

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER1**

NAME OF FACULTY : DR. **BIDISHA DATTA**

PAPER : **BUSINESS ACCOUNTING**

LECTURES ALLOTTED: 96

ALLOTTED SYLLABUS:

<b>TOPIC/SUBTOPIC:</b>	<i>Unit 1, UNIT 2, UNIT 3, UNIT 4 (full syllabus)</i>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
2 Classes	Introduction to Financial Accounting
2 Classes	Accounting as an Information System
2 Classes	Importance, Scope, and Limitations
2 Classes	Users of Accounting Information
2 Classes	Generally Accepted Accounting Principles
2 Classes	Introduction to Fair value Accounting The Accounting Equation
2 Classes	Nature of Accounts and Rules of Debit and Credit.
2 Classes	Recording Transactions in General Journal
2 Classes	Recording Transactions in three- column Cash Book.
2 Classes	An overview of Subsidiary books – Purchase Book, Purchase Returns Book
2 Classes	Sales Book, and Sales Returns Book.
2 Classes	Opening and Closing Entries
2 Classes	Preparation of Ledger Accounts.
2 Classes	Preparation of Trial Balance
2 Classes	Adjustment Entries. Post-adjusted Trial Balance. Bank

	Reconciliation Statement
2 Classes	Introduction to International Financial Reporting Standards (IFRS)
2 Classes	Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies,
2 Classes	Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies,
2 Classes	Depreciation Accounting, and Revenue Recognition
2 Classes	Depreciation Accounting, and Revenue Recognition
2 Classes	Methods of charging Depreciation – Straight-line Method,
2 Classes	Written-down-value Method
2 Classes	<u>Inventory valuation (LIFO, weightedAvg. Cost)</u>
2 Classes	<u>Revenue recognition.</u>
2 Classes	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013.
2 Classes	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013.
2 Classes	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013.
2 Classes	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013.
2 Classes	the contents of a Corporate Annual Report.
2 Classes	the contents of a Corporate Annual Report.
2 Classes	the contents of a Corporate Annual Report.
2 Classes	the contents of a Corporate Annual Report.
2 Classes	the contents of a Corporate Annual Report.
2 Classes	Preparation of CashFlow Statement as per AS-3 (revised).

2 Classes	Analyzing Financial Statements
2 Classes	Objectives of Financial Statement Analysis Sources of information
2 Classes	Objectives of Financial Statement Analysis Sources of information
2 Classes	Objectives of Financial Statement Analysis Sources of information
2 Classes	Standards of Comparison;
2 Classes	Techniques of Financial Statement Analysis
2 Classes	Horizontal Analysis,.
2 Classes	Vertical Analysis
2 Classes	Ratio Analysis.
2 Classes	Financial Ratios
2 Classes	Analysis of Financial Ratios from the perspective of different Stakeholders like Investors Lenders, and Short-term Creditors Analysis of Financial Ratios from the perspective of different Stakeholders like Investors Lenders, and Short-term Creditors
2 Classes	Profitability Ratios, Solvency Ratios,
2 Classes	Liquidity Ratios
2 Classes	Turnover Ratios; Limitations of Ratio Analysis

*Bidisha Datta*

Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER 3**

NAME OF FACULTY : DR. **BIDISHA DATTA**

PAPER : MANAGEMENT **ACCOUNTING**

LECTURES ALLOTTED: 96

ALLOTTED SYLLABUS:

<b>TOPIC/SUBTOPIC:</b>	<i>Unit 1, UNIT 2, UNIT 3, UNIT 4 (full syllabus)</i>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
2 Classes	Nature, Scope of Management Accounting
2 Classes	Meaning, definition,
2 Classes	nature and scope of Management Accounting
2 Classes	nature and scope of Management Accounting
2 Classes	Comparison of Management Accounting with Cost Accounting
2 Classes	Comparison of Management Accounting with Cost Accounting
2 Classes	Comparison of Management Accounting Financial Accounting.
2 Classes	Comparison of Management Accounting Financial Accounting.
2 Classes	Cost concepts: Meaning, Scope
2 Classes	Objectives of Cost Accounting;
2 Classes	Importance of Cost Accounting;

2 Classes	Cost, Costing;
2 Classes	Cost Control, and Cost Reduction;
2 Classes	ELEMENTS of Cost
2 Classes	Components of total Cost Cost Sheet
2 Classes	Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs;
2 Classes	Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs;
2 Classes	Avoidable, and Unavoidable Costs; Imputed / Hypothetical Costs;
2 Classes	Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs; Conversion Cost.
2 Classes	Cost Ascertainment: Cost Unit and Cost Center. Introduction to Overhead allocation, Overhead apportionment, and Overhead absorption.
2 Classes	Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety,
2 Classes	Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor,
2 Classes	Break-even Analysis. Relevant Costs and Decision Making:
2 Classes	Product Profitability, Make or Buy.
2 Classes	Budgets and Budgetary Control: Meaning
2 Classes	Budgets and Budgetary Control nature, scope
2 Classes	Budgets and Budgetary Control=problems
2 Classes	Types of Budgets, ,
2 Classes	Steps in Budgetary Control,
2 Classes	Types of Budgets, Steps in Budgetary Control-revision
2 Classes	Fixed and Flexible Budgeting

2 Classes	Cash Budget.
2 Classes	. Responsibility Accounting: Concept, Significance,
2 Classes	Responsibility Accounting (Different responsibility centers,).
2 Classes	Responsibility Accounting: Divisional performance – Financial measures,
2 Classes	Transfer pricing (concept, simple sums
2 Classes	Standard Costing and Variance Analysis
2 Classes	Meaning of Standard Cost
2 Classes	Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances. Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances.
2 Classes	Introduction to Target Costing,
2 Classes	Life Cycle Costing,
2 Classes	Quality Costing
2 Classes	Activity based Costing.
2 Classes	Different responsibility centers, Divisional performance – Financial measures, Transfer pricing (concept, simple sums).
2 Classes	Transfer pricing (concept, simple sums).
2 Classes	Transfer pricing (concept, simple sums).
2 Classes	Standard Costing-revision
2 Classes	Standard Costing-revisions

Bidisha Datta.

Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER I**

NAME OF FACULTY : **PINAKI DEY**

PAPER : **ENTREPRENEURSHIP DEVELOPMENT (BBAA104GE1)**

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS: *(Half, Sharing with Dr. Sudip Ghosh)*

*UNIT-3 FAMILY BUSINESS AND ENTREPRENEURSHIP*

*Role, Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and stakeholder's relationships; Conflict and conflict resolution in family firms; Managing Leadership, succession; women's issues in the family business; Encouraging change in the family business system.*

*UNIT-4 FINANCING THE ENTREPRENEURIAL BUSINESS*

*Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium Finance. Loan application process, Venture capital.*

*UNIT-5 EMERGING ISSUES IN START UP IN INDIA*

*Concept of Start-up. Defers & mechanisms of start up as GOI initiatives. Role of start up in business environment.*

TOPIC/SUB TOPIC:	PROPOSED TOPIC(S) TO BE TAUGHT
<b>LEC. NO.</b>	
1 Classes	<i>Role, Concept</i>
1 Classes	<i>Role, Concept</i>
1 Classes	<i>Role, Concept</i>
1 Classes	<i>Role, Concept</i>
1 Classes	<i>structure and kinds of family firms</i>
1 Classes	<i>structure and kinds of family firms</i>
1 Classes	<i>Culture and evolution of family firm</i>
1 Classes	<i>Culture and evolution of family firm</i>



1 Classes	<i>Culture and evolution of family firm</i>
1 Classes	<i>Culture and evolution of family firm</i>
1 Classes	<i>Managing Business</i>
1 Classes	<i>Managing Business</i>
1 Classes	<i>Managing Business</i>
1 Classes	<i>Managing Business</i>
1 Classes	<i>family and stakeholder's relationships</i>
1 Classes	<i>family and stakeholder's relationships</i>
1 Classes	<i>family and stakeholder's relationships</i>
1 Classes	<i>family and stakeholder's relationships</i>
1 Classes	<i>Conflict and conflict resolution in family firms</i>
1 Classes	<i>Conflict and conflict resolution in family firms</i>
1 Classes	<i>Conflict and conflict resolution in family firms</i>
1 Classes	<i>Conflict and conflict resolution in family firms</i>
1 Classes	<i>Managing Leadership, succession</i>
1 Classes	<i>Managing Leadership, succession</i>
1 Classes	<i>Managing Leadership, succession</i>
1 Classes	<i>Managing Leadership, succession</i>
1 Classes	<i>Succession</i>
1 Classes	<i>Succession</i>
1 Classes	<i>women's issues in the family business</i>
1 Classes	<i>women's issues in the family business</i>
1 Classes	<i>women's issues in the family business</i>
1 Classes	<i>Encouraging change in the family business system</i>
1 Classes	<i>Encouraging change in the family business system</i>
1 Classes	<i>Arrangement of funds</i>
1 Classes	<i>Traditional sources of financing</i>
1 Classes	<i>Loan syndication</i>

1 Classes	<i>Consortium Finance. Loan application process, Venture capital</i>
1 Classes	<i>Consortium Finance. Loan application process, Venture capital</i>
1 Classes	<i>Loan application process</i>
1 Classes	<i>Venture capital</i>
1 Classes	<i>Concept of Start-up</i>
1 Classes	<i>Defer &amp; mechanisms of start up as GOI initiatives</i>
1 Classes	<i>Concept of Start-up</i>
1 Classes	<i>Role of start up in business environment</i>
1 Classes	<i>Role of start up in business environment</i>
1 Classes	<i>Role of start up in business environment</i>
1 Classes	<i>Role of start up in business environment</i>



Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER III**

NAME OF FACULTY : **PINAKI DEY**

PAPER : **Information Technology Tools for Business (BBAA305SE1)**

LECTURES ALLOTTED: 64

ALLOTTED SYLLABUS:

*Unit 1: Information Technology and Business*

*Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic].*

*Unit 2: Data Organization and Data Base Management System*

*(a) Data Organisation: Character, field, record, file and database, types of data processing systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organisation vs. Database file organisation.*

*(b) Database Management System: Concept of database management system (DBMS), definition, importance of DBMS, important terms of database [Entity, Attribute, Keys- Primary, Foreign and Candidate, Referential Integrity, Table, Views, Data Dictionary], types of database [Hierarchical, Network and Relational], basic ideas of Data Warehouse and Data Mining (definition, importance, advantages and disadvantages), Big data analysis- Concept.*

*Unit 3: Internet and Its Applications*

*Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trojan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming*

*Unit 5: IT Act. 2000 and Cyber Crimes*

*IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes.*

*Spreadsheets:*

*Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with*

*multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define.*

*Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics. Analyzing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Performing what-if analysis: Types of what if analysis (manual, data tables, scenario manager), what-if analysis in reverse (goal-seek, solver) Exchanging data using clipboard, object linking and embedding.*

#### *Word-processing*

*Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders.*

*Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders.*

*Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa.*

*Create newspaper columns, indexes and table of contents. Spell check your document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and adding sources and compiling and bibliography.*

*Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else. Linking and embedding to keep things together.*

#### *PowerPoint presentation*

*Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: Organizing ideas in outline view, using slide sorter to rearrange a presentation, previewing presentation in slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and*

*footers, using hyperlinks, advanced navigation with action settings, navigation short hand with action buttons Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.*

**Databases**

*Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties,*

*Record manipulation, Sorting & Filtering. Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria. Working with forms: Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups.*

*Working with Reports: Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.*

TOPIC/SUB TOPIC:	
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
1 Class	<i>Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic]</i>
1 Class	<i>Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process</i>

