



BANKURA UNIVERSITY

CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURSE AND HONOURSE WITH RESEARCH)

PROVISIONAL PROGRAMME/COURSE STRUCTURE

WITH EFFECT FROM THE AY 2023-2024

Program Learning Objectives (PLOs)

- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- Building a strong foundation in all the key functional areas with modern and need-based curriculum with specializations in areas such as Marketing, Finance, Information Technology, Human Resource Management, Operations and International Business.
- Developing strong personal, interpersonal, Logical and group communication skills.
- Providing academic flexibility to endorse knowledge.
- Engaging with industry for executive education with industry oriented syllabi.
- Developing centers of brilliance associated with promising areas of knowledge.
- To promote entrepreneurial skills among students.

Program Outcomes (POs)

- Upon completion of the BBA (H) the students will have general idea of operations in business.
- Providing educational preparation for a career.
- Meeting institutional social responsibilities associated to the vision and regulations.

Program Specific Outcomes (PSOs)

- Business Environment and Field Knowledge
- Critical thinking, Business Analysis, Creativity, Problem Solving and Innovative Solutions
- To develop socially, ethically responsible business leaders.
- Effective Communication
- Leadership and Teamwork

Evaluation

The BBA (H) Program will follow a continuous examination and evaluation system.

The evaluation shall follow the pattern given below:

| Theory Based Subjects | Marks |
|--|--------------|
| Internal Assessment (Assignment/Class Tests/Viva/Presentation) | 20 |
| End-Semester | 80 |
| Total | 100 |

| Practical Based Subjects | Marks |
|--|--------------|
| Internal Assessment (Assignment/Class Tests/Viva/Presentation) | 20 |
| End – Semester Practical | 30 |
| End – Semester Theory | 50 |
| Total | 100 |



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| | |
|---|--------------|
| Projects & Viva Voce | Marks |
| Internal Assessment (Fortnight Report Presentation) | 20 |
| End – Semester Practical | 80 |
| Total | 100 |

The End Semester Examination’s Questions shall follow the pattern given below:

| THEORY QUESTION PAPERS’ QUESTIONS PATTERN (SUBJECTS CONTAINS NO PRACTICAL PORTION) | | | | | |
|--|--------------------------------|-------------------|---------------------------------|---------------------------------|-------------------------|
| No. Of Groups | No. Of Questions Will Be There | Type Of Questions | No. Of Questions To Be Answered | Marks Carried By Each Questions | Marks Carried By Groups |
| Group –A | 10 | MCQ | 10 | 1 | 10 |
| Group –B | 15 | SHORT | 10 | 2 | 20 |
| Group –C | 6 | SEMI DESCR. | 4 | 5 | 20 |
| Group –D | 6 | DESCRIPTIVE | 3 | 10 | 30 |
| Total: | | | | | 80 |

| THEORY QUESTION PAPERS’ QUESTIONS PATTERN (SUBJECTS CONTAINS PRACTICAL PORTION) | | | | | |
|---|--------------------------------|-------------------|---------------------------------|---------------------------------|-------------------------|
| No. Of Groups | No. Of Questions Will Be There | Type Of Questions | No. Of Questions To Be Answered | Marks Carried By Each Questions | Marks Carried By Groups |
| Group –A | 10 | MCQ | 10 | 1 | 10 |
| Group –B | 8 | SHORT | 5 | 2 | 10 |
| Group –C | 6 | SEMI DESCR. | 4 | 5 | 20 |
| Group –D | 2 | DESCRIPTIVE | 1 | 10 | 10 |
| Total: | | | | | 50 |

| PRACTICAL QUESTION PAPERS’ QUESTIONS PATTERN | | | | | |
|---|--------------------------------|-------------------|---------------------------------|---------------------------------|-------------------------|
| No. Of Groups | No. Of Questions Will Be There | Type Of Questions | No. Of Questions To Be Answered | Marks Carried By Each Questions | Marks Carried By Groups |
| Group –A | 5 | LAB BASED | 1 | 15 | 15 |
| Group –B | 5 | LAB BASED | 1 | 15 | 15 |
| Total: | | | | | 30 |

| INTERNAL MARKS – 20 (FOR THEORY PAPERS) | |
|---|--------------|
| PARTICULLARS | MARKS |
| INHOUSE PROJECT & PRESENTATION | 10 |
| ASSIGNMENTS, SEMINERS & WORKSHOPS | 5 |
| CLASS ATTENDANCE | 5 |
| TOTAL | 20 |



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| INTERNAL MARKS – 20 (FOR LAB BASED PAPERS) | |
|--|--------------|
| PARTICULLARS | MARKS |
| INHOUSE PROJECT & PRESENTATION | 10 |
| ASSIGNMENTS, SEMINERS & WORKSHOPS | 5 |
| CLASS ATTENDANCE | 5 |
| TOTAL | 20 |

| INTERNAL MARKS – 10 | |
|---------------------------------------|--------------|
| PARTICULLARS | MARKS |
| ASSIGNMENTS & PRESENTATION | 5 |
| CLASS ATTENDANCE | 5 |
| TOTAL | 10 |



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| SEMESTER - I | | | | | | | | | | |
|------------------------------|------------------|--|-----------|------------|------------|------------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/101/MJC - 1 | Fundamentals of Management & Organizational Behavior | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/102/MN - 1 | Elective - I (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/103/MD - 1 | Quantitative Techniques - I | 3 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/104/ SEC - 1 | IT Tools for Business | 3 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T:50 | L : 30 | | | | |
| 5 | BBA/105/AEC - 1 | Compulsory English : Literature and Communication | 2 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T : 40 | L : 00 | | | | |
| 6 | BBA/106/VAC - 1 | Environmental Studies | 4 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T:40 | L : 00 | | | | |
| Total in Semester - I | | | 20 | 100 | 400 | 500 | | | | |

| SEMESTER - II | | | | | | | | | | |
|-------------------------------|-----------------|---|-----------|------------|------------|------------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/201/MJC -2 | Business Environment | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/202/MN -2 | Elective - II (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/203/MD - 2 | Quantitative Techniques - II | 3 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/204/SEC - 2 | Basics of Web Design | 3 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T:50 | L : 30 | | | | |
| 5 | BBA/205/AEC - 2 | MIL - 1 (Bengali / Sanskrit/Santali) | 2 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T : 40 | L : 00 | | | | |
| 6 | BBA/206/VAC -2 | Any One Of The Following - A. Health & Wellness /B. Understanding India: Indian Philosophical Traditions and Value Systems / C. Basics of Indian Constitution/ D. Arts and Crafts of Bengal/E. Historical Tourism in West Bengal | 4 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T:40 | L : 00 | | | | |
| Total in Semester - II | | | 20 | 100 | 400 | 500 | | | | |



