance. [1L]

5. Budget: Need and Types, Concept of Different Types of Deficit (Revenue Deficit. Budgetary Deficit, Fiscal deficit and Primary Deficit: Definitions Only) [2L]

Module-IV

1.International Trade and Finance: Need for international trade, Absolute and Comparative Cost Advantage Theory, Gains from international trade, Terms of Trade [2L]

2.Balance of Payments: Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct Adverse BOP Situation, Purchasing Power Parity Theory (Only basic concept) [3L]

3.Exchange Rate Mechanism: Definition, Ask Rate, Bid Rate, Spot Rate, Forward Rate, Currency Spread (Definitions Only). [2L]

4.International Financial Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank, [3L]

5.Concept of Business Cycle: Only Different Phases and their basic characteristic [2L]

Suggested Readings:

1. H.L.Ahuja: Macroeconomics Theory and Policy, S.Chand.
2. Panchanan Das, Anindita Sengupta : Economics II, Oxford.
3. Errol D’Souza: Macroeconomics, 2/e, Pearson.
4. Debes Mukherjee: Essentials of Micro and Macro Economics, Central
5. M. L. Jhingan: Macro Economic Theory, Vrinda

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6. Mankiw: Principles of Macroeconomics, Cengage Learning

Semester – 2nd

Credit Points– 4

Paper: Indian Social Structure and Value & Ethics

Total Contact Hours - 40

Paper Code: BBA (N) - 205

<p>1.Module I: a) Indian Society--Society and its types, Features of Tribal Society, Agrarian Society, Industrial Society, Post-Industrial Society. b) Population and Society - Interface between population size and social development Concepts and measurement of population: Birth rate, Death rate, Migration. (a) Population pyramid of India, (b) Social implications of age sex in India. Population Explosion & its consequences. Population policy of Govt. of India A Critical appraisal, problems of implementing growth control measures, causes for success and failures. [10L]</p>
<p>2 Module II: a) Social Stratification-Concepts, Types, Social Mobility b) Socio-Economic Problems : Poverty, Illiteracy, Unemployment, Child Labour, Occupational Diseases, Crime, Project Affected People, Aged Population, Juvenile Delinquency, Strategies to solve/ minimize the problem. [8L]</p>
<p>3.Module III: Industry and Society - Factory as a Social System, Formal and Informal Organization, Impact of Industry on Society (Family and Industry), Social and Cultural Impediments to Industrialization [8L]</p>
<p>4.Module IV: Human Society and Value System Value: Definition, Importance and application of Value in life. Formation of Value: Process of Socialization, self and integrated personality. Types of values: Social, Psychological, Aesthetic, Spiritual, Organizational. Value crisis in contemporary society: individual, societal cultural and management level(strategy and case studies) [7L]</p>
<p>5.Module V: Business Ethics Introduction to Business Ethics :Definition and Important Ethics in the Workplace: code of conduct, code of ethics; Corporate Responsibility: Definition and Case Study Corporate Compliance: Definition, Responsibility &Laws and Regulations Consumer Rights: Expectations and Reality, connection between Business and Society [7L]</p>

Suggested Readings:

1. Andre Beteille: Society and Politics in India, OUP.
2. C. N. Shankar Rao: Sociology, S.Chand
3. Ram Ahuja : Social Problems in India, Rawat Publication.
4. A.C Fernando (Late): Business Ethics: An Indian Perspective, 2/e, Pearson.
5. Premvirkapoor, Professional Ethics and Human Values, Khanna Publishing House
6. Manna and Chakraborty: Value and Ethics in Business and Profession PHI
7. Govindarajan M. Natarajan S and Senthilkumar V.S: Engineering Ethics, PHI

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THIRD SEMESTER

Semester – 3rd

Credit Points– 4

Paper: Principles of Management

Total Contact Hours - 40

Paper Code: BBA (N) - 301

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

Suggested Readings:

1. Weihrich 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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Semester – 3rd

Paper: Managerial Economics

Credit Points– 4

Total Contact Hours – 40

Paper Code: BBA (N) -302

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

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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Semester – 3rd
Paper: Business Laws

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) - 303

1.Module I: INDIAN CONTRACT ACT 1872 [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.
2.Module II: SALE OF GOODS ACT 1930 [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
3.Module III: NEGOTIABLE INSTRUMENT ACT 1881 [5L] Definition of negotiable instruments- Features-Types of negotiable instruments -Dishonor of a Negotiable Instrument
4.Module IV CONSUMER PROTECTION ACT 1986 [5L] Concept - Consumer protection Councils -Dispute Redressal Procedures
5.Module V: COMPANIES ACT 2013 [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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Semester – 3rd

Paper: Financial Accounting

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 304

Module I: Meaning and Scope of Accounting (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
Module II: Final Accounts for sole proprietorship business (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.
Module III: Depreciation and Provision (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.
Module IV: Company accounts (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, 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.

