

DEPARTMENT OF BUSINESS ADMINISTRATION

SRI SAI BABA NATIONAL DEGREE COLLEGE:: ANANTAPUR

The Department of Business Administration was started in the year 2009. During all these 14 significant years of functioning, the Department has grown steadily in tune with the growth-pattern of the industry and job market. It is one of the largest departments of the college with well qualified and experienced faculty members facilitating excellent learning ambiance for a huge students strength of 170 plus including 50% women.



Department

The department has a well-furnished staff room, a departmental library and a Computer lab with 37 systems, One LCD projector, One Printer and Tally and other Software's. The lab is used to enhance the technical skills of students. The students come both from rural and urban areas.

The Department has been maintaining a pass percentage of 90 and above with its committed and relentless efforts.

As a result of thorough interactions with industry, job market and alumni, it was found that Commerce and Business Administration graduates had immediate job opportunities. Keeping this in view, the college started BBM during the academic year 2009-10 with Dr. N. Ravi Sankar as the course in-charge. Later the Bachelor of Business Management (BBM) was renamed as Bachelor of Business Administration (BBA) in 2016-17. The following are the salient features of the course.

- Contemporary Market-Relevant Subjects.
- Papers of study with Global exposure.
- Project-work in a business concern is part of the course.
- Industrial tours.
- Excellent academic ambiance reinforced by guest lectures, interactive sessions with eminent professors and CEOs from University's and Industries.
- 94% achievement of pass percentage of the first batch of students.
- Placements through campus selections.

The department frames its own syllabi in the Board of Studies (BOS) under the guidance of outside experts including one nominee from business and industry and gets the same ratified in the Academic Council, as the institution is autonomous. The curriculum is designed keeping in view the market trends and the changing needs of society.



Sri B. Areef Basha, Assistant Professor and Head, has a teaching career of 14 years. He is also a Chair Person of Board of Studies (BOS) of B.Com. and B.B.A. He teaches Fundamental of Accounting, Cost Accounting, Management Accounting, Accounting for Managers and Financial Services papers. He completed his M.Com. in 2006 and Qualified AP – SET in 2013. He has actively participated in various committees setup by the college. He conducted Certificate Course on “Accounting Package (Tally) in the JKC” for the students of this college. He published 2 articles in National Seminars and participated 9 International Webinars, 29 National Webinars, 13 Webinars, 8 Faculty Development Programmes and One National E-Conclave. He is acting as a trainer for the Senior and Junior level Managers of Andhra Pragathi Grameena Bank, Anantapur. He also acting as Councillor for preparatory course in Commerce of Certificate in Business Skill Programme of IGNOU and rendering services to SIRC of ICAI Anantapur Branch as a trainer for ICITSS Information Technology.



Sri P. Dadapeer, Assistant Professor, has 13 years of teaching experience. A bright researcher to the core, he has published 10 articles in National and International journal of repute, appeared and presented papers at seminars/webinars/conferences. He qualified AP – SET conducted by Andhra University in 2019. He is expertized in teaching Finance, Taxation and Marketing papers. He trained students in the areas of finance and management in a learner – centered approach. He is acting as an Assistant Controller of Examination in Student Evaluation Division of the college. He is also serving as a member of Time Table Committee of the college and acted as a member of Sports Committee in 2017- 2021.



Smt. G. Reshma, Assistant Professor, has 11 years of teaching experience. A bright researcher to the core, he has published 3 articles in National and International journal of repute, appeared and presented papers at seminars/workshop/ conferences. She is expertized in teaching Finance, Management and Accounting papers. She trained students in the areas of finance and management in a learner – centered approach. She is acting as a Mentor of Women Empowerment Cell of the college. She acted as a member of Sports Committee in 2013-2015. She is also serving the college and students in the capacity of In-charge, help desk of



Smt. K. Sarada, Assistant Professor, has 10 years of teaching experience. A bright researcher to the core, he has published 5 articles in National journal of repute, appeared and presented papers at seminars/workshop/webinars. She is expertized in teaching Accounting, Banking and Marketing. She trained students in the areas of finance and management in a learner – centered approach. She is acting as a Mentor of Women Empowerment Cell of the college. She is also serving the college and students in the capacity of In-charge, help desk of the college.



Sri M. Murali, Assistant Professor, has 10 years of teaching experience. A bright researcher to the core, he has published 14 articles, appeared and presented papers at seminars/workshop/webinars. He is expertized in teaching Finance and Management papers. He trained students in the areas of finance and management in a learner – centered approach. He is acting as a member of CDC of the college.



Sri B.V.S.N. Mahesh, Assistant Professor, has 10 years of teaching experience. A bright researcher to the core, he has published 4 articles, appeared and presented papers at seminars/workshop/webinars. He is expertized in teaching Finance, Taxation and Management papers. He trained students in the areas of finance and management in a learner – centered approach. He is acting as a member of Eco Club Committee and Yoga Center Committee of the college. He is also serving the college and students in the capacity of In-charge, help desk of the college.



