



BANKURA UNIVERSITY

CURRICULUM AND CREDIT FRAMEWORK FOR BBA PROGRAMME (BASIC, HONOURS AND HONOURS 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 LAB BASED					
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

PRACTICAL QUESTION PAPERS' QUESTIONS PATTERN PROJECT BASED		No. Distribution
Project Report		15
Presentation		15
Total:		30

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

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 T: 80 L: 00	100	3	1	-
2	BBA/102/MN - 1	Elective - I (Minor Stream)	4	20	80 T: 80 L: 00	100	3	1	-
3	BBA/103/MD - 1	Quantitative Techniques - I	3	20	80 T: 80 L: 00	100	3	1	-
4	BBA/104/ SEC - 1	IT Tools for Business	3	20	80 T:50 L: 30	100	3	1	4
5	BBA/105/AEC - 1	Compulsory English : Literature and Communication	2	10	40 T: 40 L: 00	50	2	1	-
6	BBA/106/VAC - 1	Environmental Studies	4	10	40 T:40 L: 00	50	2	1	-
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 T: 80 L: 00	100	3	1	-
2	BBA/202/MN -2	Elective - II (Minor Stream)	4	20	80 T: 80 L: 00	100	3	1	-
3	BBA/203/MD - 2	Quantitative Techniques - II	3	20	80 T: 80 L: 00	100	3	1	-
4	BBA/204/SEC - 2	Basics of Web Design	3	20	80 T:50 L: 30	100	3	1	4
5	BBA/205/AEC - 2	MIL - 1 (Bengali / Sanskrit/Santali)	2	10	40 T: 40 L: 00	50	2	1	-
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 T:40 L: 00	50	2	1	-
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	MIL - 2 (Bengali / Sanskrit/Santali)	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	4
					T : 50	L : 30				
5	BBA/405/MN -4	Elective - IV (Minor Stream) (Note : For System Management there is Laboratory / Practical section)	4	20	80		100	3	1	-
					T : 80	L : 00				
6	BBA/406/AEC-4	Compulsory English: Literature, Language and Communication	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/MJC-11	Sales and Distribution Management / Cost and Management Accounting / Industrial Relations and Industrial Laws	4	20	80		100	3	1	-
					T : 80	L : 00				
4	BBA/504/MJC-12	Integrated Marketing Communication / Taxation / Human Resource Development	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-13	Ethics and Corporate Social Responsibility	4	20	80		100	3	1	-
					T : 80	L : 00				
2	BBA/602/MJC-14	Strategic Management	4	20	80		100	3	1	-
					T : 80	L : 00				
3	BBA/603/MJC-15	Marketing of Services / Corporate Finance / Compensation Management and Wage Laws	4	20	80		100	3	1	-
					T : 80	L : 00				
4	BBA/604/MJC-16	Retail Management / Security Analysis and Portfolio Management / Training and Development	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-17	Financial Management	4	20	80 T : 80 L : 00	100	3	1	-
2	BBA/702/MJC-18	Customer Relationship Management / Project Appraisal / Talent and Knowledge Management	4	20	80 T : 80 L : 00	100	3	1	-
3	BBA/703/MJC-19	Consumer Behaviour / Indian Financial System / Counseling and Negotiation Skills for Managers	4	20	80 T : 80 L : 00	100	3	1	-
4	BBA/704/MJC-20	B2B Marketing / Financial Modeling and Derivatives / Strategic Human Resource Management	4	20	80 T : 80 L : 00	100	3	1	-
5	BBA/705/MN - 7	Elective - VII (Minor Stream)	4	20	80 T : 80 L : 00	100	3	1	-
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 -21	Application of Block Chain Technology in Business	4	20	80 T : 80 L : 00	100	3	1	-
2	BBA/802/MJC -22	Digital Marketing / International Financial Management / Organizational Design	4	20	80 T : 80 L : 00	100	3	1	-
3	BBA/803/MJC-23	Supply Chain and logistics Management / Merger, Acquisition and Corporate Restructuring / Performance Management	4	20	80 T : 80 L : 00	100	3	1	-
4	BBA/804/MJC - 24	Product and Brand Management / Financial Markets, Institutions and Services / Leadership in Organization	4	20	80 T : 80 L : 00	100	3	1	-
5	BBA/805/MN - 8	Elective - VIII (Minor Stream)	4	20	80 T : 80 L : 00	100	3	1	-
Total in Semester - VIII			20	100	400	500			

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LIST OF THE COURSES				
MAJOR STREAMS				
SERIAL NO.	COURSE CODE	MAJOR COURSE NAMES		
		MARKETING MANAGEMENT (MM)	FINANCIAL MANAGEMENT (FM)	HUMAN RESOURCE MANAGEMENT (HRM)
1	MJC – 1	Fundamentals of Management and Organizational Behaviour	Fundamentals of Management and Organizational Behaviour	Fundamentals of Management and Organizational Behaviour
2	MJC – 2	Business Environment	Business Environment	Business Environment
3	MJC – 3	Accounting For Managers	Accounting For Managers	Accounting For Managers
4	MJC – 4	Managerial Economics	Managerial Economics	Managerial Economics
5	MJC – 5	Entrepreneurship Development	Entrepreneurship Development	Entrepreneurship Development
6	MJC – 6	Marketing Management	Marketing Management	Marketing Management
7	MJC – 7	Human Resource Management	Human Resource Management	Human Resource Management
8	MJC – 8	Business Research Methodology	Business Research Methodology	Business Research Methodology
9	MJC – 9	Legal Aspect of Business	Legal Aspect of Business	Legal Aspect of Business
10	MJC – 10	Production and Material Management	Production and Material Management	Production and Material Management
11	MJC – 11	Sales and Distribution Management	Cost and Management Accounting	Industrial Relations and Industrial Laws
12	MJC – 12	Integrated Marketing Communication	Taxation	Human Resource Development
13	MJC – 13	Ethics and Corporate Social Responsibility	Ethics and Corporate Social Responsibility	Ethics and Corporate Social Responsibility
14	MJC – 14	Strategic Management	Strategic Management	Strategic Management

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SERIAL NO.	COURSE CODE	MARKETING MANAGEMENT (MM)	FINANCIAL MANAGEMENT (FM)	HUMAN RESOURCE MANAGEMENT (HRM)
15	MJC – 15	Marketing of Services	Corporate Finance	Compensation Management and Wage Laws
16	MJC – 16	Retail Management	Security Analysis and Portfolio Management	Training and Development
17	MJC – 17	Financial Management	Financial Management	Financial Management
18	MJC – 18	Customer Relationship Management	Project Appraisal	Talent and Knowledge Management
19	MJC – 19	Consumer Behaviour	Indian Financial System	Counseling and Negotiation Skills for Managers
20	MJC – 20	B2B Marketing	Financial Modeling And Derivatives	Strategic Human Resource Management
21	MJC – 21	Application of Block Chain Technology in Business	Application of Block Chain Technology in Business	Application of Block Chain Technology in Business
22	MJC – 22	Digital Marketing	International Financial Management	Organizational Design
23	MJC – 23	Supply Chain and Logistics Management	Merger, Acquisition and Corporate Restructuring	Performance Management
24	MJC – 24	Product and Brand Management	Financial Markets, Institutions and Services	Leadership in Organization
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)