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Semester – 3rd
Paper: Environmental Sciences

Credit Points– 4
Total Contact Hours - 40

Paper Code: BBA (N) – 305

1. Module I: Environment: Meaning & Components, Energy sources & Management, Man and Environment Relation, Environmental Degradation- cause and effects, Environmental Ethics and Awareness Programmes. [6L]
2. Module II: 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]
3. Module III: Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures. [9L]
4. Module IV: 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]
5. Module V: 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. M.P. Poonia & S.C. Sharma, Environmental Studies, Khanna Publishing House
9. O.P. Gupta, Elements of Environmental Pollution Control, Khanna Publishing House

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FOURTH SEMESTER

Semester – 4th

Credit Points– 4

Paper: **Production & Materials Management**

Total Contact Hours - 40

Paper Code: BBA (N) - 401

<p>Module I: Introduction to Production Planning and Control [4L] Production System, Types of Production, Planning and Control Functions, Relations with other Departments, Efficiency of Production Planning and Control Plant Location & Layout: Approaches to Location, Choice, and Selection. Plant Design; Plant Layout – Product Layout and Process Layout, Advantages & Disadvantages. [5L]</p>
<p>Module II: Plant Maintenance: Types of Maintenance – Preventive, Predictive and Overhaul [2L] Work Study: Method Study; Motion Study; Work Measurement, Performance Rating, Standard Time, Time Study; Work Sampling. [5L]</p>
<p>Module III: Inspection and Quality Control: Types and Criteria of Inspection; Significance of Quality Control, Statistical Quality Control, Control Charts, Acceptance Sampling Plans. [8L]</p>
<p>Module IV Purchasing Management: Purchase System, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal Aspects of Buying. [8L]</p>
<p>Module V: Stores Management: Stores System and Procedures; Stores Accounting And Stock Verification; Disposal Of Surplus and Scrap. [8L]</p>

Suggested Readings:

1. Prof. L. C. Jhamb: Production (Operations) Management, Everest Publishing House.
2. Upendra Kachru: Operations Management, Excel Books.
3. P. Sunderashan Gopalakrishnan: Handbook of Materials Management, PHI.
4. R. Mishra- Materials Management, Excel Books
5. S. N. Chary – Production and Operations Management, TMGH
6. K. Sridhara Bhat: Production and Materials Management, Himalaya Publishing House

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Semester – 4th

Credit Points– 4

Paper: Management Information Systems

Total Contact Hours - 40

Paper Code: BBA (N) - 402

<p>Module I: (a) Introduction, Data, Information, and Knowledge, Information Technology - Concept, Features and Components, Information Systems - Concept and types of Information Systems, Role of IT in business and society. (b) MIS Concept, evolution and meaning of MIS; Information system for competitive advantage, MIS function in an organization. Limitations of MIS (8L)</p>
<p>Module II: (a) Information and Managerial Effectiveness: Information as a corporate resource, types of information – operational, tactical and strategic; Levels of management and information needs of management; Quality of information; (b) Information systems for finance, marketing, manufacturing, human resource areas. (6L)</p>
<p>Module III: Understanding information system; concepts; sub-systems and super-systems; Types of information systems, Transaction processing systems, MIS decision support systems, Executive support system; Enterprise Resource Planning (ERP)(Features, merits, issues and challenges in implementation) (6L)</p>
<p>Module IV: System Development Life Cycle: Sequential Process of software development; Waterfall model. (3L)</p>
<p>Module V: Development and Management of Data Bases: Relation databases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, Concept of entity and relationships, ER Diagram, Data Model, Data dictionary, Introduction to SQL Queries. (9L)</p>
<p>Module VI: Data Communication and Networking: Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet and Extranet. (3L)</p>
<p>Module VII: Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management (5L)</p>

Suggested Readings:

1. C. S. V. Murti : Management Information System, Himalaya Publishing House.
2. A.K. Gupta: Management Information System, S Chand.
3. Oka Miland M & Murty: Management Information System.
4. Jaiswal and Mittal: Management Information Systems, Oxford University Press
5. Management Information Systems by Laudon, Laudon, Dass, Pearson

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Semester – 4th
Paper: Cost Accounting

Credit Points– 4
Total Contact Hours – 40

Paper Code: BBA (N) - 403

1. Module I: Introduction (5L)
Nature and scope of cost accounting; Cost concepts and classification: direct, indirect, element wise, function wise, behaviour wise, sunk cost opportunity cost: Essentials of a good cost accounting system: Difference between cost and Management accounting: Concept of Cost Audit. Preparation of cost sheet & estimation.
2. Module II: Accounting for Material (12L)
Economic Order Quantity, ABC analysis (selective inventory concept): concept of Periodic inventory & Perpetual inventory, Various stock levels: JIT purchase: Selective methods of Material control Pricing of material issues-FIFO, LIFO, Weighted average.
3. Module III Accounting for Labour (5L)
Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.
4. Module IV: Accounting for Overheads (8L)
Absorption, allocation and apportionment of overheads: Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead.
5. Module V: Cost Ascertainment: (10L)
Contract costing; Operating costing (Transport); Process costing excluding inter-process profits and joint and by-products.

Suggested Readings

1. Bhabatosh Banerjee: Cost Accounting- Theory & Practice , Prentice Hall of India Ltd., New Delhi,
2. Basu & Das : Cost & Management Accounting, Rabindra Library
3. Homgren, Charles, Foster and Datar : Cost Accounting – A Managerial Emphasis, PHI.
4. V. Rajasekaran, R. Lalitha: Cost Accounting, Pearson.
5. M. Y. Khan, P. K. Jain: Cost Accounting, TMH.
6. P.C Tulsian: Cost Accounting, TMH.

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Semester – 4th

Credit Points– 4

Paper: Marketing Management

Total Contact Hours -40

Paper Code: BBA (N) - 404

1.Module I:	(4L)
a. Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing.	
b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix.	
Module II:	(10L)
a. Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological	
b. Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior	
c. Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market;	
d. Branding- Definition, Importance, Branding Strategy; Packaging.	
Module III:	(10L)
a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages	
b. New Product Development- Steps	
Module IV:	(6L)
a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service	
b. Discounts and Rebates	
Module V:	(4L)
Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management.	
Module VI :	(6L)
Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	
Selected CASE studies	

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. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.

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Semester –4th

Paper: Human Resource Management

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 405

<p>Module I : Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & 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>	[12L]
<p>Module II: Human Resource Planning 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>	[10L]
<p>Module III: Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training, Evaluation of Training. Executive Development: Importance of Executive Development, Different methods of Executive Development</p>	[8L]
<p>Module IV: Employment Administration: Career Planning: Meaning, Stages, Need, Concept of Career Development, Advantages and Limitations of Career Planning, Succession Planning, Definition, Process and Difference of Succession Planning with Career Planning. Performance Appraisal: Meaning, Objective, Process, Instruments of Performance Appraisal. Discipline & Grievance Handling, Wage & Salary Administration.</p>	[6L]
<p>Module V: Emerging Areas: International Human Resource Management 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)</p>	[4L]

Suggested Readings:

1. V.S.P. Rao: Human Resource Management, Excel Books.
2. C.S. Venkata Ratnam & B.K. Srivastava: Personnel Management and Industrial Relations, TMH.
3. Anjali Ghanekar: Human Resource Management, Everest Publishing.
4. A.M. Sheikh: Human Resource Development and Management, S.Chand
5. E.A. Ramaswamy : Managing Human Resources, Oxford University Press.

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FIFTH SEMESTER

Semester – 5th

Paper: Financial Management

Credit Points– 4

Total Contact Hours - 40

Paper Code: BBA (N) - 501

Module I: Meaning and Scope of Financial Management :	(2L)
Profit vs wealth maximization; Financial functions –investment, financing, and dividend decisions;	
Module II: Capital Budgeting:	(10L)
Time value of money; Compounding and Discounting techniques, concept of Annuity and Perpetuity, Payback period , Accounting rate of return, net present value, Internal rate of return. Profitability Index.	
Module III: Cost of Capital:	(8L)
Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital.	
Module IV: Leverage:	(5L)
Operating and Financial Leverage, Effects on Profit, Indifference Point Analysis, EBIT-EPS Analysis	
Module V: Management of Working Capital:	(5L)
Nature of working capital, Significance of working capital, Operating cycle and determinants of working capital requirements.	
Module VI: Capital Structure Decision:	(5L)
Designing optimum capital structure; Different theories. (NI, NOI &MM).	
Module VII: Concept of Dividend Factors	(5L)
determinants of dividend, Walter, Gordens, MM.	