Sri G. Hari Kumar, Assistant Professor, has 8 years of teaching experience. A bright researcher to the core, he has published 10 articles in National and International journal of repute, appeared and presented papers at seminars/webinars/conferences. He qualified UGC – NET conducted by UGC NTA in 2019 and AP – SET conducted by Andhra University in 2019. He is expertized in teaching Finance, Taxation and Management papers. He trained students in the areas of finance and management in a learner – centered approach. He is also serving the college and students in the capacity of In-charge, help desk of the college.



Smt. K. Bhargavi, Assistant Professor, has 7 years of teaching experience. A bright researcher to the core. he has published 3

teaching Finance, Taxation and Management. She trained students in the areas of finance and management in a learner – centered approach. She is acting as a Mentor of Women Empowerment Cell of the college. She is also serving the college and students in the capacity of In-charge, help desk of the college.

DEPARTMENTAL ACTIVITIES

National seminar:

The department has been organizing Two national seminar Seminar on Goods and Services Tax, Income Tax and Financial Markets and Services (GSTIFMS - 2018).





● ○ REDMI NOTE 8
● ○ AI QUAD CAMERA



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MANAGEMENT FEST:

The department has conducted Management fest on 28th January 2020.



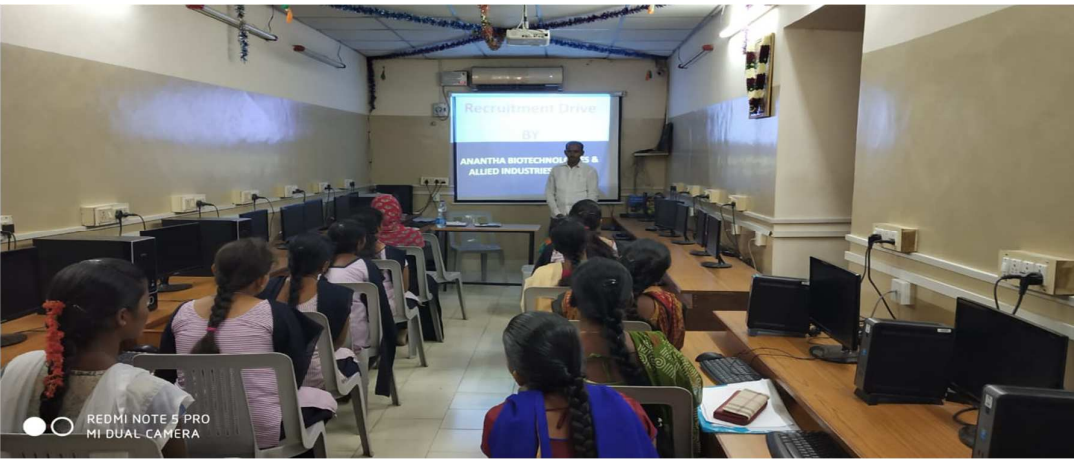
INDUSTRIAL VISITS:

In order to impart the practical experience on the theoretical aspects of the subject, the department has been conducting industrial visits to various industrial centers inside and outside the state for the last few years.



CAMPUS RECRUITMENT:

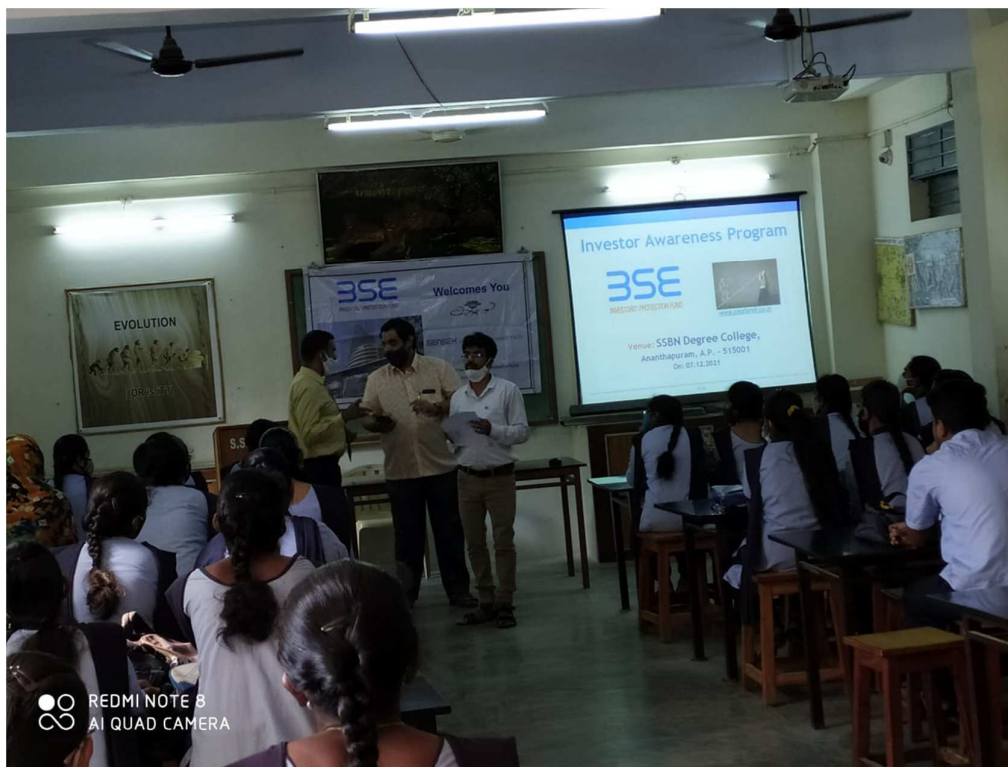




A vibrant interactive group discussion was organized for BBA students in the 3rd and 5th semester about finance and management related case studies and to give them a better understanding and a broader vision towards career options



GUEST LECTURERS





CLASS ROOM SEMINARS & PPT:





Course structure and syllabus

SEMESTER - I

Sl. No.	Course	Name of the Subject	Total Marks	Mid Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	First Language	GENERAL English	100	25	75	4	3
2	Second Language	Telugu/Hindi/Sanskrit	100	25	75	4	3
3	Life skills	1.Human values and professional ethics 2.Computer applications 3. Statistics	50		50	2	2
4	Skill Development Course	Insurance promotion	50		50	2	2
5	1C	Principles of management	100	25	75	6	4
6	2C	Managerial economics	100	25	75	6	4
7	3C	Quantitative methods for managers	100	25	75	6	4
Total			600	125	475	30	22

SEMESTER - II

Sl. No.	Course	Name of the Subject	Total Marks	Mid Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	First Language	General English	100	25	75	4	3
2	Second Language	Telugu/Hindi/Sanskrit	100	25	75	4	3
3	Life skills	1. Indian culture and science 2. Informationa and communication technology (ICT) 3. Entrepreneurship development (any one of three)	50		50	2	2
4	Skill Development Course	Online Business	50		50	2	2
5	1C	Accounting for managers	100	25	75	6	4
6	2C	Fundamentals of marketing	100	25	75	6	4
7	3C	e-commerce	100	25	75	6	4
		Two months social immersion internship	100		100		4
Total			700	125	575	30	26

SEMESTER - III

Sl. No.	Course	Name of the Subject	Total Marks	Mid Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	First Language	English	100	25	75	4	3
2	Second Language	Telugu/Hindi/Sanskrit	100	25	75	4	3
3	Life skills	Personality Enhancement	50	20	30	2	2
4	Skill Development Course	Agricultural Marketing	50	20	30	2	2
		Advertising	50	20	30	2	2
5	1C	Organization Behavior	100	25	75	6	4
6	2C	Human Resource Management	100	25	75	6	4
7	3C	Financial Management	100	25	75	6	4
Total			650	185	465	32	24

SEMESTER - IV

Sl. No.	Course	Name of the Subject	Total Marks	Mid Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	1C	Training and Development	100	25	75	5	4
2	2C	Business Law	100	25	75	5	4
3	3C	Micro, Small and Medium Enterprises Management	100	25	75	5	4
4	4C	International Business	100	25	75	5	4
5	5C	Cost and Management Accounting	100	25	75	5	4
6	6C	Financial Services	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
Total			700	150	450	30	28

SYLLABUS FOR SEMESTER I (BBA)

Quantitative Methods for Managers

UNIT I:

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics – Collection of data – Primary and Secondary data – Schedule and questionnaire – Frequency distribution – Tabulation, Diagram and graphic presentation of data – Statistical system in India.

UNIT – II:

Measures of Central Tendency and Dispersion: Definition, objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range, Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewness.

UNIT III:

Measures of Correlation: Meaning, Definition and use of correlation – types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis comparison between Correlation and Regression – Regression Equations – Interpretation of Regression Co-efficient.

UNIT IV:

Set Theory: Set, Subset, Types of Sets – Operations on sets – Venn Diagram Demogran Laws – Applications of Set theory Laws of indices Arithmetic Progressions Geometric Progressions Harmonic Progressions.

UNIT – V:

Matrix: Meaning and operations – Matrix Algebra – Types of matrices – Matrix addition – Matrix Multiplication Matrix Determinants, Minors and Co-factors Matrix inversion.

RECOMMENDED BOOKS: 1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur. 2. Sancheti and Kapoor V K., Business Mathematics, Sulthan Chand & Sons, New Delhi. 3. D. N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad. 4. Gupta S.C. : Fundamentals of Business Statistics, Sultan Chand, New Delhi. 5. Aggarwal, Business Statistics, Kalyani Publishers, Hyderabad. 6. Reddy C R, Business Statistics, Deep & Deep Publications, New Delhi.