	<i>outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic]</i>
1 Class	<i>Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic]</i>
1 Class	<i>Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic]</i>
1 Class	<i>Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic]</i>
1 Class	<i>Data Organisation: Character, field, record, file and database, types of data processing systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organisation vs. Database file organisation</i>

1 Class	<i>Data Organisation: Character, field, record, file and database, types of data processing systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organisation vs. Database file organisation</i>
1 Class	<i>Database Management System: Concept of database management system (DBMS), definition, importance of DBMS, important terms of database [Entity, Attribute, Keys- Primary, Foreign and Candidate, Referential Integrity, Table, Views, Data Dictionary], types of database [Hierarchical, Network and Relational], basic ideas of Data Warehouse and Data Mining (definition, importance, advantages and disadvantages), Big data analysis- Concept.</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trozan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trozan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trozan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trozan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trozan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>

	<i>Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trojan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>Meaning of Internet, IP Address [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking. Security threats- Malicious Codes (Virus, Trojan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming</i>
1 Class	<i>IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes</i>
1 Class	<i>IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes</i>
1 Class	<i>IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes</i>
1 Class	<i>IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes</i>
1 Class	<i>IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes</i>





1 Class	<i>Spreadsheets</i>
1 Class	<i>Spreadsheets</i>
1 Class	<i>Spreadsheets</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>PowerPoint presentation</i>
1 Class	<i>Databases</i>
1 Class	<i>Databases</i>
1 Class	<i>Databases</i>
1 Class	<i>Databases</i>
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1 Class	<i>Databases</i>
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1 Class	<i>Databases</i>
1 Class	<i>Databases</i>
1 Class	<i>Databases</i>



Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER V**

NAME OF FACULTY : **PINAKI DEY**

PAPER : **QUANTITATIVE TECHNIQUES FOR MANAGEMENT (BBAA501C11)**

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS: (*Half, Sharing with Supriyo Das*)

*Unit 2:*

*Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)*

*Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)*

*Unit 4:*

*Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation.*

TOPIC/SUB TOPIC:	
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
2 Classes	<i>Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule</i>
2 Classes	<i>Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule</i>
2 Classes	<i>Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule</i>
2 Classes	<i>Least Cost method</i>
2 Classes	<i>Least Cost method</i>
2 Classes	<i>Least Cost method</i>

2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)</i>
2 Classes	<i>Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment)</i>
2 Classes	<i>Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment)</i>
2 Classes	<i>Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment)</i>
2 Classes	<i>Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment)</i>
2 Classes	<i>Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss</i>
2 Classes	<i>Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss</i>
2 Classes	<i>Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss</i>

2 Classes	<i>Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation</i>
2 Classes	<i>Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation</i>
2 Classes	<i>Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation</i>
2 Classes	<i>Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation</i>
2 Classes	<i>Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) Limiting probabilities, Chapman Kolmogrov equation</i>



Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER V**

NAME OF FACULTY : **PINAKI DEY**

PAPER : **LEGAL ASPECTS OF BUSINESS (BBAA502C12)**

LECTURES ALLOTTED: 24

ALLOTTED SYLLABUS:

*Unit 1:*

*The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.*

TOPIC/SUB TOPIC:	
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
1 Class	<i>The Indian Contract Act 1872: Meaning and Essentials of contract</i>
1 Class	<i>The Indian Contract Act 1872: Meaning and Essentials of contract</i>
1 Class	<i>The Indian Contract Act 1872: Meaning and Essentials of contract</i>
1 Class	<i>The Indian Contract Act 1872: Meaning and Essentials of contract</i>
1 Class	<i>Kinds of contract- Based on: validity, formation &amp; performance, law relating to offer and acceptance, consideration, competency to contract, free consent</i>
1 Class	<i>Kinds of contract- Based on: validity, formation &amp; performance, law relating to offer and acceptance, consideration, competency to contract, free consent</i>
1 Class	<i>Kinds of contract- Based on: validity, formation &amp; performance, law relating to offer and acceptance, consideration, competency to contract, free consent</i>
1 Class	<i>Kinds of contract- Based on: validity, formation &amp; performance, law relating to offer and acceptance, consideration, competency to contract, free consent</i>

1 Class	<i>Kinds of contract- Based on: validity, formation &amp; performance, law relating to offer and acceptance, consideration, competency to contract, free consent</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>Void agreements, performance of contracts, discharge of contracts,</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>
1 Class	<i>breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency</i>



Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER I**

NAME OF FACULTY :**DR. SAIKH RUPA RAHILA**

PAPER : **PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR (BBAA102C1)**

LECTURES ALLOTTED: 48 Credits

ALLOTTED SYLLABUS: Half.

<b>TOPIC/SUBTOPIC:</b>	<i>Allotted -</i>  Unit 1 Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos. Unit2 Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation, coordination & communication.
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Basic forms of Business Ownership; Special forms of ownership
02 Classes	Choosing a form of Business ownership
02 Classes	Corporate Expansion: mergers and acquisitions
02 Classes	diversification



02 Classes	Forward and backward integration, joint ventures, Strategic alliance.
02 Classes	Evolution of Management Theory.
02 Classes	Evolution of Management Theory.
02 Classes	Evolution of Management Theory.
02 Classes	Managerial functions and Roles.
02 Classes	Insights from Indian practices and ethos.
02 Classes	Overview of Planning: Types of Plans & The planning process.
02 Classes	Decision making: Process, types.
02 Classes	Control: Function, Process and types of Control;
02 Classes	Principles of organizing: Common organisational structures
02 Classes	Principles of organizing: Common organisational structures.
02 Classes	Delegation & Process and Principles of delegation.
02 Classes	& Decentralization: Factors affecting the extent of decentralization,
02 Classes	Decentralization: Factors affecting the extent of Decentralization.
02 Classes	Coordination & communication.
02 Classes	Coordination & communication.
02 Classes	Case studies
02 Classes	Case Studies
02 Classes	Q and A
02 Classes	Q and A

Saish Rupa Bahila

Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER III**

NAME OF FACULTY :**DR. SAIKH RUPA RAHILA**

PAPER : **HUMAN RESOURCE MANAGEMENT (BBAA301C5)**

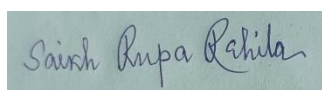
LECTURES ALLOTTED: 48 Classes ( 3 Classes / Week , As per division of credits )

ALLOTTED SYLLABUS: HALF.