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SERIAL NO.	COURSE CODE	SYSTEM MANAGEMENT	RURAL MANAGEMENT	BUSINESS ANALYTICS
3	MN – 3	E- Commerce (SM – III)	Rural Marketing Management 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)
5	MN – 5	System Analysis and Design (SM – V)	Operation Management in Rural Development (RM – V)	Data Visualization for Managers (BA – V)
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)		

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ABILITY ENHANCEMENT COURSE		
3	AEC – 3	MIL -2 (Bengali/Sanskrit/Santali)
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

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 MJC – 22 , MJ – 23 and MJC – 24. The credit of research project/ dissertation will be 12. A student can preferably choose any topic from the major stream.

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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), 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**

3.

a) For MJC 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 at the time of MAJOR selection then he / she has to choose the all Marketing Management Papers denoted as MM from MAJOR COURSE NAMES.]

b)

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 –13	Ethics and Corporate Social Responsibility
12	MJC –14	Strategic Management
13	MJC –17	Financial Management
14	MJC –21	Application of Block Chain Technology in Business

The above mentioned Subjects are common for all the MAJOR streams

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4. 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.]
5. Database Management System a subject in System Management in SEM – IV (Minor) will have the marks distribution of IA – 20 + Theory – 50 + LAB – 30.

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Semester - I

Course Code: BBA/101/MJC-1

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

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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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 Credits)

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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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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Semester - III

Course Code: BBA/301/MJC-3

Course Title: Accounting for Managers (4 Credits)

Theory: 60 Lectures

Course Objectives:

This course exposes students to a broad range of accounting and cost accounting concepts and their terminology. Topics include Primary accounting books, financial statements, how to identify, measure, and accumulate direct and indirect costs.

Learning Outcomes:

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

- Prepare journal, ledger and trial balance.
- Prepare Final Accounts.
- Find different ratios.
- Understanding different costs.

Unit-I: Introduction to Financial Accounting: Introduction, Meaning of Book Keeping, Accounting and Accountancy, Distinction between Book Keeping and Accounting, Accounting Process, Objectives of Accounting, Various users of Accounting Information, Limitations of Accounting, Accounting Terminologies.

Unit-II: Accounting Concepts, Principles and Conventions: Introduction, Meaning of Accounting Concepts, Principles, Conventions, Types of Accounting Concepts, Types of Accounting Principles, Types of Accounting Conventions, Accounting standards.

Unit-III: Recording of Transactions: Introduction, Meaning of Assets, Liabilities, Equity, Accounting Equation, Classification of Accounts, Double Entry System and Rules of Debit and Credit, Difference between Double entry system and Single entry System. **Secondary Books:** Introduction, Secondary Books, Cash Book, Petty Cash Book, And Ledger

Unit-IV: Trial Balance : Introduction, Trial Balance, Necessity of preparation of Trial Balance, Limitations of Trial Balance, Preparation of Trial Balance.

Unit-V: Final Accounts: Introduction, Meaning, Objectives and Characteristics of Final Accounts, Trading Account, Profit and Loss Account, Balance Sheet, Treatment of Adjustments, Practical Problems.

Unit-VI: Bank Reconciliation Statement: Introduction, Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation.

Unit-VII: Accounting for Non-Profit seeking Concern: Difference between Receipt and Payment A/c and Income and expenditure A/c, Capital expenditure, Revenue Expenditure, Receipt and Income, Preparation of Income and Expenditure a/c and Balance sheet of Non Profit Seeking Organization A/c.

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Unit-VIII: Partnership Accounts-I: Profit and Loss Appropriation A/c and Capital A/c and Current A/c, Charge against Profit and Appropriation of Profit, Simple Problems.

Unit-IX: Depreciation Accounting: Introduction, Meaning of Depreciation, Causes for Depreciation, Need for Depreciation, Computation of the Amount of Depreciation, Depreciation on Additions to Fixed Assets and Sale of Assets, Methods of Depreciation, Straight Line and Reducing Balance Method.

Unit-X: Introduction to Company Accounts: Introduction, Kinds of Companies, Formation of Companies, Share Capital, Issue of Shares, Under Subscription & Oversubscription, Issue of Shares at Premium, Share Forfeiture and Reissue, accounting treatment, Simple Problems.

Reference Books:

1. Accounting for Managers – Asish K. Bhattacharya; PHI.
2. Modern Accountancy-Amitabha Mukherjee & Mohammed Hanif; Tata McGraw-Hill.
3. Accounting & Finance for Managers – T. P. Ghosh; Taxmann.
4. Accounting for Management, Ashok Sehgal, Taxmann
5. Financial Accounting (Set of 2 volumes), Bhushan Kumar Goyal H.N Tiwari, Taxmann
6. Financial Accounting, Tulsian P. C., Pearson)
7. Financial Accounting, V. K. Goyal and Ruchi Goyal, PHI

Semester - III

Course Code: BBA/302/MJC - 4

Course Title: Managerial Economics (4 Credits)

Theory: 60 Lectures

Course Objectives:

To enable students understand the basic concepts of microeconomics, macroeconomic concepts and their influences in the decision-making process of individual consumers, groups of consumers, and firms.

Learning Outcomes:

The students can learn the following after completion of the course:

- What are the micro economic indicators for analysis?
- How to do the utility analysis?
- Consumer behavior and utility analysis
- Product pricing determination
- Types of the market and consumer behavior
- What are the macroeconomic indicators for analysis?
- How to measure the economic indicators?
- How to analyze the monetary policy?
- Importance of fiscal and monetary policy

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Unit-I: Introduction to Business Economics: Nature and scope of Business economics, Economic terms and concepts; Overview of Micro and Macro economics.

Unit- II: Demand and Supply: Law of demand and Law of supply and its' exceptions, Elasticity of Demand: Price elasticity, Income elasticity and cross price elasticity of demand, Measurement of elasticity: Arc price elasticity, point price elasticity. Factors determining Demand elasticity, Demand forecasting: Importance and meaning, Different Revenue Concepts, Relations, concentrating AR, MR and price elasticity.

Unit-III: Cost and Production: Production Function, Law of variable proportions – Total Product, Average Product, Marginal Product and their relations. Isocost, Isoquant Lines and choice of optimum input combination; Return to scale; Cobb- Douglas Production function and its important properties, Cost function. Short run and long run costs, Different concepts of Cost and cost curves and classifications of cost,

Unit-IV: Market Function: Short run and Long run Equilibrium of the firm under perfect competition, Monopoly, price discrimination, Market equilibrium; Demand and Supply function.