SYLLABUS FOR SEMESTER - I (BBA)

Managerial Economics

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:

The object of the course is to enable the students to list the different goals and constraints that firms face, apply the economic way of thinking to individual decisions and business decisions. Use calculus (first and second order derivatives) to solve for an optimum solution.

Unit-I Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics. Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle.

Unit - II Consumer behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand.

Unit-III Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium. Law of supply, shift in supply curve.

Unit-IV Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variable factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economies and diseconomies of scale. Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures.

Unit - V Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical Modern (Keynesian) approach, Circular flow of income, national income concepts.

Recommended Books:

Managerial Economics by Ivan Png, Blackwell Publishers

Managerial Economics in a global economy by Dominick Salvatore, Thomson South Western Publications

Economics by Lipsey, Oxford University Press

Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications

Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons

Managerial Economics, D.N. Dwivedi, Vikas Publishing Co

SYLLABUS FOR SEMESTER - I (BBA) Principles of Management

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

Books Recommended

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill, 1998
- Joseph L. Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing

SEMESTER II FUNDAMENTALS OF MARKETING

To study & critically analyse the basic concepts in marketing & to cater the needs of marketing industries

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments -Basis for market segmentation in consumer and industrial market and requirement of effective segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

Unit-V: Promotion mix Advertisement:- Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process..

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Fraim.

SEMESTER II ACCOUNTING FOR MANAGERS

Type of Course:

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I – Introduction to Accounting

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting– Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems), Difference between manual accounts and computerised accounts.

Unit –II: Subsidiary Books:

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

Unit-III- Bank Reconciliation Statement:

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with adjustments (Problems).

Unit-V: Issue of Shares and Debentures: Shares – meaning –types –types of share capital- Issue of shares-forfeiture of shares –reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes
Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
To be Offered from Semesters I to IV
COMMERCE STREAM
Syllabus of
INSURANCE PROMOTION
Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

1. Understand the field level structure and functioning of insurance sector and its role in protecting the risks
2. Comprehend pertaining skills and their application for promoting insurance coverage
3. Prepare better for the Insurance Agent examination conducted by IRDA
4. Plan 'promoting insurance coverage practice' as one of the career options.

SYLLABUS:

Section I: 06 Hrs

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

Section II: 10 Hrs

Life Insurance plans. Health insurance plans. Products and features. Contents of documents - Sales Promotion methods - Finding prospective customers - Counselling - Helping customers in filing - Extending post-insurance service to customers.

Section III : 10 Hrs

General Insurance - Its products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers - Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

SKILL DEVELOPMENT COURSES

ONLINE BUSINESS

Revised CBCS w.e.f. 2020-21

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

1. Understand the online business and its advantages and disadvantages
2. Recognize new channels of marketing, their scope and steps involved
3. Analyze the procurement, payment process, security and shipping in online business
4. Create new marketing tools for online business
5. Define search engine, payment gateways and SEO techniques.

Section-I: 06 Hrs

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business
Challenges- Differences between off-line business, e-commerce and Online Business.

Section-II: 10 Hrs

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply
Chain Management- Customer Relationship management.

Section-III: 10 Hrs

Designing Online Business Website – Policies - Security & Legal Issues - Online
Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

Semester-II E-Commerce

Unit-I:

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business.

Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III:

Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

Unit-V:

HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

BBA Course Structure SEMESTER – III

II Year BBA w.e.f 2021-2022
3rdSemester BBA syllabus (CBCS)

ORGANIZATIONAL BEHAVIOUR

Learning outcomes:

- To understand concepts of organizational behaviour
- Goals and forces or elements of organizational behaviour
- Understand the evolution and fundamental concepts of organizational behaviour
- Understand the major approaches and theories of organizational behaviour
- Discuss how organizational behaviour responds to globalization, diversification and technological advancement.

Unit – I:INTRODUCTION

Introduction to Organizational Behaviour, the OB models, Roles of Manager in OB, Challenges and Opportunities for OB.

Unit – II: THE INDIVIDUAL

Foundation of individual behaviour: concept of Motivation – Nature – Theories: Maslow's Need Theory, Herzberg two Factors Theory.
Personality: Types - Factors influence Personality.
Values – Values Vs. Attitude

Unit – III:

Attitude – Characteristics – Source of Attitude – Measurement of Attitude.
Perception – Process of Perception – Factors influence Perception.
Learning – Principles of Learning – Theories of Learning, Individual Decision –Making and Problem –Solving.

Unit – IV: THE GROUP

Foundation of Group Behaviour: Concepts related to Communication – Levels of Communication – Process of Communication.
Leadership: Styles of Leadership – Leader Vs. Manager.
Power and politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model.

Unit – V: THE ORGANIZATION

Foundation of the Organization: Concepts related to Organization Structure, Organization Culture, Organization Change and Development, Organizational Conflict and discipline.