<b>TOPIC/SUB TOPIC:</b>	ALLOTTED SYLLABUS: Unit 3 Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages. Compensation: Steps of determining compensation, job evaluation, components of pay Structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits. Unit 4 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, Collective bargaining- concept, Types, process, problems, essentials of effective collective bargaining welfare.
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Training: Concept, Needs, Methods of training.
02 Classes	Systematic approach to training

02 Classes	Management development: Concept & Methods.
02 Classes	Performance management system: concept, uses of performance appraisal.
02 Classes	Performance management methods
	Factors that distort appraisal.
02 Classes	Appraisal interview
02 Classes	Career planning: career anchors, career life stages.
02 Classes	Compensation: Steps of determining compensation.
02 Classes	Job evaluation, components of pay Structure.
02 Classes	Factors influencing compensation levels, wage differentials & incentives.
02 Classes	Profit sharing, gain sharing
02 Classes	Employees' stock option plans.
02 Classes	Brief introduction of social security, health, retirement & other benefits.
02 Classes	Industrial Relations: Introduction to Industrial Relations,
02 Classes	Trade unions role, types, functions
02 Classes	Industrial dispute- concept, causes & machinery for settlement of disputes.
02 Classes	Industrial dispute- concept, causes & machinery for settlement of disputes.
02 Classes	Grievance: concepts, causes & grievance redressal Machinery.
02 Classes	Discipline concept, aspect of discipline & disciplinary procedure.
02 Classes	Discipline concept, aspect of discipline & disciplinary procedure.

02 Classes	Collective bargaining- concept, Types, process, problems.
02 Classes	Essentials of effective collective bargaining welfare.
02 Classes	CASE STUDIES, Q and A.
02 Classes	CASE STUDIES, Q and A.



Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER V**

NAME OF FACULTY :**DR. SAIKH RUPA RAHILA**

PAPER :**CONSUMER BEHAVIOUR (BBAA503DSE2A)**

LECTURES ALLOTTED: 6 Credits / week

ALLOTTED SYLLABUS: FULL

<b>TOPIC/SUBTOPIC:</b>	<p>ALLOTTED SYLLABUS:Unit 1 Consumer Behaviour: Nature, scope &amp; application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour- interdisciplinary approach. Introduction to ‘Industrial Buying Behaviour’ Market Segmentation: VALS 2 segmentation profile.</p> <p>Unit 2 Consumer Needs &amp; Motivation: Characteristics of motivation, arousal of motives, theories of needs &amp; motivation: Maslow’s hierarchy of needs, McLelland’s APA theory, Murray’s list of psychogenic needs, Bayton’s classification of motives, self-concept &amp; its Importance, types of involvement. Personality &amp;</p>
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Consumer Behaviour: Importance of personality, theories of personality: Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self Images; Role of self-consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour, Learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory.

Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.

Unit 3

Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle.

Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

Unit 4

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post purchase evaluation; Situational Influences

	Models of Consumer Decision making: Nicosia Model, Howard-Sheth Model, Howard Sheth Family Decision Making Model, Engel, Kollat & Blackwell Model, Sheth Newman Gross Model of Consumer Values.
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Consumer Behaviour: Nature, scope & application.
02 Classes	Importance of consumer behaviour in marketing decisions.
02 Classes	Characteristics of consumer behaviour, role of consumer research.
02 Classes	Consumer behaviour- interdisciplinary approach.
02 Classes	Introduction to 'Industrial Buying Behaviour'.
02 Classes	Market Segmentation: VALS 2 segmentation profile.
02 Classes	Consumer Needs & Motivation: Characteristics of motivation, arousal of motives.
02 Classes	Maslow's hierarchy of needs, McLelland's APA theory.
02 Classes	Murray's list of psychogenic needs, Bayton's classification of motives.
02 Classes	self-concept & its Importance, types of involvement.
02 Classes	Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception:
02 Classes	Perceptual Process: selection, organisation & interpretation.
02 Classes	Learning theories: classical conditioning, instrumental conditioning.
02 Classes	Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model.

02 Classes	Multi-attribute model, attitude towards advertisement model: attribution theory.
02 Classes	Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence.
02 Classes	Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family.
02 Classes	Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.
02 Classes	Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour,
02 Classes	Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers.
02 Classes	Interpersonal flow of communication.
02 Classes	Introduction to sub-cultural & cross-cultural influences.
02 Classes	Reference group influence on products & brands, application of reference groups.
02 Classes	Purchase influences and role played by children, family life cycle.
02 Classes	Purchase influences and role played by children, family life cycle.
02 Classes	CASE Studies
02 Classes	CASE Studies
02 Classes	CASE Studies and Application.
02 Classes	CASE Studies and Application.
02 Classes	CASE Studies and Application.
02 Classes	Cognitive learning & involvement theory

02 Classes	Personality & Consumer Behaviour: Importance of personality.
02 Classes	Theories of personality: Freudian theory, Jungian theory, Neo-Freudian theory
02 Classes	Trait theory: Theory of self Images; Role of self-consciousness.
02 Classes	Diffusion of Innovation: Definition of innovation, product characteristics influencing Diffusion.
02 Classes	Resistance to innovation, adoption process.
02 Classes	Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation,
02 Classes	purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post purchase evaluation
02 Classes	Situational Influences Models of Consumer Decision making.
02 Classes	Nicosia Model
02 Classes	Howard-Sheth Model.
02 Classes	Howard Sheth Family Decision Making Model.
02 Classes	Engel, Kollat & Blackwell Model
02 Classes	Sheth Newman Gross Model of Consumer Values.
02 Classes	Case Studies and Application.
02 Classes	Q and A.