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| SEMESTER - III | | | | | | | | | | |
|--------------------------------|----------------|--------------------------------|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/301/MJC-3 | Accounting For Managers | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/302/MJC -4 | Managerial Economics | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/303/MN - 3 | Elective - III (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/304/MD - 3 | Operation Research | 3 | 20 | 80 | | 100 | 3 | 1 | |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/305/SEC -3 | Search Engine Optimization | 3 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T:50 | L : 30 | | | | |
| 6 | BBA/306/AEC -3 | | 2 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T : 40 | L : 00 | | | | |
| Total in Semester - III | | | 20 | 110 | 440 | | 550 | | | |

| SEMESTER - IV | | | | | | | | | | |
|-------------------------------|---------------|-------------------------------|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/401/MJC-5 | Entrepreneurship Development | 4 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T : 50 | L : 30 | | | | |
| 2 | BBA/402/MJC-6 | Marketing management | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/403/MJC-7 | Human Resource Management | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/404/MJC-8 | Business Research Methodology | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/405/MN -4 | Elective - IV (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 6 | BBA/406/AEC-4 | | 2 | 10 | 40 | | 50 | 2 | 1 | - |
| | | | | | T:40 | L : 00 | | | | |
| Total in Semester - IV | | | 22 | 110 | 440 | | 550 | | | |



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| SEMESTER - V | | | | | | | | | | |
|------------------------------|-----------------|------------------------------------|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/501/MJC-9 | Legal Aspect of Business | 4 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/502/MJC-10 | Production and Material Management | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/503/MJE -1 | Elective - I (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/504/MJE - 2 | Elective - II (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/505/MN - 5 | Elective - V (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 6 | BBA/506/INT - 3 | Major Project and Viva - Voce | 2 | 20 | 80 | | 100 | 3 | 1 | 4 |
| | | | | | T : 00 | L : 80 | | | | |
| Total in Semester - V | | | 22 | 120 | 480 | | 600 | | | |

| SEMESTER - VI | | | | | | | | | | |
|-------------------------------|-----------------|--|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/601/MJC-11 | Ethics and Corporate Social Responsibility | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/602/MJC-12 | Strategic Management | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/603/MJE - 3 | Elective - III (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/604/MJE - 4 | Elective - IV (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/605/MN - 6 | Elective - VI (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| Total in Semester - VI | | | 20 | 100 | 400 | | 500 | | | |



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| SEMESTER - VII | | | | | | | | | | |
|--------------------------------|-----------------|--------------------------------|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/701/MJC-13 | Financial Management | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/702/MJE - 5 | Elective - V (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/703/MJE - 6 | Elective - VI (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/704/MJE - 7 | Elective - VII (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/705/MN - 7 | Elective - VII (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| Total in Semester - VII | | | 20 | 100 | 400 | | 500 | | | |

| SEMESTER - VIII | | | | | | | | | | |
|---------------------------------|------------------|---|-----------|------------|------------|--------|--------------|---|---|---|
| Sl. No. | Course Code | Course Title | Credit | Marks | | | No. of Hours | | | |
| | | | | IA | ESE | Total | L | T | P | |
| 1 | BBA/801/MJC -14 | Application of Block Chain Technology in Business | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 2 | BBA/802/MJE - 8 | Elective - VIII (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 3 | BBA/803/MJE - 9 | Elective - IX (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 4 | BBA/804/MJE - 10 | Elective - X (Major Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| 5 | BBA/805/MN - 8 | Elective - VIII (Minor Stream) | 4 | 20 | 80 | | 100 | 3 | 1 | - |
| | | | | | T : 80 | L : 00 | | | | |
| Total in Semester - VIII | | | 20 | 100 | 400 | | 500 | | | |



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| MAJOR STREAM | | | | |
|---------------------|--------------------|---|---|--|
| DSC SUBJECTS | | | | |
| SERIAL NO. | COURSE CODE | COURSE NAME | | |
| 1 | MJC – 1 | Fundamentals of Management and Organizational Behaviour | | |
| 2 | MJC – 2 | Business Environment | | |
| 3 | MJC – 3 | Accounting For Managers | | |
| 4 | MJC – 4 | Managerial Economics | | |
| 5 | MJC – 5 | Entrepreneurship Development | | |
| 6 | MJC – 6 | Marketing Management | | |
| 7 | MJC – 7 | Human Resource Management | | |
| 8 | MJC – 8 | Business Research Methodology | | |
| 9 | MJC – 9 | Legal Aspect of Business | | |
| 10 | MJC – 10 | Production and Material Management | | |
| 11 | MJC – 11 | Ethics and Corporate Social Responsibility | | |
| 12 | MJC – 12 | Strategic Management | | |
| 13 | MJC – 13 | Financial Management | | |
| 14 | MJC – 14 | Application of Block Chain Technology in Business | | |
| DSE SUBJECTS | | | | |
| SERIAL NO. | COURSE CODE | COURSE NAME | | |
| | | MARKETING MANAGEMENT (MM) | FINANCIAL MANAGEMENT (FM) | HUMAN RESOURCE MANAGEMENT (HRM) |
| 1 | MJE – 1 | Sales and Distribution Management (MM – I) | Cost and Management Accounting (FM – I) | Industrial Relations and Industrial Laws (HRM – I) |
| 2 | MJE – 2 | Integrated Marketing Communication (MM – II) | Taxation (FM – II) | Human Resource Development (HRM – II) |
| 3 | MJE – 3 | Marketing of Services (MM – III) | Corporate Finance (FM – III) | Compensation Management and Wage Laws (HRM – III) |
| 4 | MJE – 4 | Retail Management (MM – IV) | Security Analysis and Portfolio Management (FM – IV) | Training and Development (HRM – IV) |
| 5 | MJE – 5 | Customer Relationship Management (MM – V) | Project Appraisal (FM – V) | Talent and Knowledge Management (HRM – V) |