References:

1. Organization Behaviour – Stephen P. Robbins, Timothy A. Judge, Seema Sanghi
2. Organization Behaviour – LM Prasad
3. Organization Behaviour – Human Behaviour at work – John W Newstorm
4. Management & Organization Behaviour – Laurie J Mullins
5. Organizational behaviour 12th edition -Himalaya publication - K. Aswathappa
6. Management & Organization Behaviour – SahityaBhawan Publication - Dr. SC Saksena & Dr. Gaurav Sakalp
7. Organizational behaviour - Himalaya publication – D. Suryachandra Rao, S. Rajani, Vidya M.

Suggested co-curricular activities:

- Conceptual presentations
- Role play
- Case study discussions
- Conducting group discussions
- Organizational Quiz
- Conducting survey on employee's satisfaction levels in different areas in near organizations.
- Career objectives
- Experimental exercises on organizational culture and technical change.

Question paper pattern

Time : 3 Hours

Max. Marks: 75

PART- A

Answer any **FIVE** questions

(5x5=25 Marks)

PART- B

Answer **All** the questions

(5x10=50 Marks)

II Year BBA w.e.f 2021-2022
3rd Semester BBA syllabus (CBCS)

Human Resource Management

Unit – I: INTRODUCTION

History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management Vs. HRM

Unit – II: Acquisition of Human Resource

Concept of Human Resource Planning, Objectives, Need and Importance, Process of Human Resource Planning, Problems in Human Resource Planning, Requisites for Human Resource Planning

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification

Recruitment: Introduction to Recruitment, Factors governing Recruitment, Process & Sources of Recruitment.

Selection: Meaning of Selection, Steps in Selection Process, Selection Tests and Interviews

Placement, Induction and Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, Types of Transfer, Concept of Promotion, Promotion Policy.

Cases study: A tale of Twists and Turns

Unit – III: Training, Executive Development and Career Planning and Development

Training: Concept and Importance of Training, Types of Training, Methods of Training, Designing of Training Programme, evaluation of Training effectiveness

Executive Development: Concept, Process and Technique.

Career Planning and Development: Concept, Objectives and Process

Case study: Vishal Fast Foods Private Ltd.,

Unit – IV: Job Evaluation, Performance Appraisal and Compensation

Job Evaluation: Concept and Essentials of Job Evaluation, Methods of Job Evaluation

Performance Appraisal; Concept, Importance, Process of Performance Appraisal, Methods of Performance Appraisal, Job evaluation Vs Performance Appraisal

Compensation: Introduction to Compensation Management, Objectives and Components of Compensation

Case study: Should Job evaluation plan be specific or general

Unit – V: International Dimensions of Human Resource Management:

Introduction to International Human Resource Management, Understanding the role of Cultural in International Management Practice, HRM Practices as a Cultural Variable. International HRM on Productivity, Quality of Work Life and Bottom line.

References:

1. Aswathappa K – Human Resource and Personnel Management (Texts and Cases), Tata McGraw Hill Publishing Company, New Delhi, 2003
2. Chhabra T.N. Human Resource Management, DhanpatiRai and Co. Pvt. Ltd., New Delhi 2003
3. Dr. Gupta C.B., Human Resource Management, Sultan Chand and Sons, New Delhi, 2003
4. Rao V.S.P. , Human Resource Management, Text and Cases, Excel Books 2004

II Year BBA w.e.f 2021-2022
3rd Semester BBA syllabus (CBCS)

Financial Management

Learning Outcomes:

- Calculate common investment criteria and project cash flows associated with corporate project evaluation
- Apply measures of cost of capital and financial leverage to form long-term financial policies for business
- Describe the common factors influencing dividend policy
- Describe applications of options in financial Management
- Relate capital investment decisions and financial policies to business valuations

Unit – I: Financial Management

Meaning, Nature and Scope of Finance, Financial goals, Profit Maximization, Wealth Maximization, Finance Functions: Investment, Financing and Dividend Decision

Unit – II: Capital Budgeting

Nature of Investment decisions, Investment Evaluation Criteria – Net Present Value, Internal Rate of Return, Profitability index, Pay Back Period, Accounting Rate of Return, NPV and IRR Comparison, Capital Rationing: Risk Analysis in Capital budgeting

Unit – III: Working Capital

Meaning, Significance and Types of Working Capital; Determinants of Working Capital; Sources of Working Capital; Management of Inventory; Management of Cash; Management of Account Receivables

Unit – IV: Capital Structure Theories

Traditional and MM Hypothesis; Determining Capital Structure in Practice; Capital Structure Planning; Cost of Capital: Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Operating and Financial Leverages

Unit – V: Dividend Decisions

Types of Dividend – Dividend Models – Determinants of Dividend Policy – Practical Aspects of Dividend

Reference books:

1. Pandey IM : Financial Management
2. Prasanna Chandra : Financial Management
3. J.C.Van Hone : Financial Management & Policy
4. Hampton John.J : Financial Decision Making concepts, Problems and Cases