Suggested Readings:

1. Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH.
2. Prasanna Chandra: Financial Management - Theory and Practice, TMH.
3. Pandey I.M.: Financial Management, Vikas Publishing House.
4. Saha, Tapas Ranjan: Basic Financial Management, World Press.
5. Bhabatosh Banerjee: Fundamentals of Financial Management, Prentice Hall of India Ltd.

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Semester – 5th

Credit Points– 4

Paper: Sales & Distribution Management

Total Contact Hours - 40

Paper Code: BBA (N) - 502

<p>Module I: 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. [6L]</p>
<p>Module II: 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 [6L]</p>
<p>Module III: Theories of Selling: AIDAS Theory; Buying Formula Theory. Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying. [8L]</p>
<p>Module IV: Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning. Objection Handling : Types of objections; Handling customer objections Closing Sales and Follow up: Methods of closing sale; Executing sales order – Follow-up importance and process [8L]</p>
<p>Module V: Channels of Distribution and Strategy: Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel, Channel Design: Steps in Channel Design, Selection of Appropriate Channel, Channel Management, Transportation, Warehousing. [12L]</p>

Suggested Readings:

1. Sahu. P. K.: Salesmanship & Sales Management, Vikas Publication.
2. Sales Management: Still, Cundiff, Govoni at al., 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

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Semester – 5th
Paper: Human Resource Development

Credit Points– 4
Total Contact Hours -40

Paper Code: BBA (N) -503

<p>Module I : Training in Industry Introduction, Basic Concepts, Training, Development & Learning-Definitions of Each and Their Difference with Each Other. Objectives of Training, Need & Policies of Training, Types of Training-Induction, Supervisory, Managerial. Methods of Training, Importance of Methods, Different Methods: Lecture Method, Case Study Method, Role play Method, Management Games, Questioning Method, Individual or Group Practical Assignment Methods, Group Discussion Method, Panel Discussion Method, Brainstorming, Field Trip, Demonstration Method, Evaluation Systems of Training: The Kirkpatrick Four-Level Approach, Kaufman’s Five Levels of Evaluation of Training Impact, The CIRO Approach to Evaluate Training Impact, The Philip’s Five Level ROI Framework to Evaluate Training. Budget of Training, Apprenticeship, Worker Education-Schemes and Programmes [10L]</p>
<p>Module II: Management Development Programme (MDP) Introduction of Management Development Programme-Meaning and Definitions, Need, Objectives, Steps, Calendar, Process, Methods & Techniques, Auditing MDPs, Budget, In-Company Training Schemes for Managers & Techniques, Role of Trainer-Modern Day Training Qualities Required From a Trainer [8L]</p>
<p>Module III: Specialized Training E- Learning and Use of Technology in Training, HRIS, Electronic Performance Base System (EPSS). Managerial Grid Training-Introduction Sensitivity Training Personality Development Programmes, Out Bound Training, ISO Training [8L]</p>
<p>Module IV: Training In Indian Industries Selected Cases Covering HRD Practices in Government Organizations, Manufacturing and Service Industries and MNCs; International Experiences of Human Resource Development. Practices in Privates Sectors with Data Presentation and Examples, Practices in MNCs with Data Presentation and Examples. [4L]</p>
<p>Module V: Emerging Areas Work Life Balance, TQM, Green HRM (Great Initiative by PSU of India), Concept of Human Capital/Asset, Competency Mapping New Emerging Concepts, Multi Skilling, Coaching, Mentoring, HRD Audit, Knowledge Employee, Learning Organization [10L]</p>

Suggested Readings:

1. R. K. Sahoo : Training for Development, Excel Books
2. R. P. Lynton & U. Pareek : Training for Development, SAGE Publication.
3. R. Buckley & J. Caple: Theory and Practice of Training, Kogan Page Publishers.
4. D.M. Silvera: Human Resource Development – The Indian Experiences, News India Publications.
5. H. L. Kaila: Human Resource Development & Business Growth, I K International Pvt. Ltd.