Saish Rupa Rahita

Signature

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER I**

NAME OF FACULTY : **DR. SUDIP GHOSH**

PAPER : **ENTREPRENEURSHIP DEVELOPMENT (BBAA104GE1)**

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS: *(Half, Sharing with Pinaki Dey)*

**UNIT-1 ENTREPRENEURIAL MANAGEMENT**

*The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team /Leadership; Harvesting and Exit Strategies; Corporate Entrepreneurship/ Intrapreneur, Risk Analysis.*

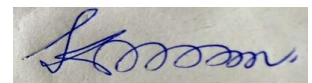
**UNIT-2 ENTREPRENEURSHIP, CREATIVITY AND INNOVATION**

*Innovation, Creativity; Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.*

TOPIC/SUB TOPIC:	PROPOSED TOPIC(S) TO BE TAUGHT
<b>LEC. NO.</b>	
1 Classes	<i>The evolution of the concept of entrepreneurship</i>
1 Classes	<i>The evolution of the concept of entrepreneurship</i>
1 Classes	<i>The evolution of the concept of entrepreneurship</i>
1 Classes	<i>The evolution of the concept of entrepreneurship</i>
1 Classes	<i>The evolution of the concept of entrepreneurship</i>
1 Classes	<i>John Kao's Model on Entrepreneurship</i>
1 Classes	<i>John Kao's Model on Entrepreneurship</i>
1 Classes	<i>John Kao's Model on Entrepreneurship</i>
1 Classes	<i>John Kao's Model on Entrepreneurship</i>
1 Classes	<i>Idea Generation</i>
1 Classes	<i>Idea Generation</i>



1 Classes	<i>Risk Analysis</i>
1 Classes	<i>Risk Analysis</i>
1 Classes	<i>Risk Analysis</i>
1 Classes	<i>Risk Analysis</i>
1 Classes	<i>Risk Analysis</i>
1 Classes	<i>Innovation, Creativity</i>
1 Classes	<i>Innovation, Creativity</i>
1 Classes	<i>Innovation, Creativity</i>
1 Classes	<i>Innovation, Creativity</i>
1 Classes	<i>Creative Teams</i>
1 Classes	<i>Creative Teams</i>
1 Classes	<i>Creative Teams</i>
1 Classes	<i>Creative Teams</i>
1 Classes	<i>Sources of Innovation in Business</i>
1 Classes	<i>Sources of Innovation in Business</i>
1 Classes	<i>Managing Organizations for Innovation and Positive Creativity</i>
1 Classes	<i>Managing Organizations for Innovation and Positive Creativity</i>



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**TEACHING PLAN FOR SEMESTER-1**

NAME OF FACULTY : DR. SUDIP GHOSH

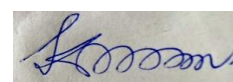
PAPER : BUSINESS COMMUNICATION

LECTURES ALLOTTED: 32

**ALLOTTED SYLLABUS: UNIT-1: INTRODUCTION TO  
COMMUNICATION**

**UNIT-2: ENGLISH LANGUAGE AND  
COMMUNICATION**

<b>TOPIC/SUBTOPIC: INTRODUCTION TO COMMUNICATION</b>	
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
01	CONCEPT OF COMMUNICATION, TYPES OF COMMUNICATION
02	PRINCIPLES OF EFFECTIVE COMMUNICATION
03	BARRIERS TO COMMUNICATION AND REMEDIAL MEASURES
04	FORMAL AND INFORMAL COMMUNICATION, GRAPEVINE
05	CORPORATE COMMUNICATION
<b>TOPIC/SUBTOPIC: TYPES OF COMMUNICATION</b>	
01	ENGLISH GRAMMAR- PARTS OF SPEECH
02	ENGLISH GRAMMAR- USE OF TENSE
03	ENGLISH GRAMMAR- TRANSFORMATION OF SENTENCES
04	ENGLISH GRAMMAR- PROPER USE OF WORDS



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## TEACHING PLAN FOR SEMESTER-3

NAME OF FACULTY : DR. SUDIP GHOSH

PAPER : MARKETING MANAGEMENT

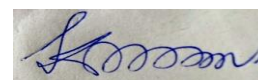
LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS: UNIT-3: PRODUCT & PRICING DECISIONS

UNIT-4: PROMOTION & MARKETING

CHANNELS

TOPIC/SUBTOPIC: PRODUCT & PRICING DECISIONS	
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
01	CONCEPT OF PLC, MARKETING STRATEGIES DURING DIFFERENT STAGES OF PLC
02	PRODUCT LINE, PRODUCT MIX
03	BRANDING DECISIONS, PACKAGING & LABELLING
04	NEW PRODUCT DEVELOPMENT AND ITS STAGES
05	PRICING – DETERMINANTS OF PRICE
06	PRICING STRATEGIES
TOPIC/SUBTOPIC: PROMOTION & MARKETING CHANNELS	
01	PROMOTIONAL TOOLS- ADVERTISING, SALES PROMOTION
02	PROMOTIONAL TOOLS- PUBLICITY, PERSONAL SELLING, PR
03	CHANNELS OF DISTRIBUTION- FUNCTIONS, LEVELS, TYPES



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TEACHING PLAN FOR SEMESTER-5

NAME OF FACULTY : DR. SUDIP GHOSH

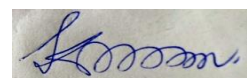
PAPER : ADVERTISING AND BRAND MANAGEMENT

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS: UNIT-1: INTRODUCTION TO ADVERTISING

