



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Principles of Management</b>	<b>Course Code: BBA181</b>
<b>Year: I</b>	<b>Semester: I</b>
<b>Name of the faculty: Mrs. V. Ashwini</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

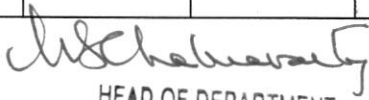
<b>Course Objectives</b>
<ol style="list-style-type: none"><li>1. To impart the basic Concepts of Management</li><li>2. To make the students understand the growth and evolution of management thought</li><li>3. To make the students learn about the importance of Planning and Decision making skills.</li><li>4. To explain the different types of Organizational Structures.</li><li>5. To make them understand the effectiveness of Coordination and Control mechanism in the organization.</li></ol>

**Lesson plan**

<b>Month</b>	<b>Total no. of classes</b>	<b>Unit</b>	<b>Topic</b>	<b>No. of classes Stipulated</b>	<b>Teaching Aids</b>	<b>remarks</b>
June	7	I	Management: Meaning, Definition, Nature, Purpose, and Importance  Management as Art, Science & Profession-  Management Vs Administration Vs Organization	1 2  2  1		

*M. S. Chhabra*  
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			;Levels of Management-	2		
July	18	I	Skills & Roles of Managers-	2		
			Functions of Management-Styles of Manager.	2		
		II	Industrial revolution-	1	Videos	
			Scientific Management-	2		
			Administrative Management	2		
			Contribution of Max Webber-	1		
			Human Relations Movement	1		
			Mc Gregor Theory X,Y,Z	2		
			Systems theory of Management-Contingency theory.	2		
		III	Planning - Meaning - Need & Importance,	3		
August	14	III	Types and levels -	2	Role Play	
			advantages & limitations.	1	Activities	
			Planning Process,	1		
			Management By Objectives (MBO) Planning premises -	1		
			Environmental uncertainty and contingency planning	1		
			Decision making-Process of decision making-	2		
			Types of decision making (Risk, certainty and uncertainty)	2		
			characteristics of good decision making process.	1		
		IV	Definition, meaning, nature, process of organizing -	2		
			Authority, types of authority, responsibility, accountability	1		

  
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September	16	IV	delegation of authority, process of delegation and barriers to delegation,	3	PPT		
			centralization vs decentralization,	1			
			span of control	1			
			Organizational Structure: Definition, Types: Formal and Informal, Tall (Vertical) and Flat (Horizontal) –	2			
			Functional , Divisional and Matrix	2			
			Line and Staff structure advantages and disadvantages – Overcoming line and staff conflict,.	3			
		V	Co-ordination – Need of co-ordination – Types – Techniques –,	2			
			Distinction between co-ordination and co-operation – Requisites for excellent co-ordination	2			
October	5	V	Control Definition, concept, need, importance, Types of control – Process Tools and techniques of controlling(in brief) – Effective control system.	5			
			Total classes	60			

#### Learning Outcomes

1. Identify the key concepts of Management
2. Explain the evolution of Management thought
3. Classify the different types of plans and decision making process
4. Analyze the different organization structures in the organization
5. Evaluate the effectiveness of coordination and control techniques of the organization

*V. Ashwin*

*Abhishek*  
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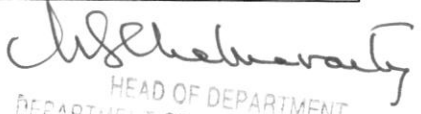


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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Business Mathematics</b>	<b>Course Code :BBA 182</b>
<b>Year :I</b>	<b>Semester: I</b>
<b>Name of the faculty :Dr.N.S.Chakravarthy</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June 7	Unit - I: Arithmetic Progression (A.P.) Geometric Progression (G.P.) Harmonic progression	2 3 2	Chalk & Board	
2.	July 18	AP, GP and HP with simple practical applications in real life business environment, set theory and its real life practical applications.  Unit – II Matrix Algebra Introduction - Definition - Symbol, Order of a Matrix - Row , Column matrix , special types of matrices  Operations on Matrices - Matrix Multiplication - Determinant of a matrix Inverse of a Matrix – Application of Matrices' System of Linear Equations and their	4 2  1 1 1 1 1 3 3	Chalk & Board	