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| SERIAL NO. | COURSE CODE | MARKETING MANAGEMENT (MM) | FINANCIAL MANAGEMENT (FM) | HUMAN RESOURCE MANAGEMENT (HRM) |
|---------------------|-------------|--|--|---|
| 6 | MJE – 6 | Consumer Behaviour (MM – VI) | Indian Financial System (FM – VI) | Counseling and Negotiation Skills for Managers (HRM – VI) |
| 7 | MJE – 7 | B2B Marketing (MM – VII) | Financial Modeling And Derivatives (FM – VII) | Strategic Human Resource Management (HRM – VII) |
| 8 | MJE – 8 | Digital Marketing (MM – VIII) | International Financial Management (FM – VIII) | Organizational Design (HRM – VIII) |
| 9 | MJE – 9 | Supply Chain and Logistics Management (MM – IX) | Merger, Acquisition and Corporate Restructuring (FM –IX) | Performance Management (HRM – IX) |
| 10 | MJE – 10 | Product and Brand Management (MM – X) | Financial Markets, Institutions and Services (FM – X) | Leadership in Organization (HRM – X) |
| MINOR STREAM | | | | |
| SERIAL NO. | COURSE CODE | COURSE NAME | | |
| | | SYSTEM MANAGEMENT | RURAL MANAGEMENT | BUSINESS ANALYTICS |
| 1 | MN – 1 | Management Information System (SM – I) | Rural Society and Rural Administration (RM – I) | Introduction to Business Analytics & Modeling Techniques (BA – I) |
| 2 | MN – 2 | Decision Support System (SM – II) | Introduction to Rural Development (RM – II) | Application of Analytics in Business (BA – II) |
| 3 | MN – 3 | E- Commerce (SM – III) | Rural and Agricultural Marketing (RM – III) | Forecasting of Business (BA – III) |
| 4 | MN – 4 | Database Management System (SM – IV) | Rural Economics (RM – IV) | Data Science Using R (BA – IV) |



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| | | | | |
|-----------------------------------|--------------------|---|--|--|
| 5 | MN – 5 | System Analysis and Design (SM – V) | Operation Management in Rural Development (RM – V) | Data Visualization for Managers (BA – V) |
| SERIAL NO. | COURSE CODE | SYSTEM MANAGEMENT | RURAL MANAGEMENT | BUSINESS ANALYTICS |
| 6 | MN – 6 | Data Warehousing (SM – VI) | Rural Entrepreneurship Development (RM – VI) | Big Data Technology (BA – VI) |
| 7 | MN – 7 | Strategic Management for IT (SM – VII) | Agricultural Business Management (RM – VII) | Data Mining (BA – VII) |
| 8 | MN – 8 | Managing Digital Innovation and Transformation (SM – VIII) | Civil Society and Sustainable Development (RM – VII) | Data Analytics Using Python (BA – VIII) |
| MULTIDISCIPLINARY COURSES | | | | |
| SERIAL NO. | COURSE CODE | COURSE NAME | | |
| 1 | MD – 1 | Quantitative Techniques – I | | |
| 2 | MD – 2 | Quantitative Techniques – II | | |
| 3 | MD – 3 | Operation Research | | |
| SKILL ENHANCEMENT COURSE | | | | |
| 1 | SEC – 1 | IT Tools for Business | | |
| 2 | SEC – 2 | Basics of Web Design | | |
| 3 | SEC – 3 | Search Engine Optimization | | |
| SUMMER INTERNSHIP | | | | |
| 1 | INT –1 | Major Project and Viva Voce | | |
| 2 | INT –2 | Major Project and Viva Voce | | |
| 3 | INT –3 | Major Project and Viva Voce | | |
| ABILITY ENHANCEMENT COURSE | | | | |
| 1 | AEC – 1 | Compulsory English : Literature and Communication | | |
| 2 | AEC – 2 | MIL-1 (Bengali/Sanskrit/Santali) | | |
| 3 | AEC – 3 | | | |
| 4 | AEC – 4 | | | |
| VALUE ADDED COURSES | | | | |
| 1 | VAC – 1 | Environmental Studies | | |
| 2 | VAC – 2 | Any One Of The Following - A. Health & Wellness / B. Understanding India: Indian Philosophical Traditions and Value Systems / C. Basics of Indian Constitution/ D. Arts and Crafts of Bengal/ E. Historical Tourism in West Bengal | | |



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NOTE:

1. MULTIPLE EXIT PROCEDURE:

- i. **UG CERTIFICATE** – Students who opt for exit after completion of the 1st year (SEM – I & II) and have secured 40 credits will be awarded a UG CERTIFICATE if in addition the Summer Internship (Credit – 4) during summer vacation of the 1st year.
- ii. **UG DIPLOMA** – Students who opt for exit after completion of the 2ND year (SEM – I, II, III & IV) and have secured 82 credits will be awarded a UG DIPLOMA if in addition the Summer Internship (Credit – 4) during summer vacation of the 2nd year.
- iii. **UG DEGREE** – Students who wish to undergo three year UG PROGRAMME will be awarded UG DEGREE after successful completion of 3 years (SEM – I to SEM – VI).
- iv. **UG DEGREE (HONS.)** – Students who wish to undergo 4 years UG HONOURS will be awarded UG DEGREE (HONS.) after successful completion of 4 years (SEM- I to VIII).
- v. **UG DEGREE (HONS.) WITH RESEARCH** – Students who secure 75% marks and above in first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year in replace of MJE – 8 , MJE – 9 and MJE – 10. The credit of research project/ dissertation will be 12. A student can preferably choose any topic from the major stream.

