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.)	1st	I	**SEMESTER-I**							
			Major-1	BBAHMJ101	T:Principles of Management	4	3-1-0	15	60	75
			SEC	BBASEC01	P: Computer Applications in Business	3	0-0-3	10	40	50
			AEC	AEC01	Communicative English -1	2	2-0-0	10	40	50
			MDC	MDC01	Multidisciplinary Course -1 (*to be chosen from the list*)	3	3-0-0	10	40	50
			VAC	VAC01	ENVS (*common for all programmes*)	4	2-0-2	50	50	100
			Minor-1	BBAMI01	T:Managerial Economics	4	3-1-0	15	60	75
					Semester-I Total	20				400
		II	**SEMESTER-II**							
			Major-2	BBAHMJ102	T:OrganisationalBehaviour	4	3-1-0	15	60	75
			SEC	BBASEC02	P: Industrial Visit	3	0-0-3	10	40	50
			AEC	AEC02	E-Commerce	2	2-0-0	10	40	50
			MDC	MDC02	Multi Disciplinary Course-02 (*to be chosen from the list*)	3	3-0-0	10	40	50
			VAC	VAC02	Value Added Course-02 (*to be chosen from the list*)	4	4-0-0	10	40	50
			Minor-2	BBAMI02	T:Quantitative Techniques for Business Decisions	4	3-1-0	15	60	75
			Summer Intern.	CS	Community Service	4	0-0-4	-	-	50
					Semester-II Total	24				400
					TOTAL of YEAR-1	44				800

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

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MAJOR (MJ)

MJ-1: PRINCIPLES OF MANAGEMENT **Credits 04(Full Marks: 75)**

OBJECTIVE OF THE COURSE

The course provides an overview of management and its evolution. It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.

Learning Objectives:

1. To explain the evolution of Management and its principles.
2. To discuss the functions of management and their importance in business.
3. To propose the application of the principles of management in an organizational setup.

MJ-1T: Principles of Management **Credits 04**

Unit-I: Management-Meaning, Nature & Significance-Combination of Art &Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol, Human Relations & Behavioural Schools-Hawthorne Studies.

Unit-II: Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making.

Unit-III: Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Co-ordination, Organization Structures, Types, Advantages & Disadvantages.

Unit-IV: Staffing, Motivation & Leadership. Scope of Staffing Functions, Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Leadership Styles.

Unit-V: Control – Concept, Types, Importance, Process, Barriers to effective control and remedies, Techniques of control.

Suggested Readings:

1. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
2. Richard L. Daft: Principles of Management, Cengage Learning India.
3. Stephen P. Robbins & Mary Coulter: Management, Pearson.
1. Stoner & Wankel: Management, Prentice Hall of India.

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MJ-2:OrganisationalBehaviour **Credits 04(Full Marks: 75)**

OBJECTIVE OF THE COURSE

To provide knowledge about Organizational Behaviour, individual and group behaviour and give an overview about change in organization and QWL.

MJ-1T:OrganisationalBehaviour **Credits 04 [Theory: 60 Hrs]**

UNIT-I Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

UNIT-II Individual Behavior: Concept, Personality, Perception and its role in individual decision making, Learning, Motivation: Hierarchy of needs theory, Theory X and Y, Motivation Hygiene theory, Vroom's expectancy theory.

UNIT-III Group Dynamics: Definition and classification of Groups, Formation of Groups; Teams Vs Groups, Group Structures, Group decision making, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

UNIT-IV Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics, Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

Suggested Readings:

1. Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.
2. Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.
3. G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.
4. Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.
5. PareekUdai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition. 6. Rao, V.S.P. (2009); Organization Behaviour; Excel Book.
6. Banerjee R P (2023): Stress Management through Mind Engineering, Routledge, Taylor and Francis Group.