  
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		solution using Matrix Method and Cramer's Rule.			
3.	August 14	<p>System of Linear Equations and their solution using Matrix Method and Cramer's Rule.</p> <p>Unit III: Calculus Real number systems, constants and variables, functions. Graphical representations of functions, limits and continuity of functions, First principle of differential calculus, derivations of simple algebraic functions and application of derivatives in Economic and Commerce. Maximum and minimum.</p> <p>Unit IV Introduction to Statistics Introduction to Statistics: Definition, Functions of statistics, scope and importance of statistic.</p>	1  2 2 1 2  1 3  1  1	Chalk & Board	
4.	September 14	<p>Unit IV Introduction to Statistics Introduction to Statistics: Definition, Functions of statistics, scope and importance of statistic. Limitations and distrust of statistics types of statistical methods, Need for data - Data Collection and Analysis, ) 'Tpes of data, primary and secondary, Methods of data collection, classification of data, Frequency distribution - Graphical representation (bar and line charts and leaf display).</p> <p>Unit V Measures of Central Tendency Measures of Central Tendency: Meaning and definition,</p>	1  1  2 1 1 2  1	Chalk & Board	

*M. S. Chakraborty*  
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		Types of average, Median, Mode, Arithmetic mean, Relationship between mean, median and mode.	2 2 1		
5.	october 4	Measures of Dispersion (range, quartile deviation and standard deviation).	4	Chalk & Board	

Total classes

60

*M. S. Chakravarty*

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**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title FINANCIAL ACCOUNTING I</b>	<b>Course Code BBA183</b>
<b>Year I</b>	<b>Semester I</b>
<b>Name of the faculty : Dr. Kavitha Lal</b>	<i>/Dr. MVS Maheshwari</i>
<b>No of Credits:4</b>	<b>HPW :4</b>

<b>Course Objectives</b>
<p>1 To make students understand the basic accounting principles and accounting terminology.          2 To make students familiar with accounting equation, journal, ledger and trial balance.          3 To make students understand various subsidiary books.          4 To make students familiar with final accounts of sole proprietorship.          5. To make students understand depreciation and the methods.</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	JUNE(7)	Introduction- FA- origin and growth objectives Functions, limitations, Users, science or art book keeping, accounting branches, Basic terms, systems of accounting accounting cycle, concepts & conventions	1 1 1 1 1 2	Chalk & Board	
2	JULY(18)	types of accounts and rules, accounting equation- problems Journal, journalizing, journal entries Ledger Trial balance, suspense account subsidiary books- cash book , two column and three column cash book- (problems) Two column and three column cash book	1 3 1 5 2 1 2 3	Chalk & Board	
3	AUGUST(14)	and three column cash book(problems), other subsidiary books Capital and revenue expenditure final accounts preparation of trading account, profit and loss account and	3 2 2 7	Chalk & Board	

*M. S. Maheshwari*  
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		balance sheet.			
4	SEPTEMBER(14)	Trading account Vs Profit&Loss account Vs Balance sheet Depreciation- meaning types causes of depreciation, importance of depreciation SLM-1, method of depreciation SLM, problems WDV methods of depreciation-1, ( problems)	2 2 2 3 1 4	Chalk & Board	
5	OCTOBER (4)	Difference between SLM- WDV Other methods ,Revision	1 1 2	Chalk & Board	

Total classes

60

Learning Outcomes	
1	Discuss fundamental accounting principles, functions, uses and accounting cycle
2	Present journal entries using double entry bookkeeping and post in ledger accounts and Prepare Trial balance.
3	Estimate the balances of two column, three column, petty cash book and other subsidiary books.
4	Perform the steps in the preparation of final accounts (sole proprietorship)
5	Find value of an asset using SLM, WDV methods of depreciation.

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<b>Name of the Program:</b> BBA	
<b>Course Title :</b> Business Economics	<b>Course Code:</b> BBA - 103
<b>Year :</b> I	<b>Semester:</b> I
<b>Name of the faculty:</b> Dr.S.Lalitha	
<b>No of Credits:</b> 4	<b>HPW:</b> 4

**Course Objectives**

1. To impart knowledge on the nature, scope and fundamental principles of business economics.
2. To create an understanding of the concepts of demand and supply, demand elasticities and determinants of demand.
3. To impart knowledge on various cost concepts, short run and long run cost curves and economies and diseconomies of scale.
4. To impart knowledge on the production function, relationship between cost and output in the short run and long run period of operation and the least cost-output combination.
5. To create an understanding of different types of market structures and their characteristics, equilibrium price and output determination under different market structures, Market positioning and pricing methods.

