

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Entrepreneurship
(Effective from 2023-24 Academic Sessions)

Semester III

Course Name: Marketing Management

Mode: Offline

Code: ENTC301

Credits: 5

Aim of the Course:

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

Course Objectives:

On completion of this course, the students will be able to:

1. To know different components of promotion, marketing information system and marketing research.
2. Identify the basics of different components of marketing: like selling skills, research tools and techniques etc.
3. Prepare marketing promotion mix model applications based on Product and New Product development process, Students will also know the Promotion strategy of a product or service.
4. Illustrate different contemporary issues in marketing to judge the best practices in the industries.

Sl	Graduate attributes	Mapped modules
CO1	Different components of Marketing, Concepts of marketing, Evolution of Marketing	M1
CO2	Basic concept of Segmentation and consumer Behaviour , bases of segmentation	M2
CO3	Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing Strategy of a product or service.	M3
CO4	Concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods	M4
CO5	Basics of Small Business Market	M5

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Learning Outcome/ Skills:

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, product development and its importance, life cycle of a product and the promotional tools. This course covers all aspects above with market segmentation, targeting and positioning and will discuss how company do that with real life example. The course will cover through group discussion, presentation, and real issues.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction of Marketing	5	10	1,2	NA
M2	Consumer Behavior and Market Segmentation	15	30	1,2,3	NA
M3	Product and Pricing	10	20	1,2	NA
M4	Distributions Channels and Physical Distribution	15	30	1,2,3	NA
M5	Marketing of Small Business	05	10	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

Module 1:

Marketing – scope, nature, definition, core marketing concepts, selling vs. marketing; Marketing mix recent trends in marketing in India. Marketing environment.

Total Hours: 5

Module 2:

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation -concept and importance; Targeting and positioning, Bases of Segmentation, Patterns of segmentation, Branding- Definition, Importance, Branding Strategy; Packaging

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Module 3:

Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages , New Product Development- Steps, Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service , Discounts and Rebates.

Total Hours: 10

Module 4:

Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods; Transportation; Warehousing, Promotion – Elements of Promotion Mix Advertising Media –Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;

Total Hours: 15

Module 5 :

Small Business Market - Introduction to Integrated Marketing Communications: Role of IMC in small business; Developing, Deciding and Managing Marketing Communications for small business.

Total Hours: 05

Text Books:

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. Premvir Kapoor: Principles of Management, Khanna Publishing House (AICTE Recommended Textbook)
6. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillian.
7. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.

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Semester-III

SUBJECT NAME: Basics of Accounting

Total Credit: 5L

SUBJECT CODE: ENTC302

Aim of the Course: The objective is to acquire a comprehensive understanding of the basic concepts of accounting and their practical application in the business context.

Course Objectives: This course will provide students with an understanding of fundamental accounting concepts, rules, traditions, and the process of recording transactions in financial records. Participants in this course will acquire knowledge of depreciation accounting, a necessary skill for preparing financial statements. This will assist students in comprehending the factors that contribute to the disparity between the balances of the cash book and the pass book, as well as in preparing a Bank Reconciliation Statement. Participants in this course will acquire fundamental knowledge in partnership accounting. Students in this course will acquire the capacity to create Financial Statements for many types of company entities.

COURSE OUTCOMES	
CO1	Examine the fundamental accounting concepts, principles, conventions, and document financial transactions in the accounting records.
CO2	Utilize the understanding of depreciation accounting to prepare financial statements.
CO3	Analyse the factors that contribute to the discrepancy between the cash book and pass book balances, and create a Bank Reconciliation Statement.
CO4	Comprehend the fundamental principles of partnership accounting.
CO5	Generate financial statements for several types of business enterprises.

DETAILED SYLLABUS:

Module No.	Name of the Topic (s)	Hours
M1	Introduction to Accounting Nature of accounting; Users of accounting information; Financial & Cost Accounting; Qualitative characteristics of accounting information; Double entry book keeping system – Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses; Accounting Cycle - Recording of transactions: Journal, Ledger and preparation of Trial Balance; Bases of accounting: Cash basis and Accrual basis; Basic concepts and conventions	10
M2	Depreciation The nature of depreciation - The accounting concept of depreciation - Methods of computing depreciation: straight line method and diminishing balance	8

