



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

Sixth Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
TIU-UMG-T302	Management Accounting	3	1	0	4
TIU-UMG-T304	Organization Theory & Design	2	1	0	3
TIU-UMG-T306	Sales & Distribution Management	3	1	0	3
TIU-UCA-T302	Management Information System	3	1	0	3
TIU-UMG-T310	E-Business	3	1	0	3
TIU-UEN-T300	Career Advancement Skill & Development	2	1	0	3
Practical					
TIU-UMG-P398	Project Works & Viva Voce	0	0	5	4
Sessional					
TIU-UES-S398	Entrepreneurship Skill Development	0	2	0	2
Total Credits					25



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MANAGEMENT ACCOUNTING

TIU-UMG-T302

L-T-P: 2-1-0

Credit:4

- 1. Background** - Nature of Management Accounting
- 2. Financial Analysis** - Cash Flow Statement (as per AS3), Financial Statements Analysis
- 3. Cost Accumulation** - Fundamentals of Job-Order Batch & Process Costing, Variable Costing and Absorption (Full) Costing, Activity Based Costing System
- 4. Profit Planning** - Cost -Volume-Profit Analysis, Budgeting and Profit Planning, Flexible Budgeting
- 5. Cost Control** - Standard Costs and quality Costs, Cost Variance Analysis, Revenue and Profit Variance Analysis, Responsibility Accounting
- 6. Relevant Costing** – Introduction – Relevant Costs and Revenues- Cost Concepts – Outsourcing Decision –Decision to accept or reject a special order – Decision to continue or abandon a project
- 7. Total Cost Management** – Introduction – TCM and Business competitive edge - TCM Principles and implementation

Books:

Atkinson - Management accounting, Pearson Education
Banerjee, Bhabatosh – Financial Policy and Management Accounting, PHI, 7th edition, 2008
Bhattacharyya, Asish - Cost Accounting For Business Managers, Elsevier
Drury - Management & Cost Accounting, Thomson Learning
Horngren, Dattar, Foster - Introduction to Management Accounting, Pearson Education/PHI



ORGANIZATION THEORY & DESIGN

TIU-UMG-T304

Credit:3

L-T-P: 2-1-0

A. Organization theory in action.

2. What is an organization?
3. Perspectives on organizations: open systems and organizational configuration.
4. Dimensions of organization design: structural and conceptual.
5. The evolution of organization theory and design.

B. Strategy, Organization Design, and Effectiveness

1. The role of strategic direction on organization design.
2. Organization purpose.
3. A framework for selecting strategy and design/structure.
4. Assessing organizational effectiveness.
5. Contingency effectiveness approach, resource based approach, and internal process approach.
6. An integrated effectiveness model.

C. Fundamentals of Organization Structure

1. Organization structure.
2. Information processing perspective in organization structure.
3. Organization design alternatives.
4. Functional, divisional, and geographical designs.
5. Matrix structure.



6. Horizontal structure. 3

7. Modular structure.

8. Hybrid structure.

D. Open Systems Design Elements

1. The external environment.

2. Inter-organizational Relationships.

3. Organization size and life cycle and design/structure.

4. Comparative management.

E. Organizational Culture and Organizational Design

1. Organizational culture.

2. Organization design and culture.

3. Culture and the learning organization.

4. Ethical values in organizations.

5. Leadership and culture and ethics.

F. Innovation and Change and Organizational Design

1. The strategic role of change.

2. Elements of successful change.

3. New products and services.

4. Technology change.

5. Strategy and structure change.

6. Culture change.

7. Strategies for implementing change.

H. Conflict, Power, and Politics



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1. Intergroup conflict in organizations.
2. Power and organizations.
3. Political processes in organizations.
4. Using power, politics, and collaboration.



SALES & DISTRIBUTION MANAGEMENT

TIU-UMG-T306

L-T-P: 2-1-0

Credit:3

- 1.Introduction to Sales Management:** Evolution of sales department, Nature & scope of personal selling & sales management, Roles and functions of a sales manager.
- 2. Personal Selling:** Types of selling situations, Buyer-seller dyad, Theories of selling, Personal selling process (pre-approach, approach, presentation, handling objections, closing a sale, (follow-up)
- 3.Planning and Organizing Sales Force Efforts:** Strategic planning and sales organization, Sales department relations, Distribution network relations, Sales forecasting, Sales budget, Sales objectives, Sales territories and quotas
- 4.Sales Force Management:** Different personnel functions of a sales manager, Quantitative and qualitative requirements of sales force planning – determination of sales force size, job analysis for type of sales people required
- 5.Recruitment and Selection:** Sources of recruitment, Selection process, Methods of selection
- 6.Training and Development:** Need and purpose of training, Types of training, Designing a Trainingprogramme - ACME model
- 7.Directing the Sales Force:** Supervision, Territory management, Determination of quota/target, Determination of compensation of sales force, Leading and Motivating
- 8.Marketing Channels:** Structure, Functions and advantages, Types of channel intermediaries – wholesalers, distributors, stockists, sales agents, brokers, franchisers, C&F agents, and retailers
- 9.Channel Design and management:** Channel objectives & constraints, Identification, evaluation and selection of channel alternatives, Channel management and control – recruiting and selecting channel members, motivating, evaluating channel arrangements



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10. Physical Distribution & Logistics: Goals, function, processing, warehousing, inventory & Transportation

Books:

Johnson, Kurtz & Scheuing: Sales Management Concept, Practices & Cases; McGraw Hill.

Lancaster, David & Jobber, Geoff: Selling & Sales Management; Macmillan (India).

Levy, M. & Weitz, B.A. - Retailing Management - McGrawHill

Panda, Sahadev: Sales & Distribution Management; OUP

Pradhan, S : Retailing management, TMH

Shapiro, R.L., Stanton, W.J. & Rich, G.A.: Management of Sales Force; TMH

MANAGEMENT INFORMATION SYSTEM

TIU-UMG-T308

L-T-P: 2-1-0

Credit:3

1. Introduction : Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

2. Information and Managerial Effectiveness : Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

3. Information Systems : Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems –



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transaction processing systems, MIS decision support systems, executive support system; Enterprise

Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.

4. Relation databases; Data Base Management Systems

(DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalisation process.

5. Implementation, Evaluation and Maintenance of System : Methods and steps in implementation of system; Approaches and process of evaluating MIS.

6. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures.

Suggested Readings

1. Arora & Bhatia: Management Information Systems, Excel Books
2. O' Brien James : Management Information Systems, Tata-McGraw Hill
3. Kumar, Muneesh : Business Information Systems, Vikas Publishing House
4. Rajaraman, V : Analysis and Design of Information Systems for Modern Management, Prentice Hall



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E-BUSINESS

TIU-UMG-T310

L-T-P: 2-1-0

Credit:3

Module 1

- Introduction to E-Business, Need for E-Business, Digital Business Architecture

Module 2

- IT and the structure of the economy
- E-Business Design, Capacity Planning, Models

Module 3

- E-commerce strategies
- E-Marketing, E-Customer Relationship Management, E-Supply Chain Management, E-Procurement

Module 4

- Knowledge Management System for E-Business
- Web Service and Web 2.0

Module 5

- E-Business Plan Presentation and Demonstration

Books:

Electronic Business 2/Ed (English) 2nd Edition(Paperback)by Geoffrey Sampson – BCS, The Chartered Institute For IT Publisher

E-Commerce: An Indian Perspective 4 Edition (English) 4th Edition(Paperback) by P. T. Joseph S. J. - PHI LEARNING PVT.