



3-Year Bachelor of Business Administration (BBA) Curriculum and Syllabus

First Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
TIU-UMG-T115	Quantitative Methods	3	1	0	4
TIU-UMG-T117	Principles of Management	3	1	0	4
TIU-UMG-T119	Organizational Behavior	3	1	0	4
TIU-UMG-T107	Economic Environment of Business	3	1	0	3
TIU-UEN -T109	Communicative English	2	1	0	3
TIU-UEN-T111	Career Advancement & Skill Development-I	3	1	1	4
Sessional					
TIU-UES-S199	Entrepreneurship Skill Development – I	0	0	2	2
Total Credits					24



QUANTITATIVE METHODS – 1

TIU-UMG-T115

L-T-P: 3-1-0

Credit: 4

Module -I (Mathematics)

- Set theory – Concepts and business applications
- Functions – basic concepts, different types and applications
- Derivatives (single variable) – basic working rules; applications to optimization problems and curve sketching
- Partial derivatives – basic working rules and applications to optimization
- Constrained optimization – use and interpretation of the Lagrange multiplier

Module -II (Mathematics)

- Fundamentals of convexity and concavity and idea about their usage
- Concept of integration and working rules; application to business and economic problems
- Matrices and their applications
- Combinatorics – Principles of counting; Permutations and Combinations; Inclusion-Exclusion principle
- Probability and its applications in business and economics

Module - III (Descriptive Statistics)

- Scope, functions and limitations of statistics
- Collection and presentation of data – Tabular and diagrammatic representation, Frequency distribution, relative frequency, cumulative frequency; Bar graphs and pie charts; Histogram, Ogive
- Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles

Module - III (Descriptive Statistics)

- Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation
- Measures of shape and relative location; Skewness and Kurtosis; Chebyshev's Theorem
- Simple correlation and regression analysis



PRINCIPLES OF MANAGEMENT

TIU-UMG-T117

L-T-P: 3-1-0

Credit: 4

Module I -Management

Definition, nature, importance, evolution of management thought, contribution made by Taylor, Fayol, Hawthorne experiments Maslow; Is managing a science or art? Functions of manager, ethics in managing and social responsibility of managers.

Module II -Planning & Control

Why Management process starts with planning, steps in planning, types of planning, barriers to effective planning, operational plan, strategic planning, McKinsey's 7's Approach, SWOT analysis, Controlling- concept, Planning- control relationship, process of control, human response to control, dimensions of control, MBO.

Module III -Decision Making & Organizing

Nature, process of decision making, decision making under Certainty and Uncertainty, decision-tree, group-aided decision, brain-storming. Organizing – concept, nature and process of organizing, authority and responsibility, delegation and empowerment, centralization and decentralization, concept of departmentation.

Module IV -Staffing & Motivation

Concept, Manpower planning, Job design, recruitment & selection, training and development, performance appraisal, motivation, motivators and satisfaction, motivating towards organizing objectives, morale building.

Unit V -Leadership & Communication

Defining leadership and its role, should managers lead, leadership style, leadership development, Leadership behavior. Communication- Process, Bridging gap-using tools of communication, electronic media in Communication.



ORGANIZATIONAL BEHAVIOUR

TIU-UMG – T119

L-T-P: 3-1-0

Credit: 4

Module – I

- OB – Overview – Meaning of OB, Importance of OB, Field of OB, Contributing Disciplines, Applications in Industry.
- Organization Theory – Classical Theories : Scientific Management, Administrative Principles, Theory of Bureaucracy; Human Relations Approach; Modern Theories : Systems Approach, Contingency Approach, Quantitative Approach, Behavioural Approach

Module – II

- Work Motivation – Approaches to Work Motivation, Theories of Motivation – Maslow’s Hierarchy of Need Theory, Alderfer’s ERG Theory, Herzberg’s Motivation-Hygiene Theory, McClelland’s Achievement – Motivation Theory, McGregor’s Theory X & Y, Vroom’s Expectancy Theory, Porter and Lawler Expectancy Model.
- Personality and Individual Differences – Meaning of Personality, Determinants of Personality, Theories of Personality, Measurement of Personality, Development of Personality.

