



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

PANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

4 Year Under Graduate Degree (Honours) in Business Administration

Programme Objective:

The BBA Honours Program Course offered by the Cooch Behar Panchanan Barma University has its fundamental aims at inducting managerial knowledge and skills in students related to different aspects of the business and its operations. The course is designed to help students to develop decision making ability in real life business situations. Focus of the program lies on developing operational and analytical skills in students to tackle business problems in different functional areas. The students have their option to choose a specialization of their interest in the last year of the program, which further facilitates them to develop their management skills in a particular functional area. The program also aims to inculcate global view of the industrial and organizational establishments and their functions which support the business system.

Programme Outcome:

The expected outcome of the programme would be:

- To develop leadership and managerial skills;
- To exhibit technical proficiency in comprehending basic business problems;
- To analyze and develop solutions for business problems and issues by evaluating relevant information;
- To exhibit competence in use of technology and information systems in business decision making;
- To conceptualize a business plan and develop a business plan document;
- To develop entrepreneurial skills for creating and managing innovation and start-ups;

The BBA Honours Program graduates are therefore expected to be suitable for absorption into industry in entry level managerial posts and also for higher level studies and research in management.

The eight semester course is designed in consonance with the University Grants Commission guidelines for National Credit curriculum Framework NCCF of study and the regulations of the Cooch Behar Panchanan Barma University. The course offers three specializations, i.e., Finance, Marketing and Human Resource Management. A student can opt for any one of these specializations in the seventh and eighth semester of the course. The course being professional in nature requires that a project report based on field/empirical/ case studies or a business plan normally based on the specialization chosen by the student be submitted before the commencement of the eighth semester examination. The detailed structure of the course follows:



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

FOUR YEARS HONOURS IN BUSINESS ADMINISTRATION

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
1 st Year	Semester 1	Major 1	BAD-MAJ1	Principles of Management	6	100
		Minor 1	BAD- MIN1	Accounting for Managers	6	100
		MDC 1	BAD-MDC1	Managerial Economics	3	50
		SEC 1	SEC 18	A) GST Filling *	3	50
			SEC 3	B) Basic Computing*		
			SEC 2	C) Soft Skill*		
		AEC 1	AEC 1	Alternative English	4	50
				Total Credit	22	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
1 st Year	Semester 2	Major 2	BAD-MAJ2	Organizational Behaviour	6	100
		Minor 2	BAD- MIN2	Entrepreneurship Development	6	100
		VAC 1	BAD-VAC1	Environmental Education *	3	50
		SEC 2	SEC 18	A) GST Filling *	3	50
			SEC 3	B) Basic Computing*		
			SEC 2	C) Soft Skill*		
		Internship	BAD-INT	Internship / Field Work / Summer Activity *	4	50
				Total Credit	22	



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
2nd Year	Semester 3	Major 3	BAD-MAJ3	Economic Theories and its Applications in Managerial Decision Making	6	100
		Major 4	BAD-MAJ4	Marketing Management	6	100
		Minor 3	BAD- MIN3	Business Regulatory Framework & Corporate Law	6	100
		SEC 3	SEC 18	A) GST Filling *	3	50
			SEC 3	B) Basic Computing*		
			SEC 2	C) Soft Skill*		
		MDC 2	BAD-MDC2	Ethics in Business Practices	3	50
				Total Credit	24	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
2nd Year	Semester 4	Major 5	BAD-MAJ5	Cost & Management Accounting	6	100
		Major 6	BAD-MAJ6	Human Resources Management	6	100
		Minor 4	BAD- MIN4	Income Tax Laws and Practice	6	100
		AEC 2	AEC 2	Basics of English	4	50
				Total Credit	22	



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

PANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
3rd Year	Semester 5	Major 7	BAD-MAJ7	Financial Management	6	100
		Major 8	BAD-MAJ8	Business Mathematics	6	100
		Major 9	BAD-MAJ9	Ethics and Corporate Social Responsibilities	6	100
		MDC 3	BAD-MDC3	Business Communication	3	50
				Total Credit	21	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
3rd Year	Semester 6	Major 10	BAD-MAJ11	Strategic Management	6	100
		Major 11	BAD-MAJ12	Business Statistics	6	100
		Major 12	BAD-MAJ13	Production & Operation Management	6	100
		VAC 2	BAD-VAC2	Constitution of India and Health & Wellness	3	50
				Total Credit	22	



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

4th Year BBA (with Honours in FINANCE/MARKETING/HUMAN RESOURCE)

