

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

**Semester-III**

Business Research Methods  
 Paper Code: BBA - 301  
 Total Credit: 6 (4 L+ 2 P)  
 Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1: Meaning, scope and significance of social research:</b> Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.	10
2.	<b>Module 2: Literature Review:</b> Concept, necessity, research gap, reference, and plagiarism. <b>Scientific Study of Social Phenomena:</b> (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism. Methods of research: (a) Quantitative and Qualitative( Characteristics and Differences Sources of Data : Primary & Secondary.	10
3.	<b>Module 3: Techniques of Data Collection:</b> (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.	5
4.	<b>Module 4 : Sampling: Design:</b> Types, Advantages and Limitations.	5
5.	<b>Module 5: Classification &amp; presentation of Data:</b> (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion.	5
6.	<b>Module 6: Hypothesis Testing:</b> Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean, proportion etc.	10
7.	<b>Module 7: Introduction to Data Analysis Techniques:</b> Introductory concepts to Univariate, Bi-variate and Multi-variate techniques.	10
8.	<b>Module 8: Data Ethics:</b> Concept, business benefits, Principles, ethical use of algorithms.	5

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**Suggested Readings:**

1. S N Murthy and U Bhojanna: Business Research Methods, Excel Books.
2. D.R. Cooper and P.S. Schindler: Business Research Methods, Tata McGraw –Hill
3. Kothari, C.R.: Research Methodology – Methods and Techniques, New Age International Ltd.
4. U. Sekharan and R Bougie: Research Methods for Business: John Wiley and Sons
5. J. K .Das: Business Mathematics and Statistics: Academic Publishers
6. P Mishra: Business Research Methods, Oxford University Press.

**Course:** Business Research Methods-Practical

**Code:** BBA 391

Total Credit: 2

Total hours: 40 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1: Introduction</b> : Classification & presentation of Data , Frequency distribution, Sampling distributions, Central tendency, variance,	10
2.	<b>Module 2: Data types and Control structures:</b> Operators (unary, arithmetic, etc.) -- Data types, variables, expressions, and statements -- Assignment statements -- Strings and string operations -- Control Structures: loops and decision.	10
3.	<b>Module 3: Introduction to Hypothesis Testing using Python/R:</b> Large sample tests, Small sample tests, F distribution, Test for correlation co-efficient, ANOVA, Introduction to Data Analysis Techniques.	20

**Suggested Readings:**

1. Dr Sharma Pooja: Programming in Python, BPB.
2. Arora, Malik: R Programming For Beginners, Bookcentre
3. Vries Andrie De, R Programming for Dummies, Wiley india Pvt. Ltd
4. Yashavant Kanetkar: Let Us Python, BPB

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Financial Accounting

Paper Code: BBA - 302

Total Credit: 6

Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	<p><b>Module 1</b></p> <p><b>Introduction to Financial Accounting:</b> Meaning and Scope of Accounting; the users of financial accounting information and their needs; Accounting Principles: Accounting Concepts and Conventions, GAAP; Accounting Transactions: Accounting Equation, Journal, Rules of debit and credit, Ledger, Trial Balance, Cash Book.</p> <p>Accounting Standards: Introduction, Objectives of Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India and IFRS</p>	10
2.	<p><b>Module 2</b></p> <p><b>Final Accounts:</b> Introduction, Meaning, Objectives and Characteristics of Final Accounts; Final Statements of Sole Proprietorship without adjustment, Adjustments in Preparation of Final Statements.</p>	15
3.	<p><b>Module 3</b></p> <p><b>Partnership Accounts:</b> Meaning and Features, Partnership Deed and Contents; Admission, Retirement, and Death of a Partner.</p> <p>Dissolution of Partnership including Garner Vs. Murray rule</p>	15
4.	<p><b>Module 4</b></p> <p><b>Company accounts:</b> Issue of shares (application, allotment, first call, final call), Calls in arrear &amp; forfeiture of shares.</p>	10
5.	<p><b>Module 5</b></p> <p><b>Depreciation and Provisions:</b> Concept of depreciation; Causes of depreciation; depletion, amortization; Depreciation accounting; Methods of recording depreciation; Straight line and diminishing balance method, Provisions and Reserves: Preparation of provision for doubtful debt account,</p>	5

