MaulanaAbulKalam Azad University of Technology, West Bengal

3 Years BBA (Business Analytics) CBCS Structure

Paper Code: BBA(BA) - 101
Principles of Management
Total Credit: 6
Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	**Module 1 : Introduction to Management**-Nature, meaning and significance of management, Management as a Science or an Art, Difference between management & administration; management as a process, management as a functions, managerial skills, and managerial roles in organisation; quality of a good manager;	10
2.	**Module 2 : Approaches to Management** – Classical, Neo-classical and Modern Contributors to Management Thought ; Taylor and Scientific Theory, Fayol's and Organization Theory, Elton Meyo & Behavioural school & human relations school ; Peter Drucker and Management Thought.; Various Approaches to Management i.e. system approach , contingency approach etc., Indian Management Thought.	10
3.	**Module 3**: **Planning and Decision Making**- Planning: Nature, importance, forms, types, making planning effective, Significance & Limitations of Planning; Planning Premises – Meaning & Types, Strategic Planning – Meaning & level, BCG model etc, MBO – Meaning, Process , importance ; Decision Making – Meaning, Types, Process, schools of decision making	10
4.	**Module 4 : Organization Design and Structure** - Organization – Meaning, Process, Principles, Or 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. Organization structure common in tourism industry	10
5.	**Module 5**: **Directing** – motivation & leadership- Motivation – Meaning , Definition, Significance & Limitations; contemporary theories of motivation; Financial and non-financial incentives of Motivation; Leadership - Definition, Significance of Leadership, Leadership styles ; Process and Barriers of Communication.	10
6.	**Module 6 : Controlling & Change**- Control – meaning & importance of control, steps of controlling process, designing control systems, financial control ; Organizational change – meaning, drivers of change, process of change, resistance to change, overcoming resistance to change; Management trends in tourism - managing quality, innovation, concern for environment &sustainability of 1the organization & industry	10

Suggested Readings:

1. Management: Stoner James. A, Freeman Edward, Gilbert Daniel , Pearson

2. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill

3. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books

4. Ramaswami T: Principles of Mgmt., Himalaya Publishing

5. Robbins, S. P: Management, Prentice Hall.

6. Prasad L M: Principles and Practice of Management, Sultan Chand & Sons-New Delhi.

Paper Code: BBA(BA) - 102
Business Economics (Macro & Micro)
Total Credit: 6
Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	**Module 1: Introduction**: Basic Problems of an Economy, Working of Price Mechanism and Resource Allocation. **Elasticity of Demand**: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities; Average Revenue: Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand. **Production Function:** Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum Factor Combination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. **Theory of Costs:** Short-Run and Long Run Cost Curves – Traditional Approaches Only.	12
2.	**Module 2 : Market Structures** **Perfect Competition:** Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short- Run and Long Run Supply Curves, Price and Output Determination, Practical Applications. **Monopoly:** Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly **Monopolistic Competition:** Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition. **Oligopoly:** Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership (Only Meaning and Characteristics) Collusive Oligopoly(Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly.	12
3.	**Module 3**: **Factor Pricing**: Marginal Productivity Theory and Demand for Factors (Statement and assumption only). **Concept of Rent**: Ricardian and Modern Theories of Rent; Quasi-Rent. **Concept of Labour**: Wage Rate, Nominal Wage, Real Wage. **Concept of Capital**: Gross Interest, Net Interest, Zero Interest Rate. **Concept of Profit**: Pure Profit, Normal Profit, Abnormal Profit.	6
4.	**Module 4** : Introduction to Macroeconomics. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC),APC, MPS, MPI: Basic Definition Only, Paradox of thrift **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 **Concept of Business Cycle**: Only Different Phases and their basic	15

	characteristic **Monetary Economics**: Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4. **Concept of Inflation:** Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures **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.	
5.	**Module 5 : Public Finance** **Public Revenue**: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition). **Public Expenditure:** Types of Public Expenditure, Its Need Role and Importance. **Public Debt:** Types of Public Debt, Need for Public Debt, Redemption of Public Debt. **Deficit Financing:** Role and Importance. **Budget**: Need and Types, Concept of Different Types of Deficit (Revenue Deficit. Budgetary Deficit, Fiscal deficit and Primary Deficit: Definitions Only)	6
6.	**Module 6 :** **International Trade and Finance**: Need for international trade, Absolute and Comparative Cost Advantage Theory, Gains from international trade, Terms of Trade **Balance of Payments**: Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct Adverse BOP Situation, Purchasing Power Parity Theory (Only basic concept) **Exchange Rate Mechanism:** Definition, Ask Rate, Bid Rate, Spot Rate, Forward Rate, Currency Spread (Definitions Only). **International Financial Institutions**: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank	9