The structure and credit framework for the multiple exit procedure is given below –

| SEMESTER | COURSE CODE | COURSE TITLE | CREDIT | MARKS | | | NO. OF HOURS | | | |
|------------|-------------|--|--------|-------|--------|--------|--------------|---|---|----|
| | | | | IA | ESE | TOTAL | L | T | P | |
| SEM - II | INT - 1 | SUMMER INTERNSHIP(ADDITIONAL FOR GETTING UG CERTIFICATE) | 4 | 20 | 80 | | 100 | 0 | 0 | 4 |
| | | | | | T : 00 | L : 80 | | | | |
| SEM - IV | INT - 2 | SUMMER INTERNSHIP(ADDITIONAL FOR GETTING UG DIPLOMA) | 4 | 20 | 80 | | 100 | 0 | 0 | 4 |
| | | | | | T : 00 | L : 80 | | | | |
| SEM - VIII | RPD | DISSERTATION AND VIVA VOCE(FOR GETTING UG DEGREE HONOURS WITH RESEARCH) | 12 | 20 | 80 | | 100 | 9 | 3 | 12 |
| | | | | | T : 00 | L : 80 | | | | |

2. **BBA = Bachelor of Business Administration, MJC = Major Discipline Specific Courses (Core), AEC = Ability Enhancement Courses, SEC= Skill Enhancement Courses, MN = Minor Electives (Minor), MJE= Major Discipline Specific Electives, MD – Multidisciplinary Courses, VAC – Value Added Courses, INT – Internship IA= Internal Assessment, ESE= End-Semester Examination, L =Lecture, T= Tutorial, and P=Practical, RPD = Research project/ Dissertation**



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3. In Major there are two parts one is MJC = Major Discipline Specific Courses (Core) and another is MJE= Major Discipline Specific Electives. Minor Stream is denoted by MN= Minor Electives.
4. For MJE Papers one student has to choose a specialization from Financial Management, Marketing Management and Human Resource Management.[For example if someone has chosen Marketing Management as specialization in Major Stream then he / she has to choose the all Marketing Management Papers.]
5. For Minor Stream (MN – Minor Elective) one student has to choose a specialization from System Management, Rural Management and Business Analytics. .[For example if someone has chosen Rural Management as specialization in Minor Stream then he / she has to choose the all Rural Management Papers.)



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Semester - I

Course Code: BBA/101/MJC-1

Course Title: Fundamentals of Management & Organizational Behavior (4 Credit)

Theory: 60 Lectures

Course Objectives:

Developing and shaping students' knowledge and understanding to deal with human problems of management. Making students appreciate and understand the process of group formation, dynamics, functions and its effective management. Making the students know the basic concepts of negotiations, organization structure and culture. At the same time, they should know the basic concepts of organizational power, politics and impact of communication.

Learning Outcomes:

After completion of the course, a student will be able to:

- Analyze and understand the various theories of Organizational behavior and their effective application in the work sphere.
- Understand Individual and the group dynamics at the micro and macro level.
- Utilize most effectively the basic concept of organizational power and politics.
- Use communication tools to achieve power presence.

Unit-I: Nature, Scope and Process of Management: Concept of Management, Role and Importance of Management, Functions and Levels of Management, Management- a science and an art, Distinction between Management and Administration; Classification of Management Functions, Managerial and operative functions.

Unit- II: Overview of Planning, Organizing and Staffing: Process of planning, Features and importance of Planning, steps of planning, types of planning, Formal and Informal organizations, Line and Staff Organization, committee organization, project organization, Common organizational structures, Principles of Delegation, Centralization and Decentralization: Basic concept, Departmentalization: Concept and types; Span of management, Features and elements of staffing.

Unit-III: Evolution of Management Thought: Early contributors to Management Thought, Emergence of Management Thought, Scientific management, Administrative theory of management, Bureaucratic Organization, Behavioral approach: Human Relations Movement, Behavioral Science Approach, and Modern Approach to management- System Approach and contingency approach.

Unit-IV: Introduction to Organizational Behavior: Importance of Organizational Behavior, Concept, Challenges, and opportunities of organizational behavior, Issues in developing an OB Model; Characteristics of Human Behavior.



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURS AND HONOURS WITH RESEARCH)

Unit- V: Coordination, Directing and Controlling: Principles of Direction, Supervision, Concept and features of Coordination, Relationship between Planning and Control, Elements of Control System; Leadership: Basic concepts of Leadership, Leadership Functions, Importance of Leadership, Leadership Styles.

Unit-VI: Individual in Organization Personality: Concept, Determinants, Personality Traits, Models, Perception, Concept, Process, Factors influencing Perception, Learning: Concept, Attitude and Values: Concepts, Different Job attitudes, Beliefs and Values, Motivation: Concept, Basic theories of Motivation (Maslow, Herzberg, McClelland and McGregor)

Unit-VII: Groups and Teams: Definition, Difference between Groups and Teams, Stages of Group development, Group Synergy, Work Teams vs. Work Groups, Communication: Concept, Process, Barriers.

Reference Books:

1. Organizational Behaviour : Robins Stephen P. PHI
2. Gilbert: Principles of Management, McGraw Hill.
3. Greenberg Jerald and Baron Robert A.: Behaviour in Organizations: Understanding and Managing the Human Side of Work, Prentice Hall of India.
4. Kaul Vijay Kumar, Business Organization & Management - Text and Cases

Semester - II

Course Code: BBA/201/MJC-2

Course Title: Business Environment (4 Credit)

Theory: 60 Lectures

Course Objectives:

A business Environment course will prepare future entrepreneurs to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment. It will ensure that future entrepreneurs consider the labor environment and retail environment they are entering. They will be able to assess the impact of these different environments on the potential to succeed in their new business venture. We will look at the micro-environment as well as the macro-environment of a business and in particular the variables that influence the activities of a business.

Learning Outcomes:

- Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.
- Conduct a business analysis of the local and national environment.
- Employ business models and tools to evaluate changes in an organization's business environment.
- Present a business environmental analysis and recommendations to reduce the risk of the identified issues.
- Describe what business operations encompass.
- Explain the structure, process and function of business management.
- Explore the role of marketing in business.



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURS AND HONOURS WITH RESEARCH)

Unit-I: Introduction: Concept, nature and importance of business and business environment — Types of environment, general and task environment, internal and external environment, Basic elements of environment: socio-cultural, political, legal, economic and technological elements — Environmental analysis, objectives, process, benefits and limitations.

Unit-II: Business and Culture: Concept and nature of culture - Impact of culture on business - Traditional values and its impact cultural resources - Ethics and social responsibility of business Arguments for and against social responsibility.

Unit-III: Political and Legal Environment of Business: The Constitution of India, Fundamental Rights and Directive Principles of State Policy - State intervention in economic affairs: role of the government in creating proper business environment - Economic planning in India: features and objectives of Indian Plans: The changing legal environment of business, key concepts and features - Intellectual property laws: elementary concepts and features of copyrights, patent, trade/service mark and industrial design.

Unit-IV: Economic Environment and system of Business: Concept and elements of economic environment — Different economic systems: their meanings and characteristics - New Industrial Policy: Objectives and Dimensions - Economic reforms initiated in India — Liberalization, privatization and disinvestment: concepts and trends.

