

# Shakuntala Krishana Institute Of Technology

## KD64

### SYLLABUS (B.B.A)

### BACHELORS OF BUSINESS ADMINISTRATION

#### BBA Second Year (Third Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
2	III	Course / paper-7	A	F010301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course / paper-8	A	F010302T	Production Management	3
			B		Business Policy	3
	III	Course / paper-9	A	F010303T	Business Communication	3
			B		Business Environment	3

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (A)		
Course Code: F010301T	Course Title: Management & Cost Accounting	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Management and cost accounting		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Management Accounting- purpose, nature and focus on decision making. Income statement and Balance Sheet of a manufacturer, Classification of costs by behavior, traceability , controllability, relevance and function. Cost concepts for service companies. Manufacturing Management principles- TQM, JIT, Theory of constraints and continuous improvement.	8
II	Manufacturing and Job order Cost Accounting: Flow of manufacturing activities. Cost Accounting system using perpetual inventory system Job Order Cost accounting , Job order cost sheet , Adjusting over applied and under applied overhead, multiple overhead application rates Process cost accounting: Organisation of process operations , Equivalent Units of production, Process cost summary,	7
III	Cost- Volume – Profit Analysis: Identifying cost behavior- fixed, variable, mixed costs, step-wise Costs and their determination. Break-Even Analysis, Sensitivity analysis, computing multiproduct B.E.P	8
IV	Budgeting process imperatives for analysis, focus , evaluation, employee motivation and communication. Master budget components –operating budgets , capital expenditure budget and financial budgets , flexible budgets and standard costs, computing labour, material and overhead variances Managerial decisions in addition or deletion of product./department , make or buy, sell or process, selecting sales mix using relevant costs.	7
<b>Suggested Readings:</b> 1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting 2. Khan & Jain, Management Accounting 3. Gupta, S.P., Management Accounting		

Suggested Continuous Evaluation Methods: .....
Suggested equivalent online courses: .....
Further Suggestions: .....

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (B)		
Course Code: F010301T	Course Title: Business Law	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
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, Dishonor 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
<b>Suggested Readings:</b> 1. Avatar Singh, Company Law 2. Khergamwalla, JS, The Negotiable Instrument Act 3. Ramaya A, A Guide to Companies Act 4. Tuteja SK, Business Law for Managers		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		

Further Suggestions:



Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (A)		
Course Code: F010302T	Course Title: Production Management	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Production Management in industry.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
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
<b>Suggested Readings:</b> 1.Production Management by Telsang Martand S Chand Publication		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (B)		
Course Code: F010302T	Course Title: Business Policy	
<b>Course outcomes:</b> 1. To understand the nature of top management functions and their imperatives. 2. To deduce strategy 3. To perform SWOT analysis 4. Recommend strategy 5. Perform analysis of corporate business portfolio and recommend changes.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Business Policy as a field of study- objectives in knowledge, skills and attitudes. Top management functions, roles and responsibilities. The concept of strategy- meaning and importance. Deducing strategy and articulating a summary statement of strategy. Strategic Intent: Vision, mission, business definition. Strategic and financial objectives. Components of strategic formulation process.	8
II	Analysis of External environment – PESTLE Industry analysis using Porter’s model, Analysis of competitive environment, ETOP Analysis of Internal capability: Functional, PLC and Value Chain approach to Internal analysis, Mckinsey’s 7S framework, Resource audit SWOT analysis Relevance of social responsibility and power politics in strategy formulation	7
III	Business Strategies and Corporate strategies. External Vs. Internal growth options, their conditions and prerequisites. Five Generic Competitive strategies business strategies Growth strategies- concentration, concentric, horizontal, vertical, Retrenchment- turnaround, divestment and liquidation strategies Modes of entering foreign markets, Multi-domestic and global strategy	8



IV	Strategic Choice: Concept of Portfolio balance, Display matrices – BCG, Directional policy, GE etc. Factors contributing to business Strength as well as industry attractiveness.	7
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Gluek &amp; Jauch, Corporate Strategy</li> <li>2. Hatton &amp; Hatton, Strategic Management</li> <li>3. Christian, Anderson, Bower Business Policy</li> <li>4. McCarthy, IninChiello, Curran Business Policy &amp; Strategy</li> <li>5. Azhar Kazmi, Business Policy</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> .....		
<b>Suggested equivalent online courses:</b> .....		



Further Suggestions:





Programme/Class: Degree		Year: Second	Semester: Third
Course/ paper-9 (A)			
Course Code: F010303T		Course Title: Business Communication	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Business Communication			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
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
<b>Suggested Readings:</b> 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			
<b>Suggested Continuous Evaluation Methods:</b> .....			
<b>Suggested equivalent online courses:</b> .....			

Further Suggestions:



Programme/Class: Degree		Year: Second	Semester: Third
Course/ paper-9 (B)			
Course Code: F010303T		Course Title: Business Environment	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the business environment in industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
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
<b>Suggested Readings:</b> 1. Francis Cherunilum, Business Environment 2. K. Aswathapa, Business Environment			
Suggested Continuous Evaluation Methods: .....			
Suggested equivalent online courses: .....			
Further Suggestions: .....			