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

Programme Outcomes:

After completing this Program, a student will be able to

PO1: apply knowledge of management theories and practices to analyze business problems.

PO2: develop analytical and critical thinking abilities for business decision making.

PO3: effectively comprehend business issues, compile relevant data, apply statistical concepts to gain insights into databases.

PO4: demonstrate the capabilities required to apply diagnostic and descriptive analytics to better understand business challenges.

PO5:to use prescriptive analytics to solve complex business problems.

Programme Specific Outcomes:

PSO 1: To prepare graduate students in such a way that they will be able to technological skills and fundamental analytical skills in solving business problems.

PSO 2: To demonstrate analytical and problem solving skills through core elective areas of specialization in Finance, Human Resource, operation and marketing to solve the business issues.

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Semester-I

Paper Name: Principles of Management
Paper Code: BBA(BA) - 101

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

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

1. make use of the process, functions, principles of management in business scenario

2. utilize effective communication for operating the organization.

3. apply the leadership ability to manage the workforce in organization

4. categorize various management issues to structure the organization for effective controlling of organization

5. examine the factors that foster organizational change

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	10

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	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	
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 the 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.

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Paper Name: Business Economics
Paper Code: BBA(BA) – 102

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

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

1. classify the basic problems of an economy

2. develop an understanding about the market structure including pricing, labour, capital etc.

3. Make use of macro-economic related concepts to arrive at business decisions

4. interpret public finance, international trade and finance

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**:	6

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	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.	
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 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.	15
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,	9

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Forward Rate, Currency Spread (Definitions Only). **International Financial Institutions**: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank	

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

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Paper Name: Business Communication
Paper Code: BBA(BA) – 104

Total Credit: 2

Total hours of lectures: 60 hours

Course Outcomes:

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

1.identify the basic concepts of the usage of English grammar & vocabulary in communication.

2. interpret facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.

3. apply acquired linguistic knowledge in producing various types of written texts

4. analyze facts and ideas from aural inputs

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

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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.