SEM 7 With Honours in Finance Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4thYear	Semester 7	Major 13	BAD-FM-MAJ13	Research Methodology	6	100
		Major 14	BAD-FM-MAJ14	Financial Institution , markets and Indian banking system	6	100
		Major 15	BAD-FM-MAJ15	Corporate Accounting	6	100
		Major 16	BAD-FM-MAJ16	Security Analysis and Portfolio Management	6	100
		Minor 5	BAD-FM-MIN5	Business Environment	6	100
						Total Credit

SEM 7 With Honours in Marketing Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4thYear	Semester 7	Major 13	BAD-MM-MAJ13	Research Methodology	6	100
		Major 14	BAD-MM-MAJ14	Consumer Behaviour	6	100
		Major 15	BAD-MM-MAJ15	Marketing of Services	6	100
		Major 16	BAD-MM-MAJ16	Advertising and Brand Management	6	100
		Minor 5	BAD-MM-MIN5	Business Environment	6	100
						Total Credit



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PANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

SEM 7 With Honours in Human Resource Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4thYear	Semester 7	Major 13	BAD-HR-MAJ13	Research Methodology	6	100
		Major 14	BAD-HR-MAJ14	Organizational Development and Human Resource Development	6	100
		Major 15	BAD-HR-MAJ15	Strategic HRM	6	100
		Major 16	BAD-HR-MAJ16	Labour Laws	6	100
		Minor 5	BAD-HR-MIN5	Business Environment	6	100
					Total Credit	30

SEM 8 With Honours in Finance Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4th Year	Semester 8	Major 17	BAD-FM-MAJ17	Financial Statement Analysis	6	100
		Major 18	BAD-FM-MAJ18	Strategic Financial Management	6	100
		Major 19	BAD-FM-MAJ19	Project	6	100
		Minor 6	BAD-FM-MIN6	E- Commerce and Digital Marketing	6	100
					Total Credit	24



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

SEM 8 With Honours in Marketing Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4th Year	Semester 8	Major 17	BAD-MM-MAJ17	Distributions and Retail Management	6	100
		Major 18	BAD-MM-MAJ18	International Marketing	6	100
		Major 19	BAD-MM-MAJ19	Project	6	100
		Minor 6	BAD-MM-MIN6	E- Commerce and Digital Marketing	6	100
				Total Credit		24

SEM 8 With Honours in Human Resource Management						
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4th Year	Semester 8	Major 17	BAD-HR-MAJ17	Labour Welfare and Compensations	6	100
		Major 18	BAD-HR-MAJ18	Discipline and Grievances	6	100
		Major 19	BAD-HR-MAJ19	Project	6	100
		Minor 6	BAD-HR-MIN6	E- Commerce and Digital Marketing	6	100
				Total Credit		24

Abbreviations: -

AEC	Ability Enhancement Courses
MDC	Multi Disciplinary Courses
SEC	Skill Enhancement Courses
VAC	Value Added Courses



4Year Honours in Business Administration

Detailed Syllabus for Semester One

Course: MAJOR 1

Paper Title: PRINCIPLES OF MANAGEMENT

Paper Code: BAD MAJ 1

Course Objectives:

To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Unit –1: Theoretical Concept and Evolution of Management Concepts (12 lectures)

a. Concept of Management: Need for Study, Managerial Functions. b. Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, Concepts of MBO.

Unit 2: Planning (12 Lectures)

Determination of nature of work of a manager; universality of the Principles of planning, planning; Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques.

Unit 3: Organizing (12 lectures)

Concept and process of organising, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority, Formal and Informal Structure; Principles of Organising.

Unit 4: Staffing (12 lectures)

a. Staffing: Concept, Process
b. Motivation: Concept, Importance, Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory. Mc-Grigor's Theory
c. Leadership: Concept, Importance, Theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory, Trait Theory).

Unit 5: Controlling (12 lectures)

Control - Concept, Process, Limitations, Principles of Effective Control, different techniques of controlling.

References:

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: MINOR 1

Paper Title: ACCOUNTING FOR MANAGERS

Paper Code: BAD MIN 1

Course Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation

Unit 1

(a) Theoretical Framework:

(4 lectures):

Introduction to Financial Accounting- Accounting as an Information System - its Importance, Scope and Limitations; Users of Accounting Information; Basic concepts and conventions: entity, money measurement, going concern, cost realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

(b) Accounting Process:

(7 lectures):

Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. The Accounting Equation; Recording of business transactions and preparation of Trial Balance; Recording of transactions in Cash Book and in Subsidiary Books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book; Opening and Closing Entries;

Unit 2

(a) Business Income:

(9 Lectures):

(i) Capital and revenue expenditures and receipts; (ii) Revenue recognition and recognition of expenses (iii) Depreciation: concept of depreciation; Factors in the measurement of depreciation; Methods of computing depreciation: straight line method and diminishing balance method; change of methods.

(b) Final Accounts:

(12 Lectures):

Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor.

