

Bachelor of Business Administration (Bba)

Course Overview Institution: St. Anne's First Grade College for Women

Program Duration: 3 Years (6 Semesters)

Semester 2

Cost Accounting:

This course introduces the concepts and techniques of cost accounting used to control and reduce costs in business operations. Topics include cost classification, cost sheet preparation, material and labor costing, overheads, marginal costing, and break-even analysis. It helps students understand how to make cost-effective managerial decisions.

Business Law:

This course provides an overview of the legal environment in which businesses operate. Students will study laws related to contracts, companies, consumer protection, and negotiable instruments. The course equips students with knowledge of legal rights, duties, and compliance in business practices.

Marketing Management:

This course explores the fundamentals of marketing and strategic decision-making. Topics include market research, consumer behavior, product life cycle, pricing strategies, distribution channels, promotion, and digital marketing. Students learn how to develop and manage marketing plans that create customer value.

Organizational Behavior:

This course examines how individuals and groups interact within organizations. Topics include motivation, leadership, team dynamics, communication, organizational culture, and conflict resolution. The course helps students understand human behavior in the workplace and develop effective interpersonal and managerial skills.

Environmental Studies:

This course introduces students to the relationship between human activities and the environment. Topics include ecosystems, biodiversity, pollution, climate change, environmental policies, and sustainable development. The course emphasizes the importance of environmental awareness and responsible business practices.