Month & No of Classes	Topics to be Covered	Classes Stipulated	Teaching Methods	Review
June(7)	<b>Unit I: Introduction</b> Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalism, Equimarginalism	5 2	Chalk & board, Powerpoint presentation Case study	
July(18)	, Opportunity cost principle, Discounting principle <b>Unit II: Theory of Utility</b> Risk and uncertainty, Externality and trade-off, Constrained and unconstrained optimization, Economics of information, Theory of utility, Equimarginal utility consumer surplus. <b>Unit III: Concept of Demand and Supply :</b> Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium	2 4 4 4 4	Chalk & board, Powerpoint presentation	
Aug(14)	Concepts of elasticity, Relationship between price elasticity and revenue. Concept of supply, supply curve, Conditions of supply, Elasticity of supply, The experience curve, Economies of scale and scope. <b>Unit IV: Production and Cost Analysis:</b> The production function, Short-run and Long-run production function, law	8 6	Chalk & board,	

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	of diminishing returns and returns to scale. Fixed, variable and other cost concepts, Least cost-input combination,			
Sept(14)	Relationship between production and cost. Short run and long run <b>Unit V:</b> price determination under Perfect, Monopoly, Monopolistic and Oligopoly markets, Pricing strategies.	4 4 6	Chalk & board,	
Oct(4)	Equilibrium price and output determination	4	Chalk & board,	
	Total	60		

#### Learning Outcomes

1. Define basic concepts of business economics.
2. Describe the laws of demand and supply and demonstrate how demand for a product changes with changes in the factors affecting demand through demand elasticities.
3. Describe the cost concepts, short run and long run cost curves, and illustrate and analyze the impact of economies and diseconomies of scale of operations in an organization.
4. Illustrate the relationship between the output and the cost in the short run and the long run period of operation and illustrate the law of diminishing marginal returns to scale and its importance in optimizing capacity utilization.
5. Describe the characteristics of the major types of market structures such as monopoly, oligopoly, perfect competition and monopolistic competition, determine equilibrium price and output under different market structures, and illustrate market positioning.

*S. Lakshmi*

*M. Lakshmi*  
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Programme BBA- First year 2018-19

Course Title: Organizational Behaviour

<b>Name of the Faculty:</b> V.Ashwini / <i>Dr. Y. Venu Maidhav</i>	<b>Department:</b> Management Studies	<b>Year/Semester:</b> Semester-II	<b>No of Classes Per Week:4</b>
<b>Learning Objective:</b>			
COB1: To make students understand the disciplines and factors contributing to OB			
COB2: To impart the knowledge of Individual and Interpersonal behaviours in organizational context.			
COB3: To make students learn about the importance of Groups and Teams and different leadership styles			
COB4: To explain the different types of culture and approaches to change followed in the organization.			
COB5: To make them understand the concepts conflict, negotiation and power tactics used in the organization			

SN o.	Month & Week	Units	Syllabus	No of Classes Stipulated	Teaching aids	Review
1	November 12	1	Concept of OB –  Disciplines that contribute to OB  Opportunities for OB (Globalization, Workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics	1  3  6	Chalk and Board    Questionnaire is answered to know their attitude	
		2	Individual Behaviour: (i) Attitude, Concept and components of attitude, Major job attitudes	2		

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2	December 15	2	<p>ii) Personality: Concept of personality; Big Five model.</p> <p>Motivation: Concept; Early and Contemporary theories (Hierarchy of needs, Two factor, McClelland, Goal setting, Equity theory)</p> <p>Interpersonal (ii) Johari Window;</p> <p>Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.</p>	2 5 1 3 4	<p>Students will be able to asses by a questionnaire their individual personality based on Big Five Personality traits</p> <p>Case studies are given on theories, Students will be able to asses by a questionnaire their Ego States</p>	
3	January 16	3	<p>Group Cohesion , Groups and teams;</p> <p>Types of teams;</p> <p>Creating team players from individuals;</p> <p>Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories ( Fiedler)</p>	1 1 1 4 1	PPT (Class room presentations)	
		4	<p>Concept of culture,</p> <p>Impact (functions and liability, Creating and sustaining culture,</p> <p>Employees and culture - Creating positive and ethical cultures.</p> <p>Concept of Change, Forces of change, Planned change,</p>	2 3 3		