UNIT-2: ADVERTISING CREATIVITY

TOPIC/SUBTOPIC: INTRODUCTION TO ADVERTISING	
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
01	CONCEPT OF ADVERTISING, TYPES OF ADVERTISING
02	NEED FOR ADVERTISING, GROWTH OF MODERN ADVERTISING
03	ECONOMIC AND SOCIAL EFFECTS OF ADVERTISING
04	ADVERTISING MODELS
05	PLANNING FRAMEWORK OF PROMOTIONAL STRATEGY
TOPIC/SUBTOPIC: ADVERTISING CREATIVITY	
01	HOW ADVERTISING WORKS- EXPOSURE, SALIENCE, FAMILIARITY
02	HOW ADVERTISING WORKS- CENTRAL & PERIPHERAL ROUTE
03	DIFFERENT TYPES OF AD COPY
04	PRINCIPLES OF AD DESIGN, LAYOUT STAGES



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**TEACHING PLAN FOR SEMESTER-5**

NAME OF FACULTY : DR. SUDIP GHOSH

PAPER : MANAGEMENT OF INDUSTRIAL RELATIONS

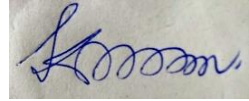
LECTURES ALLOTTED: 48

**ALLOTTED SYLLABUS: UNIT-1: CONCEPT OF IR, DIFFERENT ASPECTS OF IR**

**UNIT-2: WORKERS' PARTICIPATION IN MANAGEMENT**

<b>TOPIC/SUBTOPIC: CONCEPT OF IR, DIFFERENT ASPECTS OF IR</b>	
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
01	CONCEPT OF INDUSTRIAL RELATIONS, OBJECTIVES OF INDUSTRIAL RELATIONS
02	DIFFERENT ASPECTS OF INDUSTRIAL RELATIONS
03	CONFLICT AND CO-OPERATION IN INDUSTRIAL REALTIONS
04	PARTIES IN INDUSTRIAL RELATIONS
05	COLLECTIVE BARGAINING & ITS OBJECTIVES
<b>TOPIC/SUBTOPIC: WORKERS' PARTICIPATION IN MANAGEMENT</b>	
01	CONCEPT OF WPM & ITS IMPORTANCE
02	MODE OF PARTICIPATION (WPM)
03	GRIEVANCE PROCEDURE AND CAUSES OF GRIEVANCE
04	CONCEPT OF QUALITY CIRCLE



A handwritten signature in blue ink on a light-colored, textured background. The signature is cursive and appears to read "L. Brown".

**SIGNATURE**

**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER I**

NAME OF FACULTY : **SNEHA DUTTA**

PAPER : **PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR (BBAA102C1)**

LECTURES ALLOTTED: 48 Credits

ALLOTTED SYLLABUS:

<b>TOPIC/SUB TOPIC:</b>	<p><i>Allotted -</i></p> <p><i>Unit 3 : Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Trait Theory Learning: Concept. Motivation: Concepts and their application, Need, Content &amp; Process theories, Contemporary Leadership issues: Charismatic, Transformational Transactional Leadership. Managerial Grid.</i></p> <p><i>Unit4 : Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Power : Types &amp; Sources, Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Negotiation. Organisational Change: Concept, Resistance to change, managing resistance to change.</i></p>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Introduction to Management as an Art & Science , Functions of Management.
02 Classes	Introduction to the concept of an Organisation , Behavior and Organisational Behavior.
02 Classes	Significance of OB , Models of OB
02 Classes	Discussion of Key Concepts like Perception, Attitudinal sets & Learning.
02 Classes	Personality – Concept, factors affecting it , concept of traits and dispositions & its implications at workplace.
02 Classes	Physiological correlates of Extroversion and Introversion & its managerial implications.
02 Classes	Motivation – Concept , Significance.

02 Classes	Introduction to the concept of Needs and Drives. Difference between the two.
02 Classes	Approaches to study Motivation – Content and Process , its differences.
02 Classes	Maslow’s Need Hierarchy Theory.
02 Classes	Criticisms of the Need Hierarchy Theory and its implications.
02 Classes	Clayton Alderfer’s ERG Theory.
02 Classes	Comparison and contrast of Maslow’s Need Hierarchy Theory and Clayton Alderfer’s ERG Theory
02 Classes	Herzberg’s Two Factor Theory of Motivation. Mc.Clelland’s Need Theory (Need for Achievement, Need for Affiliation, Need for Power)
02 Classes	Contemporary Leadership issues: Charismatic, Transformational Transactional Leadership.
02 Classes	Managerial Grid.
02 Classes	Groups and Teams: Definition, Difference between Groups and teams
02 Classes	Stages of Group Development, Group Cohesiveness, Types of teams
02 Classes	Power : Types & Sources
02 Classes	Organisational Power and Politics: Nature of organisational politics.
02 Classes	Conflict: Concept, Sources, Types
02 Classes	Stages of conflict, Management of conflict, Negotiation
02 Classes	Organisational Change: Concept, Resistance to change
02 Classes	Managing resistance to change.

*Sucha Datta*

Signature

### TEACHING PLAN FOR SEMESTER III

NAME OF FACULTY : **SNEHA DUTTA**

PAPER : **HUMAN RESOURCE MANAGEMENT (BBAA301C5)**

LECTURES ALLOTTED: 48 Classes ( 3 Classes / Week , As per division of credits )

ALLOTTED SYLLABUS:

<b>TOPIC/SUB TOPIC:</b>	<p><b>ALLOTTED SYLLABUS:</b></p> <p><i>Unit 1</i>  <i>Human Resource Management: Concept, Functions, roles, Knowledge, Skill, Ability &amp; competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, Work life balance, HR role in strategy formulation &amp; gaining competitive advantage.</i></p> <p><i>Unit 2</i>  <i>Human Resource Planning: Process, Forecasting demand &amp; supply, Human Resource Information System (HRIS) succession planning. Job analysis – Uses, methods, Job description &amp; Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection &amp; Orientation: internal &amp; external sources, e- recruitment, selection process, orientation process.</i></p>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Human Resource Management: Concept, Functions
02 Classes	Scope of HRM
02 Classes	Role of HRM , Concept of KSAO's - Knowledge, Skill, Ability & competencies
02 Classes	Relevance of KSAO's & its implications at workplace
02 Classes	HRD-definition, goals and challenges
02 Classes	The changing environment of HRM

