VIDYASAGAR UNIVERSITY

Midnapore, West Bengal

PROPOSED CURRICULUM&SYLLABUS (DRAFT) OF

BACHELOR OF BUSINESS ADMINISTRATION-BBA

(HONOURS)

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2023-2024)

Based on

Curriculum & Credit Framework for Undergraduate Programmes

(CCFUP), 2023& NEP, 2020

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VIDYASAGAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION- BBA (HONOURS)
(under CCFUP, 2023)

Level	YR.	SEM	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
								CA	ESE	TOTAL
BBA (Hons.)	2nd	III	SEMESTER-III							
			Major-3	BBAHMJ03	**T:** Financial Accounting	4	3-1-0	15	60	75
			Major-4	BBAHMJ04	**T:** Legal Aspects of Business	4	3-1-0	15	60	75
			SEC	BBASEC03	**P:** Personality and Soft Skills Development	3	0-0-3	10	40	50
			AEC	AEC03	English Communication -II	2	2-0-0	10	40	50
			MDC	MDC03	Multidisciplinary Course -3 : **Business Environment**	3	3-0-0	10	40	50
			Minor-3	BBAMIN03	**T**: Research Methodology	4	3-1-0	15	60	75
					Semester-III Total	20				375
		IV	SEMESTER-IV							
			Major-5	BBAHMJ05	T: Financial Management	4	3-1-0	15	60	75
			Major-6	BBAHMJ06	T: Marketing Management	4	3-1-0	15	60	75
			Major-7	BBAHMJ07	T: Human Resource Management	4	3-1-0	15	60	75
			AEC	BBAAEC04	T: Management Information System (Only for BBA students)	2	2-0-0	10	40	50
			Minor-4	BBAMIN04	T: Operations Management	4	3-1-0	15	60	75
			Summer Intern.	INT	**Internship/ Apprenticeship - activities to be decided by the Colleges following the guidelines given**	4	0-0-4	-	-	50
					Semester-IV Total	22				400
					TOTAL of YEAR-2	42				775

MJ = Major, MI = Minor Course, SEC = Skill Enhancement Course, AEC = Ability Enhancement Course, MDC = Multidisciplinary Course, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical, MIL = Modern Indian Language

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MAJOR

MAJOR-3
FINANCIAL ACCOUNTING

Full Marks: 75 **Credits 04** **Full Hours: 40 Hours**

Course Objective:

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions. After completing this course, you will have a solid understanding of accounting in today's world. Students also will be able to conduct financial statement analysis for taking financial decision. This course will also make students understand how to interpret the business implications of financial statement information.

Course Contents:

Unit – I - Meaning and Scope of Accounting - Need, development, and definition of accounting; Objectives of accounting, Bookkeeping and accounting; Persons interested in accounting; Disclosures; Branches of accounting; Qualitative characteristics of accounting information, Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses. Accounting Cycle; **Accounting Concepts and Conventions**– Consistency principle, Materiality, Cost principle, Full disclosure principle, Going concern principle, Matching principle, Conservatism principle, Accrual principle, Revenue recognition principle, Economic entity principle, Time period principle; Types Of Accounts - Personal Accounts, Real Accounts, Nominal Accounts; **GAAP –** Meaning, Importance, History, Principles of GAAP **(6 Hours)**

Unit – II – Recording of Accounting Transactions – Concept of golden rule of accounts, Rules of debit and credit, Journal entries, Purpose of a Journal Entry, What to Include in a Journal Entry, Types of Journal Entries, Types of Journal; **Ledger posting -** Process of Ledger Posting, Importance of Ledger, Balancing of Ledger, Features of Ledgers, **Trial balance -** Trial Balance Rules, Why is the Trial Balance Prepared, Features of Trial Balance, Errors not detected by trial balance. **(14 Hours)**