*M. S. Srinivasan*

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4	February 16	4	Resistance, Approaches (Lewin's model, Organisational development)	2	Chalk and Board	
		5	Concept of conflict; Conflict process Negotiation Definition, Strategies & Process Power Definition, Bases of Power, Power tactics	3 3 2 2 4		
5	March 1		Organisational Politics	1		

Total classes 60

### Learning Outcomes

BBA281 CO1: Identify the disciplines and factors contributing for the effectiveness of OB
BBA281 CO2: Analyse the components of Individual and Interpersonal behaviours in organizational context.
BBA281 CO3: . Demonstrate different leadership styles and skills required in working groups and teams
BBA281 CO4: Evaluate different approaches of change and types of culture
BBA281 CO5: Explain the concepts of conflict, negotiation and power tactics used in the organization

*Mun*

*V. Ashwini*

*Chellamurthy*  
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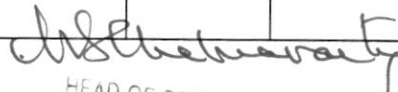
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**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title FINANCIAL ACCOUNTING II</b>	<b>Course Code BBA 283</b>
<b>Year I</b>	<b>Semester II</b>
<b>Name of the faculty Dr. Kavitha Lal / MVSMohendra</b>	
<b>No of Credits 4</b>	<b>HPW 4</b>

<b>Course Objectives</b>	
<ol style="list-style-type: none"> <li>1. To make students understand meaning, types of a company and different sources of capital. (equity, preference. Debentures)</li> <li>2. To make students familiar financial statements of a company in accordance with accounting standards (income statement and balance sheet)</li> <li>3. To make students know about causes / differences in balances of cash book and pass book and prepare bank reconciliation statement.</li> <li>4. To make students understand the value of inventory using LIFO, FIFO, average methods and specific accounting standards, GAAP, IFRS.</li> </ol>	

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(12)	Company meaning- types, features, formation of a company, sources of capital its features equity, preference, debentures	1 2 2 2 2 3	Chalk & Board	
2	DEC(15)	Company final accounts- format Company final accounts problems Bank reconciliation statement meaning Factors for difference in cash book and pass book Preparation of BRS	2 6 2 2 1 2	Chalk & Board	
3	JAN(16)	BRS problems Inventory valuation Methods- FIFO, LIFO, Average methods Inventory valuation problems	8 2 3 3	Chalk & Board	
4	FEB(16)	Inventory valuation problems Accounting standards Overview of Indian Accounting Standards AS-1(Disclosure of accounting principles)	4 2 1 1	Chalk & Board	

  
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		AS- 2 ( Valuation of Inventories)	1		
		AS- 3( cash flow statement)	2		
		AS-10 (Accounting of Fixed assets)	1		
		Overview of IFRS	2		
		Overview of GAAP	2		
5	MAR(1)	Revision	1	Chalk & Board	

Total classes

60

#### Learning Outcomes

1. **Demonstrate** meaning, types of a company and also able to **compare** different sources of capital.( equity, preference. Debentures)
2. **Present** financial statements of a company in accordance with accounting standards ( income statement and balance sheet)
3. **Distinguish** causes / differences in balances of cash book and pass book and prepare bank reconciliation statement.
4. **Estimate** the value of inventory using LIFO, FIFO, AVERAGE METHODS
5. **Outline** specific accounting standards, GAAP, IFRS.

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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Business Environment</b>	<b>Course Code: BBA282</b>
<b>Year: I</b>	<b>Semester: II/B</b>
<b>Name of the faculty: Dr.S.Lalitha</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

**Course Objectives**

1. To provide an understanding of the concepts of business environment, economic growth and development
2. To understand and identify the factors of general environment of Indian Business Environment
3. To understand the procedure of industrialization and the various Industrial Policies of India
4. To study and understand the fiscal, trade and monetary policies
5. To develop the insights of procedures followed in estimation and calculation of National Income.