Unit- V: Consumerism and Consumer Protection: Consumerism and consumer rights in India - consumer protection: UN guidelines for consumer protection.

Unit-VI: International Environment of Business: Globalization as a part of the New Industrial Policy - concept and nature of globalization - Why companies go global - Strategies for entering foreign markets: exporting, licensing and franchising, contract manufacturing, management contracting, joint venture, merger and acquisition, strategic alliance and counter trade - Merits and demerits of globalization - Globalization of Indian business — Multinational corporations: concept, features, merits and demerits.

Unit-VII: Technological Environment of Business: Concept and features of technology - Impact of technology on business and society - Technology policy of India -Institutions and other facilities for promotion of science and technology in India-Intellectual Property: Basic Idea and Types.

Suggested Readings:

1. Essentials of Business Environment - Aswathapa, K, HPH. Business Environment - Cherunllam, Francis, HPH.
2. Economics Environment of Business - Misra and Puri, HPH Business Environment - Gupta, C.B., Sultan Chand.
3. Business Environment: Text and Cases — Paul, Justin, TMH.
4. Services Marketing - RajendraNargundkar, Tata Mc Graw Hill.



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURSE AND HONOURSE WITH RESEARCH)

Semester - I

Course Code: BBA/102/MN-1 (Minor Stream)

Course Title: Management Information System (SM: Elective –I) (4 Credit)

Theory: 60 Lectures

Course Objectives:

- To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business.
- To understand various MIS operating in functional areas of an organization and explain its relationship with the various activities of the organization.
- To understand how MIS is developed and implemented for various levels in an organization.
- To learn to use Information Technology to gain competitive advantage in business.
- To Explain applications as group ware, the Internet, executive information systems, telecommunications, and other organizational support technologies and relate them to solving organization problems.

Learning Outcomes:

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

- Define and understand the concept, need and types of Information Systems and applications of Information Systems at different business levels.
- Illustrate concept of organizational planning and Planning Process and examine the control process in organizations.
- Understand and illustrate various networking concept and Electronic Commerce applications. Assess Risks and challenges of E-Commerce and examine use of Information System for Strategic Advantage.
- Implement, Assess and Develop Managing Information Technology in Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management.

Unit-I: Introduction: Definition of Data and Information, Differences between Data and Information, Characteristics of Information, Definition of System, Characteristics of System, Definition of Information System, Role of Information Systems at different level, Strategic level.

Unit-II: Management Information System and Management Processes: Definition of MIS, Role of MIS in an Organization, Processes of Management, Role of MIS in Planning, Organizing activity, Staffing, Directing and Controlling.

Unit-III: Major Information Systems of an Organization: TPS (Transaction processing System), MIS (Management Information System), DSS (Decision Support System), ESS (Executive Support System) – definition, functions, Characteristics and benefits, Distinction between MIS and DSS.

Unit-IV: Introductory concepts on Functional Information System:viz– Marketing information System (MKIS) Manufacturing System (MFIS), Financial Information System (FIS), Human Resource Information System (HRIS).

Unit-V: Introduction to Database Management System: Definition of Database, Problems with Traditional File System, Concept of DBMS, Benefits of DBMS, Applications of DBMS in MIS.



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURSE AND HONOURSE WITH RESEARCH)

Unit-VI: Introduction to Computer Network: Definition, benefits, competitive advantage, Technological foundation of Computer Network – Data transmission rate, transmission technology, Network Topology, Types of Network – LAN, WAN, MAN – feature, benefits.

Unit-VII: Enterprise Information System: Evolution of EIS, Enterprise Resource Planning (ERP) System – concept, architecture, Modules of ERP, How ERP improve company's business performance, Benefits of ERP.

Unit-VIII: E-Commerce & E-Business: Introduction to E-Business, Models of E-Business – B2B, B2C, C2B and C2C, E-Commerce – definition, features, benefits and limitations, Concept of EDI (Electronic Data Interchange), Electronic Payment System, E-CRM, E-Governance.

Reference Books:

1. Management Information System – Mahadeo Jaiswal & Monika Mital, OXFORD University Press.
2. Management Information System – W. S. Jawadekar, Tata McGrawHill Publishing Company.
3. Management Information System – Dharminder Kumar & Sangeeta Gupta, EXCEL Book.
4. Management Information System – Kenneth C. Laudon & Jane P. Laudon, Pearson Books.

Semester –II

Course Code: BBA/202/MN-2 (Minor Stream)

Course Title: Decision Support System (SM: Elective –II) (4 Credit)

Theory: 60 Lectures

Course Objectives:

This course will overview and implement decision making process and support that can be given by computer, component, and classification of decision support system, quantitative model of sensitivity analysis, decision analysis, multi criteria decision making, decision support system development technique, executive information system, expert system use, user interface aspect, and various other aspects.

Learning Outcomes:

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

- Identify the basic concepts of DSS.
- Apply DSS models and analyses.
- Demonstrate the process development of DSS.
- Identify the intelligent DSS.
- Design DSS in a real case.

Unit-I: Decision and Decision Making: Decision making concept, Decision methods, Tools and Procedures, Rational Decision making, Problems in making rational decision, Decision making system, Types of decision, Nature of decision.

Unit-II: Decision Making Process: Laws of requisite variety, Phases of decision making process (Simon's Model) – Intelligence Phase – Problem identification, Classification, Decomposition and Ownership



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Unit-III: Design Phase: Modeling, Quantitative Models: Component, Structure, Principle of choice criterion, Normative Models, Descriptive Models, Developing Alternatives, Predicting Outcomes, Measuring Outcomes and Scenarios, Choice Phase – Search Approaches – Analytical approach, Blind & Heuristic approach, Evaluation – Sensitivity Analysis and What – If Analysis, Organizational Decision Making Concept.

Unit-IV: Decision Support System (DSS): What is DSS, DSS characteristics, DSS Classifications, Components of DSS – Database Management System – Model Base Management System – Model base, Modeling Language, Model execution & integration?

Unit-V: DSS Models: Static and Dynamic DSS Models, Examples of Behavioral Models, Management Science Models, Project Planning and Control Models, Operations Research Models and Inventory Control Models, User Interface Subsystem, DSS and Web Connection.

Unit-VI: Group Decision Support System (GDSS): Concept of Group Decision Making, Definition of GDSS, Tools, Advantages and Uses of GDSS.