Unit – III – Depreciation and Provision; **Concept of Depreciation** - Causes of Depreciation, Characteristics of Depreciation, Objective and Necessity for Providing Depreciation; **Methods of Charging Depreciation :** Straight line method or Fixed Instalment Method, Reducing Balance Method or Written Down Value Method; **Provision and reserve** – concept of provision and reserve, Difference between provision and reserve, Purpose of provision and reserve, Treatment of provision and reserves, different types of provisions, Difference Between Capital Reserve and Revenue Reserve, Advantages and Disadvantages of Provision and reserve, Similarities between Provision and Reserve; Preparation of provision and doubtful debt account. **(6 Hours)**

Unit – IV – Bank Reconciliation Statement – Meaning of bank reconciliation statement, Importance of Bank Reconciliation Statement, purpose of a bank reconciliation statement, method to prepare a bank reconciliation statement, Benefits of Bank Reconciliation Statement, causes of discrepancies between the bank statement and the company's records. **(4 Hours)**

Unit – V – Final Account - Objectives of Final Account preparation, Components in Final Account and their importance, Difference Between Profit and Loss & Profit and Loss Appropriation Account, Manufacturing account; trading account; profit and loss account; balance sheet; adjustment entries in Final Accounts. **(10 Hours)**

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Suggested Readings:

1. Hanif, M., & Mukherjee, A. (2002). *Modern accountancy* (Vol. II, 2nd ed.). McGraw-Hill Education (India) Pvt Limited.
2. Basu, S., & Das, A. (2012). *Practice in accountancy (Vol. 1) *. Rabindra Library.
3. Chatterjee, P. (2024). *Financial accounting*. Himalaya Publishing House
4. Gupta, A. (2008). Financial Accounting for Management: An Analytical Perspective. India: Pearson Education.
5. S N Maheshwari, S K Maheshwari and S N Maheshwari Problems & Solutions in Advanced Accountancy Volume I, 6th Edition. (2009). India: Vikas Publishing House Pvt Limited.
6. Ramachandran, N., & Kakani, R. K. (2008). *Financial accounting for management*. Tata McGraw-Hill.

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MAJOR-4
LEGAL ASPECTS OF BUSINESS

Full Marks: 75 **Credits 04** **Full Hours: 40**

Course Objective:

To introduce the students to the basics of business laws and its importance, to make the students understand how regulations can affect businesses. Students can learn how to draft contracts, manage business transactions, and handle commercial litigation. Understanding law can potentially offer students an edge in the corporate world. Knowledge of law can aid the students to make better business decisions.

Course Contents:

Unit-I: Introduction of Business Laws: What is Law, Why do we need Law, Various sources of Law, Essential Legal Terms, Civil Law, Criminal Law, The impact of law on society & business, Entry of Business Law into commercial dealings. **(5 Hours)**

Unit-II: Indian Contract Act, 1872: Essential Elements of a Valid Contract, Offer, Acceptance, Consideration, Capacity, Free Consent. **Classification of Contract**: General, Special, Void, Voidable, Contingent contract, Quasi Contract. **Performance of Contract**: Discharge of Contract, Remedies for breach of Contract. **(10 Hours)**

Unit-III: Sale of Goods Act, 1930: Law involved in the sale of goods, nature of the contract of sale, conditions of sale, guarantee & warranty, **Transfer of Ownership**: Performance of a contract of sale, rights of the unpaid seller. **Negotiable Instruments: T**he legalities involved in Negotiable Instruments, Parties in Negotiable Instruments, Promissory Notes, Cheque. **(10 Hours)**

Unit-IV: **Law of Consumer Protection, 1986:** Object of the Act, Extent and Coverage of the Act, Rights of Consumer, Complaints, Penalties, Restrictive Trade Practice, Unfair Trade Practice, Defect, Deficiency, District Forum, State and National Commission, Relief for the consumer. **(5 Hours)**

Unit-V: **Law of Partnership, 1932**: Definition and Characteristics of Partnership, Registration of a Partnership Firm, Effects of Non-Registration of a Firm, Different Types of Partners, Minor as a Partner, Rights, Duties, and Liabilities of Partners, Dissolution of a Partnership Firm, LLP. **(5 Hours)**

