

SEMESTER I (BBA)

0201089: MARKETING MANAGEMENT

Full Marks: 100

Introduction to Marketing

Marks: 12

Introduction; Marketing in the Twenty-First Century; The impact of the New Economy; Marketing Objectives; Environment; Marketing Mix: Elements; The Product Mix; The Price Mix; Significance; Factors Affecting Marketing Mix

Product-Product Classification, Features and Life Cycle

Marks: 8

Definition; Features: product characteristics; the Classification; Life Cycle; Stages of the Product Life Cycle; Implications of the Product Life Cycle Concept

New Product - Decisions, Step, Processes and Design

Marks: 12

New Product; Types; Why New Products Fail; Challenges to New Product Development; Concept Strategy in a Nutshell; Steps in the Development; Conclusion of the Process

Test Marketing, Product Branding and Brand Management

Marks: 8

Introduction to Test Marketing; Objectives; Problems; Introduction to Product Brand; Definition; Purpose of Branding; Features of Good Brands; Significance and Importance

Product Packing, Price and Pricing

Marks: 12

Introduction; Objectives; Purpose and Functions; Types; Criticism Against Packaging; New Trends; Introduction to Pricing; The Meaning; The Role; The Objectives; Pricing Decisions Adopted by Modern Firms

Setting the Price of Product

Marks: 8

Steps in Fixing the Price of a Product; Methods of Pricing; Approaches to Pricing

Physical Distribution of Products

Marks: 15

Introduction; Definition; Objectives; Introduction to Channel of Distribution; Definition; Objectives; Role and Significance of Distribution Channels in Marketing; Types of Wholesalers; Retailers; Classification of Retailers; Factors Governing the Choice of a Channel of Distribution

Warehousing

Marks: 15

Definition; Characteristics; Centralised and Decentralised Warehousing; Inventory Management; Goals; Determination of Economic Order Quantity (EOQ); Exercising Control by Importance and Exception (ABC Analysis); Keeping Track of Inventory; Factors Governing Inventory Levels; Modes of Transportation; Introduction to Sale Promotion; The Objectives; Kinds, Consumer Sales, Trade or Dealer Sales, Sales Force

Advertising, Personal Selling and Direct Marketing

Marks: 10

Definition; Objectives; Role; Limitations; Introduction to Selling; Definition; Objectives; Advantages; Introduction to Direct Marketing; Integrated Direct Marketing; Channels; On-line Marketing

Reference Books:

1. Dan Roam (2009). *The Back Of the Napkin: Solving Problem and Selling Idea with Pictures*. Publisher: Portfolio Hardcover; 1 Edition. Pages 278.
2. David Mulcahy (1993). *Warehouse Distribution and Operations Handbook*. Publisher McGraw-Hill 1 Edition. Pages 864.
3. George S. Day (2006). *Peripheral Vision: detecting the weak signals that will make or break your company*. Publisher: Harvard Business Press; 1 Edition. Pages 248.
4. Gregory Ashworth, Milhalis Kavartzis (2010). *Toward Effective Place Brand Management: Branding European Cities and Regions*. Publisher: Edward Elgar. Pages 279.
5. Hossein Bidgoli. *The Handbook Of Technology Management: Supply Chain Management, Marketing and Advertising, and Global Management*. Publication John Wiley and Sons. Pages 414.
6. Jeffrey M. Farber, Karen L. Dodds (1995). *Principle Of Modified-Atmosphere And Sous Vide Product Packing*. Publisher: Technomic. Pages 464.

0201043: ORGANISATIONAL BEHAVIOUR

Full Marks: 100

Organisation Behaviour

Marks: 15

Major Classifications; Major Factors Influencing; Organisational Behaviour; Some Fundamental Concepts: Every Individual is Different, Every Individual is a Complete Person, All Behaviour has Cause-Effect Relationship, Every Individual has Self-esteem, An Organisation is a Social System, Mutual Interests are Inter-dependent, A Total View of the Organisation; is the Study of Organisational Behaviour Important for Managers?