Suggested Readings:

1. **Dominic Salvatore – Managerial Economics: Principles and Worldwide Applications, Oxford**
2. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall
3.Modern Microeconomics – Koutsoyiannis
4. Mankiw: Principles of Macroeconomics, Cengage Learning
5. **D N Dwivedi: Managerial Economics, Vikas Publishing House**

Course: Basic Mathematics & Statistics

Code: BBA(BA) 103/GE3B-03

Course Objective: The course is designed to provide a basic applied knowledge of mathematics. The students will be to apply the number system & basic algebra, set theory, determinants and matrices, limits, continuity, differentiation & Integration, data frequency & distribution and measures of central tendency and measures of dispersion for solving business problems.

statistical problems

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

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	R
M 1	The Number System and Basic Algebra	8	10	1,2	
M 2	Set Theory and Permutation and Combination	10	15	1,2	
M 3	Determinants and Matrices	10	15	1,2	
M 4	Limits, Continuity, Differentiation and Integration	16	35	1,2,3	
M 5	Data, Frequency Distribution	6	10	1,2,3	
M 6	Measures of Central Tendency and Measures of Dispersion	10	15	1,2,3	
		60	**100**		

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3 Years BBA CBCS Structure
Paper Code: BBA (BA)- 103

Basic Mathematics and Statistics
Total Credit: 6
Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	**Module 1 : *The Number System*** – Positive and Negative Integers, Fractions, Rational and Irrational Numbers, Real Numbers, Problems Involving the Concept of Real Numbers. ***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.	8
2.	**Module 2 : *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 ***Permutations and Combinations*** – Fundamental principle of counting; Factorial notation. Permutation: Permutation of n different things; of things not all different; restricted permutations; circular permutations. Combination: different formulas on combination; complementary combination; restricted combination; Division into groups. Mixed problems on permutation and combination	7
3.	**Module 3**: ***Determinants*-** Determinants of order 2 and 3; minors and cofactors; expansion of determinants; properties of determinants; Cramer's rule for solving simultaneous equations in two or three variables ***Matrices*-** Different types of matrices; Matrix Algebra – addition, subtraction and multiplication of matrices; Singular and non-singular matrices; adjoint and inverse of a matrix; elementary row / column operations; Solution of a system of linear equations using matrix algebra. Concept of Eigen Value, Eigenvector.	7
4	**Module 4:** Differentiation: Meaning & geometrical interpretation of differentiation; standard derivatives (excluding trigonometric functions); rules for calculating derivatives; logarithmic differentiation. Integration: Meaning, Standard formulas, Substitution, Integration by parts (Excluding Trigonometric functions)	4
5.	**Module 5**: ***Data*-**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.	7
5.	**Module 5 : *Frequency Distributions*-** Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables; Bivariate and Multivariate Frequency Distributions. 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.	7

6.	**Module 6** : *Measures of Central Tendency-* Definition and utility; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures – quartiles, deciles, percentiles; Mode; Relation between Mean, Median and Mode; Geometric and Harmonic Mean. Choice of a suitable measure of central tendency.	10
7	**Module 7:** *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. Combined mean and standard deviation, Combined mean and standard deviation. Introduction to Skewness, Kurtosis, Moments.	10

Suggested Readings

1. H. S. Hall & S. R. Knight – Higher Algebra; Radha Publishing House.

2. Reena Garg, Engineering Mathematics, Khanna Publishing House.

3. Sancheti& Kapoor – Business Mathematics; Sultan Chand & Company.

4. R. S. Soni – Business Mathematics – Pitambar Publishing House.

5. N G Das, Statistical Methods (Combined edition volume 1 & 2), McGraw Hill Education.

6. J K Sharma: Business Statistics, fifth edition, Vikas Publishing house.

Course: Business Communication

Code: BBA(BA) 104

Course Objective: The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

Sl	Course Outcome	Mapped modules
1	Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.	M1
2	Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.	M1,M2
3	Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts	M1, M3
4	Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response	M1, M4

Contact Hours / Week: 1L + 1T
Credits: 2

Sl.	Topic/Module	Hour
1.	**Module 1 : Functional Grammar & Vocabulary:** Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2

2.	**Module 2 : Reading Skills:** Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.	2
3.	**Module 3**: **Writing Skills:** Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
4.	**Module 4 : Listening & Speaking** Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

Suggested readings:

1. Bhatnagar, M &Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J &Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi:PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.