Unit – V Introduction to Macroeconomics: Nature and Scope of Macroeconomic study, Output and expenditure flows in a simple economy, Macroeconomic variables.

Unit- VI: Overview of National Income: Measurement of national income, circular flow of national income. Consumption function; saving function: Simple Keynesian Model- Equilibrium and Stability, Investment multiplier.

Unit VII: Macroeconomic Policy: Fiscal Policy and Monetary Policy.

Unit-VIII: Money: Definitions, Classification and functions of money. Different components of money supply. Classical Quantity and Keynesian liquidity preference theory.

Unit-IX: Banking: Functions of commercial Banks and central Bank, Credit creation of Commercial Banks, Monetary policies and their limitations.

Suggested Readings:

1. An Introduction to Positive Economics- Lipsey, ELBS.
2. Managerial Economics : Hague, Longman
3. Modern Economic theory: Mukherjee, VishwaPrakashan
4. Micro Economic Theory, JoydebSarkhelBook Syndicate Pvt. Ltd,
5. Macro-Economic Theory, JoydebSarkhelBook Syndicate Pvt. Ltd,
6. Managerial Economics, Harasankar Bhattacharyya and JoydebSarkhel, Book Syndicate Pvt. Ltd.

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Semester - IV

Course Code: BBA/401/MJC - 5

Course Title: Entrepreneurship Development (4 Credits)

Theory: 60 Lectures

Course Objectives:

Entrepreneurship has been engines of economic growth and prosperity in any society. The entrepreneur transforms resources to useful and valuable products, services and solutions. S/he does so by sensing opportunities and seizes opportunities while transforming assets. Considering significance of entrepreneurship for the economy and society, large companies besides governments and Universities are promoting entrepreneurship. This is often known as intrapreneurship. In fact, all early management education was centered on creating and supporting entrepreneurs. It is therefore essential for all management graduates to learn entrepreneurship.

Learning Outcomes:

- To explain with examples / illustrations key concepts such as opportunities, challenges, resources & capabilities, new product development, intellectual property rights, efficiency, quality, innovation and customer responsiveness.
- To apply the learned concepts to sense and seize opportunities
- To analyze identifies opportunities for key success factors and required capabilities to win in the market place
- To consider resource constraints to evaluate multiple opportunities and select appropriate opportunities for seizing
- To create a business plan

Unit-I: Introduction: An Concepts of entrepreneur, Entrepreneurship, Characteristics and competencies of a successful entrepreneur, General functions of an entrepreneur, Type of entrepreneurs, Role of entrepreneur in economic development, Distinction between an entrepreneur and manager, Entrepreneur and Intrapreneur.

Unit- II: Entrepreneurship Development: Emergence of entrepreneurship, Growth of entrepreneurship in India, Economic and Non- Economic factors for stimulating entrepreneurship development, Obstacles to entrepreneurship development in India.

Unit-III: Women and Entrepreneurship: Concept of women entrepreneurship, Reasons for growth of woman entrepreneurship, Problems faced by women entrepreneurship and remedial measures.

Unit-IV: Role of the Government in Entrepreneurship Development: Concept and meaning of entrepreneurship development programs, Need for entrepreneurship development programs (EDPs), Objectives of EDPs, Organizations for EDPs in India, NIESBUD, SISI- Concept, Roles and activities.

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Unit- V: Organization Assistance: New Ventures, Industrial Park (Meaning, Features, & Examples), Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies, The Small Industries Development Bank of India (SIDBI) , The State Small Industries Development Corporation(SSIDC)

Unit-VI: Venture Promotion and Project Formulation: Concept of projects classification of projects and project report, Project identification and selection, Constraints in project identification, Techniques of Project identification, Significance, Contents, formulation of project report, Need for project formulation, Elements of Project Formulation, Project Appraisal: Concept, Significance and method, Project Report- Concept, Guidelines for formulating a project report, Specimen of a project report.

Unit-VII: Enterprise Financing: Need for Financial Planning, Sources of short-term and long-term finance to entrepreneurs, Institutional finance to entrepreneurs, Role of commercial banks and financial institutions like IDBI, IFCI, ICICI, SFCs, Concept of venture capital. Role of govt. for encouraging entrepreneurs : Atmanirbhar Bharat, Make In India, Startup India, Stand Up India, Mudra Loan.

Project / Practical: Instructions to be followed

Business plan Presentation and evaluation

A Business plan presentation should convincingly demonstrate the ability of your business to sell enough of its product or service to make a satisfactory profit and be attractive to potential investors / lenders.

NEED FOR A BUSINESS PLAN

1.	Sanity Check	5.	Obtaining large contracts
2.	Obtaining bank loans	6.	Attracting key employees
3.	Attracting investors	7.	Completing mergers and acquisitions
4.	Arranging strategic alliances	8.	Motivating the management team

CONTENTS OF A BUSINESS PLAN

1. Cover Page
 - a. Name of the Company
 - b. Logo of the Company
 - c. Address of the Company
2. Table of Contents
3. Executive Summary



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4. About the Company
 - a. The industry
 - b. The company
 - c. Mission Statement
 - d. Vision Statement
5. The Product / Service
 - a. Product / Service
 - b. Problem and Solution
 - c. Design and development plans
 - d. Development status and tasks
 - e. Difficulties and risks
 - f. Product improvement and new products
 - g. Costs
6. The Market
 - a. Customers
 - b. Market size and trends
 - c. Competition
 - d. Estimated market share and sales
7. Marketing Strategy
 - a. Ongoing market evaluation
 - b. Pricing
 - c. Sales tactics
 - d. Service and warranty policies
 - e. Advertising and Promotion
8. Financial Strategy
 - a. Own funds
 - b. Bank Loans
 - c. Borrowing from other sources
 - d. Investors' funds
9. Operating Strategy
 - a. Geographic location
 - b. Facilities and improvements
 - c. Strategy and plans
 - d. Labor plans
10. Executive Profiles
 - a. Management Team



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- b. Organization structure
- c. Key managerial personnel
- d. Management compensation and ownership
- e. Board of directors
- f. Management assistance and training needs
- g. Supporting professional services

11. Appendices

- a. Balance Sheet
- b. Cash flow Statement
- c. Charts, Graphics and pictures
- d. Timelines
- e. Projections
- f. Key Assumptions

Detailed coverage under each Chapter of the Business Plan

Brief overview of company

- What exactly the company does
- What products or services are offered
- What problem is being solved, and
- Why these products or services are compelling, *e.g.*, “...the only product that enables [solution] to [the problem]...”