Unit-VI: **Information Technology Act, 2000**: Cyber Laws, Objectives and Scope of the Act, Digital Signature, Electronic Governance, Secure electronic records and secure Digital signature, Duties of Subscribers, Penalties and Adjudication, Penalty for Offences. **(5 Hours)**

Suggested Readings:

1. Agarwal, R. (2022). *Taxmann's Mercantile & Commercial Laws (1st Ed.)*. Taxmann Publications Private Limited
2. Kuchhal, M.C. (2012). *Mercantile Law (8th Ed.)*. Vikas Publishing House
3. Kapoor, N. D. (2018). *Elements of Mercantile (Classic Ed.)*. Sultan Chand & Sons (P) Ltd.
4. Varshney, G.K. (2023). *Business Law (1st Ed.)*. Sahitya Bhawan Publications
5. Pathak, A. (2013). *Legal Aspects of Business (8th Ed.)*. McGraw Hill
6. Nabi, M.K. (2023). *Taxmann's Legal Aspects of Business (2nd Ed.)*. Taxmann Publications Private Limited

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MAJOR-5
Financial Management

Credit: 4 **Full Marks: 75**

Course Objective:

The course aims to provide an in-depth understanding of the tools, techniques and concepts that are required for making the major financial decisions in a firm – financing decision, investment decisions, working capital decisions and dividend decisions.

Course Contents:

Unit I: Introduction to Financial Management

Meaning of Financial Management: Finance and related disciplines; Scope of Financial Management; Objectives of financial Management - Profit Maximization, Wealth Maximization; Functions of finance – Finance Decision; Concept of Time Value of Money, present value, future value.

Unit II: Sources of Finance

Different sources of finance: Short-term sources- trade credit, Bank Overdraft, commercial paper, Certificate of Deposits; Long-term sources- Equity Share, Preference Share, Debentures, Bonds, Loan from financial institutions.

Unit III: Cost of Capital and Capital Structure

Concept of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of overall cost of capital. Capital Structure - Concepts and Components, Leverage Analysis – Operating Leverage, Financial Leverage, Combined Leverage; Theories of Capital Structure - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach.

Unit-IV: Capital Budgeting

Nature and meaning of capital budgeting. Evaluation techniques - Accounting Rate of Return, Payback period, Net Present Value, Internal Rate of Return Profitably Index Method.

Unit V: Working Capital Management:

Working capital – Concept & Significance, Operating cycle and determinants of working capital requirements, Determination of Working Capital; Management of Cash – Motives of holding cash, Meaning and Objectives of Cash Management, Preparation of Cash Budgets (Receipts and Payment Method only).

Unit VI: Dividend Decision:

Forms of Dividends, Determinants of dividend, Dividend Theory –Walter Model, Gordon Model, MM Hypothesis.

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Suggested Reading:

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
1. 3. R. P. Banerjee: Vedic Economy, 2024, 1st Ed., Atlantic Publishers
3. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
4. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall
5. R. P. Banerjee: Working Capital Management, Everest Publishing House, 2002.
6. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House

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MAJOR-6
Marketing Management

Credit: 4 **Full Marks: 75**

Course Objectives:

- To familiarize with the basic concepts, and techniques of marketing management
- To understand the behaviour of consumers
- To create awareness of marketing mix elements, and
- To analyse and solve marketing problems in the complex and fast changing environment.

Course Content:

Unit I: Concept of market and marketing, Evolution of the concept of marketing, Differences between marketing-selling, Market Place, Space, Core marketing Concept, Marketing-mix elements, Holistic Marketing Approach

Unit II: Product Concept, Category Management B2B, B2C, Product mix decisions; Product Life-Cycle. Service as a product, Goods vs. Services.
Unit-III Understanding of Consumer- Consumers vs. Customers, Consumer decision making process, STP, Industrial buyers, Industrial buying decision making process.

Unit IV: Pricing Concept, Pricing objectives and importance, Pricing methods and strategies.

Unit V: Integrated Marketing Communication (IMC) - Promotion Mix, Advertising, Uses of Internet as a Marketing Medium, concept of Social Media Marketing and its application.