Unit-VII: Knowledge Base Expert System (KBES): Concept of Knowledge management, Definition of Knowledge, Knowledge Types and Components, Cyclic Model of Knowledge Management.

Unit- VIII: Artificial Intelligence (AI): Concept and Definition of Artificial Intelligence, Symbolic processing, Heuristics, Inferencing, Pattern Matching and Knowledge Processing, Differences between AI and Natural Intelligence, Concept of KBES (Knowledge Base Expert System), Concept of Knowledge Presentation, Semantic Network, Production Rules, Frames.

Reference Books:

1. Decision Support System and Intelligent System – Efraim Turban and Jay E. Aronson.
2. Management Information System – W. S. Jawadekar.
3. Decision Support – M. W. Davis.
4. Decision Support and Expert System – E. Turban. 5. Decision Support System – R. Jayashankar.

Semester - I

Course Code: BBA/102/MN – 1 (Minor Stream)

Course Title: Rural Society and Rural Administration (RM: Elective – I) (Credit – 4)

Theory: 60 Lectures

Course Objectives:

- You'll learn about the working of a local self government body, that is, the Panchayti Raj.
- The chapter helps us in understanding the functions of the Tehsildars and the Patwaris.

Learning Outcomes:

The students will be able to understand the local self governing bodies of India and how different people are assigned to the task of rural development for a smooth functioning.



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURS AND HONOURS WITH RESEARCH)

Unit –I: Rural Society: Basic features, Rural stratification, Values and value systems, Rural-urban Differences, Rural social structure: Physical, social, cultural, regional, ideology and economic Structures.

Unit – II: Rural Power Structures: Caste hierarchy, Landlord-labour relationship, Social power groups and their roles, Caste in rural Society, Tribes and their problems.

Unit – III: Rural Administration: Concept and scope, Administrative structure: State, District, Block, Gram panchayat and panchayat samities-Power, functions, elections and working problems.

Reference Books:

1. Doshi, S.L. and Jain, P.C. "Rural Sociology" Rawal Publications, New Delhi.
2. Olson, K.W. "Rural Indian Social Relations" Oxford University Press, New Delhi.
3. Desai, A. R. "Rural Sociology and India" Popular Prakashan, Bombay
4. Choudhary, B. "Tribal Development in India" Inter-India Publication, New Delhi.
5. Dib, P.C. "Rural Sociology-An Introduction" Kalyan Publishers, New Delhi.

Semester - II

Course Code: BBA/202/MN – 2 (Minor Stream)

Course Title: Introduction to Rural Development (RM: Elective – II) (Credit – 4)

Theory: 60 Lectures

Course Objectives:

- To attain inclusive growth and reduce regional imbalances and income inequalities.
- Inculcate critical thinking to carry out scientific investigation objectively without being biased with preconceived notions.

Learning Outcomes:

- India is the country having numerous rural areas. This will open a plenty of career paths for the candidates interested in this field.
- The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.

Unit –I: Rural Development: Concept, Importance, Nature and scope, Characteristics of rural economy, Concept of development, Distinction between development and growth, Indicators of development, Prerequisites for rural development, Main obstacles to rural development, Factors governing rural development. Gandhian and Tagore's views on rural development.

Unit – II: Rural Management: Nature, Scope and challenges in marketing operations, human resources and finance in rural areas. Entrepreneurship opportunities in rural areas.

Unit – III: Rural Community Development: Concept of community, Function of Community, community profile: Process and tools. Community development: Characteristics, Principles and scope, Panchayat Raj and community development in India.

Unit – IV: Sustainable Development: Biodiversity and its conservation, Environmental pollution, air, water and soil pollution, Solid waste management, Social issues and environment, Climate change, Global warming, Ozone layer depletion, Water conservation, Rain water harvesting Watershed management.



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Reference Books:

1. Lekhi, R.K. "The Economics of Development and Planning" Kalyani Publishers, New Delhi.
2. Satya Sundram, I. "Rural Development" Himalaya Publishing House, New Delhi.
3. Prasad, B.K. "Rural Development: Concept, Scope and Strategy" Sarup and Sons, New Delhi.
4. Chamola, S.D., and Bharti, A. "Agriculture and Rural Development in India" Global Vision Publishing House, New Delhi.
5. Singh, K. "Rural Development: Principle, Policies and Management" Sage, New Delhi.

Semester - I

Course Code: BBA/102/MN – 1 (Minor Stream)

Course Title: Introduction to Business Analytics & Modeling Techniques (BA: Elective – I) (Credit – 4)

Theory: 60 Lectures

Course Objectives:

- Enable all participants to recognize, understand and apply the language, theory and models of the field of business analytics.
- Foster an ability to critically analyze, synthesize and solve complex unstructured business problems.

Learning Outcomes:

- Understand and critically apply the concepts and methods of business analytics
- Identify, model and solve decision problems in different settings

Unit – I: Introduction To Business Analytics: Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Types of Data- Business decision modeling.

Unit – II: Descriptive Analytics, Predictive Analytics & Prescriptive Analytics: Overview of Description Statistics (Central Tendency, Variability), Data Visualization -Definition, Predictive Analytics- Trend Lines, Regression Analysis – Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Data mining for business, Prescriptive Analytics- Overview of Linear Optimization, Decision Analysis – Risk and uncertainty methods - Text analytics Web analytics.

Unit – III: Introduction to Data Modeling: Data Model Concept, Goals, Stages of Modeling, Applications of different types of data models, Importance of data modeling in business.

Unit – IV: Data Preprocessing: Data types, Quality, Descriptive data summarization – central tendency and dispersion measure, Data cleaning, Outlier detection, Data integration & transform, Data reduction.

Unit – V: Non Parametric test: Goodness of Fit, Test of independence, Wilcoxon Sign rank test, Mann-Whitney-U test, K-S test. Classification & Prediction: Decision Tree, Bayesian classification, Discriminant Analysis, Prediction – Linear Regression



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CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURSE AND HONOURSE WITH RESEARCH)

Unit – VI: Elements of Decision Theory: Decision making under certainty, uncertainty and risks. Concepts of Decision Modeling. Simulation Modeling: Monte Carlo simulation, using random numbers, Applications in inventory analysis, Waiting lines, Maintenance and finance areas.