<b>S.No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>Classes Stipulated</b>	<b>Teaching Methods</b>	<b>Review</b>
	November (12)	<b>Unit – I: Business Environment</b> Analysis: Meaning and Definition of environment, Types of environment, Nature, Composition and scope of Business Environment, Business Environment and its impact on different kinds of business decisions. Economic growth , Economic development	3	Chalk & board, Power Point Presentati on	
		factors and impact on Small and large scale Businesses.	4		
		<b>Unit – 2: Structure of Indian Industry: Phases of industrialization in India, Growth and Role of Public Private Partnership, Role and impact of micro, small and medium</b>	3		
			2		
	December (15)		2	Chalk & board Power Point Presentati	
			4		
			2		
			2		

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		enterprises <b>Unit – 3:</b> Industrial Policies and Planning: Industrial Policies 1948, 1956, 1969	5	on	
	January (16)	Industrial Policies 1973. New economic policy 1991. Role of public policies in governing Business. Planning Commission, NITI Ayog <b>Unit- 4:</b> Policies in India: Fiscal policy of India, Monetary policy of India	4 5 2 5	Power Point Presentati on	
	February (16)	Trade Policy of India. Highlights of Current year budget <b>Unit – 5:</b> National Income and Measurement: National Income - Definition, Elements of national income - Recent trends in the growth of National Income and it's important components,: Consumption, Savings, expenditure, investment, Primary, Secondary and Teritiary sector. Measurement of National income.	4 4 3 3 2	Power Point Presentati on	
	March (1)	Measurement of National Income	1	Chalk & board	
		Total No of Classes	60		

### Learning Outcomes

1. **Develop** an understanding of business environment, economic growth and economic development
2. **Summarize** the general environment of Business environment of India
3. **Discuss** and **Analyze** the phases of industrialization and Industrial Policies of India
4. **Familiarise** with various policies in the current scenario
5. **Determine** and estimate the calculation of National Income

*S. Lalitha*

*M. S. Chakraborty*  
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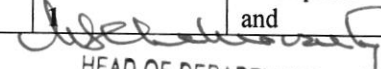
Programme BBA- Second Year 2018-19 Course Title: Human Resource Management I

Name of the Program	BBA
Course Title: Human Resource Management-I	Course Code: <u>BBA 381</u>
Year: II	Semester: III
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

Course Objectives			
COB1: To make students understand the need and importance of Human Resource Management for effective functioning of the organisation.			
COB2: To provide brief insight into the different HRP forecasting techniques.			
COB3: To explain the concepts of Job analysis and Job Design			
COB4: To impart the knowledge about the Recruitment and Selection procedures followed in recruiting an employee.			
COB5: To make students familiarise with the different Post Selection processes used in the Organisation.			

### Lesson plan

Month	Total no. of classes	Unit	Topic	No. of classes STIPULATED	Remarks
June	10	I	Concept – Definition –Scope – Importance –	2	PPT
			Role and Functions of HRM	4	
			-Personnel Management Vs HRM –	1	
			Current and Future Challenges in HRM ,	2	
			Jobs and Careers in HRM	1	
July	18	I	Strategic HRM( Process and Models)	3	Designing Job description and
		II	Human Resource Planning – Meaning and Definition Objectives	2	
			Human Resource Planning (HRP)- Process of HRP -	2	
		III	HRP Forecasting and supply Techniques	4	
			–Benefits and Barriers to HRP, Effective HRP	1	

  
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			Job Analysis concept , meaning – Job analysis process, Job Description – Job Specification	1 1 1 1	specification
<b>August</b>	<b>14</b>	<b>III</b>	Job Design Concept,	1	<b>Recruitment Drive</b>
		<b>IV</b>	approaches and Techniques,	3	
			Job Rotation , Job enlargement and Job Enrichment.	2	
			Recruitment – Meaning and Objectives ,	1	
			Process and Sources of Recruitment-	3	
			Selection – Concept Process	2	
<b>September</b>	<b>14</b>	<b>IV</b>	Types of Tests , Types of Interviews , Recruitment V/S Selection.	2 1 1	<b>Videos</b>
		<b>V</b>	Placement Meaning and Process ,	2	
			Induction – Definition-Meaning-Types and Process,	3	
			Socialization stages ,	3	
			Employee Mobility Promotion – Demotion	2	
<b>October</b>	<b>4</b>		Retirement - Transfer – Separation	4	
<b>Total Classes</b>				<b>60</b>	

<b>Course Outcomes:</b>
CO 1 Identify the importance of human resources and their effective management in organizations.
CO 2 Compare and Contrast different tools used in forecasting and planning human resource needs.
CO 3 Summarizing the appropriate use of Job analysis and Job design Processes.
CO 4 Demonstrate the ability to prepare the Recruitment and selection strategies for a specific job.
CO 5 Develop the different Post Selection processes followed in the Organization.