Suggested Readings:

1. Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi.
2. Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENTPLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi.
3. Noel Capon & Siddharth Shekhar Singh, MARKETING MANAGEMENT – AN APPLIED APPROACH, Wiley, New Delhi.
4. Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHHALLENGES AND TRENDS, Prentice Hall of India, New Delhi.
5. K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.

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MAJOR-7

Human Resource Management

Credit: 4 **Full Marks: 75**

Course Objectives:

- To equip students with the necessary skills and techniques for effective Human Resource Management, within an organization

Course Contents:

Unit I: Human Resource Management:

Introduction and Importance and relevance of HRM -Evolution- Objectives of HRM- Difference between Personnel Management and HRM- Structure and Functions of HRM Department- Role and essential skills for Human Resource manager- The changing scenario of HRM.

Unit II: Job Analysis and Human Resource Planning:

Job Analysis- Job Description- Job Specification, Meaning and Objectives of HRP, Manpower planning vs. HRP- Factors affecting HRP, HRP process- Manpower Estimation- - limitation of HRP.

Unit III: Recruitment and Selection:

Factors affecting recruitment- Process- Sources- Stages in Selection process- Placement and Induction- Retention of Employees.

Unit IV Training:

Objectives and Needs- Training Process-Methods of Training-Tools and Aids- Evaluation of Training Programme.

Unit V Performance Appraisal:

Objectives-Methods- Errors in appraisal-New trends in Appraisal system- Potential Appraisal.

Unit VI Compensation Management:

Concepts and Components- Job evaluation- Incentives and Benefits.

Suggested Readings:

1. Aswathappa, Human Resource Mangement
2. Alan Price, Human Resource Management,
3. Garry Dessler &Varkkey, Human Resource Management,
4. Pravin Durai, Human Resource Mangement,
5. Snell, Bohlander & Vohra, Human Resources Management,
6. Venkata Ratnam C. S. & Srivatsava B. K.,Personnel Management and Human Resources,
7. R. P. Banerjee, Art and Science of Management in Digital Era, 2024, 1st Ed, by Routledge.

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MINOR

MINOR-3
Research Methodology

Full Marks: 75 **Credits 04** **Full Hours: 40**

Course Objectives:

The course aims to develop in the students a research orientation which they are expected to possess when they enter the industry as practitioners. The main objective of this course is to introduce the basic components in research design and also the basic concepts of research methodology. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to undertake report writing and framing research proposals.

Course Contents:

Unit I: Introduction -Research & Research Methodology, Quantitative and Quantitative Methods, Types of Research; Process of Research; Research Design-Exploratory, Descriptive, Causal; Formulation of the research problem-defining the research problem, selection of the problem. **(5 hours)**

Unit II: **Data**- Types, Sources of Primary and Secondary Data, Advantages and Disadvantages of Primary and Secondary data. data processing, editing, coding. Data Collection-Methods of collecting Primary Data-Observation, Interview, focus groups, Questionnaire, Schedule; Difference between questionnaires and schedule, Guidelines for constructing questionnaire/ schedule; Some other methods of data collection; Collection of secondary data, documentation sources, case studies. **(7 hours)**

Unit III: **Measurement and Scaling**: Meaning, types of scales, classification of scales, criteria for good measurement; Types of Scaling Techniques-Rating scale, Ranking scale, Arbitrary scales, Differential scale, Liker scale, Semantic scale; Sources of error in measurement, test of validity, reliability and practicality. **(6 hours)**

Unit IV: Sampling – Steps in sample design; Characteristics of a good sample design, need for sampling; Probability Sampling- Simple random sampling, Systematic sampling, Stratified sampling, Cluster sampling; Non-Probability Sampling-Convenience sampling, Purposive sampling, Quota sampling, Snowball sampling. **(6 hours)**

Unit V: Data Analysis- Presentation of Research Data, Frequency Distributions, Bar Charts, Histograms, Pareto Charts; Statistical Tools of Data Analysis - Mean, Median, Mode, Measures of Dispersion, Correlation, Regression, Qualitative Tools of DataAnalysis – Ethnography, Grounded theory, Case Study. **(8 hours)**