Reference Books:

1. David Levine, Mark Berenson and Timothy C. Krehbiel: Basic Business Statistics
2. Jacquelyn G Blac: Business Statistics: Contemporary Decision making
3. Amir Aczel: Complete Business Statistics
4. Hoberman Steve: Data Modeling Master Class Training Manual
5. Adrienne Watt: Database Design – 2nd Edition

Semester - II

Course Code: BBA/202/MN – 2 (Minor Stream)

Course Title: Application in Analytics in Business (BA: Elective – II) (Credit – 4)

Theory: 60 Lectures

Course Objectives:

- Encourage an aptitude for business improvement, innovation and entrepreneurial action.
- Encourage the sharing of experiences to enhance the benefits of collaborative learning.

Learning Outcomes:

- **Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity**
- **Create viable solutions to decision making problems**

Unit – I: Introduction to Marketing Analytics: Need for Data Driven Marketing Approach, Marketing Engineering, Model Building in Marketing Engineering, Basic Principles of Marketing Analytics to Business Problems, Slicing and Dicing Marketing data with Pivot Tables, Excel Charts to summarize data

Unit – II: Marketing Forecasting: Simple Regression and Correlation, Multiple Regression to forecast sales, Modeling trend and Seasonality, Ratio to Moving Average Method, Winter's Method. Pricing Analytics: Basic Concept of Pricing, Estimating Demand Curves and Optimize Price, Price Bundling, Non Linear Pricing and Price Skimming

Unit – III: Strategic Marketing Analytics: The STP framework, Value generation through STP framework, Managing the segmentation process, Segmentation in Real world: Cluster Analysis, Hierarchical and Non-Hierarchical - K Means Clustering, Prediction of Customer's segment membership: Discriminant Analysis (DA), two Group DA

Unit – IV: Positioning Strategies: Concept of Product positioning, Conduct a Positioning Study, Perceptual Mapping using Principal Component Analysis (PCA), Multidimensional Scaling (MDS), Incorporating preferences into Perceptual Maps



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Unit – V: Customer Lifetime Value (CLV): Concept of CLV, Comparison of CLV with related metrics, Analyzing CLV, Extensions of CLV Analysis, Drivers of CLV, Uses of CLV metrics. Product Designing: Concept of Product Designing, Conjoint Analysis as a decompositional preference model, Steps in Conjoint Analysis, Uses of Conjoint Analysis

Reference Books:

1. Marketing Analytics - Data-driven Techniques with Microsoft Excel by Wayne L. Winston
2. Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders by Cesar A. Brea
3. Marketing Analytics by Winston

Semester - I

Course Code: BBA/103/MD - 1

Course Title: Quantitative Techniques – I (3 Credits)

Theory: 60 Lectures

Course Objectives:

To furnish students with a extensive knowledge of mathematics with emphasis on business applications

Learning Outcomes:

- To demonstrate mastery of mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions, and their applications.
- To apply the principles of simple interest and compound interest to solve relevant problems in financial applications such as annuities, loans and mortgages, bonds and sinking funds, and investment decisions.
- To use mathematical ideas to model real-world problems. Be able to communicate mathematical ideas with others.
- To understand fundamentals of mathematical in the real world applications as well as other related subjects.

Unit-I: Indices, A.P., G.P: Laws of Indices, A. P., G. P., H. P. with Business Application.

Unit-II: Theory of Quadratic Equations: Function, Number and Nature of Roots, Simultaneous Quadratic equations.

Unit-III: Logarithms: Definitions, Laws, Basic Properties; Antilogarithm-characteristics and Mantissa; Use of Logarithmic and Antilogarithmic Tables; Business Application of Logarithms.

Unit-IV: Permutation and Combination: Definition, General Principle, Permutation of things when they are (i) all different (ii) not all different (iii) repeated (iv) in a ring; Restricted Permutation; Combination – Definition, Combination of things all different; Restricted Combination; Grouping; Statement of Binomial Theorem.



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Unit-V: Coordinate Geometry: Elements, Coordinates of points in a plane, Distance between two given points, Division of a line segment in a given ratio. Straight line generation equations, equations of lines parallel to axes, equation of a line through two given points – intercept form and perpendicular form.

Unit-VI: Determinants and Matrices: concepts, types, properties; addition and multiplication of determinants. Matrices – definition, types; addition and multiplication of matrices; rank of a matrix; solution of linear equations by matrix method.

Unit-VII: Calculus: Functions, Limits of a function, notation and meaning of limits; Continuity at a point $x=a$ and in an interval, Derivative of a function, rules for differentiation of algebraic functions; Second order derivatives with applications for optimization of functions.

Unit-VIII: Integration: standard integrals, some elementary methods of integration; integration of algebraic functions; Integration as a process of summation.

Reference Books:

1. Business Mathematics – V.K. Kapoor ; Sultan Chand & Sons.
2. Business Mathematics – R.S. Soni; Pitambar Publication.
3. Mathematics for business & Economics – Holden; McMillan.
4. Business Mathematics – N. G. D. Allen; McMillan.
5. Business Mathematics – N.K. Nag; Kalyani Publishers.
6. Mathematics and Statics – Ajay Goel and AlkaGoel; Laxmann.

Semester - II

Course Code: BBA/203/MD – 2

Course Title: Quantitative Techniques – II (3 Credit)

Theory: 60 Lectures

Course Objectives:

To introduce students to the principles of statistics and its applications in business management

Learning Outcome:

- To develop the students ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.
- To have a proper understanding of Statistical applications in Economics and Management.
- To summarize and analyze statistical data to solve practical business related problems.
- To interpret the relevance of statistical findings for business problem solving and decision making

Unit-I: Introduction: Definition of Statistics, Importance and scope of statistics, Limitations of Statistics; Types of Data, Important Sources of Secondary Data; Collection and Presentation of Data: Different Methods of collecting Primary Data: Text, Tabular and graphical Methods of Data presentation; Frequency Distribution, Diagrammatic Presentation of Frequency data.

Unit-II: Measures of Central Tendency: simple and Weighted Arithmetic Mean – Properties, Merits and Demerits; Geometric Mean and harmonic Mean – Algebraic Properties, Merits and Demerits; Relationship among A.M., G.M. and H.M.; Median and Mode – Measures, Properties, Merits and Demerits.



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Unit-III: Measures of Dispersion: Range, Quartile Deviation, mean Absolute Deviation and Standard Deviation – their Merits, Demerits and Properties.

Unit-IV: Moments, Skewness and Kurtosis: Concepts of Moments, Skewness and Kurtosis, Different Measures of Moments, Skewness and Kurtosis.