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	method - - change in method of charging depreciation - Reserves and provisions: Meaning; Objective; Types & Accounting.	
M3	Bank Reconciliation Statement Banking transactions in the Cash Book and Bank Pass Book; Causes of Disagreement between the balances as per Cash Book and Bank Statement; Practical steps for preparation of Bank Reconciliation Statement	8
M4	Partnership Accounts Partnership- admission, retirement, treatment of Goodwill, revaluation of assets & liabilities (with/without alteration of books), treatment of reserve and adjustment relating to capital; treatment of Joint Life Policy, Death of a partner, Dissolution of Firm	12
M5	Final Accounts of Trading and Non-Trading Organization Preparation of Financial Statements: Manufacturing, Trading, P/L A/c and Balance Sheet. Preparation of financial statements of non-profit organization.	12

Suggested Readings:

Text Books:

1. Hanif & Mukherjee, Financial Accounting, TMH
2. Arun Kumar, Financial Management, Khanna Publishing House
3. Sukla, Grewal, Gupta: Advanced Accountancy, Vol. I, S. Chand
4. Sehgal & Sehgal, Advanced Accountancy, Vol. I, Taxman Publication

Reference Books:

4. Mukherjee and Mukherjee, Financial Accounting Volume I, Oxford Publication
5. Tulsian, Financial Accounting, Pearson

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Semester IV

Course Name: Managerial Economics

Mode: Offline

Code: ENTC401

Credits: 5

Aim of the Course:

1. To develop fundamental idea of economics.
2. To understand the interrelationship between microeconomics and macroeconomics.
3. The course should develop idea on the application of economics in managing an organization.

Course Objectives:

After completion of the 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. Illustrate the concept of macroeconomics
4. Interpret public finance, international trade .

Sl	Graduate attributes	Mapped modules
CO1	Introduction to Microeconomics, basic problems of economy, demand, supply, concepts of production.	M1
CO2	Different concepts of cost, types of market and their equilibrium.	M2
CO3	Understanding the different concept of rent.	M3
CO4	Introduction to macroeconomics, having a basic understanding of national income.	M4
CO5	Understanding of Money and banking	M5

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Learning Outcome/ Skills:

Managerial economics is a stream of management studies that emphasizes primarily on solving business problems and decision-making by applying the theories and principles of microeconomics and macroeconomics. Businesses need to make crucial decisions on a day-to-day basis. These decisions can be about an investment opportunity, a new product, a new competitor, or a company's direction. For such important decisions, businesses need to rely on experts. These experts come from the background of Managerial Economics. They are the experts who provide monetary value to the different opportunities and then urge the company to proceed. The course covers different aspects of managerial economics to give a clear idea to the students of the basic concepts and their application. The course emphasizes on real life examples for a better understanding.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction: Demand, Supply Production function	10	30	1,2	NA
M2	Theory of Cost, Market Structure	10	20	1,2,3	NA
M3	Factor Pricing	5	10	1,2	NA
M4	Macroeconomics: Concepts, National Income	20	20	1,2,3	NA
M5	Business Cycle, Money, Inflation, Bank	5	15	1,2,3	NA
Total Theory		50	100		

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Detailed Syllabus

Sl.	Topic/Module	Hour
1.	<p>Module 1: Introduction: Basic Problems of an Economy. Demand: Definition, law, determinants, change in demand. Elasticity of Demand: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities; Determinants of Elasticity of Demand. Supply: Definition, law, determinants, change in supply, elasticity of supply, determinants to elasticity of supply. Production Function: Law of Variable Proportions, Ridge Lines. Isoquants, Optimum Factor Combination. Expansion Path, Returns of Scale.</p>	10
2.	<p>Module 2: Theory of Costs: Short-Run and Long Run Cost Curves–Traditional Approaches Only. Market Structure: Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short-Run and Long Run Supply Curves, Price and Output Determination. Monopoly: Characteristics, Equilibrium of a Firm, Comparison – Perfect Competition and Monopoly, Price Discrimination. Monopolistic Competition: Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Comparison with Perfect 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.</p>	10
3.	<p>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.</p>	5
4	<p>Module 4: Introduction to Macroeconomics: Macroeconomics – the concept, difference between microeconomics and macroeconomics. 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, Real and Nominal GNP, Deflator. Module 5: Concept of Business Cycle: Only Different Phases and their basic characteristic Monetary Economics: Evolution of Money, Functions of Money, Bank and its Functions, 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.</p>	20

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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ENTC 402: Quantitative Methods & Techniques

Learning outcomes / Skills:

This course is designed to help the students to grasp fundamental quantitative concepts such as statistical analysis, mathematical modeling, and numerical methods. This course will also enhance their ability to apply quantitative techniques to solve real-world problems in various fields of business. This in turn will build up their decision-making abilities and teach them how to make informed decisions based on quantitative data and result analysis.