Module – III

- The Process of Perception – Process and Principles, Nature and Importance, Factors Influencing Perception, Perceptual Selectivity, Making Judgements, Social Perception.
- Learning– Concepts and Principles, Theories of Learning, Types, Techniques of Administration, Reinforcement, Punishment, Learning about Self.

Module – IV

- Attitudes and Job Satisfaction– Sources of Attitudes, Types of Attitudes, Attitudes and Consistency, Cognitive Dissonance Theory, Attitude Surveys.
- Work Stress – Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress.



ECONOMIC ENVIRONMENT OF BUSINESS

TIU –UMG –T107

L-T-P: 3-1-0

Credit: 3

Module – I

- Circular Flow of Income and Concepts of Macro Aggregates:
- Core concepts of business cycle and phases; National Income Accounting, Three methods of measuring GDP/GNP, concepts in open and closed economy
- Theory of Income Determination

Module – II

- Simple Keynesian Model: closed economy, concepts of consumption and investment as addition to capital stock, private autonomous expenditure multiplier, introducing the Government – fiscal policy – Government expenditure multiplier
- Tax Rate Multiplier, Balanced Budget Multiplier, Extension: Paradox of Thrift

Module – III

- Introduction of money and asset market: IS-LM: Fiscal policy and monetary policy, comparison of crowding out effects.
- Introduction to foreign trade: export and import multipliers
- Inflation and Unemployment
- Concepts of inflation – demand pull and cost push, Stabilization policies, introduction to Philips curve as relation between inflation and unemployment.
- International Linkages

Module – IV

- Concepts of Balance of Payments; alternative exchange rate systems – fixed, flexible and managed float; Comparative
- Advantage as basis for trade; tariff and non-tariff barriers.
- Planning, Growth and Development
- A brief introduction to Indian Planning system, Planning and Marketization, Imperative and Indicative Planning



COMMUNICATIVE ENGLISH

TIU-UEN-T109

L-T-P: 3-1-0

Credit: 4

Module – I

- Principles of Communication– Definition, Purpose, Process,
- Types of Communication, Barriers of Communication, 7C's of Communication,
- Verbal Communication – Group Discussion, Short Skits, Listening Skills – Comprehension.
- Non – Verbal Communication: Body Languages & Gestures.

Module – II

- Speaking Skills – Presentation Skills, Public Speaking, Practice Presentation.
- Idioms and Phrases
- Report Writing– Types of Reports, Developing an outline, Nature of Headings,

Module – III

- Internal Communication – Circulars, Notices, Memos, Agenda and Minutes, Extempore / Elocution
- External Communication – Resume/CV, Cover Letter, Email etiquettes.

Module – IV

- Writing Business Letters– Formats, Styles Types
- Handling Interview – Types, Probable Questions, Mock Interview



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CAREER ADVANCEMENT AND SKILL DEVELOPMENT-I

TIU-UEN-T111

L-T-P: 3-1-0

Credit: 4

Computer Fundamentals

Unit -I

Data and Information: meaning & concept, levels of data processing, data representations;

Unit -II

Introduction to memory organization – characteristic terms for various memory devices, main/primary memory, external/auxiliary memory, high speed memory.

Unit-III

Introduction to I/O organization; CPU organization, binary arithmetic, ALU, control logics, software concept & terminology; Operating Systems Concepts; Introduction to Graphical User Interface;

Unit-IV

Introduction to Management Information Systems; Fundamental or Data Communication; Network Concepts and Classification; Introduction to internet and its application.

Unit-V

Overview of Computer Applications in Public Services and Business; Office Automation Applications – Word Processor (MS - Word), Spreadsheet (MS-Excel), Graphics & Presentation (MS-PowerPoint); Database Management System (ACCESS)