*N. Ashwin*

*[Signature]*  
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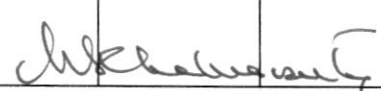
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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Business Statistics</b>	<b>Course Code :BBA 382</b>
<b>Year :II</b>	<b>Semester: III</b>
<b>Name of the faculty :Dr.N.S.Chakravarthy</b>	
<b>No of Credits : 4</b> <i>Chandan baby</i>	<b>HPW</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June 10	Unit I: Statistics - Definitions - Statistical methods - Importance and Scope - Limitations – Need for Data - Types of Measurement - Principles of Secondary data. Tabulation and Presentation. Classification of Data - Data Array -Methods of data Classification - tabulation of Data - Objectives of Tabulation - Parts and Types of Tables –	2 2 2 2 2	Chalk & Board	
2.	July 18	Frequency Distribution -Types of FrequencyDistributions 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	2 1 1 2	Chalk & Board	

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		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 Advantages and Disadvantages of all the measures of CT. Unit -III Measures of Dispersion: Introduction - Significance and Requisites of a Measure of dispersion, Concept of Variation, Range, QD, MD, SD and Lorenz Curve - for Grouped and Ungrouped -	1 2 2 2 1 1 3		
3.	August 14	Advantages and Disadvantages. Coefficient of Variation. Skewness and Kurtosis (S-K): Introduction, Measures of S-K, Relative measures of S-K - Advantages and Disadvantages. Moments - concepts and problems Unit -IV correlation - correlation Analysis - scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.	1 1 1 1 1 3 1 1 3 1	Chalk & Board	
4.	September 14	Regression Regression Analysis - Concept, Least square fit, two lines of regression, properties of regression coefficients (Simple problems only) and interpretation of regression line.  Unit V: Index numbers  Index Numbers Introduction - Types - Problems in construction- characteristics - construction of weighted	1 4 1  2 2	Chalk & Board	

  
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		and un- weighted index numbers - Price and Quantity /volume index numbers - Tests - time reversal -Factor Reversal and circular tests – chain and Fixed base - changing of base - splicing - consumer Price Index	1 2 1		
5.	october 4	Time Serles AnalYsIs 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)	1 3	Chalk & Board	

Total classes

60

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Organizer for the academic year (2018-19)

Name of the Program	BBA
Course Title: Fundamentals of Marketing -1	Course Code: BBA383
Year: II	Semester: III
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :05

**Course Objectives**

1. To understand Marketing as an important function of a business organizations
2. To develop an idea of marketing environment and its components.
3. To make the students know about the concepts of MIS.
4. To provide insights of the demand analysis and estimation, measurement and forecasting.
5. To make the students know about the concepts of segmentation, targeting and positioning of products or services of organizations about the demand estimation.

Month & No. of classes per month	Topic	Classes Stipulated	Teaching Methods	Review
June(10)	<b>Unit I:History and Origin of Marketing</b> :Meaning and definitions of basic marketing concepts: market – types: Consumer, business, rural markets, marketing, philosophies of marketing, marketing management, marketing management process, need, want, customer, customer value, consumer, satisfaction	2 3 2 3	Power Point Presentation, Chalk & board, Case Studies	
July(18)	Exchange process, marketing system, marketing mix and related concepts. <b>Unit II: Marketing Environment:</b> Micro Environment: The company, suppliers, marketing intermediaries, customers, competitors, publics. Macro Environment: Demographics, Economic environment, Natural Environment, Political Environment, Cultural Environment, Impact of marketing environment on marketing decision variables. <b>Unit III: Market Analysis:</b> Market evolution, , Market profile	3 4 3 2 3 3	Power Point Presentation, Chalk & board, Case Studies	
August(14)	<b>Unit III: Market Analysis:</b> Market evolution, , Market profile, MIS – Components of MRIS - Market research, Steps in Marketing Research <b>Unit IV: Demand Analysis :</b> Nature of demand, Market demand, , impact of environmental factors on demand	4 5 2 2	Power Point Presentation, Chalk & board, Case Studies	
September(14)	Demand situations and tasks of marketing <b>Unit V: Segmentation and Targeting</b>	3 6	Power Point Presentation, Chalk	