Approaches and Models of Organizational Behaviour

Marks: 10

Approaches: The Inter-disciplinary Approach, The Human Resources Approach, The Systems Approach, The Contingency Approach; Models of Organisational Behaviour: The Autocratic, The Custodial, The Supportive, The Collegial, The SOBC; The Inter-relationship between Personal Life and Work Life: Personal, Work

Organisational Design and Culture

Marks: 8

Organisational Design; Dimensions; Determinants; Major Elements; Factors Influencing Organisational Redesigning; What is Organisational Structure?; Projection; Characteristics; Factors Affecting; Assessing; Changing

Perceptions, Values and Attitudes

Marks: 10

The process of perception; Internal factors affecting; External factors; Developing perceptual skills; Perception and personality; What is Value?; Sources; Manifestation; Types: Terminal; Instrumental; Classifications of Values (Allport and Associates) (TASRPE)

Attitude

Marks: 6

Introduction; Definitions; Theories; Components; Functions; Factors affecting; Characteristics; manifestations; Significance in Organisational Behaviour; Attitude at a glance

Personality

Marks: 5

Introduction; Major determinants; Personality Traits (Cattell's Traits Test); Types; Personality and Organisational Behaviour

Morale

Marks: 8

Some Indicators; Major Determinants (Alexander Leighton); Some Suggestions to Improve; Morale and Productivity; Motivation; Importance; Mechanism; Motivation and Frustration; The Basic Theories; Abraham Maslow's Theory; Frederick Herzberg's 2-Factor Theory; David McClelland's Theory; Douglas McGregor's Theory

Group Dynamic

Marks: 10

Inter-personal Relationships; Approaches: A Needs Approach, An Exchange Approach; Basis; The factors influencing inter-personal relationships; What is a group?; Why do people join groups?; Advantages; Disadvantages; Stages of group development: Forming, Storming, Norming, Performing, Adjourning; Characteristics; Functions; What is Group Dynamics?; Important factors

Conflict Management

Marks: 8

Sources of a Conflict; Factors involved; Types; Traditional view; The modern view; A functional Conflict (wanted/constructive); A dysfunctional Conflict (unwanted/destructive); Managing conflicts; Johari Window; Conflict resolution outcomes

Leadership

Marks: 12

Importance; Evolution; Theories; The Traits Theory; Some traits of effective leadership; The Behavioural Theories; The Two-Dimensional Model; Rensis Likert's 4-Systems approach; The Situational theories; The Contingency theories; The Path-Goal theory of leadership; The Life Cycle Theory; Functions; What is team-building?; The pre-requisites for developing effective teams; The process of team building; Characteristics of effective teams; Values

Stress Management

Marks: 8

What is Stress?; Basic causes; Sources: Individual stressors, Group stressors, Organisational stressors; Physiological consequences; Psychological consequences; Stress management; Coping with stress: individual strategies, organizational strategies

Reference Books:

1. Barbara, A. 2006. *Conflict Management: A Practical Guide to Developing Negotiation Strategies*. 1st ed. Prentice Hall
2. Bass, B. F. & Bass, R., 2008. *The Bass Handbook of Leadership: Theory, Research, and Managerial Applications*, 4th ed., Free Press.
3. Burton, R. M., 2006. *Organisational Design: A Step-by-Step Approach*, Cambridge University Press.
4. Colquitt, LePine, J., Wesson, M., 2010. *Organisational Behaviour: Improving Performance and Commitment in the Workplace*. 2nd ed., McGraw-Hill/Irwin.
5. Cooper C. & V. J Sutherland & Ashley., 2010. *Weinberg Organisational Stress Management: A Strategic Approach*, 2nd ed., Publisher: Palgrave Macmillan.
6. Cox, T., 1993. *Cultural Diversity in Organisations: Theory, Research, and Practice*. Berrett-Koehler Publishers, 1st ed.

0201119: COMMUNICATION IN ENGLISH

Full marks: 100

Communication-The Definitions And Communication Barriers

Marks: 8

Introduction; Definition; Communication Barriers; Types: Physical or Mechanical, Semantic Language, Different Comprehension of Reality, Personal and Socio-psychological, Socio-psychological, Cross-cultural; Significant Differences between Cultures, Remedies to Overcome Communication Barriers

Communication Process

Marks: 4

Introduction; Process of Communication

Kinds of Communication Process

Marks: 5

Introduction; Types: Based on Communication Channels, Based on Style and Purpose

Communication at Workplace

Marks: 8

Introduction; Importance; Formal Communication; Informal Communication; Keys to Successful Workplace Communication; Communication Aspects in Disciplinary Matters

Importance of Communication

Marks: 8

Introduction; Communication As “Livelihood” of an Organisation; Internal Communication at Organisation Level; External Communication at Organisation Level; Benefits of Effective Communication; Communication - A Valuable Job Requirement

