

# ALABBAR SCHOOL OF MANAGEMENT

## Raffles University

### BBA Sem-II

#### English Language (MGTB-201)

**Objective:** Teaching English to students of Management is to prepare them with an adequate knowledge of communication in English in the periphery of business world. Students should feel comfortable and easy to communicate in English with others. They have learnt some basic grammatical usage and in this upcoming semester they will learn to communicate to each other with role play conversation. The course contents will, bring a lot of changes in their soft skills and personal development which are very essential for each of them. This syllabus is only for the second semester which will help them to communicate comfortably to others with general English in business field. The following contents are enlisted for the students of BBA/B.Com in the second semester.

**Course Credits:** 4

**Contact Hours** 48 Hrs

#### **Unit I: Written Communication**

1. Compose clear, concise, and effective business correspondence that meets the goal of various rhetorical situations: a. Letters – i Cover letter, ii Letter for a job application iii. Thank you letter, iv. Letter of complaint; b. Memos, c. Resumes, d. Emails, e. Reports

#### **Unit II: Oral Communication**

1. Communicate in ethical ways:
  - a. Construct a reasoned and fair argument without deception or inflammatory language
  - b. Adapt tone for various rhetorical situations
  - c. Appropriate source integration
2. Understand and apply basic business etiquette to a variety of professional situations:
  - a. First impressions, b. Attire, c. Listening skills, d. Tone, e. Behaviour, f. Telephone etiquette

#### **Unit III**

**Report Writing:** What is report writing, basic rules of report writing, practical exercises on report writing.

#### **Unit IV**

**Reading and Understanding:** Reading Comprehensions-interpretation of key texts-analysis of essays and articles .Book reviews-movie reviews.

#### **TEXT BOOK:**

1. “My Financial Career” Stephen Butler Leacock

#### **REFERENCE BOOKS:**

2. “The Gift of the Magi”, O. Henry

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**BBA Sem-II**  
**Environment Studies (MGTB-202)**

**Objective:** To bring awareness about our environment in management students

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit 1: Introduction to environmental studies**

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development

**Unit 2: Ecosystems**

What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit 3: Biodiversity and Conservation**

- a. Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- b. India as a mega-biodiversity nation; Endangered and endemic species of India
- c. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- d. Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO), and human wildlife conflicts in Indian context (Sundarban-Human-Tiger encounters).
- e. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit 4: Environmental Pollution and Global Environmental Issues**

- a. Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution.
- b. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- c. Nuclear hazards and human health risks (Chernobyl, 3 mile Island, Daiichi-Fukushima)
- d. Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste.
- e. Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water

**TEXT BOOKS:**

1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press, 2016
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate, 2016
3. Enger, E. and Smith, B., Environmental Science: A Study of Interrelationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.

**REFERENCE BOOKS:**

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India Univ. of California Press.

**ALABBAR SCHOOL OF MANAGEMENT**  
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**BBA Sem-II**  
**Business Statistics (MGTB-203)**

**Objective:** The focus of this course is to equip the students with the knowledge of various statistical tools and techniques used in business decision making. The course aims at providing fundamental knowledge and exposure to the students to use various statistical methods in order to understand, analyze and interpret data for managerial decision making.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**UNIT I**

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

**UNIT II**

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

**UNIT III**

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation coefficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate.

**UNIT IV**

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

**UNIT V**

Probability: Basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications.

**TEXT BOOK:**

- Gupta, S.P. & M.P. Gupta, Business Statistics

**REFERENCE BOOKS:**

- Gupta, C.B., An Introduction to Statistical Methods
- Gupta, B.N., An Introduction to Modern Statistics
- Sancheti, S.C. & V.K. Kapoor, Statistical Methods
- Ellhans, D.N., Fundamentals of Statistics

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**Raffles University**  
**BBA Sem-II**  
**Cost Accounting (MGTB-204)**

**Objective:** To provide the students' knowledge about use of costing data for planning, controls and decision making. To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I**

**Cost concept:** Cost concept related to Income Measurement: Production Cost, Period Cost, Absorbed Cost and Unabsorbed Cost, Expired cost and Unexpired Cost, Cost concept related to profit planning: Fixed Cost, Variable Cost, Semi-Variable Cost, Methods of Mixed cost Segregation, Graphical representation of Costs.

**Unit II**

**Absorption versus variable costing:** Distinctive features and income determination. **Cost-Volume-Profit Analysis:** Break-even analysis-algebraic and graphic methods. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point.

**Unit III**

**Standard costing and variance analysis:** Meaning of standard cost and standard costing, advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios.

**Unit IV**

**Budgeting and budgetary control:** Concept of budget and budgetary control, objectives, merits, and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget, Programme and performance budgets.