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	provision for discount on Debtors account and provision for Discount on Creditors account.	
6.	<b>Module 6</b> <b>Bank Reconciliation Statement:</b> Introduction, Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation; Rectification of errors.	5

**Suggested Readings:**

1. Ashoke Banerjee: Financial Accounting, Excel Books
2. Basu & Das : Financial Accounting, Rabindra Library
3. Ramchandran Kakani: Financial Accounting for Managers, TMH
4. P. C. Tulsian: Financial Accounting, Pearson.
5. M. Hanif, A. Mukherjee: Financial Accounting, TMH.
6. Dr. S. N. Maheshwari, Sharad K. Maheshwari: Financial Accounting for BBA, Vikas Publishing House Pvt. Ltd.

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Marketing Management  
Paper Code: BBA - 303  
Total Credit: 6  
Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1:</b> 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, Marketing Information System.	10
2.	<b>Module 2:</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	10
3.	<b>Module 3:</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	10
4.	<b>Module 4 :</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	6
5.	<b>Module 5:</b> Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management	6
6.	<b>Module 6:</b> Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	6
7.	<b>Module 7: Introduction to Integrated Marketing Communications:</b> Role, Developing, Deciding, Managing Marketing Communications.	6
8.	<b>Module 8: Other forms of Marketing and Future of Marketing.</b>	6

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**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.
6. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.

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**Course:** Personality Development

**Code:** BBA – 305

**Course Objective:**

1. This course aims to groom the students' personality and prove themselves as good human-being of the Society.
2. This course consists of individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development which will make them industry-ready.

After completing this course the students would be able to,

Sl	Course Outcome	Mapped modules
1	Understand different personality types and factors behind them	M1, M2
2	Identify the factors behind personality development	M3, M4
3	Become more aware of the self and others	M1, M2, M3, M4,
4	Develop positive attitudes and outlook	M2, M4, M5
5	Execute assigned responsibilities properly	M3, M4, M5
6	Apply the gained knowledge in professional environment	M1, M4, M5

Module Number	Content	Total Hours	%age of questions	Bloom's Level (if applicable)	Remarks (If any)
M 1	Introduction	4	20	L1, L2, L3, L4	
M 2	Personality Traits	4	20	L1, L2, L3, L5	
M 3	Pillars of personality development	4	20	L1, L2, L3, L4,	
M 4	Personality Formation Structure	4	20	L2, L3, L4, L6	
M 5	Grooming	4	20	L2, L3, L4	
		<b>20</b>	<b>100</b>		

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Personality Development

Paper Code: BBA - 305

Total Credit: 2

Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1:</b> Introduction: • Meaning and Definition of Personality. • Factors affecting Personality Development: Biological, Personal, Social. • Understanding self and others (Johari Window)	8
2.	<b>Module 2:</b> Personality Traits. • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude.	8
3.	<b>Module 3:</b> Pillars of personality development: Self-Assessment, Self Appraisal. Factors behind personality development. Perspectives: • Sigmund Freud ID, EGO and SUPER EGO Concept. • Erikson's Psychosocial concept.	8
4.	<b>Module 4:</b> Personality Formation Structure: Mind mapping, Competency mapping, Strategies of gaining power and influence. Enhancing personality through effective communication. Intentional Communication: Listening and Speaking.	8
5.	<b>Module 5:</b> Grooming: Business and professional etiquettes, Presenting yourself (dressing, hair etc), Handling interviews and rejections, Leadership: Definition, Types, Qualities of a good leader.	8

**Suggested Readings:**

1. Stephen Covey: Seven Habits of Highly Effective People, Simon & Schuster.
2. Shiv Khera: You Can Win – A Step-by-Step Tool for Top Achievers, Bloomsbury India.
3. Three Basic Managerial Skills for All – Hall Of India Pvt Ltd New Delhi.
4. Wehtlel David A and Kin S Kemerron: Developing Managerial Skills – Pearson Education New Delhi.
5. Rajendra Pal and J. S. Korlhalli: Essentials of Business Communication - Sultan Chand & Sons, New Delhi.
6. Nirmal Singh : Business Communication (Principles, Methods and Techniques) - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Barbara Engler: Personality Theories, An Introduction, 8<sup>th</sup> edition – Cengage Learning.