Module No.	Content	Total hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Basic Business Mathematics	12	30	1, 2, 3	NA
M2	Theory of Probability	12	30	1, 2, 3	NA
M3	Probability Distributions	8	20	1, 2, 3	NA
M4	Introduction to Game Theory	8	20	1, 2, 3	NA
Total Theory		40	100		

Detailed Syllabus

<p>Module 1: Basic Business Mathematics: Logarithm; Introduction to Permutation & Combination; Introductory Set Theory; Introduction to first & second order Differential Calculus (only logarithmic & algebraic functions); Concept of Integral Calculus (only logarithmic & algebraic functions); Application of Calculus in business (calculation of Marginal cost, productivity, revenue) Total Hours: 12</p>
<p>Module 2: Theory of Probability: Classical definition of probability; various events; sample space & tree diagram; independent and dependent events and their probability; Marginal & Conditional Probability; Baye's theorem; Mathematical Expectation; Probability mass function, Probability density function Total Hours: 12</p>
<p>Module 3: Probability Distributions: Uniform, Binomial, Poisson, Normal Total Hours: 8</p>
<p>Module 4: Introduction to Game Theory: Definition (Cooperative & Non-Cooperative game), Two-person zero sum game, Maximin-Minimax solution, Prisoner's Dilemma and application in business strategy, Saddle Point, Definition of Nash Equilibrium Total Hours: 8</p>

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Text Books:

1. The Practice of Business Statistics – Manish Gupta (Khanna Publishing House, AICTE Recommended Textbook)
2. BBA Mathematics (Vol. 1 and 2) – B. K. Paul (U N Dhar & Sons Pvt. Ltd.)
3. Statistical Methods (combined volume) – N. G. Das (Tata McGrawHill)
4. Linear Programming and Game Theory – Chakravorty & Ghosh (Moulik Library Calcutta)
5. An Introduction to Game Theory – Martin J Osborne (OUP)

**Human Resource Management
Paper Code: ENTC403
Total Credit: 4
Total hours of lectures: 40 hours**

Course Objective:

- Understand the essence and challenges of HRM, distinguishing it from Personnel Management.
- Analyze and apply Human Resource Planning concepts, including job analysis techniques.
- Evaluate talent acquisition strategies and training methods.
- Explore Performance Management practices, including performance appraisal techniques.

Course Outcome:

SI	Course Outcome	Mapped modules
	Remember & Understand: <ul style="list-style-type: none"> • Grasp fundamental HRM concepts, scope, and differences from Personnel Management. 	(Module 1)
	Comprehend: <ul style="list-style-type: none"> • Interpret information related to HRM topics such as planning, job analysis, recruitment, and selection. 	(Modules 1, 2, and 3)
	Synthesize and Apply: <ul style="list-style-type: none"> • Propose effective strategies for talent acquisition, training, and performance management. 	(Modules 2, 3, and 4)
	Comprehend and Synthesize: <ul style="list-style-type: none"> • Comprehend and apply performance management concepts in real-world scenarios. 	(Module 4)

Module 1: Human Resource Management-

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. Challenges faced by HRM, Basics of Human resource development

Total Hours: 10 hours

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Module 2: Human Resource Planning:

Definition, Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Work Load Analysis

Job Analysis:

Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.

Total Hours: 10 hours

Module 3: 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,

Total Hours: 10 hours

Module 4: Performance Management:

Performance Management: Performance feedback, Purpose, Methods, Appraisal instruments, 360 degree Appraisal, HR Score Card, Errors in Appraisal, Potential Appraisal, Appraisal Interview.

Total Hours : 10 hours

REFERENCE BOOKS:

1. K. Aswathappa, Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi. Chhabra T.N. Human Resource Management, Dhanpat Rai and Co. Delhi.
2. Gary Dessler, Human Resources Management, Prentice Hall, USA
3. M. Armstrong, Handbook of Human Resource Management Practice.
4. Kogan Human resource management (14th ed.). Boston, MA: Pearson.
5. N.K Chadha, Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.
6. S.S Khanka, Human Resource Management, S. Chand: New Delhi
7. Saiyadain, Human Resource Management, Tata McGraw Hill: New Delhi