02 Classes	Globalization, cultural environment, technological advances, workforce diversity
02 Classes	Corporate downsizing, changing skill requirement, Work life balance.
02 Classes	HR role in strategy formulation & gaining competitive advantage.
02 Classes	Human Resource Planning
02 Classes	Process, Forecasting demand & supply of manpower.
02 Classes	Introduction to the concept of Job Analysis, Job Description and Job Specification.
02 Classes	Introduction to the concept of Recruitment – Significance , Sources of Recruitment – Internal and External.
02 Classes	Process of Recruitment.
02 Classes	Selection – Concept , Significance.
02 Classes	Stages of selection.
02 Classes	Employment Interview – types & process.
02 Classes	HR accounting
02 Classes	Human Resource Development (HRD) audit concept
02 Classes	e- recruitment
02 Classes	Orientation process.
02 Classes	Revision of Key Concepts of Unit 01
02 Classes	Revision of Key Concepts of Unit 02
02 Classes	Discussion of previous years university questions & doubt clearance

*Sucha Datta*

Signature

## TEACHING PLAN FOR SEMESTER V

NAME OF FACULTY : **SNEHA DUTTA**

PAPER : **HRD: SYSTEM AND STRATEGIES (BBAA503DSE3A)**

LECTURES ALLOTTED: 6 Credits / week

ALLOTTED SYLLABUS:

<b>TOPIC/SUB TOPIC:</b>	<p><b>ALLOTTED SYLLABUS:</b></p> <p><i>UNIT- 1: Human Resource Development (HRD) : Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals, talent management and talent acquisition.</i></p> <p><i>UNIT -2: HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.</i></p> <p><i>UNIT- 3: HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate.</i></p> <p><i>UNIT –4: HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, HR Score Card. Integrating HRD with technology.</i></p> <p><i>UNIT – 5: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback.</i></p>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
02 Classes	Introduction to HRD : Concept , Origin and Need.
02 Classes	Relationship between human resource management and human resource development;
02 Classes	HRD as a Total System
02 Classes	HRD as a Total System; Activity Areas of HRD : Training, Education and Development;
02 Classes	Roles and competencies of HRD professionals
02 Classes	Talent management and Talent acquisition – Concept ,
02 Classes	Points of similarity and differences.

02 Classes	Introduction to HRD Applications . Introduction to Performance Coaching – Need
02 Classes	Significance of performance coaching.
02 Classes	Sequential Process of Performance Coaching.
02 Classes	Introduction to the concept of mentoring, Difference between coaching and mentoring.
02 Classes	Employee Mentoring – Concept , Need & Significance.
02 Classes	Employee Counselling - Introduction to counselling ,
02 Classes	Difference between employee counselling and clinical counselling.
02 Classes	Objectives of employee counselling, Elements of the process of counselling
02 Classes	The process of employee counselling.
02 Classes	Types of employee counselling – Directive , Non directive, Co-operative.
02 Classes	Types continued – Participative , Desensitisation,
02 Classes	Catharsis.
02 Classes	Psychoanalytical approach to counselling – Id , Ego , Super Ego.
02 Classes	Conscious , Sub-conscious & Un-conscious realm of the mind and counselling
02 Classes	Competency Mapping
02 Classes	Types of Competency Mapping
02 Classes	Stages of Competency Mapping
02 Classes	High Performance Work Systems
02 Classes	HR Score Card
02 Classes	Integrating HRD with technology
02 Classes	HRD Interventions: Integrated Human Resource Development Systems
02 Classes	Staffing for HRD
02 Classes	Physical and Financial Resources for HRD
02 Classes	HRD and diversity management : Introductory concepts
02 Classes	HRD and diversity management : Case Study
02 Classes	HRD Climate : Concept , Constituents

02 Classes	HRD Climate : Outcomes & Managerial Implications
02 Classes	HRD Process: Assessing need for HRD
02 Classes	Designing and developing effective HRD programs
02 Classes	Implementing HRD programs; Evaluating HRD programs
02 Classes	Implementation Mistakes
02 Classes	Outcomes of HRD Outcomes
02 Classes	Evaluating the HRD Effort
02 Classes	Data Gathering
02 Classes	Analysis and Feedback
02 Classes	Revision of Unit – 01 & Unit - 02
02 Classes	Revision of Unit – 02 & Unit – 04
02 Classes	Revision of Unit – 05 & doubt clearance
02 Classes	Discussing university questions.

*Susha Duttā*

Signature



DEPARTMENT OF BBA  
TEACHING PLAN FOR SEMESTER V

NAME OF FACULTY : SUPRIYO DAS

PAPER : QUANTITATIVE TECHNIQUES FOR MANAGEMENT (BBAA501C11)

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS:

<b>TOPIC/SUBTOPIC:</b>	<p><b>Unit 1:</b> <i>Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method; Duality and Sensitivity (emphasis on formulation &amp; economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming.</i></p> <p><b>Unit 3:</b> <i>Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing</i></p> <p><b>Unit 4:</b> <i>Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of <math>m \times n</math> game and solution of <math>2 \times 2</math>, <math>2 \times s</math>, and <math>r \times 2</math> cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation.</i></p>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
2 Classes	<i>Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)</i>
2 Classes	<i>Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)</i>
2 Classes	<i>Linear Programming: Formulation of L.P. Problems, Graphical</i>