Unit 3: Accounting for Hire Purchase and Instalment Systems:

(13 Lectures):

Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors system; Concepts of operating and financial lease (theory only)

Unit 4: Accounting for Inland Branches : (13 Lectures):

Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system. Independent branches: concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

Unit 5: Financial Statement Analysis :

(15 Lectures):

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



References:

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, *Accounting: Text and Cases*. McGraw-Hill Education, 13 th Ed. 2013.
2. M.C.Shukla, T.S. Grewal and S.C.Gupta. *Advanced Accounts. Vol.-I*. S. Chand & Co., New Delhi.
3. S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
4. Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
5. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
6. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning.
7. Tulsian, P.C. *Financial Accounting*, Pearson Education.
8. M. Haniff & A. Mukherjee , *Financial Accounting 2nd Edition*
9. Basu & Das, *Financial Accounting , Rabindra Library*
10. SP Jain & K.L Narang, *Financial Accounting , Kalyani Publishers*

Course: MDC 1

Paper Title: MANAGERIAL ECONOMICS

Paper Code: BAD MDC 1

Course Objectives: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

Unit 1:

(10 Lectures)

- a) **Concept of Demand and Supply** Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Measurement of Elasticity of Demand, Elasticity of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply;
- b) **Theory of consumer behavior** : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, consumers equilibrium with the help of indifference curve and budget line, price effect, substitution effect, income effect for normal, inferior and Giffen goods).

Unit 2:

(15 Lectures)

- a) **Producer and optimal production choice** :

Optimizing behavior in short run(geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources)

- b) **Costs and scale** : Traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale.

Unit 3: Theory of firm and market organization :

(10 Lectures)

Perfect competition basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost, comparison with perfect competition), price discrimination, multi-plant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (only concept)



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PANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

References:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson

Course: SEC 1

Paper Title:

Paper Code:

Course Objectives:

The objective of the course is to develop skill in the relevant area chosen by the student. The fundamental objective is to enhance their professional skill and increase job opportunity before the students.

The students have to choose one subject as Skill enhancement course out of the recommended basket by the University. It is particularly recommendable for the students of BBA to choose one of the following three subjects in line with the major areas of BBA

- | | |
|---------------------|--------|
| (A) GST - FILLING | SEC 18 |
| (B) BASIC COMPUTING | SEC 3 |
| (C) SOFT -SKILL | SEC 2 |

Course: AEC 1

Paper Title: Alternative English

Syllabus will be as prescribed by Cooch Behar Panchanan Barma University, Cooch Behar



4Year Honours in Business Administration

Detailed Syllabus for Semester Two

Course: MAJOR 2

Paper Title: ORGANIZATIONAL BEHAVIOUR

Paper Code: BAD MAJ 2

Course Objectives: To acquaint the students with the fundamentals of individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Unit 1: Fundamentals of Organizational Behaviour (12 Lectures)

Importance of Organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality-concept, determinant, theory of personality(trait, id, ego, super ego)
Attitude : concept .importance, ow can attitude form.

Unit 2: Task Performance and Structure (12 Lectures)

Scientific management; administrative theory; organizational structure; simple structure; hierarchical organization; functional organization; product organization; matrix organization; advantages and disadvantages of structures; differences between hierarchical and flat structure

Unit 3: Group Dynamics (12 Lectures)

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis.

Unit 4: Organizational Powers and Politics (12 Lectures)

Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos.

Unit 5 : Learning Theories (12 Lectures)

Learning, concept, importance of learning, Theories of Learning (behavioural .cognitive, social)

Readings:

1. Organisational Behaviour, S Robbins

2.. Gilbert: Principles of Management, McGraw Hill.

3. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.

4. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.

5. Kavita Singh: Organisational Behaviour, Vikas Publication.



Course: MINOR 2

Paper Title: ENTREPRENEURSHIP DEVELOPMENT

Paper Code: BAD MIN 2

Course Objectives: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing Entrepreneurial businesses.

Unit-1: Entrepreneurial Management (10 Lectures)

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship

Unit 2: Entrepreneurship, Creativity And Innovation (10 Lectures)

Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit 3: Social Entrepreneurship (10 Lectures)

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.

Unit 4: Family Business And Entrepreneurship (10 Lectures)

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.

Unit 5: Financing The Entrepreneurial Business (10 Lectures)

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Unit 6: Preparation of project plan and start-up (10 Lectures)

Writing a business plan/project proposal; Designing business process; preparation of business report, Mobilizing resources for start-ups ; Basic Start-up problems, Sources of Finance, Basic concepts of Start-ups; Govt. supports in different modes.

References:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997)



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

PANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: VAC 1

Paper Title: ENVIRONMENTAL EDUCATION

Paper Code: BAD VAC 1

Syllabus will be as prescribed by Cooch Behar Panchanan Barma University, Cooch Behar

Course: INTERNSHIP

Paper Code: BAD INT

Assessment will be made as per instructions of Cooch Behar Panchanan Barma University, Cooch Behar



4Year Honours in Business Administration

Detailed Syllabus for Semester Three

Course: MAJOR 3

**Paper Title: ECONOMIC THEORIES AND ITS APPLICATIONS IN
MANAGERIAL DECISION MAKING**

Paper Code: BAD MAJ 3

Course Objectives:

Identify the basic principles of Managerial Economics and demonstrate the theory of consumer behaviour. Understand the concepts of demand and supply, its laws, and classify the different degrees of price elasticity of demand. Describe production function and demonstrate the three stages of production. Explain the behaviour of long-run and short-run cost curves and total, average, and marginal revenue curves. Identify the different forms of market economies and determine the market equilibrium.

Unit – I

(10 Lectures)

Introduction to Managerial Economics

a) Definition of economics and branch of economics; b) Managerial Economics – Meaning, nature and scope; basic economic tools in Managerial Economics.

Theory of Consumer Behaviour

a) Meaning, approaches, and measures of Utility; b) Relationship between Total and Marginal Utility; c) Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility; d) Indifference curves and budget constraints; e) Marginal Rate of Substitution; f) Consumer Equilibrium and Consumer Surplus (concept only)

Unit II

(15 Lectures)

Introduction to Demand and Supply

a) Introduction to Demand and Supply; b) Law of Demand- assumptions, reasons for Downward slope and exceptions; c) Demand schedule and Demand Curve; d) Supply curve; determinants of supply; and Law of Supply- assumptions, reasons for upward slope and exceptions; e) Movement along the Demand & Supply; Curve and Shift in Demand & Supply Curve

Elasticity of Demand and Supply

a) Meaning and Types of Elasticity of demand-Price, Income and Cross Elasticity. b) Factors affecting Price Elasticity and degrees of price elasticity of demand. c) Income Elasticity of Demand & Cross Elasticity of Demand d) Price elasticity of Supply e) Equilibrium price and its concept

Unit III

(10 Lectures)

Production Theory

a) Meaning of Production and factors of production b) Production Function: short-run and long-run c) Law of Variable Proportions d) Three stages of Production; e) Concept of Isoquant and Iso-cost Line; f) Law of Returns to Scale



Unit IV

(10 Lectures)

Cost and Revenue Analysis

- a) Cost concepts; b) Variable, fixed and total cost curves; c) Long-run Cost and Short-run Cost Curves; d) Economies of scales and economies of scope; e) Revenue Concepts: Total, Average and Marginal Revenue curves

Unit V

(15 Lectures)

Market Structure

- a) Meaning and forms of market; b) Perfect Competition: meaning, features, Short-run and Long-run Equilibrium; c) Monopoly: meaning, features, Short-run and Long-run Equilibrium, price discrimination (types and degrees) d) Monopolistic competition: meaning, features, Short-run and Long-run Equilibrium e) Oligopoly: meaning, features, Non-collusive (Cournot's model, and Sweezy's model (kinked demand curve) and Collusive Oligopoly (cartels and price leadership theory)

References:

1. Salvatore, D. (2009). Principles of Microeconomics (5th ed.). Oxford University Press
2. Roy, D. (2021). Managerial Microeconomics (1st ed.). Abhijeet Publications
3. Lipsey, R., & Chrystal, A. (2008). Economics (11th ed.). Oxford University Press
4. Koutosyannis, A. (1979). Modern Micro Economics (2nd ed.). Palgrave Macmillan.
5. Pindyck, R. Rubinfeld, D. & Mehta, P. (2009). MicroEconomics (7th ed.). Pearson



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Course: MAJOR 4

Paper Title: MARKETING MANAGEMENT

Paper Code: BAD MAJ 4

Course Objective:

This course aims to familiarize students with the marketing functioning organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Content:

Unit I:

(15 Lectures)

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept.

Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston, Consultative Group (BCG) matrix

Unit II:

(10 Lectures)

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

Unit III:

(15 Lectures)

Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Unit IV:

(20 Lectures)

Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of wholesalers.

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

References:

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: MINOR 3

Paper Title: BUSINESS REGULATORY FRAMEWORK & CORPORATE LAW

Paper Code: BAD MIN 3

Course Objective

The objective of the course is to cover the main laws impacting day to day business and to examine the legal framework so as to understand and adapt to new laws which are enacted from time to time. It also aims to introduce the participants to the legal and non-legal governance mechanisms that affect economic activities.