The Problem/Opportunity/Need

- Define the problem or need in the market
- Describe how significant or prevalent the problem may be
- If appropriate, describe why now is the right time for a solution
- Provide a “problem” scenario that provides a basis for your company's product or service

The Solution

- Clearly and succinctly describe the company's product or service that will address the problem
- Illustrate the company's solution with graphics or pictures as necessary
- Provide brief list of features, benefits and advantages
- What is the value proposition for the customer (How well will the product or service solve the problem)?
- Cost savings, convenience, reliability, etc.
- Describe “barriers to entry” created by your product (*e.g.*, patents)
- Provide an understandable, practical example of how your product/service works or what it does.

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Sample Feature-Benefits Table

Sl. No.	Features	Benefits
1		
2		
3		
4		

Company Status/Progress

- Build investor confidence in your company
- Domain expertise of management and staff
- Customers & contracts established (letters of intent)
- Strategic partnerships established
- Product development status-describe milestones achieved to reduce risk (e.g., alpha or beta testing)
- Other significant information to validate or reduce risk

The Market

- Describe market size, growth, trends and maturity
- Industry and market segment data
- Market challenges
- What market segment(s) are served by the company?
- What is the company's potential in the market?
- Estimated Revenue Growth in graphic or tabular form
- Market share projections are optional

Customers

- Describe the company's current & potential customers
- Profile of the optimal customer
- Value proposition to customer
- Validation of Customer Acceptance
- Customer Feedback, Survey Data, Testimonials
- Purchases, Letters of Intent
- Partners
- Example of customer

Competition and Advantage

Competition

- Describe the direct (competing product or service) and indirect competition (alternative solution) for your company and its product or service.
- Describe specific strengths, weaknesses, and opportunities related to competition.

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- Describe how your product, technology or service differentiates itself from the competition?

Competitive Advantage

- What is the company's competitive advantage?
- Why will customers buy your product or service over the competition?
- Show a competitive matrix to illustrate differentiation

Competitive Comparison

Product	Advantages Disadvantages
Product A : Rs.12/100 units	
Product B :Rs.30/100 units	
Product C :Rs.17/100 units	
My Company Product :Rs.9/100 units	

Competitive Matrix

Product	Features				
	A	B	C	D	E
MY PRODUCT	•	•	•	•	•
Product 1	•		•		
Product 2	•	•	•		
Product 3	•	•			•
Product 4	•	•		•	
Product 5		•	•		•
Product 6		•		•	

Business Model and Marketing Plan

Describe the company's business and revenue model

- What is the overall business strategy?
- How will you sell your product or service (distributors, internet)?
- How will the company generate revenue for its product or service?

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- Describe the sales cycle for the company's product or service

Describe the Marketing Plan

- What is the go-to-market strategy?
- What is the pricing model? Gross margin?
- How will you access customers? (including advertisement and promotion activity)
- How will your product or service be distributed?
- What customer support will be needed?

Note any commitments from partners, distributors, granting agencies, etc. regarding benefits of your product

Regulatory Issues

- Includes pertinent info regarding industry specific laws, state laws, local laws, competition law and other pertinent regulator specific laws

Management Team, Advisors

- Build investor confidence with team
- Credentials, proven track record, domain experience
- Describe skill and experience gaps to be filled
- List the company's leadership team
- Include name, position, experience
- List of company Directors and Advisors
- Include name, summary of experience

Financial Projections

- Provide 3-5 year financial projections for the company
- Include financial projections to show year-to-year growth
- Is the company overstating or understating market share and/or growth?
- Can the company scale its operations as it grows?
- List major facts and assumptions
- Are the assumptions believable and achievable?

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Product	2018	2019	2020	2021	2022
Revenue					
Direct Cost					
Gross Profit					
Operational Expenses					
Net Income					

Break Even Analysis

Have to do the break even analysis.

Funding

What funding has the company received to date?

Amount & Sources

- How will the company be financed?
- How much money is the company currently seeking from Investors?
- How will the funds be used? (use tabular format)
- What key value-building milestones will be achieved with funds (market test, market expansion, etc.)
- Anticipated future funding needs
- What are the exit strategies for the company? (When?)
- What is the expected ROI for investors

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Start-up Budget / Use of Proceeds

First year Budget	Cost (Rs. In '000)
Salaries	510,000
Repairs & maintenance	8,400
Local Advertising	5,000
Marketing	51,400
Accounting and legal	5,000
Rent	17,798
Internet & Telephone	5,940
Equipment	48,000
Domain Name	10
Total	Rs.651,548

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Timeline: Use a Gantt chart for key milestones

Timeline of Milestones

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Idea												
Primary Research												
Feasibility Analysis												
Relationships Secured												
Business Plan												
Prototype Install (Fall Gardens)												
Funds Raised												
Neighborhood Mkt.												
Initial Contracts												

Executive Summary

- Unique and Sizeable Opportunity
- Unique product or service
- Competitive Advantage, Strengths
- Marketing Approach, Customers, Sales Pipeline
- Intellectual property
- Management team

Suggested Readings:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation:Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.



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Semester - IV

Course Code: BBA/402/MJC - 6

Course Title: Marketing Management (4 Credits)

Theory: 60 Lectures

Course Objective:

The course would provide an understanding of the basic concepts, philosophies, processes and techniques of managing marketing operations of the organization with a greater emphasis on the process of value creation for customers.

Learning Outcomes:

- To define Marketing, Markets and their types and Understand the core concepts of marketing
- To understand and apply the strategic frameworks in developing a marketing plan
- To understand consumer buying behavior and the theories Application of Consumer behavior in real life marketing and using analytics to uncover such behaviors
- To apply Segmentation and Targeting to craft the marketing positioning
- To understand the concept of Customer Relationship Management, Customer Lifetime Value
- To understand Marketing Mix and be able to design appropriate marketing mix
- To create appropriate pricing by applying pricing models
- To evaluate the use of different channels of distribution by existing businesses
- To create guidelines for advertising and communication etc.

Unit-I: Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing, Core marketing concepts, Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context), Recent Trends in Marketing in India.

Unit- II: Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning, Developing marketing opportunities and strategies. Marketing Information System and Marketing research.

Unit-III: Developing the concept of marketing mix and managing the product: Types of consumer and industrial products, Product relating decision, Product Line, Product Mix, Product Life cycle, New Product Development, Branding and Packaging Decisions.

Unit-IV: Marketing of Services: Unique Characteristics of Services, Marketing strategies for service firms –7Ps.

Unit- V: Pricing: Pricing considerations and approaches, Strategies and methods.

Unit-VI: Distribution Channels: Concept of Distribution Channel, Managing distribution channel, Factors influencing the channel of Distribution- Wholesaling and Retailing.

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Unit-VII: The Marketing Communication: The communication process, developing effective communication, deciding on the marketing communication mix, Managing advertising, sales promotion and public relations (PR), managing the sales force.

Unit-VIII: New Trends in Marketing: Global Marketing, Direct marketing, Tele marketing, Basics of Digital Marketing, Email marketing, Social media marketing, content marketing, Search Engine marketing, APP Marketing.

