

BBA (CBCS)

Syllabus

(2019 – 2020)



FACULTY OF MANAGEMENT
Osmania University
Hyderabad
Telangana – 500 007

2019

BBA Course Structure and Syllabus
As per CBCS Guidelines
with Effect from 2019 - 2020

1ST YEAR
SEMESTER – I

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 1	English (First Language) - 1	4	4		
MIL 1	MIL – 1	4	4		
AECC 1	Environmental Science	2	2		
DSC 101	Principles of Management	5	5	3 Hrs.	80 U + 20 I
DSC 102	Basics of Marketing	5	5	3 Hrs.	80 U + 20 I
DSC 103	Business Economics	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

SEMESTER – II

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 2	English (First Language) - 2	4	4		
MIL 2	MIL – 2	4	4		
AECC 2	Basic Computer Skills	2	2		
DSC 201	Organisational Behaviour	5	5	3 Hrs.	80 U + 20 I
DSC 202	Business Statistics	5	5	3 Hrs.	80 U + 20 I
DSC 203	Financial Accounting	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

I - SEMESTER

COURSE NO. AECC -1

ENVIRONMENTAL SCIENCE

UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES : (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION : (15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
(a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

FIELD STUDY: (5 hrs.)

Pond Ecosystem
Forest Ecosystem

SUGGESTED BOOKS :

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

COURSE NO. DSC - 101
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.

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 :

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

SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heiny Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.
7. Singh, “Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
8. P Subba Rao, “Principles of Management, (2018), HPH.

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.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
7. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

COURSE NO. DSC - 103**BUSINESS ECONOMICS****OBJECTIVE:**

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision 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.

SUGGESTED BOOKS :

1. Dominik Salvatore, (2015) Principal of Micro Economics (7th Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Appliocation, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

II - SEMESTER

COURSE NO. AECC - 2

BASIC COMPUTER SKILLS

OBJECTIVE:

The objective of this courses to enable student to understand the basic computer concepts related to day to day office environment.

UNIT – I: INTRODUCTION TO COMPUTERS

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers - Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT - II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

Word Processing -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Breilitin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, Universiy Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

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.

SUGGESTED 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, 18th Edition, 2018.
7. Afsaneh Nahavandi - Organizational Behavior – Sage Publications.
8. P Subba Rao – Organizational Behavior (2018), HPH, 18th Edition

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. 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.

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.

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 :

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).

SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
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.
5. J K Singh, Business Mathematics, 2018, HPH.

COURSE NO. DSC - 203**FINANCIAL ACCOUNTING****OBJECTIVE :**

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

UNIT - I : INTRODUCTION TO FINANCIAL ACCOUNTING :

Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :

The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :

Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :

Objective of financial statement analysis, sources of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios- Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover Ratios; Limitation of ratio analysis.

UNIT – V : INDIAN ACCOUNTING STANDARDS (IND-AS) :

Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

SUGGESTED BOOKS :

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. & Narang, K.L., Advanced Accountancy.
7. Santhi Vedula, Financial Accounting, 2019, HPH