Unit VI: Report Writing: Significance of report writing, different steps in writing reports, layout of a research report, types of reports, mechanics of writing a research report, precautions for writing research reports. Research Proposal-purpose, importance and structure. **(8 hours)**

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Suggested Readings:

1. Taylor, B., Sinha, G., Ghoshal, T. (2009). Research Methodology: A Guide for Researcher in Management and Social Sciences. India: PHI Learning Private Limited.
2. Kothari, C. R. (2019). Research Methodology: Methods and Techniques. India: New Age Publishers Pvt Limited.
3. Trochim, W. M. K., Donnelly, J. P. (2008). The Research Methods Knowledge Base. Germany: Cengage Learning.
4. Sadhu, A. N., & Singh, A. (2017). "Research methodology for social sciences". Sterling.
5. Munot, M. V., & Bairagi, V. (2019). Research methodology: A practical and scientific approach. CRC Press.
6. Panneerselvam, R. (2014). Research methodology. PHI Learning.

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MINOR-4

Operations Management

Full Marks: 75 **Credits 04** **Full Hours: 40**

Learning Outcomes:

At the end of the course, students should be able to:

1. To familiarize on the production concepts and its significance
2. To know the various inventory control methods
3. To understand role and importance of Operation Manager in an Organization
4. To apply Analytical Techniques for Forecasting and Scheduling of jobs and services
5. To understand Six Sigma Quality Standards and Statistical Control Charts
6. To design and plan models for the firm

UNIT–I:

Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.

UNIT–II:

Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non-manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process,

UNIT–III:

Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.

UNIT–IV:

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT–V:

Quality control – Purpose of inspection and quality control – control charts and acceptance sampling by variable and attributes. Sample plan OC curve, AQL, AOQL, LTPD.

Unit-VI:

Work and Method Study: Work Study Introduction, Definition, Concept, Objectives, Advantages, and Basic Procedure Method Study: Objective, Factor, and Procedure - Motion Study - Time Study -Work Measurement -Work Sampling - Ratio-Delay Method.

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References:

1. Mahadevan, B (2015). Operations Management: Theory & Practice, 3rd ed., Pearson Education, New Delhi
2. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management, 9thEdition,Pearson,2011.
3. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson,2009.
4. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning,2012.
5. Jacobs, F.R., Chase, R.B. and Ravi Shankar (2014). Operations and Supply Chain Management, 14th ed., Mcgraw Hills, New Delhi
6. Russell&Taylor, Operations& Supply Chain Management (International Student Version), 8th ed., Wiley.

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SKILL ENHANCEMENT COURSE (SEC)

SEC-3
PERSONALITY AND SOFT SKILLS DEVELOPMENT (PRACTICAL)

Full Marks: 50 **Credits: 03** **Full Hours: 30**

Course Objectives:

The objective of this course is to equip students with essential soft skills and professional competencies required for success in various personal and career contexts. Also, it is expected to increase self-awareness, improve holistic well-being, and cultivate personal growth for maximum job readiness.

Course Contents:

Unit I: **Introduction to Soft Skills:** Meaning, type and scope of Soft Skills. Soft skill Vs Hard Skills. Understanding Soft Skills and their importance in personal and professional life, Exploring the role of soft skill in career prospects. Business Etiquette: An integral part of soft skills; Grooming, meeting and dressing etiquette, telephonic mannerism, table manners and punctuality. **(5 hours)**

Unit II: Different forms of Soft Skills: Public Speaking: Overcoming stage fright, structuring speeches, and engaging an audience, Presentation Skills: Designing visually appealing slides, delivering impactful presentations, Storytelling: Using narratives to convey messages and ideas effectively, Non-verbal Communication: Body language, facial expressions, and gestures. **(5 hours)**

Unit III: Introduction to Personality Development: Definition of Personality, Importance of Personality in Life, Types of Personality, Self-Awareness -Identifying Personal Values and Beliefs, Strengths and Weaknesses Analysis, Reflection Techniques – Journaling and mindfulness practices.
(5 hours)