Reference Books:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UlHaq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College Publishing.

Semester - IV

Course Code: BBA/403/MJC - 7

Course Title: Human Resource Management (4 Credits)

Theory: 60 Lectures

Course Objectives:

The role of HR manager today is no more limited to service functions like recruiting, payroll and benefits. Today, HR managers play a major role in strategic decision making and are evolving as business partners. At the same time, Human Resource Management is no more limited to only HR personnel. Rather, every manager needs to work on it along with the HR department. Managers who are good at HRM can use their workforce in a more efficient and effective manner to gain competitive advantage for their organizations.

The course aims to furnish students with the tools and practices of HRM and help them appreciate they change they can affect in an organization by managing people in the best possible manner. It also aims at providing an overview of the current people challenges that organizations/ managers are facing today.

Learning Outcomes:

The programme intends to provide the students with basics and application of Human Resource management. It will help to understand how the human assets are being put to use in the service of organizational objectives and will help the students to recognize the manager's changing role, and it will emphasize the real-time HR challenges and the HRM strategies used to address them.

By the end of this course, the following learning outcomes are expected:

- Students should be well acquainted with basic concepts HRM and the important functions, role of strategy in HRM, need of manpower planning/ HR planning etc.
- Students should be well acquainted with basic tools and techniques of HRM like job evaluation, assessment center, competency mapping etc.
- Students should be able to relate to the basic HR functions and processes like Recruitment, training, performance management, career and succession planning etc.

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- Students should be able to understand the role of HR in today's corporate world, challenges and how to address them while well-guarding employee sensitivities and importance of HR analytics.

Unit-I: HRM Concept: Nature, Scope, Objectives and importance of Human Resource Management, Evaluation of HRM, Roles, functions and qualities of human resource Manager, Difference between Human Resource Management and Personal Management.

Unit- II: Human Resource Planning: Meaning, Objective and Importance of Human Resource Planning (HRP), HRP Planning Process.

Unit-III: Recruitment, Selection & Orientation: Objective and sources of recruitment, Meaning and purpose of Selection, Selection Process, Steps in Selection, Selection Techniques and Induction.

Unit-IV: Training and Development: Meaning, Importance and objective of Training, Steps in training, Organizing Training programmer, Training vs Development, Training needs assessment, Training methods, Evaluation of training programs, Meaning and objectives of Management Development, Techniques of Management Development, Career Planning.

Unit- V: Performance Appraisal: Concept, Features, Objective and methods of appraisal, Traditional and Modern methods, Problems with performance appraisal, Potential Appraisal.

Unit-VI: Compensation Management: Objective and scope of compensation management, Factors affecting compensation, Job evaluation- Concept and process, Methods of wage payment, Fringe benefits and incentive plans.

Unit-VII: Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline concept, aspect of discipline & Disciplinary procedure. Workers' participations in Management- Definition, objective and form, Collective bargaining: Concepts and forms.

Unit-VIII: Human Resource Development: Definition, Goals of HRD, HRD mechanisms or subsystems, Linkage between HRD mechanisms, process outcomes and organizational effectiveness and OD, HRD department and its task.

Reference Books:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson

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

Semester - IV

Course Code: BBA/404/MJC - 8

Course Title: Business Research Methodology (4 Credits)

Theory: 60 Lectures

Course Objectives

To enable students understand the basic techniques and tools of business research and its application in business decision making

Learning Outcomes

- To learn and comprehend the nature, concept and scope of Business Research: definition, scope, limitation & types, objectives, research process, and application of business research.
- To be well acquainted with research design-types, primary & secondary methods, collection of data, primary data and its sources, secondary data and its sources.
- To be well acquainted with measurement & scaling, designing a questionnaire, scaling, population and sample, types of sampling techniques, and sampling theory of estimation.
- To be able to understand and gain practical knowledge about data analysis, interpretation of result, data Preparation, tabulation, coding, and editing, report writing and presentation.

Unit –I: Nature and Scope of Business Research: Definition, Scope, Limitation & Types, Objectives, Research Process, and Application of Business Research

Unit – II: Research Design: Types, Primary & Secondary Methods

Unit – III: Collection of Data: Primary Data and Its sources, Secondary Data and Its sources

Unit – IV: Measurement & Scaling: Designing a Questionnaire, Scaling: meaning of scaling, important scaling techniques, Population and Sample, Types of Sampling Techniques, Sampling Theory of Estimation.

Unit – V: Data Analysis: Hypothesis testing, Type I & Type II error, Descriptive statistics, frequency analysis, Z test, t test, Chi square test, correlation, regression etc. Use of SPSS /related software for data analysis.

Unit – VI: Communicating the Research: Data Preparation, Tabulation, Coding, and Editing. Report Writing and Presentation.

Unit – VII: Report Writing: Formatting, Title Page, Abstract, Body, Introduction, Methods, Sample, Measures, Design, Results, Conclusions, References, Tables, Figures, Appendices.

Unit – VIII: Presentation of Report: Skills and Methods, Practice Sessions on Assignments (Two per student).

Reference Books:

1. Business Research Methods, Zikmund, Cengage
2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Research Methodology, Prashant Sarangi, Taxmann
5. Kothari, C.R. : Research Methodology – Methods and Techniques, WileyEastern.

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

Semester - I

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

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

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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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 Credits)

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 - III

Course Code: BBA/303/MN – 3 (Minor Stream)

Course Title: E-Commerce (SM: Elective –III) (4 Credits)

Theory: 60 Lectures

Course Objectives:

- Gain an understanding of basic concepts, theories, and business models underlying e-commerce.
- Apply e-commerce theory and concepts to what e-marketers are doing in "the real world."
- Improve familiarity with current challenges and issues in e-commerce.
- Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options.
- Discuss the issues facing businesses that are considering worldwide marketing of their products and services.



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Learning Outcomes:

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

- Outline and determine the processes to be executed for starting a business and the advantages of using the internet to widen reach and appeal of the organization.
- Illustrate various disciplines of Commerce, Taxation, Finance, Management and Accounts, and implement in real life business situations.
- Organize and analyze the technical and managerial requirements of various e-commerce activities, as well as the interaction between computing and human being in the global context.
- Distinguish various technologies and Examine complex business problems to solve problems in various e-commerce activities like sales, payment, marketing, auction, etc.

Unit-I: E-Business Framework: Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.

Unit-II: Network Infrastructure for E-Commerce–I: Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML. **Network Infrastructure for E-Commerce–II:** Common Gateway Interface, Multimedia Objects, Network Access Equipment, Network Cables, And Broadband Telecommunication.

Unit-III: E-Business: Requirements and Architecture, Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway. **E-commerce Infrastructure:** Need for an Intelligent Website, technology Infrastructure Required, Basic Web Languages for Web Designing, Corporate Strategic Infrastructure Required, and Miscellaneous Website Design Tips.