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Semester – 5th

Credit Points– 4

Paper: Entrepreneurship Development

Total Contact Hours -40

Paper Code: BBA (N) - 504

<p>Module I: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth. [4L]</p>
<p>Module II: Entrepreneurial Behaviors: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur [8L]</p>
<p>Module III: Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur [6L]</p>
<p>Module IV: Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. Organization Assistance: New Ventures, Industrial Park (Meaning, Features, & Examples) , Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies , Small Scale Industries, The Small Industries Development Bank of India(SIDBI) , The State Small Industries Development Corporation(SSIDC) [12L]</p>
<p>Module V: Project Feasibility Analysis : Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation Entrepreneurial strategy: New Entry, Entry Strategy, Risk Reduction Strategy for New Entry. [10L]</p>

Suggested Readings:

1. Arya Kumar: Entrepreneurship, Pearson.
2. Lall & Sahai : Entrepreneurship, Excel Books
3. Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
4. Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency.
5. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

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Semester – 5th

Paper: Research Methodology

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 505

<p>Module I: 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. [6L]</p>
<p>Module II: Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science,(b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism [6L]</p>
<p>Module III: Methods of research: (a) Quantitative and Qualitative(Characteristics and Differences Sources of Data : Primary & Secondary. [8L]</p>
<p>Module IV: Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study. [6L]</p>
<p>Module IV Sampling: Design, Types, Advantages and Limitations. [8L]</p>
<p>Module V: Classification & presentation of Data: (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion. [6L]</p>

Suggested Readings:

1. Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.
2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.
5. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.

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SIXTH SEMESTER

Semester – 6th

Paper: Management Accounting

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 601

Module I: Module 1: Management Accounting (4L) Meaning, nature, scope and functions of management accounting; Management Accounting vs Financial Accounting.
Module II: Financial Statement Analysis (10L) Fund flow statement, Cash flow statement (AS3), Comparative statement, Common size statement.
Module III: Ratio analysis (6L) Computation and implications -Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Advantages and limitations of accounting ratios.
Module IV: Break Even analysis & Marginal Costing (10L) Break even analysis, Marginal Costing margin of safety, , Marginal costing as a tool for decision making – make or buy; Change of product mix; shut down decision.
Module V: Budgeting for Profit Planning and Control (10L) Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed and Flexible budgeting, cash budget; Zero base budgeting. Numerical on Flexible and Cash Budget.

Suggested Readings:

1. Khan M.Y. and Jain P.K.: Management Accounting, TMH.
2. Kaplan R.S. and Aktinson. A.A.: Advanced Management Accounting, Prentice Hall of India.
3. Arora M.N.: Cost Accounting Principles and Practices; Vikas Publishing House.
4. Jain S.P. & Narang K.L.: Cost Accounting; Kalyani, New Delhi.
5. Bhabatosh Banerjee: Financial Policy & Management Accounting, Prentice Hall of India Ltd.

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Semester – 6th
Paper: Advertising & Sales Promotion

Credit Points– 4
Total Contact Hours -40

Paper Code: BBA (N) - 602

<p>Module I: Communication Process: Basic communication process, role of source; Encoding and decoding of message, media, audience, feedback and noise. [4L]</p>
<p>Module II: Advertising and Communication Mix : Different advertising functions; Types of advertising; Economic aspects of advertising Advertising process – an overview; Setting advertising objectives and advertising budget. [8L]</p>
<p>Module III: Creative Aspects of Advertising: Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning. Advertising Media : Different types of media; Media planning and scheduling [8L]</p>
<p>Module IV: Impact of Advertising: Advertising Agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising. [8L]</p>
<p>Module V: Sales Promotion: Meaning, nature, and functions; Relationship between sales promotion and advertising, future of sales promotion Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade, sales promotion. Sales Promotion Schemes: Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force. [12L]</p>

Suggested Readings:

1. Aaker, David and Myers John G., et.al: Advertising Management, Prentice Hall of India.
2. Kazmi & Batra: Advertising & Sales Promotion, Excel Books.
3. Arun Kumar: Marketing Management, Vikas Publishing House.
4. Border W.H.: Advertising, John Wiley.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantage, TMH.