Unit IV: Emotional Intelligence and Self-Confidence: Understanding Emotional Intelligence: Managing emotions, empathy and its role in relationships, and self-regulation. Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language. **(5 hours)**

Unit V: Time and Stress Management: Time Management: Goal setting, prioritization, and effective time utilization, Techniques to handle stress and maintain emotional well-being. Adaptability and Resilience: Dealing with change and challenges effectively. Positive Attitude: Cultivating optimism and a growth mindset. Overcoming negative thinking. **(5 hours)**

Unit VI: Interpersonal Skills: Teamwork and Collaboration: E ffective participation in teams, conflict resolution, and cooperation. Networking Skills: Building and maintaining professional relationships; Sensitivity to cultural differences and effective communication, Transactional Analysis. **(5 hours)**

Practical Exercise: Personal Development Plan Submission.

Suggested Readings:

1. Meena, K., & Ayothi, V. (2013). *A book on development of soft skills (Soft skills: A road map to success)*. P.R. Publishers & Distributors.
2. Dorch, P. (2013). *What are soft skills?* New York, NY: Execu Dress Publisher.

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3. Kamin, M. (2013). *Soft skills revolution: A guide for connecting with compassion for trainers, teams, and leaders*. Washington, DC: Pfeiffer & Company.
4. Klaus, P., Rohman, J., & Hamaker, M. (2007). *The hard truth about soft skills*. London, UK: HarperCollins E-books.
5. Petes, S. J., & Francis. (2011). *Soft skills and professional communication*. New Delhi, India: Tata McGraw-Hill Education.
6. Stein, S. J., & Book, H. E. (2006). *The EQ edge: Emotional intelligence and your success*. Canada: Wiley & Sons.

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ABILITY ENHANCEMENT COURSE (AEC)

AEC -3
ENGLISH COMMUNICATION II

Full Marks: 50 **Credits 02** **Full Hours: 20**

Course Objectives:

The course seeks to enable the learners, improve fluency in different communicative contexts in addition to enable the learners to attain a high level of confidence to achieve professional success. It shall also help them to understand the needs and concerns of others, which can help build stronger relationships and address issues more effectively. The learners shall develop skills, knowledge and judgment around human communication that facilitate their ability to work collaboratively with others. It shall also familiarize the students with different styles of written communication.

Course Contents:

Unit I: Business Communication - Emergence of Communication as a key concept in the Corporate and Global world, Types of Communication Style-Assertive communication, Aggressive communication, Passive communication & Passive-aggressive communication, 7 Cs of Effective Communication, Organizational Communication, Channel & Media. **(3 hours)**

Unit II: Verbal and Non- Verbal Communication - Speaking style and their purpose, Pronunciation: appropriate stress, intonation, clarity, Impromptu Speech, Debate, Public Speaking, Quiz, Group Discussion, Mock Interview, Body Language, Individual Presentation, Group Presentation, Business Etiquettes. **(4 hours)**

Unit III: Listening - Understanding spoken speech, Encoding and Decoding, interpreting information over spoken language, listening to understand information and responding to questions asked, Factors Affecting Active Listening. **(3 hours)**

Unit IV: Reading - Pronunciation, Comprehension of assigned texts, Vocabulary building, Different forms of reading, Reading fiction, non-fiction, academic texts, newspapers, journals. **(4 hours)**

Unit V: Writing - Appropriate usage of punctuation- commas, semi-colon, hyphen, apostrophe, etc., Report writing, Business letters and Memo Formats, Invitation Letters - Accepting & Declining Invitations, Good News, Bad News and Persuasive messages, Minutes of Meeting, Case Study. **(6 hours)**

Suggested Readings: -

1. Bandyopadhyay D & Krishnan M (2018),*Connect: Course in Communicative English*, Cambridge University Press
2. Mishra R and Rao R (2019), *A Textbook of English and Communication Skills*, Macmillan
3. Raman M & Singh P (2022), *Business Communication*, Oxford University Press
4. Kaul A (2005), *The Effective Presentation: Talk your way to success*, Sage Publication
5. Konaru A (2018), *Professional Communication*, Tata McGraw-Hill