Unit-IV: Business Models: Evolution of Internet Business Models, Business Models in Practice, Business Model: The Six Components.

Unit-V: Security In Electronic Business: Intranet and Extranet Security: Threats and Protection, Protection Methods, Data and Message Security, Firewalls. **Encryption:** Cryptography, Encryption, Digital Signature and Virtual Private Network.

Unit-VI: Enabling Technology of World Wide Web: Internet Services, Internet Software. **E-Payment Systems:** B2B Electronic Payments, Third-Party Payment Processing, Electronic Payment Gateway–Security Standard for Electronic Payment System.

Unit-VII: E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry.

Unit-VIII: Policy and Implementation: Legal and Ethical Policy Issues: Protection of Privacy and Intellectual Property, Strategy Planning for E-Business.

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Unit-IX: Mobile Commerce: Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles. **EDI, E-CRM and E-SCM:** Electronic Data Interchange (EDI), E-CRM, E-SCM.

Reference Books:

1. Essentials of E-commerce Technology, Rajaraman V., PHI
2. E-Commerce: The Cutting Edge of Business, Kamlesh K. Bajaj, Debjani Nag, McGrawhill
3. E-Commerce, Gaurav Gupta, Sarika Gupta

Semester –IV

Course Code: BBA/405/MN – 4 (Minor Stream)

Course Title: Database Management System (SM: Elective –IV) (4 Credits)

Theory: 60 Lectures

Course Objectives:

The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.

Learning Outcomes:

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

- Understand the basic concepts and the applications of database systems.
- Master the basics of SQL and construct queries using SQL.
- Understand the relational database design principles.
- Familiar with the basic issues of transaction processing and concurrency control.
- Familiar with database storage structures and access techniques

Unit-I: Introduction: Definition of Database, Advantages of Database Management Approach, Data Models and its categories, Schema, Instances and Database State, Three-schema Architecture of DBMS- Physical, Logical and Viewer Level, Data Independence.

Unit-II: DBMS Languages: DDL, DML, DCL, DBMS Interfaces, Centralized DBMS Architecture, Client / Server Architecture – Two tire Architecture, Three tire Architecture for Web Applications, Classifications of DBMS.

Unit-III: Relational Model: Concept and constraints – Relational Model Concept, Domain, Attributes, Tuples and Relations, Characteristics of Relation, Relational Model notations, Relational Model Constraints and its categories, Schema based constraints – Domain constraints, key constraints, Constraints on Null Value, Integrity constraints and Referential Integrity constraints.

Unit-IV: Relational Algebra: Selection, Projection, Union, Intersection, Minus and Cartesian Product and Division algebraic operations, Join, Variation of join – Equi-join, Natural Join, Examples of queries in Relational Algebra.



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Unit-V: Structured Query Language (SQL): Schema Definition, Basic constraints and Queries, DATA DEFINITION – Schema and catalog Concept, CREATE TABLE command, Data types and Domains in SQL, Specifying Basic Constraints – Attributes constraints and Attribute Default, Key and Referential Integrity constraints, Constraints on tuple using CHECK, Schema change, Command DROP and ALTER command.

Unit-VI: Basic queries in SQL: SELECT – FROM-WHERE Structure, Data Manipulation Command – INSERT, UPDATE, DELETE command, Data Control Command – COMMIT, SAVEPOINT, ROLLBACK Command.

Unit-VII: Operators and Functions: Arithmetic Operators, Comparison Operators LIKE, NOT LIKE, BETWEEN, NOT BETWEEN, Logical Operators, Set Operators – UNION, UNION ALL, INTERSECTION, MINUS, Functions – DATE Functions, Numeric Functions, Character Functions, Conversion Functions, GROUP BY and HAVING Clauses in SQL.

Unit-VIII: Join and Sub-Queries: Simple Join, Self-Join, Outer Join, Usage of Sub-Queries – Nested Queries, Tuple and Set / Multi-Set Comparisons, Co-related Nested Queries.

Reference Books:

1. Fundamentals of Database Systems : Elmasri, Navathe, Somayajulu, Gupta
2. Introductions to Database Systems – C. J. Date.
3. Database Management Systems – A. K. Majumder & P. Bhattacharya
4. Database Management Systems – Korth & Sudarshan.
5. Fundamentals of SQL – Evan Bayross.

Semester - I

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

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

Theory: 60 Lectures

Course Objectives:

- You'll learn about the working of a local self government body, that is, the Panchayati 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.

Unit –I: Introduction to Sociology – differences between rural and urban societies – Rural Social Structure - Important Rural Social Institutions: Family, Marriage, Religion.

Unit – II: Individual and Society – Role of Heredity and Environment in shaping Human Behaviour, Socialization. Social Control Features of rural society – caste, education, gender, and their changing pattern over time.



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

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

Unit – VI: Socio-economic structure of India, Specific values and value systems, Caste system in India, Land use and industry, Agriculture and allied activities, Scope of entrepreneurial initiatives in India.

Unit – VII: Land Tenure Systems and Land Reforms: Tenancy laws, land ceiling and consolidation of holdings, land-ceiling laws, and distribution of surplus land among the rural poor, tenant farmers, problems of land alienation in the tribal areas.

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 Deveelopment 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) (4 Credits)

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.

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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.

Unit – V: Institutions for Rural Development and Management: Structure, Functions and Role in Rural Development - National level Institutions: Planning Commission, Ministry of Rural Development, Ministry of Panchayati Raj, NIRD&PR, CAPART and NABARD - State Level Institutions: State Planning Board, State Institute of Rural Development - District & Other Level Institutions: District Planning Committee; Panchayati Raj Institutions - Community Based Institutions – Scientific inputs and support from the Institutions like ICAR, ISRO, CSIR Institutes.

Unit–VI: Major Development and Welfare Programs: Mahatma Gandhi National Rural Employment Guarantee Program (MGNREGS), Public Distribution System(PDS), Sarva Siksha Abhiyan(SSA) National Rural Livelihood Mission (NRLM), Pradhan Mantri Gramin Awaas Yojana (PMGAY), Swachh Bharat Mission (SBM), National Health Mission (NHM), Swajal dhara - Backward Region Grant Fund (BRGF), Pradhan Mantri Grameen Sadak Yojana (PMGSY), Integrated Wasteland Development Program (IWDP), Provisions of Urban Amenities in Rural Areas (PURA), PPP/CSR Initiatives in Rural Development (the names may be changed as per government programs)

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.

SEM - III

Course Code: BBA/303/MN – 3 (Minor Stream)

Course Title: Rural Marketing Management and Agricultural Marketing (RM: Elective – III) (4 Credits)

Theory: 60 Lectures

Course Objectives:

The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Learning Outcomes:

This paper allows students to explore various facets of rural marketing and expose them towards rural market environment and challenges in the globalized economies.