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MINOR (MI)

MI – 1: Managerial Economics **Credits 04(Full Marks: 75)**

OBJECTIVE OF THE COURSE

This course is designed to provide the students with the fundamental knowledge about micro and macroeconomic concepts and theories that are commonly applied to facilitate various commercial decision-making processes for the company managers and administrators.

Learning Objectives:

- To understand key microeconomic concepts to understand consumers, production, and markets.
- To understand the different types of market and their characteristics.
- To understand macroeconomic business environment particularly related to India.

MI – 1T: Managerial Economics **Credits 04[Theory: 60 Hrs]**

Course contents:

Unit-I: Economic terms and basic concepts, Economic Problems (Problem of Scarcity, Problem of Choice, Problem of Efficiency), Production Possibility Frontier, Definition of Managerial Economics, Nature and Scope of Managerial Economics, Comparison/relationship between Managerial Economics and other allied subjects such as Mathematics, Statistics, Accounting, and Management.

Unit-II: Demand, Supply and Market equilibrium: individual Demand, market demand, individual supply, market supply, market equilibrium, Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, Factors determining demand elasticity, elasticity of supply. Theory of consumer behavior: cardinal utility theory, ordinal utility theory, Consumer Equilibrium based on indifference curve and budget line.

Unit-III: Theory ofProduction: Law of variable proportion, Concepts of Total Product (TP), Average Product (AP), and Marginal Product (MP), Relationship between TP, AP and MP, three stages of production. Theory of costs: Fixed and variable costs, Economies of scale and long run costs, Economies of scope, Total Revenue and Profit, Producer optimization in the short run (Profit Maximization with Isoquant and Isocost line).

Unit-IV: Theory of firm and market organization: Perfect Competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry), Monopoly (basic features, short run equilibrium, long run equilibrium, comparison with perfect competition), Price discrimination, Monopolistic Competition (basic features and long run equilibrium), Basic concept of Oligopoly market.

Unit-V: Basic concepts of Macroeconomics and their relevance in managerial decision making, National Income; Measurement of National Income and GDP, Circular flow of National Income, Monetary and Fiscal Policy, Inflation control.

Suggested Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan

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4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.
5. Vinita Agarwal: Managerial Economics (2013), Pearson.
6. Sampat Mukherjee: Business and Managerial Economics in Global Context (2009), NCBA

MI – 2: Quantitative Techniques for Business Decisions Credits 04(Full Marks: 75)

OBJECTIVE OF THE COURSE

Quantitative techniques can be understood as a collection of mathematical and statistical tools that are used to provide powerful means of analysis using quantitative data for effective decision making in business. These techniques involve systematics and scientific methods for solving complex problems for taking effective business decisions.

Learning Outcome: On completing the course students will be able to Understand and develop insights and knowledge base of various concepts of Quantitative Techniques. Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

MI – 2T: Quantitative Techniques for Business Decisions Credits 04 [Theory: 60 Hrs]

Course contents:

1. **Basic Mathematical Tools**: Ratio & Proportion, Percentage, Profit & Loss, Simple & Compound Interest.

2. **Time and Number related Mathematical operations**: AP and GP Series, Number System, Permutation, Combination.

3. **Basic Statistics:** Meaning of statistics, scope and importance of statistics, classification and tabulation of data, presentation of data, graphical presentation of data by frequency curve, frequency polygon, ogives, histogram, limitations of statistics.

4**. Measures of Central Tendency:** Mean: Arithmetic (simple and weighted), Median – Mode; Standard Deviation, Variance etc.,

5. **Correlation and Regression Analysis:** Correlation: Significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson Coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Coefficients.

Suggested Readings:

1. Goon Gupta and Das Gupta, Fundamentals of Statistics, Vol. 1, The World Press Pvt. Ltd., Kolkata.
2. Gupta and Kapoor, Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
3. Praveen, R. V., Quantitative Aptitude and Reasoning, PHI Learning
4. Sharma, Arun, How to prepare for Quantitative Aptitude for the CAT, Tata McGraw Hill

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SKILL ENHANCEMENT COURSE (SEC)

SEC 1: Computer Applications in Business **Credits 03(Full Marks: 50)**

OBJECTIVE OF THE COURSE -

Business Computer Applications focuses on integrating computer technology with decision-making and problem-solving skills. Areas of instruction include advanced applications in word processing, spreadsheets, presentation and database software that prepare students for industry readiness.