BUSINESS REGULATORY FRAMEWORK

Unit I

(10 Lectures)

The Indian Contract Act 1872: Contract – meaning, characteristics and kinds; Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of a contract – modes of discharge, breach and remedies against breach of contract; Contingent contracts; Quasi – contracts.

The Indian Contract Act,1872: Specific Contract: Contract of Indemnity and Guarantee; Contract of Bailment; Contract of Agency

Unit II

(8 Lectures)

The Sale of Goods Act,1930: Contract of sale, meaning and difference between sale and agreement to sell; Conditions and warranties; Transfer of ownership in goods including sale by a non-owner; Performance of contract of sale; Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

Unit III

(7 Lectures)

Partnership Laws:The Partnership Act, 1932: Nature and Characteristics of Partnership;Registration of a Partnership Firms;Types of Partners; Rights and Duties of Partners; Implied Authority of a Partner; Incoming and outgoing Partners; Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP; Differences between LLP and Partnership, LLP and Company;LLP Agreement;Partners and Designated Partners;Incorporation Document; Incorporation by Registration Partners and their Relationship.

Unit IV

(10 Lectures)

Consumer Protection Act, 2019: Features , objectives and significance of the act ; Rights of consumers, Prohibition and penalties , Unfair Trade Practices , Consumer protection in E – Commerce.

The Negotiable Instruments Act 1881: Meaning, Characteristics, and Types of Negotiable Instruments: Promissory Note, Bills of Exchange, Cheque; Holder and Holder in Due Course, Privileges of Holder in Due Course; Negotiation: Types of Endorsements; Crossing of Cheque Bouncing of Cheque, Dishonor & Liabilities

CORPORATE LAWS

Unit V

(10 Lectures)

Introduction: Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company;



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

lifting of corporate veil; types of companies including one-person company, small company, and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company

Unit VI

(10 Lectures)

Documents: Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospector-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

Management: Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, Basic Concept of postal ballot & meeting through video conferencing, e-voting.

Unit VII

(5 Lectures)

Dividends, Accounts, Audit, Winding Up, Insider Trading, Whistle Blowing: Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit; Winding Up Concept and modes of Winding Up; Insider Trading- meaning & legal provisions; Whistle-blowing - Concept and Mechanism.

Depositories Law: The Depositories Act 1996 – Definitions; rights and obligations of depositories; participant's issuers and beneficial owners; inquiry and inspections, penalty.

References:

1. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi.
2. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education,
3. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
4. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House M.C.
5. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
6. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
7. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House.
8. Avtar Singh, Introduction to Company Law, Eastern Book Company
9. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi.
10. Gower and Davies, Principles of Modern Company Law, Sweet & Maxwell
11. Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: MDC 2

Paper Title: ETHIC IN BUSINESS PRACTICES

Paper Code: BAD MDC 2

Course Objective:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Contents:

(15 Lectures)

Unit I

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit II

(15 Lectures)

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit III

(15 Lectures)

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring, Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

References:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
9. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.



4Year Honours in Business Administration

Detailed Syllabus for Semester Four

Course: MAJOR 5

Paper Title: COST & MANAGEMENT ACCOUNTING

Paper Code: BAD MAJ 5

Course Objective:

To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems

Unit I: Introduction

(8 Lectures)

(a) Cost Accounting: Meaning, objectives and advantages; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organization;

(b) Management Accounting: Meaning, Objectives, Nature and Scope; Difference between cost accounting and management accounting

Unit II: Elements of Cost

(15 Lectures)

(a) Materials: Inventory control techniques; Accounting and control of purchases; storage and issue of materials; Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average

(b) Labour: Accounting and Control of labour cost; Time keeping and time booking; Concept and treatment of idle time, over time, labour turnover and fringe benefits; Methods of wage payment and the Incentive schemes – Halsey, Rowan, Taylor's Differential piece wage.

(c) Overheads: Classification, allocation, apportionment and absorption of overheads;

Unit III: Methods of Costing

(13 Lectures)

Unit costing, Job costing, Contract costing, Process costing (excluding joint and by-products), Service costing (only transport)

Unit IV: Budgetary Control

(8 Lectures)

Concept of budget; Budgetary control: objectives, merits, and limitations; Functional budgets; Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

Unit V: Standard Costing

(8 Lectures)

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications; Variance Analysis – material and labour and overheads

Unit VI: Marginal Costing

(8 Lectures)

Absorption vs. Marginal Costing; Cost-Volume-Profit Analysis, Profit / Volume ratio; Break-even analysis-algebraic and graphic methods; Angle of incidence, margin of safety, Key factor

References:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
2. Drury, Colin. Management and Cost Accounting. Cengage Learning
3. JawaharLal, Cost Accounting. McGraw Hill Education
4. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning
5. Rajiv Goel, Cost Accounting. International Book House
6. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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7. Arora, M.N. *Cost Accounting – Principles and Practice*. Vikas Publishing House, New Delhi.
8. . Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. ShriMahavir Book Depot, New Delhi.