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Unit –I: Concept and Scope of Rural Market, Characteristics of rural markets, Environmental factors: Micro and Macro marketing environment, Marketing planning process, Introduction to services marketing.

Unit –II: Rural Consumer Behaviour: Meaning and definition, importance, different buying roles, consumer buying decision process, factors influencing consumer behaviour, Rural consumer vs. urban consumers: a comparison, Relevance of marketing mix for rural markets and consumers.

Unit –III: Market Segmentation: Meaning and concept, Benefits of segmentations, Bases of segmentation, Targeting and positioning for rural markets, Pricing strategies, Promotional strategies and distribution strategies for rural customers, Product life cycle concept, New product development.

Unit –IV: Rural Marketing Strategy: Tangible and intangible rural products - Evolving Rural Marketing Strategy - marketing strategy for rural products; role of informal communication.

Unit –V: Rural Distribution Systems: Rural Communication and Distribution systems, Distribution system for small markets, niche markets and exclusive products.

Unit –VI: ICTs in Rural Marketing and Market support: ICTs in Rural Marketing, Role of Social Media, e-NAM, Agricultural Marketing Network (AGMARKNET) and Rural Go downs. Rural vs. Urban storage systems. Role of commercial bank, Rural Credit and Marketing linkages.

Unit –VII: Agricultural Markets: Nature and scope, objectives of agricultural marketing, Challenges in agricultural marketing, Agricultural marketing and its economic importance, Agricultural produces and their market.

Reference Books:

1. Gopal, R. "Rural Marketing Management "Discovery, New Delhi
2. Saxena, A., Harsh, S., and Rahman.,M. "Rural Marketing: Thrust and Challenges" National Publishing House, New Delhi
3. Kotler, P. Kosshy, A., and Jha, M. "Marketing Management-A South Asian Perspective" Pearson, New Delhi

SEM - IV

Course Code: BBA/405/MN – 4 (Minor Stream)

Course Title: Rural Economics (RM: Elective – IV) (4 Credits)

Theory: 60 Lectures

Course Objectives:

- Familiarizing the theories, concepts of rural economics
- Applying the concept of the dynamics of rural economies in order to understand the economics in general
- Acquainting the structure of rural economies – farming, industrialization and possible interactions
- Aware about the problems and prospects of the rural economy of India
- Knowledge on rural poverty estimates and its causes and consequences

Learning Outcomes:

- Familiarizing practical ways to carry out field survey relating to rural economics
- Ability to apply the theoretical knowledge on the basic concepts, theories relating to rural economics
- Develop critical and creative thinking about the rural economies

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Unit–I: Rural Economics: Nature, scope and importance, Meaning and definitions of rural development in the context of under developed and developing countries, Factors essential for rural development, Problems associated with rural development in a predominantly rural economy.

Unit–II: Indian Agriculture: Importance, Agricultural production and productivity, agricultural backwardness, causes, and consequences, Modernization of agriculture.

Unit –III: Rural Poverty and Economic Inequality: Rural poverty, extent, types, causes and consequences, Measures for poverty alleviation in rural areas.

Unit –IV: Rural Unemployment- Extent, type, causes and remedies, Problem of labour migration.

Unit–V: Rural Industrialization: Need, Importance and problems of (a) Agro-based Industries (b) Small-scale and Cottage Industries.

Unit –VI: Public Utilities in Rural Economy : A) Irrigation Facilities B) Transport and communication C) Rural Electrification

Reference Books:

1. Desai, S.S.M. "Fundamental of Rural Economics" Himalaya Publishing House, Mumbai.
2. Prasad, K.N. "Dimensions of Development" Concept Publishing Company, New Delhi.
3. Joshi, P.C. "Organising Unorganised Labour" Oxford and IBH Publishing Company, New Delhi.
4. Khusro, A.M. "The Economics of Land, Reform and Farm Size in India" Mac Millan, Mumbai.
5. Maheshwari, S.R. "Rural Development in India" Sage Publications, New Delhi.

Semester - I

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

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

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.

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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

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) (4 Credits)

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



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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

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

SEM - III

Course Code: BBA/303/MN- 3 (Minor Stream)

Course Title: Forecasting Of Business (BA: Elective – III) (4 Credits)

Theory: 60 Lectures

Course Objectives:

This course aims to provide the elementary principles and techniques of time series analysis that can be used in business forecasting, and emphasizes practical data analysis.

Learning Outcomes:

- Explain various notions/concepts/principles in time series analysis and forecasting.
- Choose and use the standard techniques of time series analysis to analyze real data, and build appropriate forecasting models.
- Review and interpret models and forecasting results critically.

Unit – I: Historical perspective of Business Forecasting: Concept of Business forecasting, Difference among Econometrics, Mathematics and Statistics, Importance of Econometrics, Linkage of Econometrics with Business Forecasting-Types of Data

Unit – II: Regression Model: Steps, Linear, Non linear.

Unit – III: Univariate time series: Linear model, Stationarity, Autocorrelation, Partial Auto correlation, Multicollinearity, ARIMA, ARMA process. Regression Model: Steps, Linear, Non linear.



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Unit – IV: Stationarity and Unit Roots Tests: Introduction, Unit Roots tests, Stationarity tests

Unit – V: Univariate Time Series: Volatility Models-Introduction, The ARCH Model, The GARCH Model, Multivariate Time Series Analysis: Vector Auto regression Model–Co integration.

Unit– VI: Introduction to E Views and R studios: E views Functions, Programming in E views, Programming in R for time series forecasting

Reference Books:

1. Chris Chatfield, The Analysis of Time Series: An Introduction , Chapman and Hall
2. N. H. Chan, Time Series: Applications to Finance, John Wiley and Sons,
3. James D. Hamilton, Time Series Analysis, Princeton University Press,
4. Terence C. Mills, The Econometrics of Financial Time Series Cambridge University Press.
5. Box, Jenkins, Reinsel, Ljung, Time Series Analysis: Forecasting and Control; Wiley Publications

SEM - IV

Course Code: BBA/405/MN- 4 (Minor Stream)

Course Title: Data Science using R (BA: Elective – IV) (4 Credits)

Theory: 60 Lectures

Course Objectives:

- The basics of statistical computing and data analysis
- How to use R for analytical programming
- How to implement data structure in R
- R loop functions and debugging tools
- Object-oriented programming concepts in R
- Data visualization in R
- How to perform error handling
- Writing custom R functions

Learning Outcomes:

After competing this course, you will be able to:

- Explain critical R programming concepts
- Demonstrate how to install and configure RStudio
- Apply OOP concepts in R programming
- Explain the use of data structure and loop functions
- Analyse data and generate reports based on the data
- Apply various concepts to write programs in R

Unit– I: Programming in R: Basics of R, Conditional and loops, R packages/libraries, Data mining GUI in R, Data structures in R, Exceptions/ debugging in R.