Co-curricular activities:

- Problem-solving skills
- Case study analysis
- Balance sheet evaluations
- Collection of data about various source of investment
- Critical thinking
- Examinations (Scheduled and surprise tests)
- Group Discussions
- Presentation on financial concept

Question paper pattern

Time : 3 Hours

PART- A

Answer any **FIVE** questions

Max. Marks: 75

(5x5=25 Marks)

PART- B

Answer **All** the questions

(5x10=50 Marks)

Medium, Small & Micro Enterprises Management

Learning Outcome:

- Issues and Challenges in MSMEs
- Setting up of MSMEs
- Management of MSMEs
- Institution and Government support.
- Outline the opportunities to Set-Up SSI/SME Units and role of rural & women

entrepreneurship.

- Illustrate roles of various institutions supporting MSMEs.
- Management of MSME, NPA & sickness units.
- Evaluate role of Government in Promoting Entrepreneurship

Unit-I:Medium, Small and Micro Enterprises:Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises –Institutional and Financial Assistance in Backward area - incentives provided to backward area and development.

Unit-II: Project Formulation:Project identification and formulation, Feasibility study - Project report preparation, location ofUnits, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III: Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV: Sickness in Small and Medium enterprises –Indicators and Causes of sickness, Prevention of sickness, and Remedial measures for sickness.

Unit-V Ancillary Industries, Rural Industries andArtisans.Role of SIDO, SSIDC, SISI, DIC.Prospect for small-scale industries – Economic Development of India

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi,1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.

Co-Curricular activities:

- Logical and analytical thinking
- Critical thinking
- Creative thinking
- Problem-solving skills
- Leadership skills
- Social skills
- Communication skill
- Technology skills
- Social values

Question paper pattern

Time : 3 Hours

PART- A

Answer any **FIVE** questions

Max. Marks: 75

(5x5=25 Marks)

PART- B

Answer **All** the questions

(5x10=50 Marks)

II Year BBA w.e.f 2021-2022

4th Semester BBA syllabus (CBCS)

Cost and Management Accounting

Learning Outcomes:

At the end of the course, the student will be able to;

- Understand various costing methods and management techniques.
- Apply Cost and Management accounting methods for both manufacturing and service industry.
- Prepare Cost sheet to organization for different works.
- Preparation of stores ledger and understanding methods of remuneration and Labour Incentives Schemes
- Compare and contrast the financial statements of firms and interpret the results.
- Computation of different Ratios
- Understanding and applying Marginal Costing techniques

Unit: I: Introduction

Cost Accounting - Meaning and definition – Scope, Functions and objectives - Advantages – Management Accounting – Nature – Scope – Functions - objectives of Management Accounting – Advantages of Management Accounting – Distinguish between Financial Accounting, Cost Accounting & Management Accounting – Cost concepts and classifications – Cost Sheet (Problems)

Unit-II: Elements of Cost

Materials - Material Control – Selective Control – ABC Technique – Methods of Pricing Issues (FIFO, LIFO and Weighted Average)– Material stock levels – EOQ.

Labour - Control of Labour costs - Time Keeping and Time Booking - Idle time, - Overtime - Labour Turnover and Causes - Methods of Remuneration – Time and Piece Rate Systems - Labour Incentives Schemes (Halsey, Rowan, and Taylor's Differential System).

Unit-III: Financial Statement Analysis

Financial Statements - Need for analysis of Financial Statements – Comparative Statements – Common Size Statements – Trend Analysis.

Unit-IV: Ratio Analysis

Meaning – Uses - Limitations – Types of ratios (Profit and Loss account ratios, Balance sheet ratios - Mixed ratios).

Unit – V : Costing Techniques

Marginal Costing – Cost Classification – differences between marginal costing and absorption costing – Marginal cost equation – P/V ratio – Margin of Safety – BEP Analysis – Estimation of profits and Estimation of Sales (Including Problems).

Books for Reference:

1. S.P. Jain and K.L. Narang – Advanced Cost Accounting, Kalyani Publishers.
2. M.N. Arora – A test book of Cost Accounting, Vikas Publishing House Pvt.Ltd.
3. S.P. Iyengar – Cost Accounting, Sultan Chand & Sons.
4. S.N. Maheswari – Principles of Management Accounting, Sultan Chand & Sons.
5. I.M. Pandey – Management Accounting, Vikas Publishing House Pvt.Ltd.
6. Sharma & Shashi Gupta – Management Accounting, Kalyani Publishers.
7. Murthy & Guruswamy – Management Accounting, Tata McGraw Hill, New Delhi.
8. S.P. Gupta – Management Accounting, S. Chand Publishing, New Delhi.
9. Umamaheswara Rao and Ranganath, Cost Accounting, Kalyani Publishers.