**Unit V**

**Decision making:** Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, sellor process further.

**TEXT BOOKS:**

- Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
- Nigam, B.M. Lall. and I.C. Jain. Cost Accounting, Principles and Practice, Prentice. nHall of India, New Delhi.
- Mittal, D.K. and Luv Mittal. Cost Accounting. Galgotia Publishing Co., New Delhi.
- Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.

**REFERENCE BOOKS:**

- H.V. Jhamb, "Management Accounting", ANE Books Pvt. Ltd. New Delhi
- Maheshwari, S.N. and S.N. Mittal. Cost Accounting, Theory and Problems. Shri Mahabir Book Depot, New Delhi.
- Jain, S.P. and K.L. Narang. Cost Accounting, Principles and Methods. Kalyani Publishers, Jalandhar.
- Iyengar, S.P. Cost Accounting. Sultan Chand & Sons, New Delhi.
- Singh, S. K. and Gupta Lovleen. Management Accounting – theory and Practice Pinnacle Publishing House.

**ALABBAR SCHOOL OF MANAGEMENT**  
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**BBA Sem-II**  
**Organizational Behavior (MGTB-205)**

**Objective:** This module provides students with an elaborative understanding of organizational behavior, its key principles, concepts & theories. The range of concepts & theories that students will be introduced includes foundation of individual behavior, groups & group dynamics, motivation, leadership, organization design, organization structure, work stress, organization culture, organization change. By the end of the module, students will be fully equipped with the knowledge and skills required to understand & deal human behavior in the organization as individual, group member & organization.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I: Foundations of Individual Behavior**

- Introduction and Conceptual framework of OB- Nature & Scope of Organizational Behavior. The organization and the individual.
- Personality: Determinants and Attributes, Big Five Model
- Major Personality Attributes: Locus of Control, Machiavellianism, Self Esteem, Self Monitoring, Type A & B personality, Risk taking ability.
- Learning and Learning Theories: Concept, Law of Effect, Classical Conditioning, Operant Conditioning, Social Learning Theory. Reinforcement Theory and OB Modification Process and its Advantages.
- Attitudes: Concept, its components and various job related attitudes, Job satisfaction and its impact on OB.
- Values: Concept, types of values, Robbin's Dominant Work Values today, Hofstede's Values Across Cultures, Javidan & House's The G.L.O.B.E. Findings.
- Perception: Definition, factors affecting individual perception, Perceptual Selectivity.

**Unit II: Motivation and Leadership**

- Motivation: Definition and concept, different types of motives.
- Theories of motivation: Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behavior Modification.
- Leadership: Nature and Significance of leadership, Trait theory of leadership.
- Behavioral theories of leadership- Ohio State Studies, Michigan Studies, and Managerial Grid.
- Contingency theories - Fiedler's model, Hersey and Blanchard's situational theory, leader-member exchange theory, path goal theory, Charismatic leadership.

**Unit III: Foundations of Group Behavior**

- Group: Definition, Classification of Groups, stages of group development, Group Structure, Group Processes, Strength and weakness of group over individuals.
- Team: Concept of team, Group v/s Team, Team Effectiveness, Different types of teams, how to convert an individual into team player.
- Conflict and Collaboration: Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process.

- Conflict Management: Techniques, Negotiation process, Bargaining strategies, Global implications.

#### **Unit IV: Structural & Cultural Dimensions of OB**

- Organization Structure: Definition, Elements of Organization Structure, Common Organization Designs: simple Structure, Bureaucratic Structure, Matrix Structure.
- New Designs Option: Team Structure, Virtual Structure, Boundaryless Organization Structure; Factors affecting choice of different organization designs.
- Organization Culture: Meaning of Organizational Culture, Creating and Sustaining Culture, Countries and Culture, Employee Acculturation Process.
- Organizational Climate: Concept and How to build a more positive and employee centered climate.

#### **Unit V: Organizational Change and Stress Management**

- Organizational Change: Change Concept, Forms of Change, Sources of Resistance to Change, Tactics to deal with resistance.
- Approaches/ Models to Managing Change: Lewin's Change Model and Nadler's Organizational Model, Action Research: Steps in action Research and Change agents.
- Stress Management: Work Stress, types of stress, stages of stress, causes of stress: extra-organizational, organizational, group and individual; Strategies to cope with stress: individual strategies and organizational strategies.

#### **TEXT BOOKS:**

- Robbins, Judge & Sanghi, (2009): Organizational Behavior 13e, India, Pearson, Prentice Hall

#### **REFERENCE BOOKS:**

- L. M. Prasad, (2011): Organizational Behavior, India, Sultan Chand & Sons
- Hersey, Blanchard & Johnson, (2009), India, Pearson/ Prentice Hall
- Keith Davis: Organizational Behavior
- Fred Luthans: Organizational Behavior