



Department of Business Administration
Faculty of Management
MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - III Semester

Management & Cost Accounting

State Paper code: Fo20301T-A

MJPRU Paper code: RU-BBA301

Course outcomes:

- *Understanding of the nature of Cost and Management Accounting.*
- *Understanding of the accounting of material, labour and overheads.*
- *Understanding of the determination of cost of product, process and contract.*
- *Understanding of the concept of marginal costing and its uses in finding solutions of managerial problems.*
- *Understanding of the concept of cash flows and funds flow.*

UNIT-I

Introduction: Meaning, Nature and Scope of Management Accounting, Functions of Management Accounting, relationship with Financial Accounting and management accounting.

Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques of determining Element of Cost.

UNIT-II

Installation of cost system, Accounting of material Labour and Overheads.

UNIT-III

Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)

UNIT-IV

Marginal Costing and Absorption Costing, Break-even analysis, Use of Marginal Costing in Business Decision Making.

UNIT-V

Cash flow and funds flow 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 - III Semester

Business Law

State Paper code: F020301T-B

MJPRU Paper code: RU-BBA302

Course outcomes:

- *Understanding of the provisions of Indian Contract Act.*
- *Understanding of the provisions of the sale of goods Act.*
- *Understanding of the provisions of Negotiable Instruments Act.*
- *Understanding of the provisions of Partnership Act and Law of Instruments & Arbitrations.*

UNIT-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. Contracts of Indemnity & Gurantee, Bailment & pledge and Agency.

UNIT-II

The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale.

UNIT-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.

UNIT-IV



Partnership Act 1932: Relations of partners, income and outgoing partners. Registration of Partnership, dissolutions of firm.

UNIT-V

Law of Insolvency- Discharge of insolvent, Effect of insolvency etc. Arbitrations Act 1940: Important prospectus.

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 forManagers.



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BBA - III Semester

Production Management

State Paper code: FO20302T-A

MJPRU Paper code: RU-BBA303

Course outcomes:

- *Understanding of basic concept of Production Management.*
- *Understanding of Plant Location & Lay-out.*
- *Understanding of Concept of Forecasting.*
- *Understanding of Production Planning & Control.*

UNIT-I

Introduction to Production: Management: History of Production Management; Definitions of Production Management; Production Process; Types of Production Systems;; Objectives of Production Management; Scope of Production Management.

UNIT-II

Plant Location, Plant Lay-out, Importance of Technology in Production.

UNIT-III

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.

UNIT-IV

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 Alternatives Products, Modifying the Existing Products, Sources of Product.

UNIT-V

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).

Suggested Books :

1. Production Management by Telsang Martand S Chand Publication



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BBA – III Semester

Business Policy

State Paper code: F020302T-B

MJPRU Paper code: RU-BBA304

Course outcomes:

- *Understanding of the underlying concepts and framework of Business Policy.*
- *Understanding of the Responsibility & Tasks of Top Management.*
- *Understanding of the Corporate Strategy.*
- *Understanding of the Functional Policies.*

UNIT-I

Introduction: Nature & importance of Business Policy, Objectives and Classification of Business Policy; Mechanism of policy making.

UNIT-II

Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy Setting of objectives, Key areas involved.

UNIT-III

Corporate Strategy Concept, Components, Importance, and Strategy

Formulation: Factors affecting Strategy Formulation. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.

UNIT-IV

Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.

UNIT-V

Functional Policies: Marketing, finance, HR and Production.

Suggested Books :

1. Gluek & Jauch, 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 - III Semester

Business Communication

State Paper code: Fo20303T-A

MJPRU Paper code: RU-BBA305

Course outcomes:

- *Understanding of Basic knowledge about the Business Communication.*
- *Understanding of communication at work place.*
- *Understanding of Knowledge about commercial correspondence.*
- *Understanding of Communication in international situation.*

UNIT-I

Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication.

UNIT-II

Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

UNIT-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, Non verbal communication Body Language, Para Language, Effective Listening.

UNIT-IV

Presentation skills, factors of effective presentation Interviewing skills, writing cover page application, resume & CV.

Report writing, format of report, types of reports.

UNIT-V

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 - III Semester

Business Environment

State Paper code: F0202303T-B

MJPRU Paper code: RU-BBA306

Course outcomes:

- *Understanding of component of business environment.*
- *Understanding of prevalent economic system.*
- *Understanding of industrial policies.*
- *Understanding of role of government with regard to business.*

UNIT-I

Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment, sustainable development of COVID-19.

UNIT-II

Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector.

UNIT-III

Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization.

UNIT-IV

Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; Policies related to Agriculture, SMEs, KVIC etc.

UNIT-V

Overview of International Business Environment, Trends in World Trade EXIM Policy, FEMA sustainable development of COVID-19.

Suggested Books :

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



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