	<i>Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)</i>
2 Classes	<i>Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)</i>
2 Classes	<i>Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)</i>
2 Classes	<i>Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method</i>
2 Classes	<i>Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method</i>
2 Classes	<i>Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method</i>
2 Classes	<i>Duality and Sensitivity (emphasis on formulation &amp; economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming</i>
2 Classes	<i>Duality and Sensitivity (emphasis on formulation &amp; economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming</i>
2 Classes	<i>Duality and Sensitivity (emphasis on formulation &amp; economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming</i>
2 Classes	<i>Duality and Sensitivity (emphasis on formulation &amp; economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming</i>
2 Classes	<i>Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing</i>
2 Classes	<i>Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing</i>
2 Classes	<i>Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float)</i>

	float), PERT, Project Time Crashing
2 Classes	Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing
2 Classes	Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation
2 Classes	Introduction to Game Theory: Pay off Matrix- Two-person ZeroSum game, Pure strategy, Saddle point; Dominance Rule, Mixed

strategy, Reduction of  $m \times n$  game and solution of  $2 \times 2$ ,  $2 \times s$ , and  $r \times 2$  cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation

  
Signature



**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER III**

NAME OF FACULTY : SUPRIYO DAS

PAPER : **MARKETING MANAGEMENT**

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS:

TOPIC/SUBTOPIC:	Unit 1:  Unit 3:
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
2 Classes	Nature, Scope and Importance of Marketing, Evolution of Marketing
2 Classes	Core marketing concepts; Company orientation - Production concept, Product concept,
2 Classes	Selling concept, Marketing concept, Holistic marketing concept.
2 Classes	Marketing Environment: Demo graphic, economic, political, legal, socio cultural, technological environment (Indian context);
2 Classes	Portfolio approach – Boston Consultative Group (BCG) matrix
2 Classes	Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets,
2 Classes	Difference between Segmentation, Targeting and Positioning;
2 Classes	Nature, Scope and Importance of Marketing, Evolution of Marketing
2 Classes	Core marketing concepts; Company orientation - Production concept, Product concept
2 Classes	Selling concept, Marketing concept, Holistic marketing concept.
2 Classes	Marketing Environment: Demo graphic, economic, political,

	legal, socio cultural, technological environment (Indian context);
2 Classes	Portfolio approach – Boston Consultative Group (BCG) matrix
2 Classes	Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets,
2 Classes	Difference between Segmentation, Targeting and Positioning;
2 Classes	Targeting
2 Classes	Positioning
2 Classes	Levels of Market Segmentation,
2 Classes	Basis for Segmenting Consumer Markets
2 Classes	; Company orientation - Production concept, Product concept
2 Classes	- Production concept
2 Classes	, Product concept
2 Classes	Evolution of Marketing
2 Classes	Portfolio approach – Boston Consultative Group (BCG) matrix
2 Classes	Selling concept, Marketing concept



Signature

DEPARTMENT OF BBA  
TEACHING PLAN FOR SEMESTER III

NAME OF FACULTY : SUPRIYO DAS

PAPER : **Production and Operations Management.**

LECTURES ALLOTTED: 48

ALLOTTED SYLLABUS:

TOPIC/SUBTOPIC:	Unit 2: Unit 4:
LEC. NO.	PROPOSED TOPIC(S) TO BE TAUGHT
2 Classes	Forecasting-Definition
2 Classes	Forecasting -types,
2 Classes	qualitative and quantitative approach
2 Classes	grass roots, market research and
2 Classes	Delphi method
2 Classes	exponential smoothing method
2 Classes	single exponential smoothing method
2 Classes	forecast error
2 Classes	MAD
2 Classes	goals of short term scheduling
2 Classes	Operation scheduling
2 Classes	, job sequencing (FCFS, SPT, EDD, LPT, CR)
2 Classes	, job sequencing (FCFS, SPT, EDD, LPT, CR)
2 Classes	Johnson's rule on two machines
2 Classes	Gantt charts.
2 Classes	Aggregate Planning: nature

2 Classes	Aggregate Planning: Definition
2 Classes	strategies of aggregate planning
2 Classes	Aggregate Planning: Definition, nature,
2 Classes	Statistical Quality control: Variations in process (common & assignable causes),
2 Classes	Attribute measures (proportion of defects and no. of defects) using control tables
2 Classes	Control charts: Variable measures (mean and range chart),
2 Classes	Poisson- Exponential Single Server Model with Infinite Population
2 Classes	question based on M/M/1



Signature



**DEPARTMENT OF BBA**  
**TEACHING PLAN FOR SEMESTER V**

**NAME OF FACULTY : SUPRIYO DAS**

**PAPER : ADVERTISING AND BRAND MANAGEMENT.**

**LECTURES ALLOTTED: 48**

**ALLOTTED SYLLABUS:**

<b>TOPIC/SUBTOPIC:</b>	<i>Unit 2:</i>  <i>Unit 4:</i>
<b>LEC. NO.</b>	<b>PROPOSED TOPIC(S) TO BE TAUGHT</b>
2 Classes	Management of sales promotion: Importance & need for sales promotion
2 Classes	Management of sales promotion: Importance & need for sales promotion
2 Classes	planning for consumer schemes & contests
2 Classes	planning for consumer schemes & contests
2 Classes	different types of consumer schemes
2 Classes	Introduction to brands and brand management
2 Classes	Concept of a brand
2 Classes	brand evolution
2 Classes	branding challenges and opportunities
2 Classes	Strategic brand management process.
2 Classes	Identifying and establishing brand positioning and values
2 Classes	Identifying and establishing brand positioning and values
2 Classes	brand positioning and values brand repositioning
2 Classes	Designing and implementing brand strategies

2 Classes	Designing and implementing brand strategies
2 Classes	Brand extension
2 Classes	Brand hierarchy Kapfrer
2 Classes	Brand equity
2 Classes	brand personality
2 Classes	brand image,
2 Classes	managing brands overtime
2 Classes	Integrating advertising and brand management
2 Classes	Integrating advertising and brand management
2 Classes	Case studies

  
Signature