Course: MAJOR 6

Paper Title: HUMAN RESOURCE MANAGEMENT

Paper Code: BAD MAJ 6

Course Objective: The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases

Contents

Unit I

(10 Lectures)

Human Resource Management: Concept, Functions, roles, skills & competencies, HRD definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organisations

Unit II

(10 Lectures)

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Unit III

(10 Lectures)

Recruitment and Selection: Recruitment and Selection – Concept and meaning; sources of recruitment; Selection procedure Job design, Job rotation, job enlargement, job enrichment, Job Analysis – job description and job specification Promotion – demotion – separation.

Unit IV

(10 Lectures)

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 V

(10 Lectures)

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 .



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Unit VI

(10 Lectures)

Performance Appraisal: Performance Appraisal – meaning, purpose of performance appraisal – Methods of appraisal Conventional and non-conventional methods; Morale – meaning and significance – measurement of morale – measures to tone up morale

References:

1. Gary, D. (2011). Human Resource Management. Pearson Education India.
2. Jeffrey, A. M. (2015). Strategic Human Resource Management. South-Western College Publishing.
3. Khanka, S. S. (2007). Human Resource Management. S. Chand Publishing.
4. Bratton, J., & Gold, J. (2001). Human Resource Management Theory and Practice. Hound Mills.
5. Aswathappa, K., & Dash, S. (2021). Human Resource Management. McGraw-Hill Education.
6. Noe, R., Hollenbeck, J., Gerhart, B., & Wright, P. (2006). Human Resources Management: Gaining a Competitive Advantage. New York, MA: McGraw-Hill Education.

Course: MINOR 4

Paper Title: INCOME TAX LAWS & PRACTICE

Paper Code: BAD MIN 4

Course Objectives: To familiarize the students with The Direct and Indirect Taxation Laws in India. Computation of Income Tax liability of individual assessee and partnership business. Also to familiarize the students with the Goods and Service Tax Laws and Customs Duty.

Course contents:

Unit I:

(10 Lectures)

Introduction: a) Basic Concepts and Definitions under IT Act: Assessee, Previous year, Assessment year, Person, Income, Sources of income, Heads of income, Gross total income, Total income, Tax Evasion, Tax avoidance, Tax planning. b) Residential Status and Incidence of Tax Residential status of all persons except company ; c) Incomes which do not form part of Total Income Except section 10AA.d) Agricultural Income Definition, determination of agricultural and non-agricultural Income, assessment of tax liability when there are both agricultural and non-agricultural income

Unit II:

(30 Lectures)

Heads of Income: a) Income from Salaries;

b) Income from House property;

c) Profits and Gains of Business and Profession Special emphasis on sec. 32, 32AC, 32AD, 35, 35D, 36(i)(ib), (ii), (iii), (iv), (vii), 37, 37(2B), 40A(2), 40A(3), 43B, (Excluding presumptive taxation);

d) Capital Gains Meaning and types of capital assets, basic concept of transfer, cost of acquisition, cost of improvement and indexation, computation of STCG and LTCG, exemptions u/s 54, 54B, 54EC and 54F, capital gain on transfer of bonus shares, right entitlement and right shares, taxability of STCG and LTCG.;

e) Income from Other Sources Basis of charge excluding deemed dividend.



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Unit III:

20 Lectures

Clubbing of Income and Computation of Taxable Income: a) Income of other Persons included in Assessee's Total Income Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor; b) Set off and Carry Forward of Losses Mode of set off and carry forward, inter source and inter head set off, carry forward and set off of losses u/s 71B, 72, 73, 74, 74A. c) Basic concepts, deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGC, 80TTA, 80U Rebate u/s 87A; d) Provisions under section 115BAC

(Note: If any new legislations/provisions are enacted in place of the existing legislations/provisions, the syllabus will accordingly include such new legislations/provisions in place of existing rules)

Readings:

1. Dr. V. K. Singhania, Students Guide to Income Tax; Taxmann Publication
2. Dr. Girish Ahuja & Dr. Ravi Gupta, Taxation, Commercial Law Publishers (India) Pvt. Ltd.
3. C. H Sengupta, Direct and Indirect Tax Laws in India

Course: AEC 2

Paper Title: Basics of English

Syllabus will be as prescribed by Cooch Behar Panchanan Barma University, Cooch Behar



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

4Year Honours in Business Administration

Detailed Syllabus for Semester Five

Course: MAJOR 7

Paper Title: FINANCIAL MANAGEMENT

Paper Code: BAD MAJ 7

Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Course Contents:

Unit I

(5 Lectures)

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk &

Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Unit II

(20 Lectures)

Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Unit III

(18 Lectures)

Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model;

Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Unit IV

(17 Lectures)

Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique,

Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost,

Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.