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AEC -4
MANAGEMENT INFORMATION SYSTEM

Full Marks: 50 **Credits 02** **Full Hours: 20**

Course Objectives:

1. To understand and asses the importance of information and its role in business.
2. To develop data analysing skills in students to evaluate information and the tools used for information processing.
3. To imbibe theoretical knowledge of MIS.
4. To imbibe theoretical knowledge of MIS in the students and prepare the students technological, competitive and make them ready to self-upgrade with the higher technical skills.

Course Contents:

Unit-I: Management Information System; Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon's Model in Information System – Major Trends in Information Technology.

Unit – II: Planning, Implementation and Controlling of Management Information System.

Unit-III: Managerial Decision Making; Decision Making Process – Relationship between Decision-Making and MIS–Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. System and Design; Systems Development Initiate

Unit-IV: Concept of System – Types of System, System Life Cycle Design - Prototype Approach - System Implementation.

Unit-V: Decision Support System; Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS.

Unit-VI: Database Management System; Sources of Data – Architecture of Database Management System – Data Models – Implementation - DGMS.

Suggested Readings:

1. Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
2. Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
3. C.S.V. Murthy, Management Information System, Himalaya Publishing House, 2011, 11 Edition, Mumbai.
4. G. V. Satya Sekhar, Management Information

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MULTIDISCIPLINARY COURSE (MDC)

MDC-3
BUSINESS ENVIRONMENT

Full Marks: 50 **Credits 03** **Full Hours: 30**

Course Objectives

The course aims to familiarize students with the concept and significance of the business environment, highlighting its impact on organizational operations. It will involve an analysis of both internal and external factors, including micro and macro environments that influence business performance and strategy. Students will explore various types of environments—economic, political, technological, and social—and their effects on decision-making processes. Ultimately, the course will develop the ability to assess how changes in the business environment can create both opportunities and challenges for organizations.

Course Contents:

UNIT I: **Introduction to Business Environment**: Concept, Factors affecting environment to the business, Different Environmental issues impacting Business, Internal and external environment, Micro environment, Macro environment. Types of Business Environment. **(6 Hours)**

UNIT II: Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. **(4 Hours)**

UNIT III: Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India. **(5 Hours)**

UNIT IV: Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration. **(4 Hours)**

UNIT V: Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business. **(5 Hours)**

UNIT VI: Legal Environment: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Factors facilitating and impeding globalization in India. **(6 Hours)**

Suggested Readings:

1. Aswathappa, K. (2016). *Essentials of business environment: Text, cases and exercises* (13th rev. ed.). Himalaya Publishing House.
2. Cherunilam, F. (2011). *Business environment: Text and cases* (20th ed.). Himalaya Publishing House Pvt. Ltd.
3. Paul, J. (2018). *Business environment: Text and cases* (4th rev. ed.). McGraw Hill Education (India) Private Limited.
4. Ramachandara, A., & Ravi. (2017). *Business environment*. Himalaya Publishing House Pvt. Ltd.
5. Sheikh, S., & Sahu, J. (2020). *Business environment*. Pearson.
6. Upadhya, (2010). *Business environment*. Asian Books Pvt. Ltd., New Delhi.

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INTERNSHIP / APPRENTICESHIP (INT)

Summer Internship Project

Full Marks: 50 **Credits 04** **Hours: 120**

Course Objective

It is an organized method or activity of enhancing and improving skill set and knowledge of management students which boost their performance and consequently helping them to meet their career objectives. Training is crucial for students because it is the best way to acquire as much mastery about their field as possible which helps in building confidence of the students. Training helps students to acquire the latest techniques, skills, methodologies and to build a strong foundation for their career growth.

Guidelines:

'Summer Internship Project' will be of 6-weeks duration and to be decided by the University/College. Students are supposed to prepare a project report and the report will be evaluated by the internal and external examiners. The students need to submit both hard copy and soft copy of the report.

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