Suggested Co-Curricular Activities:

- ◆ Debate on methods of payments of wages
- ◆ Seminars
- ◆ Problem Solving Exercises
- ◆ Identification of elements of cost in services sector by Visiting any service firm
- ◆ Cost estimation for the making of a proposed product
- ◆ Listing of industries located in your area and methods of costing adopted by them
- ◆ Collection of financial statements of any two organization for two years and prepare a common Size Statements
- ◆ Collection of cost sheet and pro-forma of quotation
- ◆ Seminar on uses of Ratio Analysis
- ◆ Graphs showing the breakeven point analysis
- ◆ Examinations (Scheduled and surprise tests)

Question paper pattern

Time : 3 Hours

Max. Marks: 75

PART- A
Answer any FIVE questions

(5x5=25 Marks)

PART- B
Answer All the questions

(5x10=50 Marks)

II Year BBA w.e.f 2021-2022
4th Semester BBA syllabus (CBCS)

FINANCIAL SERVICES

Learning Outcomes:

At the end of the course, the student will able to;

- Understanding the meaning and necessity financial services
- Understanding the functions of merchant banker
- Understanding factoring mechanism
- Knowing about consumer finance
- Knowing housing finance and institutions offering housing finance.

UNIT - I

FINANCIAL SERVICES: Public issue – Prospectus - Pricing for new issues- SEBI guidelines- Functions of Merchant Banker and Under Writers – Issue Managers – Credit Rating – Mutual Funds – Determination of NAV.

UNIT – II

FACTORING AND FORFAITING:

Factoring: Meaning –Nature –Mechanism –Types- Functions- Factoring vsBill discounting – Factoring services in India.

Forfaiting: Meaning- Forfaiting VsFactoring

UNIT – III

LEASE FINANCE AND HIREPURCHASE: Introduction –Meaning - Lease evaluation - Essential elements of leasing – Types of leasing – Structuring and funding of leases – Import andCross border leasing- Hire purchase agreements – Evaluation of hire purchase agreements.

Unit –IV

CREDIT CARDS, CONSUMER FINANCE AND VENTURE CAPITAL:

Credit Cards:Introduction – Types – Advantages and Limitations.

Consumer Finance: Introduction – Meaning- Educational loans – Personal loans – Automobile finance.

Venture Capital: meaning – features – modes of finance – stages of investments.

UNIT –V

HOUSING FINANCE: National housing bank (NHB)- NHB's housing finance companies – Guidelines for extending equity support to housing finance companies – Guidelines for extending refinance support to housing finance – Mortgage.

References:

1. Khan M.Y., Financial services, Tata McGraw hill education private limited New Delhi.
2. Vasant Desai, financial markets and financial services, Himalaya publishing house, mumbai
3. Siddaih T. financial services, Pearson.
4. Shashi K. Gupta and Nisha Aggarwal, Kalyani Publishers.

Suggested Co-Curricular Activities:

- Quiz programs
- Seminars
- Guest lectures on various topics
- Visit to banks and financial institution
- Analyse the financial services of different financial institutions
- Comparison of banking services by the student
- Conducting the survey on housing loans
- Examinations (Scheduled and surprise tests)

Question paper pattern

Time : 3 Hours

PART- A
Answer any FIVE questions

Max. Marks: 75

(5x5=25 Marks)

PART- B
Answer All the questions

(5x10=50 Marks)

II Year BBA w.e.f 2021-2022
4thSemester BBA syllabus (CBCS)

BUSINESS LAW

Learning Outcomes:

At the end of the course, the student will be able to;

- Understand the legal environment of business and laws of business.
- Apply basic legal knowledge to business transactions.
- Understand the various provisions of Company Law.
- Understand the Factory provisions of Health, Safety, and Welfare.
- Understanding the necessity of consumer protection forums.

Unit-I: Contract, Offer, Acceptance and Consideration:

Meaning and Definition of Contract - Essential Elements of Valid Contract – Kinds of Contracts–Offer: Types of Offer - Essential Elements of a Valid Offer - Acceptance: Essential Elements of a Valid Acceptance - Consideration: Essential Elements of a Valid Consideration – Exceptions to No Consideration No Contract

Unit – II: Capacity of the Parties, Free consent, Discharges and Breach of a contract:

Rules Regarding Contracts with Minors – Free consent (Coercion, Undue influence, Fraud, Misrepresentation and Mistake) - Discharge of Contract - Various Modes of Discharge of Contract - Breach of Contract – Types and Remedies for breach of a contract.

Unit – III: Companies Act and Factories Act

Companies Act definition of company, Kinds of Company, Memorandum of Association, Articles of Association, Prospectus, Meetings and Resolutions.

Factories Act 1948 definition -Factory provisions of Health, Safety, and Welfare.

Unit – IV: Sale of Goods Act

Meaning and definition, essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, rules of transfer of property.

Unit – V: Commodity Act and Consumer Protection Act

The essential Commodity Act - the Consumer Protection Act 1986 -District Forum - State Commission -National Commission - Consumer Councils.