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Unit – II: Data Wrangling: Reading CSV, JSON, XML, .XLSX and HTML files using R, ETL operations in R, Sorting/merging data in R, Cleaning data, Data management using R

Unit – III: Modeling in R: Linear regression model in R, Multiple linear regressions model, Representation of regression results, Non Linear Regression.

Unit – IV: Mining Algorithms using R: Association analysis, Market-based analysis/ rules, Segmentation analysis- types of segmentation, k-means clustering, Bayesian clustering, Principal Component Analysis.

Unit – V: Time Series Forecasting in R and model deployment: Basics of time series, Components of time series, Time series forecasting, Deploying predictive models

Reference Books:

1. R and Data Mining: Examples and Case Studies – Yanchang Zhao
2. Data Analytics using R - Seema Acharya, Mc Graw Hill Publication
3. The R Book – Michael J. Crawley
4. R for Data Science – Hadley Wickham and Garrett Golemund

Semester - I

Course Code: BBA/103/MD - 1

Course Title: Quantitative Techniques – I (3 Credits)

Theory: 60 Lectures

Course Objectives:

To furnish students with an 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.



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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.

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 Credits)

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



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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.

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 - III

Course Code: BBA/304/MD - 3

Course Title: Operation Research (3 Credits)

Theory: 60 Lectures

Course Objectives:

This course aims to introduce students to use quantitative methods and techniques for effective decisions–making; model formulation and applications that are used in solving business decision problems.



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Learning Outcomes:

- Knowledge and understanding - Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.
- Cognitive skills (thinking and analysis) - Be able to build and solve Transportation Models and Assignment Models.
- Communication skills (personal and academic). - Be able to design new simple models, like: CPM, MSPT to improve decision –making and develop critical thinking and objective analysis of decision problems.

Unit-I: Introduction: Historical Development: Definitions of OR; Nature and scope of Study; Phases of OR; Classification of OR models; Methodology of OR.

Unit-II: Linear programming: Assumptions, Basic concepts; LP Formulation Graphical Solution – Feasible Region, Optimum Solution, special cases (unbounded solutions, infeasible solution and Alternative optima). Applications, Advantages, Limitations

Unit-III: Standard Form, Canonical form and Simplex method – maximization case, minimization case.

Unit-IV: Transportation Problem: Transportation tableau, Mathematical Form, Methods for Finding Initial basic Feasible Solution – North West Corner Rule, Least Cost Method, VAM; Test for Optimality – MODI Method.

Unit-V: Assignment Problem: Mathematical Statement of Problem, Comparison with Transportation Problem; Solution of Assignment Problem – Hungarian Methods.

Unit-VI: Game Theory: Introduction; Two – person zero – some Games; Games with saddle Point – Pure Strategies; Rules of Dominances.

Unit VII: Decision Theory: Steps in Decision Theory Approach; Types of Decision Making Environments; Decision Making Under Risk – Expected Monetary Value, Expected Opportunity loss; Decision Making Under Uncertainty – Criterion of optimism, Criterion of Pessimism, Laplace Criterion, Criterion on Regret.

Unit VIII: Network Analysis (PERT and CPM): Introduction; Network Construction; Critical Path Analysis – Forward Pass, Backward Pass and Float of an Activity and Event, Critical Path, Estimation of Project Completion Time.

Reference Books:

1. Operations Research; Theory and Applications – J. K. Sharma; Macmillan.
2. Operation Research – P. K. Gupta and D. S. Hira; S. Chand.
3. Quantitative Technique in Management – N. D. Vhora; Tata McGraw Hill.
4. Operation Research – K. Swarup, P. K. Gupta and M. Mohan; Sultan Chand



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Semester - I

Course Code: BBA/104/SEC-1

Course Title: IT Tools for Business (3 Credits)

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
- 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.



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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
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.

Banwara Banerjee

Syukhen Kali Goutam Sinha

Djanda



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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, Controlling program flow, Built in objects and operators.

Reference Books:

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

SEM - III

Course Code: BBA/305/SEC - 3

Course Title: Search Engine Optimization (3 Credits)

Theory: 60 Lectures

Course Objectives:

- Understand how to reach your target customers using SEO
- Define the main elements of a well-optimized website
- Utilize keyword research insights to understand user intent
- Determine how to build and grow sustainable and qualified website traffic
- Learn how to optimize your web pages and content for more conversions
- Discover current and future trends in the SEO industry

Learning Outcomes:

- Recognize the importance of search engine optimization and how it helps businesses in getting more website visitors
- Recognize how search engines work and what is the significance of crawling and indexing
- Describe opportunities in the media and entertainment industry.
- Analyze the purpose of a search engine and how people interact with search engines using different types of search queries

Unit – I: Introduction: Understanding domain/website & how they work, Types of websites & their importance, Basics of world wide web (www)/ Internet, What is Internet Marketing/ Digital Marketing? Types of Internet Marketing & their importance, Introduction to Search Engines & their importance, Economical & Social Impact of Major Search Engines.

Unit – II: Types of SEO Techniques: Black hat techniques, White Hat techniques, How Search Engine works, Page Speed, Basics of search engine that includes crawling, indexing and caching.

Unit – III: SEO Research & Analysis : Market Research, Keyword Research and Analysis, Keyword opportunity, Competitors Website Analysis, SWOT Analysis of Website, How to Choose Best Keywords, Tools available for Keyword Research, Search engine commands, Search engine algorithms.



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Unit – IV: Website Design in the context of SEO : Basics of HTML and CSS, On-page Optimization: The Page Title, Meta Descriptions & Meta Keywords, Headings, Bold Text, Domain Names & Suggestions, Canonical Tag, Meta Tags, Images and Alt Text, Internal Link Building, The Sitemap, Invisible Text, Server and Hosting Check, PDF, PPT, MS-Word & Video Optimization. Off-page Optimization: Page Rank, Link Popularity, Link Building in Detail, Directory Submission, Social Bookmark Submission, Blog Submission, Articles, Links Exchange, Posting to Forums, Submission to Search Engine, Press Release Submissions, Forum Link Building, Competitor Link Analysis

Unit – V: Analytics ,SEO Tools and Reporting: Analytics – Basics of Analytics, Open site explorer, Website analysis using various SEO tools. **Tools -** Keyword density analyzer tool, Google/Yahoo/Bing tools, Comparison tools, Search engine tools, site tools. **Reporting –** Google Analysis, Tracking and reporting, report submission.

Reference Books:

1. The Art of SEO: Mastering Search Engine Optimization - By Eric Enge, Stephan Spencer, Jessie C. Stricchiola
2. SEO 2021 By Adam Clarke
3. SEO For Growth By John Jantsch (Author), Phil Singleton (Author)

Barunima Banerjee

Syukhen Kali

Goutam Sinha

Bijendra