Readings

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publshlng Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen & P. Mohanty: Principles of Corporate Finance

Course: MAJOR 8

Paper Title: BUSINESS MATHEMATICS

Paper Code: BAD MAJ 8

Course Objective:

A student will be able to Define basic terms in the areas of business calculus and financial mathematics, Explain basic methods of business calculus, types and methods of interest account and their basic applications in practice, Solve problems in the areas of business calculus, simple and Compound interest account, use of compound interest account, Apply knowledge of mathematics with emphasis on management applications, and Connect acquired knowledge and skills with practical problems in business and economic practice.

Unit I

(15 Lectures)

Basic Mathematics of Finance

a) Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; b) Annuities; c) Quadratic Equation d) Logarithm e) Theory of Indices

Unit II

(15 Lectures)

Matrices: a) Definition of a matrix. b) Types of matrices; Algebra of matrices. c) Calculation of values of determinants up to third order; Adjoint of a matrix; Finding inverse of a matrix through adjoint; d) Applications of matrices to solution of simple business and economic problems

Unit III

(15 Lectures)

Differential Calculus: a) Concepts of limit and continuity of a function; b) Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; c) Maxima and Minima of functions (involving second order derivatives) relating to cost, revenue and profit, d) Partial Derivatives: Euler's theorem and its application

Unit IV

(15 Lectures)

Integration: a) Integration as a reverse process of Differentiation, b) Integration by Substitution and by parts c) Integration by partial fraction d) Differential equations, Definite integrals, applications of Integrals

References:

1. Nag, N.K. (2019). Business Mathematics and Statistics. Kalyani Publishers.
2. Padmalochan, H. (2017). Business Mathematics. Springer.
3. Gupta, S.P. & Gupta, P.K. (2022). Business Mathematics and Statistics. Sultan Chand & Sons.



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ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: MAJOR 9

Paper Title: ETHICS AND CORPORATE SOCIAL RESPONSIBILITIES

Paper Code: BAD MAJ 9

Course Objective:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Course contents:

Unit I

(10 Lectures)

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit II

(10 Lectures)

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

Unit – III

(15 Lectures)

The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit IV

(25 Lectures)

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring, Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing



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'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: MDC 3

Paper Title: BUSINESS COMMUNICATION

Paper Code: BAD MDC 3

Course Objective:

Objective of the course is to define and explain the nature and significance of communication. Enable the students to grasp the process and principles of communication, Recognize various communication models, and identify different communication channels. Students to learn about effective communication, including recognizing barriers and employing strategies to overcome them. Understand the importance of listening, types of listening, and methods to enhance listening skills. To develop skills in report writing, business correspondence, and oral presentations, including PowerPoint presentations, to effectively communicate in various professional scenarios.

Unit – I

(10 Lectures)

Introduction: Meaning, definition, nature, objectives, and importance of communication. Principles of communication and process of communication. Models of Communication.

Unit – II

(10 Lectures)

Communication Channels: Channels of communication. Types of communication: Formal, formal, Verbal, Non- Verbal, Written, Visual communication. Levels of communication and direction of Communication

Unit –III

(10 Lectures)

Effective Communication: Meaning and barriers to effective communication. Ways to overcome barriers to effective communication. Meaning, importance, process and types of Listening. Barriers to effective Listening and steps to overcome such barriers

Unit – IV

(10 Lectures)

Report Writing and Business Correspondence: Types, formats, importance, and process of preparing Business reports. Drafting minutes, agenda, inquiry letter, complaint letter, persuasive letter, and proposal. Writing Resume, letters, office memorandum, office circulars, notices, and orders. Technology for communication. Electronic mail: advantages, safety, and smartness in email. E-mail etiquettes.

Unit – V

(5 Lectures)

Oral and PowerPoint Presentation: Importance, features, and essentials of effective oral presentation. Making presentations: content and organizing.

References:

1. Kaul, A. (2016). Effective Business Communication, 2nd ed. PHI learning.
2. C.B. Gupta (2019). Essentials of Business Communication. Sultan Chand & Sons.
3. Kumar, V., Raj, B., Kapurthala, & Jalandhar. (2017). Comprehension and Communication Skills in English. Kalyani Publishers.
4. Kumar, V., Raj, B., Kapurthala, & Jalandhar. (2017). Comprehension and Communication Skills in English. Kalyani Publishers.
5. Rizvi, M. A. (2005). Effective technical communication. Tata McGraw-Hill.
6. Chanda, S. M. (2010). An Introduction to Critical Thinking. Pearson, Delhi.