Reference Books:

1. J. Jaysankar, Business Laws, Margham Publication.Chennai.
2. ND Kapoor, Business Laws, S ChandPublications.
3. Balachandram V, Business law, Tata McGrawHill.
4. Tulsian, Business Law, Tata McGrawHill.
5. PillaiBhagavathi, Business Law,SChandPublications.
6. K C Garg, Business Law, KalyaniPublishers.

Suggested Co-Curricular Activities

- ◆ Seminar on Basics of Indian Contract Act,1872
- ◆ Quiz programs
- ◆ Co-operativelearning
- ◆ Seminar on Contract Act, Companies Act and Sale of goods Act
- ◆ GroupDiscussions
- ◆ Debate on Offer, Agreement, andContract
- ◆ Creation of Contract by abiding rules of Indian ContractAct,1872
- ◆ Making a sale by abiding rules of Sale of GoodsAct,1930
- ◆ Guest lectures
- ◆ Celebrating consumers day by creating awareness among thestudents
- ◆ Examinations (Scheduled and surprisetests)
- ◆ Any similar activities with imaginative thinking beyond the prescribedsyllabus

Question paper pattern

Time : 3 Hours

Max. Marks: 75

PART- A
Answer any FIVE questions

(5x5=25 Marks)

PART- B
Answer All the questions

(5x10=50 Marks)

II Year BBA w.e.f 2021-2022
4th Semester BBA syllabus (CBCS)

Training and Development

Learning Outcomes:

At the end of the course, the student will able to;

- Understand the objectives of training
- Understand principles of learning.
- Understand the different methods of training.
- Understanding the coaching and counseling concepts.
- Understanding the Management games.

Unit-I:

Meaning and Definition – Need for Training – Importance of Training, Objectives of Training, Responsibility of Training.

Unit – II:

Steps in Training Programs, Training Policy, Training Courses, Support Material for Training, Training Period, Training for Different Employees, Principles of Learning

Unit – III:

Training Methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and Examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference Method, Seminar or Team Discussion, Case studies, Role Playing, Programmed Instruction, T-Group Training, Audio-Visual Aids, Retraining

Unit – IV:

Development: Importance of Development – Management Development, Purpose and Objectives of Development, Stages in Development Programs, Components of Development Program, Factors inhibiting Development

Unit – V:

Coaching and Counselling: Methods, Management Syndicate, Incident Process, In-Basket, Sensitivity Counselling – Special Projects, Committee assignments, Conferences, Management Games.

Reference Books:

1. P. SubbaRao, VSP Human Resource Mangement; Konark Publishing House, Mumbai, NO index entries found

2. SubasGurg& SC Jain, Managing Human Resource, Arihant Publication, Jaipur.
3. Bearddwell& Len Holden, Human Resource Management, Macmillan Publisher.

Suggested Co-Curricular Activities

- ◆ Seminar
- ◆ Quiz programs
- ◆ Co-operative learning
- ◆ Group Discussions
- ◆ Debate on Training Methods
- ◆ Conducting mock training programs.
- ◆ Conducting management games
- ◆ Guest lectures
- ◆ Examinations (Scheduled and surprise tests)
- ◆ Any similar activities with imaginative thinking beyond the prescribed syllabus

Question paper pattern

Time : 3 Hours

Max. Marks: 75

PART- A
Answer any FIVE questions

(5x5=25 Marks)

PART- B
Answer All the questions

(5x10=50

Marks)

II Year BBA w.e.f 2021-2022
4thSemester BBA syllabus (CBCS)

INTERNATIONAL BUSINESS

UNIT – I

Introduction – Need- Difference between Domestic and International/Foreign trade, difference between Globalization of Trade/International Trade.

UNIT: II

Foreign exchange; factors influencing exchange rate fluctuations, euro market and instruments (LIBOR, MIBOR, etc), foreign market operations, participants, spot-future forward and option market.

UNIT: III

Balance of payment: contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, current account and capital account convertibility, exchange control, reasons and methods.

UNIT : IV

WTO and trade blocks – WTO formulation, advantages and disadvantages of WTO membership to developing countries, trade blocks: reasons for trade block formation, different types of trade blocks – member countries and economies condition and trade commodities of LAFTA, SAFTSA, NAFTA, ASEAN, CARICOM and EU.

UNIT : V

Procedure and documents: export and import procedure, principal and auxiliary documents, bill of lading, consular, commercial invoice, AR and GP forms, mate receipt, letter of credit, packing list – incentives to export, recent Exim policy.

REFERENCE:

C. Jeevanandam, Foreign Exchange Practice, Concepts and control, sultan chand& sons.

Tsbalagopal, export management, Himalaya publishing house.

Kpm. Sundaram&rudradatta, Indian economy, s. chand& co., New delhi

Francis cherumilum, foreign trade and export management, Himalaya publication.