Better Public Speaking & Presentation

Marks: 7

Introduction; Definition; Speaking to Audience; Preparing a Presentation; Achieving Clarity and Impact; Using Visuals; Arranging the Room; Presentation Planning Checklist: Presentation, Delivery, Appearance, Visual Aids; Understanding Presentations Aspects: Making Technical Talk Interesting, Preparation, Research, Organising Materials; Delivering Presentation

The Seven C’s of Effective Communication

Marks: 15

Introduction; Completeness: Provide All The Necessary Information, Answer All Questions Asked, Give Something Extra, When Desirable; Conciseness: Eliminate Wordy Expressions, Include Only Relevant Material, Avoid Unnecessary Repetitions; Consideration: Focus on “You” Instead of “I” or “We”, Show Audience Benefit, Emphasize on Positive and Pleasant Facts; Concreteness: Use Specific Facts and Figures, Put Action in The Verbs, Choose Vivid, Image-Building Words, Sensory Appeal; Clarity: Comparisons, Choose Precise, Concrete and Familiar Words, Construct Effective Sentences and Paragraphs; Courtesy; Correctness

Business Letters

Marks: 5

Introduction; Importance; Qualities; Format; Types; Personal Letters; Business Letters

Report Writing

Marks: 8

Introduction; Defining Reports; Importance: oral and written; Types: Periodic or Routine Reports, Special Reports; Characteristics; Before Writing A Report; The Body of A Report: Title, Terms of Reference, Details of Assignment Included, Procedure, Findings

Memorandums

Marks: 5

Defining; Identifying; Viewing Memorandum Formality; Writing Memorandums; Warning Memo

Job Application Process

Marks: 2

Introduction

Resume Preparation

Marks: 5

Nature and Importance; Resume Format; Resume Components; Application Letter; Mistakes in Resume

Job Interviews

Marks: 5

Nature; Purpose; Types; Interview Process; Essential Requirements of A Successful Interview; Behaviour and Style; Content Preparation; Popular Questions; Stereotyped Questions; Appearance and Dress

Basic Grammar Practices

Marks: 13

Introduction; Articles; English Prepositions: Rules of Preposition; Transformation of Sentences: Sentences Containing the Adverb 'too', Interchange of Degrees of Comparison, Interchange of Active and Passive Voice, Interchange of Affirmative and Negative Sentences, To Transform an Interrogative Sentence into an Assertive Sentence, To Transform an Exclamatory Sentence into an Assertive Sentence, To Change One Part of Speech in a Sentence into Another Part; English Punctuations

Vocabulary

Marks: 2

One Word Substitution; Synonyms; Antonyms

Reference Books:

1. Matthew McKay, *Messages: The communication Skills Book*, 2009, New Harbinger Publications, Edition 3, P 336.
2. Maureen M Ackerson Willmar, Minn. (1975), *The Job Application Process: A step-by-step procedure of how to get--where you want to go!* Willmar Area Vocational-Technical Institute. 50 pages.
3. P.S.Perkins, Les Brown, *The Art and Science of Communication: Tools for Effective Communication in the Workplace*, 2008, Wiley, P 224.
4. Paul Argenti, *Corporate Communication*, 2008, McGraw-Hill/Irwin, Edition 5, P 288.
5. Picardi R. P. (2001) *Skills of Workplace Communication: A Handbook for T&D Specialists and their Organizations*, Greenhouse Publications.
6. Ronald B Adler, Lawrence B Rosenfeld, Russell F. Proctor, 2009. *Interplay: The Process of Interpersonal Communication*, Oxford University Press, USA, 11th Edition P 496.

0201116: COMPUTER FUNDAMENTALS

Full Marks: 100

Introduction to Computers

Marks: 13

Computers Everywhere; History and Evolution; Classification: Definitions, Concepts and Features; Data Representation; Error Detecting Codes

Computer Components and Information Processing Cycle

Marks: 22

Components: Keyboard, Pointing Devices, Pen Input Devices, Video Input Devices, Audio Input Devices, Graphic Capture, Code Numbers, Optical Input Methods; Central Processing Unit: Arithmetic Logic Unit (ALU), Control Unit (CU), Primary Memory; Output Devices: Visual Output Devices (Soft copy), Audio Output Devices (Soft copy), Hardcopy Devices (print and film), Computer Output Microfilms (COM); Data Storage: Magnetic Disk, Optical Disks, Flash Memory, USB Drives, Removable Hard Drives, Smart Cards, Optical Cards