Unit-V: Analysis of Bivariate Data: Scatter Diagram, Pearson’s Correlation Coefficient and its Properties; Spearman’s Rank Correlation (in case of no tie) Simple Linear Regression and its Properties.

Unit-VI: Index Number: Meaning, Types and Uses of index numbers; Problems in constructing index numbers; Methods of constructing price and quantity indices; Time reversal test and Factor reversal test of index numbers.

Unit-VII: Time Series Analysis: Utility of Time Series Analysis; Causes of Variation in Time Series Data; Component of Time Series, Determination of Trend – Semi Average Method, Moving Average Method and Least Square Method for Linear Trend, Exponential Trend and Parabolic Trend.

Unit-VIII: Probability Theory: Basic Concepts; Classical and Frequency Definition of Probability and Their Limitations; Additive and Multiplicative Laws of Probability; Random Variable and Its Expectation and Variance.

Reference Books:

1. Statistics – Sancheti and Kapoor; Sultan Chand & Sons.
2. Basic Statistics – Goon, Gupta and Dasgupta; World press.
3. Fundamental of Statistics (vol. 1 and 2) Goon, Gupta and Dasgupta; World Press.
4. Statistical Methods (vol 1 and 2) – N.G. Das.
5. Mathematical and Statistics – Ajay Goel and AlkaGoel; Taxmann.

Semester - I

Course Code: BBA/104/SEC-1

Course Title: IT Tools for Business (3 Credit)

Theory: 60 Lectures

Course Objectives:

The main objective of this course is to introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. It focuses on such computer literacy that prepares students for life-long learning of computer concepts and skills. Students discover why computers are essential components in education, business and society in this course.

Learning Outcomes:

After successfully completing this course, a student will be able to:

- Student will be able to identify the components of a personal computer system



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- Student will be able to demonstrate mouse and keyboard functions
- Student will be able to demonstrate window and menu commands and how they are used
- Student will be able to demonstrate how to organize files and documents on a USB/hard drive
- Student will be able to compose, format and edit a word document
- Student will be able to create worksheet, charts in excel
- Student will be able to create presentation in PowerPoint
- Student will be able to send email messages (with or without attachments)
- Student will be able to navigate and search through the internet

Unit -I: Basic Computer Concepts: Computer and Its Characteristics, Basic Block Diagram of Computer System, First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation, Modern Taxonomy of Computers, Mini Computer, Micro Computer, Mainframe Computer, Super Computer, Laptop, Keyboard, Mouse, Light Pen, Barcode Readers, Scanners, MICR, OCR, Voice Recognition and Handwriting Recognition Systems, Visual Display Terminals, Printers, Plotters, Primary Storage – RAM, ROM, EEROM, PROM, EPROM, Secondary Storage – Direct Access Devices, Serial Access Devices: Hard Disks, CD-ROM, DVD, Cache Memory, Virtual Memory(Definition Only), Control Unit, Arithmetic and Logic Unit, Decoders, Registers, Machine Instructions, Stored Program Concept, Program Execution: Fetch-Decode-Execute Cycle, Arithmetic, Logical and Shift Operations.

Unit-II: Number Systems: Introduction, Classification of Number System, Types of Number System, Conversions from One Base to Another, Conversion using Shortcut Method.

Unit -III: Computer Software : Meaning of Software, Broad Classification of Software, System Software, Application Software, Utilities, Operating Systems: Basic Idea of an OS (DOS, Windows, UNIX, Linux), Functions of OS, OS as a Resource Manager – Memory Management, Input /Output Management, Secondary Storage Management, Program Management, Network Management , Application Packages.

Unit -IV: Word Processing Software (Microsoft Word): The different functionalities in the Microsoft Word Software, Creation of a New Document, Editing an Existing Document, Saving and Printing a File, Use of the Different Ribbon Tab and Tools, Handling Tables in MS Word 2007, Mail Merge, and Macro.

Unit -V: Spreadsheet Software (Microsoft Excel):Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference Operators, Functions: Typing a Function, Creating a Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing.

Unit-VI: Presentation Software (Microsoft PowerPoint):The Different Functionalities of Microsoft PowerPoint, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide, Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation.

Unit -VII: Introduction to Internet: Basic internet terms –Getting connecting to internet –Internet applications -E-mails, Searching the web -Search engine -Internet and computer viruses.

Reference Books:

1. Computer Fundamentals - P. K. Sinha



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2. Rajaraman V. -Fundamentals of computers, Prentics hall of India.
3. Introduction to Computers with MS-Office-Leon, TMH

Semester - II

Course Code: BBA/204/SEC - 2

Course Title: Basics Of Web Design (3 Credits)

Theory: 60 Lectures

Course Objectives:

To introduce the basic concepts and techniques of web user interface and to enable the students to develop simple, interactive, and stylish websites using HTML, CSS and JavaScript.

Learning Outcomes:

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

- After studying this course, students will be able to build web pages using the elements of HTML.
- After studying this course, students will be able to build interactive and stylish websites using client-side programming techniques with CSS and JavaScript.
- After studying this course, students will be able to learn to validate client-side data.
- After studying this course, students will be able to define the structure and contents of the website using different features of CSS.

Unit-I: Introduction: Introduction to internet and web design. Basic concepts of web architecture.

Unit-II: HTML: Basic Web page design using HTML tag Background, Image, Formatting Text, Ordered Lists and Unordered Lists, Hyper Link, Table Creation, Form Creation, Frame Creation.

Unit-III: Cascading style sheet (CSS): : Introduction to CSS, Inline CSS, Classes and IDs, Formatting Text, Div, Export External CSS to a web page.

Unit-IV: Basics of JavaScript: Introduction to JavaScript, Data types, if-else statement, Array, Loop, Function, Form validation

Reference Books:

- Abhishek R. Mehta, Ms. TruptiRathod, Dr.Priya SwaminarayanWeb Design- A Practical Approach :Beginner'S Guide To Html CssJavascriptjQuery And Animation, Notion Press.
- HTML, CSS, and JavaScript All in One, Sams Teach Yourself, 3/e Paperback – 8 May 2020by Julie C. Meloni (Author), Jennifer Kyrnin (Author)
- Ivan Bayross, Web Enabled Commercial Application Development Using Html, Dhtml, Javascript, Perl CGI, BPB Publications, 2010