4Year Honours in Business Administration

Detailed Syllabus for Semester Six

Course: MAJOR 10

Paper Title: STRATEGIC MANAGEMENT

Paper Code: BAD MAJ 10

Objective: To familiarize the students with strategic management principles that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Unit I: (10 Lectures)

Introduction - evolution of business policy, business policy - nature, importance, objectives, understanding the strategy, process of strategic management, functional strategies.

Unit II: (10 Lectures)

Organizational Direction- concept of strategic planning, vision, mission, objectives

Unit III: (10 Lectures)

Environmental Analysis and Diagnosis – environmental scanning, elements of environment, SWOT analysis, competitive advantage, competitor analysis. Porters Five Forces Model.

Unit IV: (10 Lectures)

Strategic Alternatives – corporate level stability, expansion, retrenchment and turnaround.

Unit V: (5 Lectures)

Strategic Analysis and Choice –gap analysis.

Unit VI: (10 Lectures)

Strategy Implementation – issues in implementation - resource allocation - budgets – organization structure - matching structure and strategy.

Unit VII: (5 Lectures)

Strategic Evaluation & Control - overview of strategic evaluation & control, strategic control.

References:

1. Azhar Kazmi, *Strategic Management And Business Policy*, McGraw Hill Education; 3 edition.
2. Budhiraja, S. B. and. Athreya, M. B, *Cases in Strategic Management*, Tata McGraw Hill, New Delhi.
3. Christensen, C. R., *Business Policy: Text and Cases*, Homewood, Illinois.
4. Glueck, William F., *Strategic Management and Business Policy*, McGraw Hill, New York.



Course: MAJOR 11

Paper Title: BUSINESS STATISTICS

Paper Code: BAD MAJ 11

Objective:

To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Contents:

Unit I:

(10 Lectures)

Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

Unit II:

(15 Lectures)

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient,

Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

Unit III:

(15 Lectures)

Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend;

Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

Unit IV:

(10 Lectures)

Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem,

Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem.

Unit V:

(10 Lectures)

Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

Using Non-parametric statistics for hypothesis testing.

Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.



Course: MAJOR 12

Paper Title: PRODUCTION AND OPERATION MANAGEMENT

Paper Code: BAD MAJ 12

Course Objectives:

To understand the production and operation function and familiarize students with the technique for planning and control.

Contents:

Unit I

(15 Lectures)

Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organisation. Operation Strategies-Definition, relevance, strategy formulation process, order qualifying and order winning attribute

Maintenance Management: Need of maintenance management, equipment life cycle (Bathtub curve), measures for maintenance performance (MTBF, MTTR and availability).

Lean production: Definition of lean production, lean Demand Pull logic, waste in operations, elements that address elimination of waste, 2 card kanban Production Control system.

Unit II

(15 Lectures)

Forecasting-Definition, types, qualitative (grass roots, market research and delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method), forecast error, MAD.

Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, CR) & Johnson's rule on two machines, Gantt charts.

Unit III

(15 Lectures)

Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), type of processes- job shop, batch, mass and continuous, product-process design Matrix and Services design matrix, technology issues in process design, flexible manufacturing systems (FMS), computer integrated manufacturing (CIM).

Layout Decision: Layout planning – Benefits of good layout, importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using LOT rule; Location Decisions & Models: Facility Location – Objective, factors that influence location decision, location evaluation methods- factor rating method.

Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon. Decision trees analysis

Unit IV

(15 Lectures)

Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning (level plan, chase plan and mixed plan, keeping in mind demand, workforce and average inventory), Statistical Quality control: Variations in process (common & assignable causes), Control charts: Variable measures (mean and range chart), Attribute measures (proportion of defects and no. of defects) using control tables.

Elementary Queuing Theory : Poisson- Exponential Single Server Model with Infinite Population.(question based on M/M/1.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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2. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education
3. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, Production & Operations Management Manufacturing and Services, Tata McGraw Hill
4. S.P. Gupta , Statistical methods, Sultan Chand & Sons .
5. Adam,E.E and Ebert, Production & operations Management, Prentice Hall of India, New Delhi
6. S.N. Chary, Production & operations management – Tata McGraw Hill, New Delhi
7. Buffa E S, &Sarin R K, Modern Production / Operations Management (8th edition) John Wiley, 1994
8. Gaither and Frazier, Operations Management, Thomson South-Western
9. Operations Research, P. K. Gupta, Man Mohan, KantiSwarup, Sultan Chand
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Paper Title: CONSTITUTION OF INDIA AND HEALTH AND WELLNESS

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Syllabus will be as prescribed by The University.