

OSMANIA UNIVERSITY

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN
BBA (GENERAL) PROGRAM**

FIRST YEAR SEMESTER-I

Code	Course Title	Course type	HPW	Credits
BB101		AECC-1	2	2
BB102	English	CC-1A	5	5
BB103	Second Language	CC-2A	5	5
BB104	Principles of Management	DSC-1A	5	5
BB105	Basics of Marketing	DSC-2A	5	5
BB106	Business Economics	DSC-3A	5	5
			27	27

SEMESTER-II

BB201		AECC-2	2	2
BB202	English-II	CC-1B	5	5
BB203	S-Language-II	CC-2B	5	5
BB204	Organization Behaviour	DSC-1B	5	5
BB205	Business Statistics	DSC-2B	5	5
BB206	Business Law	DSC-3B	5	5
			27	27

SECOND YEAR - SEMESTER-III

BB301		SEC-1	2	2
BB302	English-II	CC-1C	5	5
BB303	S-Language-II	CC-2C	5	5
BB304	Financial Accounting	DSC-1C	5	5
BB305	Human Resources Management	DSC-2C	5	5
BB306	Introduction to Information Technology	DSC-3C	4	4
BB207	IT-LAB	DSC-4C	2	1
			28	27

SEMESTER-IV

BB401		SEC-2	2	2
BB402	English-II	CC-1D	5	5
BB403	S-Language-II	CC-2D	5	5
BB404	Financial Management	DSC-1D	5	5
BB405	Marketing Research	DSC-2D	5	5
BB406	Business Ethics & Corporate Governance	DSC-3D	5	5
			27	27

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THIRD YEAR SEMESTER-V

Code	Course Title	Course Type	HPW	Credits
BB501		SEC-3	2	2
BB502		GE-1	2	2
BB503	Quantitative Techniques for Business	DSC-1E	5	5
BB504	International Business	DSC-2E	5	5
BB505	Fundamentals of Technology Management	DSC-3E	4	4
BB506	Elective -I Financial Institutions & Markets(F) Marketing of Services (M) .Change Management(HR)	DSE-1A	5	5
BB507	Elective -II Investment Management(F) CRM & Retail Management(M) Industrial Relations(HR)	DSE-2A	5	5
			28	28

SEMESTER-VI

BB601		SEC-4	2	2
BB602		GE-2	2	2
BB603	Strategic Management	DSC-1F	5	5
BB604	Cost & Management Accounting	DSC-2F	5	5
BB605	Project Work	DSC-3F	4	4
BB606	Elective- III Banking & Insurance (F) Consumer Behaviour(M) Performance Management (HR)	DSE-1B	5	5
BB607	Elective- IV Business Taxation (F) Advertising & Sales Promotion(M) Talent Management(HR)	DSE-2B	5	5
			28	28
Total			165	164

HPW- Hours Per Week; **AEC-** Ability Enhancement Course (Compulsory)

CC- Core Course; **SEC-** Skill Enhancement Course;

Electives – GEN- Generic for BBA students, **ID-** Interdisciplinary- Offered by this department for other department students

DSC- Discipline Specific Course; **DSE-** Discipline Specific Elective

F- Finance; **M –** Marketing; **HR-** Human Resource Management

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Summary of Credits

Sl.No	Course Category	No. of Courses	Credits per Course	Credits
1.	AECC	2	2	4
2.	SEC	4	2	8
3.	CC Language	8	5	40
4.	DSC	16	5	80
		2	4	8
5.	DSE	4	5	20
6	GE	2	2	4
	TOTAL	38		164
	Management Total	22		114

Note: 1. IT lab will be evaluated through a practical exam.

2. At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.

3. Grade (A/B/CD) is awarded to both the project viva-voce and project report.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB104

PRINCIPLES OF MANAGEMENT

Objective: The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

Course Contents

Unit I- Introduction to Management - Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

Unit II - Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

Unit III: Organizing – Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

Unit IV: Staffing - Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Unit V: Emerging issues in Management – Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

Reference Books:

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heinj Wehrich, (2015) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6 th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB105

BASICS OF MARKETING

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

Unit I: Introduction of Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

Unit II: Market Segmentation, Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

Unit III: New Product Development: Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

Unit IV: Product & Pricing Decisions: Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

Unit V: Promotion Mix: Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Reference Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, " Marketing Management", 2009, 1st Ed. Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
- 5..Roger J. best , "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB106

BUSINESS ECONOMICS

Objective: The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision \s pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

Unit I: Business Economics Nature and Scope:

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

Unit – II: Demand Concepts & Elasticity of Demand.

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

Unit – III: Production and Cost Concepts:

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

Unit – IV :Budget line:

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

Unit – V: Market Structures and Pricing.

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

Reference Books

1. Dominik Salvatore, “(2009) Principal of Micro Economics(5th Edn) oxford University Press.
2. Lipsey and Crystal (2008) Economic (11th Edn) Oxford University Press..
3. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
4. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB204

ORGANIZATIONAL BEHAVIOUR

Objective: The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

UNIT-I: Organizational Behavior – Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: Motivation- Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: Group Dynamics – Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: Management of Change – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: Organizational Culture, Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Reference Books

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB205

BUSINESS STATISTICS

Objective: The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

Unit – I

Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement – Principals of Secondary data. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

Unit – II

Measures of Central Tendency:

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM).Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

Unit – III

Index Numbers: Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

Unit – I V

Probability: Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

Sampling: Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

Unit – V

Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

Reference Books

- 1) Gupta SC: “Fundamental of Statistics” 6th Ed, Himalaya Publishers House, 2004.
- 2) Sharma JK: “Business Statistics” 2nd Edition Pearson Education, 2007.
- 3) Arora, PN, Arora, Sumeet and Arora, Amit: “Managerial Statistics”, S. Chand, Ist Ed., 2009.
- 4) Bharadwaj, RS: “Business Statistics” , Excel books, 2nd Ed, 2008.

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB206

BUSINESS LAW

OBJECTIVE: The objective is to introduce the students to various regulations affecting business and to familiarize the students with regulation relating to business.

Unit 1: INTRODUCTION TO BUSINESS LAWS - Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit 2: CONTRACT LAWS - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act,.

Unit 4: COMPETITION AND CONSUMER LAWS - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAWS- FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

Reference Books

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan Chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica : Business Law I.K. International
6. Tulsian Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.