Learning Objectives:

- To understand and get practical exposure to MS Office
- To understand the application of MS Office in business scenarios

SEC 1P: Computer Applications in Business **Credits 03**

Course Outline:

Unit I: Microsoft Word- Functionalities in the Microsoft Word; Creation of a new document; Editing an document; Saving and printing a file; Use of the different tools; Handling tables and images in MS Word, Printing an MS Word Document.

Unit II: Microsoft Excel- Creating a new spreadsheet document and editing an existing document; Mathematical calculations (SUM, AVG, MAX, MIN, etc.) using MS Excel; Reference Operators, Functions & Formulae; Sorting & Filtering; Creating a column/ bar chart; Changing the size and position of a chart; Data validation.

Unit III: Microsoft Access- Creating New and Opening Existing Databases; Creating a database using a wizard and without using a wizard; Tables –Introduction and advanced features; Retrieving data using SQL query**;** Record manipulation using Forms and Reports.

Unit IV: Microsoft PowerPoint- Functionalities of a PowerPoint presentation; Creating and inserting a new slide; Creating a title slide and other slide layouts; Applying a design template; Using a two-column text; Applying basic transition and animation; Running the slide show, Printing the slides.

Suggested Readings:

1. Leon, A., Leon, M., Introduction to Computers (1st Edition), Vikas Publishing
2. Ram, B., Computer Fundamentals: Architecture and Organization, New Age International
3. Script Demics, Learn to Master Microsoft Office 2016/365: 4 Color Book, Staredu Solutions India
4. Laudon, J.P., Laudon, K.C., Management Information Systems (16th Edition), Pearson
5. Ramirez, A., Excel Formulas and Functions 2020: The step-by-step Excel Guide with Examples on How to Create Powerful Formulas, independently published
6. Singh, I., Learn to use computer, MS Word, PowerPoint and Excel (1st Edition), independently published

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SEC 2: Industrial Visit — Credits 03

OBJECTIVE OF THE COURSE -

Objective of industrial visit is to provide student an insight regarding internal working of companies. Theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work.

SEC 2P: Industrial Visit — **Full Marks: 50**

Course Outline:

After industrial visit, students are supposed to submit a report containing his /her personalobservation and realization. The students need to submit

- Summary of the Report
- Case report presentation through Power-Point presentation, keeping in view his /her personal observation and realization.

25marks has been assigned for Report writing and it should be evaluated by external examiners and remaining 25 marks has been assigned for presentation of Report before the internal and external examiners.

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ABILITY ENHANCEMENT COURSE (AEC)

AEC 2: E-Commerce **Credits 02 (Full Marks: 50)**

OBJECTIVE OF THE COURSE -

The objectives of this course are to provide student with a comprehensive understanding of electronic commerce and its significance in modern business practices.

Course contents:

Unit I: Introduction to E-commerce:
A Brief History of E-commerce, Understanding organizing themes, E-commerceBusiness Models, Major Models of E-commerce- Business to Consumer (B2C),Business toBusiness (B2B),

Unit II: E-commerce web site, Security and payment:
A systematic Approach of E-commerce, TheE-commerce security environment, Security threats in the E-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment.

Unit III: E-commerce marketing concepts, Online retailing and services:
The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B Ecommercemarketing and business strategies, The Retail sector, Analyzing the viability of online firms,E-tailing Business Models, Common Themes in online retailing, The service sector -offline and online,online financial services, Online Travel Services, Online career services.

Suggested Readings:

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson.
2. S. J. Joseph, E-Commerce: An Indian perspective, PHI.
3. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.

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