

J.S. University, Shikohabad



**Bachelor of Business Administration
(B.B.A.)**

*Scheme
&
Syllabus*

[Effective from the session 2022-23]

STUDY AND EVALUATION SCHEME FOR

BBA.

SEMESTER-III

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
THEORY SUBJECT										
1	F010301T(A)	Management & Cost Accounting	2	0	0	3	25	75	100	3
2	F010301T(B)	Business Law	2	0	0	3	25	75	100	3
3	F010302T(A)	Production Management	2	0	0	3	25	75	100	3
4	F010302T(B)	Business Policy	2	0	0	3	25	75	100	3
5	F010303T(A)	Business Communication	2	0	0	3	25	75	100	3
6	F010303T(B)	Business Environment	2	0	0	3	25	75	100	3
Grand Total									600	

NOTE:- (1) Each period will be 50 minutes duration.

(2) Each session will be of 16 weeks.

(3) Effective teaching will be at least 14 weeks.

(4) Remaining periods will be utilised for revision etc.

STUDY AND EVALUATION SCHEME FOR

BBA.

SEMESTER – IV

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
THEORY SUBJECT										
1	F010401T (A)	Supply Chain Management	2	0	0	3	25	75	100	3
2	F010401T(B)	Research Methodology	2	0	0	3	25	75	100	3
3	F010402T(A)	Specialised Accounting	2	0	0	3	25	75	100	3
4	F010402T(B)	Consumer Behaviour	2	0	0	3	25	75	100	3
5	F010403T(A)	Investment Analysis & Portfolio Management	2	0	0	3	25	75	100	3
6	F010403T(B)	Company Law	2	0	0	3	25	75	100	3
Grand Total									600	

NOTE:- (1) Each period will be 50 minutes duration.

(2) Each session will be of 16 weeks.

(3) Effective teaching will be at least 14 weeks.

(4) Remaining periods will be utilised for revision etc.

Semester: Third

Course Code: F010301(A)

Course Title: Management & Cost Accounting

Course outcomes:

The objective of this paper is to give the basic knowledge about the Management and cost accounting

Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	8
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	7
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	8
IV	Marginal Costing and Absorption Costing, Break-even analysis,	7

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Semester: Third

Course Code :F010301T(B)	Course Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.		
Unit	Topics	No. of Lectures Total=30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	8
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	7
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration	8
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	7
Suggested Readings: 1. Avatar Singh, Company Law 2. Khergamwalla, JS, The Negotiable Instrument Act 3. Ramaya A, A Guide to Companies Act 1. Tuteja SK, Business Law for Managers		

Semester: Third		
Course Code: F010302T(A)	Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	8
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	7
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	8
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	7
Suggested Readings: 1.Production Management by Telsang Martand S Chand Publication		

Semester: Third		
Course Code: Course Code: F010302T(B)	Course Title: Business Policy	
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making	8
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance	7
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	8
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance	7
Suggested Readings: <ol style="list-style-type: none"> 1. Gluek & Jaunch, Corporate Strategy 2. Hatton & Hatton, Strategic Management 3. Christian, Anderson, Bower Business Policy 4. McCarthy, IninChiello, Curran Business Policy & Strategy 1. Azhar Kazmi, Business Policy 		

Semester: Third

Course Code: F010303T(A)

Course Title: Business Communication

Course outcomes:

The objective of this paper is to give the basic knowledge about the Business Communication

Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	7
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	8
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	7

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication

Semester: Third

Course Code: F010303T(B)

Course Title: Business Environment

Course outcomes:

The objective of this paper is to give the basic knowledge about the business environment in industry

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	7
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	8
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	7

Suggested Readings:

1. Francis Cherunilum, Business Environment
1. K. Aswathapa, Business Environment

Semester: FourthCourse Code:
F010401T(A)

Course Title: Supply Chain Management

Course outcomes:

The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	8
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	7

Suggested Readings:

1. Supply Chain Management by Michel H Hungo
2. Supply Chain Management by Sunil Chopra

Semester: Fourth		
Course Code: F010401T(B)	Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.	7
Suggested Readings: <ol style="list-style-type: none"> 1. C.R. Kothari, Research Methodology 1. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology 		

Semester: Fourth		
Course Code: F010402T(A)	Course Title: Specialized Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the specialised Accounting		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Accounting of Non-trading Institutions, Joint Venture and Consignment	8
II	Accounts of Banking companies and General Insurance companies	7
III	Department account and Branch account.Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	8
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	7
Suggested Readings: 1. Agarwal, B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti, K.S., Advanced Accounts 4. Shukla, M.B., Financial Analysis and Business Forecasting 1. Jain & Naranag, Advanced Accounts		

Semester: fourth		
Course Code: F010402T(B)		Course Title: Consumer Behaviour
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	8
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	7
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	7
Suggested Readings:		
<ol style="list-style-type: none"> 1. Suja. R. Nair, Consumer Behaviour in Indian Perspective 2. Schiffman & Kanuk, Consumer Behaviour 3. Louden & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour 		

Semester: Fourth

Course Code: F010403T(A)

Course Title: Investment Analysis & Portfolio Management

Course outcomes:

The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi- strong and strong market and its testing techniques	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7

Suggested Readings:

1. Security analysis and Portfolio Management by Punithavathy Pandian

Semester: Fourth		
Course Code: F010403T(B)	Course Title: Company Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the Company Law		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.	8
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director	7
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	8
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	7
Suggested Readings: 1. Grower L.C.B., Principles of Modern Company Law 2. Ramaiya A., Guide to the Companies Act 3. Singh, Avtar, Company Law 4. Kuchhal, S.C., Modern Indian Company Law 5. Kapoor, N.D., Company Law		