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Semester – 6th

Paper: Industrial Relations

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 603

Module I: Discipline	[3L]
Concept of Discipline, Deviations in Work Behaviour Hot Stove Rule, Types of Discipline	
Module II: Industrial Relations in India	[15L]
Concept of Industrial Relations in India Theory of Industrial Relations in India. Approaches & Context of IR. Growth of Trade Unionism Structure of Trade Unionism Trends in Industrial Disputes Industrial Disputes Settlement machinery under ID Act, Collective Bargaining Worker's Participation in Management Labour Welfare Industrial Employment (Standard Orders) Act, 1946 Principles of Natural Justice The Central Civil Services (Conduct) Rules Code of Conduct, International Labour Movement: International Labour Organizations (ILO) – Origin, history, objectives and functions.	
Module III: Negative Discipline	[7L]
Act of Indiscipline or Misconduct Cause of indiscipline & Misconduct Principles for Maintenance of Discipline Basic Ingredients or Guidelines of a Disciplinary Action Warning (Verbal/Written) Charge Sheet Domestic Enquiry	
Module IV: Positive Discipline	[5L]
Counseling-Approaches, Process Skills of Positive Discipline Problems of Positive Discipline	
Module V: Management of Discipline	[5L]
Discipline Authority Punishment & Penalties Handling Court cases	
Module VI: Grievance Management	[5L]
Causes and Effects, Need for Grievance Procedures, Discovery of Grievance Procedures, Essential Pre-requisites of Grievance Procedure, Steps in the Grievance Procedure, Model Grievance Procedure, Grievance, Management In Indian Industry, Guidelines for Handling Grievances.	

Suggested Readings:

1. V.S.P. Rao: Human Resource Management – Text and Cases, Excel Books.
2. Srivastava: Industrial & Labour Laws, Vikas Publishing House.
3. S.L. Agarwal: Labour Relations Law in India, Macmillan.
4. C.B. Mamoria & S. Mamoria: Industrial Relations in India, Himalaya Publishing House.
5. Venkataratnam, C.S. & Srivastava, B.K.: Personnel Management and Human Resources, TMH.

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Semester – 6th

Paper: Public Service Management

Credit Points– 4

Total Contact Hours -40

Paper Code: BBA (N) - 604

<p>Module I: Introduction to Transport Sector: Role of Transportation in Economic Development, Essential Features of Transport System, Basic Elements of Transportation and Logistics, Transport Infrastructure in India, Multimodal Transportation System. Introduction to Health Sector: Health Services in India: An overall Idea; Input, Output and Performance, Disparities in Health Services, Govt's Role, Private Participation and Role of NGOs. [10L]</p>
<p>Module II: Road Transport: National and State Highways, Road Transport Operations, Commercial and Economic Aspects. Rail Transport: Railways Infrastructure and Basic Elements, Rail Transport Operations, Freight Traffic and Passenger Traffic, Commercial and Economic Aspects of Rail Transport. [8L]</p>
<p>Module III: Water Transport: Basic Elements of Water Transport, Water Transport Operations, Major and Minor Ports of India, Functions of Port Trust, Water Traffic, Inland water Transport, Commercial and Economic Aspects of Water Transport. Air Transport: Basic Concept, Physical Elements of Air Transport, Air Traffic Control Management, Air Transport Operations, Commercial and Economic Aspects of Air Transport. [8L]</p>
<p>Module IV: Health Services Management: Management Issues in Health Care, Health Care Decision-making, Project Management in Health Care, Contemporary Trends in Health Care, Monitoring the Performance and Needs in Health Services. Financial Management in Health Services: Budgeting, Control, Pricing and Efficiency. [8L]</p>
<p>Module V: Economics of Health Care: National Health Programmes; viz. Universal Immunization Programme, AIDS Control Programme, Reproductive & Child Health Care Programme, National Cancer Control Programme, Non-Governmental Health Care, Cost-Benefit Analysis. National Health Policy: Factors, Determinants and Other Issues, Review of Different Committees. [6L]</p>

Suggested Readings:

1. Sarangi, S.K.: Healthcare Management (Text and Cases), Himalaya Publishing House.
2. Singh, Ruchi and Sharma, Deeksha: Healthcare Management (Concept and Cases), Himalaya Publishing House.
3. Michael. B. Stroh: A Guide to Transportation and Logistics, Third Edition
4. S. Nagabhushana Rao: Transportation Management, Nidhi Book Centre
5. S. K. Sarangi: Transportation Management, Himalaya Publishing House