

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester III

Paper Code	Paper Name	Scheme of Marks			
		External		Internal	Total
		Theory	Practical		
BBA-301	Management and Cost Accounting	75	---	25	100
BBA-302	Business Law	75	---	25	100
BBA-303	Business Environment	75	---	25	100
BBA-304	Business Policy & Strategy	75	---	25	100
BBA-305	Business Communication	75	---	25	100
BBA-306	Information Management	75	---	25	100
Total Marks					600

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BBA-301: Management and Cost Accounting

1. Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting.
2. Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System.
3. Accounting for Material, Labour and Overheads.
4. Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems).
5. Marginal Costing and Absorption Costing, Break-even analysis,

Suggested Books:

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

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BBA-302: Business Law

1. The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts.
2. The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings. Winding-Up.
3. The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale.
4. 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.
5. Indian Partnership Act, 1930: Nature and Formation of Partnership, Registration of Firm, Rights and Duties of the Firm, Dissolution of the Firm.

Suggested Books:

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

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BBA-303: Business Environment

1. Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.
2. Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector.
3. Industrial Policy-Its historical perspective (In brief); New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization.
4. Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA.
5. Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.

Suggested Books:

1. Francis Cherunilum, Business Environment
2. K.Aswhathapa, Business Environment

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BBA-304: Business Policy and Strategy

1. Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making.
2. Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.
3. Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.
4. Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.
5. Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.

Suggested Book:

1. Gluek & Jaunch, Corporate Strategy
2. Hatton & Hatton, Strategic Management
3. Christian, Anderson, Bower Business Policy
4. McCarthy, IninChiello, Curran Business Policy & Strategy
5. Azhar Kazmi, Business Policy

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BBA-305: Business Communication

1. Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication
2. Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.
3. Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.
4. 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.
5. Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

Suggested Books:

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

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BBA-306: Information Management

1. Introduction to Information Systems: Definition & Characteristics, need to having IS, evolution of IS, key components of IS, Types of Information, Role of Information in Decision-Making, impact of IS on different levels of management.
2. An overview of Management Information System: Definition & Characteristics, Components of MIS, Frame Work for Understanding MIS: Robert Anthony's Hierarchy of Management Activity, Information requirements & Levels of Management, Simon's Model of Decision-Making, Structured Vs Un-structured decisions, Formal Vs. Informal systems.
3. Developing Information Systems: Analysis & Design of Information Systems: Implementation & Evaluation, Pitfalls in MIS Development.
4. Functional MIS: A Study of Marketing, Personnel, Financial and Production MIS.
5. Integrated information system in an organization, use of database for integration, integration across functional areas. Introduction to decision support system, artificial intelligence and robotics.

Suggested Books:

1. Jawadekar W S, Management Information System
 2. Kanter, Jerome, Managing with Information
 3. Louden & Louden, Management Information System
 4. Murdick & Ross, Information System for Modern Management,
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1. Varshney & Bhattacharya, International Marketing