Hardware and Software

Marks: 16

Hardware: Motherboard; Software; Programming Languages: Machine Language, Assembly Language, High Level Language, Fourth Generation Language, Natural Language; Systems Software: BIOS, Operating System (OS), Utility Software; Application Software

Communication and Networks

Marks: 18

Introduction; Computer Networks; Goals of Networks; Communication Channels: Wired Channels, Wireless Channels; Transmission Technology: Broadcast Networks, Point-to-Point or Switched Networks, What is Bandwidth?; Network Configuration: Client-Server Network, Peer-to-peer Network; Network models: OSI Reference Model, TCP/IP Protocol; Network Topologies, Types of Networks

Internet and Network Security

Marks: 15

Internet; Internet Architecture: Protocol, IP Address, Domain Name Service, Packet Switching, Internet Routers, Backbones; Network Security: Understanding Potential Threats, Steps towards Security; Uses of Internet

World Wide Web

Marks: 16

Introduction; Functioning: Web Page, URL, Web Server, HTTP, HTML; Using the WWW: Web Browser, Searching for Information, Search Techniques; Advanced Application: Emergence of Web 2.0

Reference Books:

- *Code: The Hidden Language of Computer Hardware and Software* [Paperback], by Charles Petzold. 400 pages. Publisher: Microsoft Press (October 11, 2000).
- *Computer Networking: A Top-Down Approach* (5th Edition) [Hardcover]. James F. Kurose, Keith W. Ross. Publisher: Addison Wesley; 5 edition (March 31, 2009) 864 pages.
- *Computer Networks* (4th Edition) [Hardcover]. Andrew S. Tanenbaum. Publisher: Prentice Hall; 4 edition (August 19, 2002). 912 pages.
- *Computer Networks: Principles, Technologies and Protocols for Network Design* [Hardcover]. Natalia Olifer, Victor Olifer. Publisher: Wiley (January 11, 2006). 1000 pages.
- *Computer Science Made Simple: Learn How Hardware and Software Work-- and How to Make Them Work for You!* [Paperback]. V. Anton Spraul. Publisher: Broadway (April 12, 2005). 192 pages.

0201216: FINANCIAL ACCOUNTING MANAGEMENT

Full Marks: 100

Introduction to Financial Accounting Marks: 10

Meaning and Definition; Functions; Characteristics; Stakeholders; Categories of Accounting; Common terms used in Accounting

Introduction to Book-keeping and Accounting Concepts Marks: 10

Introduction; Entities; Advantages; Concept; Types of Account; Accounting Concepts

Double Entry and Journals Marks: 10

Stages of Preparing the Financial Statement; Journals: Importance, Format

Ledger Marks: 15

Meaning and Definition; Types; Steps in Posting from Journal to Ledger

Trial Balance Marks: 10

Meaning and Definition; Errors; Limitations

Final Account Marks: 10

Meaning and Definition: Trading Account, Profit and Loss Account; Balance Sheet

Introduction to Managerial Accounting Marks: 15

Definition and Meaning; Why Management Accounting; Function; Difference Between Financial Accounting and Managerial Accounting

Financial Ratio Analysis Marks: 8

Meaning of Ratio Analysis; Presentation of Ratio; Classification of Ratios

Cash Flows Marks: 12

Meaning and Definition; Benefits; Categories; Format; Methods for Preparing Cash Flow Statement

Reference Books:

1. Dr. Patankar, S., 2008. *Introduction to Accounting and Management Accounting*. University of Pune: Nirali Publications.
2. Polejewski, S. A., 2008. *Resource Consumption Accounting*. University of St. Thomas.
3. Epstein, L., 2006. *Bookkeeping For Dummies*. For Dummies.
4. Flannery, D. A., 2005. *Bookkeeping Made Simple*. Three Rivers Press.
5. Lerner, J. and Cashin, J., 2009. *Schaum's Outline of Principles of Accounting*. McGraw-Hill.
6. Weygandt, J. J. and Kimmel, P. D., 1997 *Financial Accounting, 2E*, General Ledger. John Wiley & Sons Inc.
7. Davidson, D., 2008. *Desiree's Double Entry Accounting*. CreateSpace.