

**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**

**FOURTH SEMESTER**

Semester – 4<sup>th</sup>

Credit Points– 4

Paper: **Production & Materials Management**

Total Contact Hours - 40

**Paper Code: BBA (N) - 401**

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

**Credit Points– 4**

**Paper: Management Information Systems**

**Total Contact Hours - 40**

**Paper Code: BBA (N) - 402**

<p><b>Module I:</b> (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 <b>(8L)</b></p>
<p><b>Module II:</b> (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. <b>(6L)</b></p>
<p><b>Module III:</b> 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) <b>(6L)</b></p>
<p><b>Module IV:</b> System Development Life Cycle: Sequential Process of software development; Waterfall model. <b>(3L)</b></p>
<p><b>Module V:</b> <b>Development and Management of Data Bases:</b> 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. <b>(9L)</b></p>
<p><b>Module VI:</b> <b>Data Communication and Networking:</b> Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet and Extranet. <b>(3L)</b></p>
<p><b>Module VII:</b> <b>Security Issues Relating to Information Systems:</b> Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management <b>(5L)</b></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 – 4<sup>th</sup>**  
**Paper: Cost Accounting**

**Credit Points– 4**  
**Total Contact Hours – 40**

**Paper Code: BBA (N) - 403**

<b>1. Module I: Introduction</b> <span style="float: right;"><b>(5L)</b></span>
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.
<b>2. Module II: Accounting for Material</b> <span style="float: right;"><b>(12L)</b></span>
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.
<b>3. Module III Accounting for Labour</b> <span style="float: right;"><b>(5L)</b></span>
Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.
<b>4. Module IV: Accounting for Overheads</b> <span style="float: right;"><b>(8L)</b></span>
Absorption, allocation and apportionment of overheads: Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead.
<b>5. Module V: Cost Ascertainment:</b> <span style="float: right;"><b>(10L)</b></span>
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 – 4<sup>th</sup>**

**Paper: Marketing Management**

**Credit Points– 4**

**Total Contact Hours -40**

**Paper Code: BBA (N) - 404**

<b>1.Module I:</b>	<b>(4L)</b>
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.	
<b>Module II:</b>	<b>(10L)</b>
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.	
<b>Module III:</b>	<b>(10L)</b>
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	
<b>Module IV:</b>	<b>(6L)</b>
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	
<b>Module V:</b>	<b>(4L)</b>
Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management.	
<b>Module VI :</b>	<b>(6L)</b>
Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	
<b>Selected CASE studies</b>	

**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 –4<sup>th</sup>**  
**Paper: Human Resource Management**

**Credit Points– 4**  
**Total Contact Hours - 40**

**Paper Code: BBA (N) - 405**

<p><b>Module I : Human Resource Management-Overview</b>          Introduction of the paper, Definition of Human Resource, Definition &amp; Concept of Personnel Management, Comparison between Personnel Management &amp; HR. Nature, Aim and Objectives, Scope &amp; Coverage &amp; Nature of HRM, Importance of Human Resource Management.          Historical Perspective &amp; Evolution of Human Resource Management in India.          Development of HR Functions, Structure &amp; Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples <span style="float: right;">[12L]</span></p>
<p><b>Module II: Human Resource Planning</b>          Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy <span style="float: right;">[10L]</span></p>
<p><b>Module III: Talent Acquisition and Training:</b>  <b>Recruitment:</b> Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection.  <b>Training:</b> Definition, Difference between Training, Development and Education, Different Methods of Training, <b>Evaluation of Training. Executive Development:</b> Importance of Executive Development, Different methods of Executive Development <span style="float: right;">[8L]</span></p>
<p><b>Module IV: Employment Administration:</b>          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 &amp; Grievance Handling, Wage &amp; Salary Administration. <span style="float: right;">[6L]</span></p>
<p><b>Module V: Emerging Areas: International Human Resource Management</b>          Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques) <span style="float: right;">[4L]</span></p>

**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.