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	:Segmenting consumer markets, business markets, International markets, Evaluating market segments, selecting market segments, Target market, target market identification	2 3	& board, Case Studies	
October(4)	market targeting, mass marketing, niche marketing	4	Power Point Presentation, Chalk & board,	

Total

60

Learning Outcomes
1. <b>Expressing</b> the Marketing as an important function and make students know about the basic concepts of Marketing
2. <b>Develop</b> an idea of marketing environment and its components
3. <b>Familiarise</b> the students with Marketing Information Systems and its contents
4. <b>Identifying</b> insights about Demand Analysis in Marketing Context
5. <b>Explaining</b> students about the process of Segmentation, Targeting

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*S. Lalitha*





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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Financial Statement Analysis</b>	<b>Course Code : BBA 384</b>
<b>Year : II Year</b>	<b>Semester : III Semester</b>
<b>Name of the faculty : V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

**Course Objectives**

- 1. To discuss various tools of Financial statement Analysis**
- 2. To compare and analyze financial statements using comparative, common size statements and trend analysis**
- 3. To calculate ratios and compare the company position**
- 4. To prepare Funds flow statement**
- 5. To prepare cash flow statement as per AS-3**

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June(10)	Unit : 1 introduction to financial statements Introduction of financial statements definition and concept of financial statement analysis objectives and features advantages and disadvantages of financial statement analysis Types of financial statements vertical and horizontal statement tools of financial statement analysis	1 1 2  1 2 1 2	Chalk and board	
2.	July (18)	<b>Unit :2 comparative and common size statement analysis</b> Definition and introduction of comparative statements	2	Chalk and board	

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		evaluation of comparative income statement and balance sheet definition of common size statement analysis evaluation of common size income statement and balance sheet trend analysis : definition , features  evaluation of trend percentages  <b>unit :3 Ratio analysis :</b> meaning, features advantages and disadvantages classification of ratio's liquidity ratio's	4 1 4 1  2  1 1 1 1		
3	August (14)	leverage ratios turnover ratios profitability ratio decision based on ratio analysis unit : 4 funds flow analysis concept (meaning, features, working procedure) statement of changes in working capital	3 3 3 1  2  2	Chalk and board	
4	September (14)	statement of changes in working capital  funds from business operations sources & application of funds advantages & disadvantages of funds flow <b>unit : 5 cash flow analysis</b> cash flow statement – concept preparation of cash flow statement	1  3 2  1  2 4	Chalk and board	
5	October (4)	funds flow vs cash flow advantages of cash flow	2 1	Chalk and board	

Total classes

60

#### Learning Outcomes

- 1.Explain various tools for analyzing financial statements
- 2.Analyze financial Statements and Apply comparative and common size techniques
3. Analyze financial Statements and apply various ratios and interpret company's financial performance
- 4.present Funds flow statement
- 5.Present cash flow statement as per AS-3

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*V. Chandra*



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Programme BBA- Second Year 2018-19 Course Title: Human Resource Management II


Name of the Program	BBA
Course Title: Human Resource Management-II	Course Code: <u>BBA 401</u>
Year: II	Semester: IV(2018)
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

Course Objectives			
COB1: To familiarise students with the basic concepts of Human Resource Development and the techniques of training. COB2: To make students understand about the career planning and performance appraisal concepts used in the organisation. COB3: To Provide brief insights into the compensation administration concepts. COB4: To impart the knowledge about handling employee relations COB5: To Illustrate on the different contemporary practices of HR			

SNo.	Month & Week	Units	Syllabus	No of Stipulated Classes	Teaching Method	Review
	November 12	1	HRD – Need, Scope and objectives- Future of HRD –  Training and Development -. Concept of training and objectives  Difference between training and development –  Process of Training, Training Need Assessment - Training methods – Evaluation –  Benefits of training –  Management Development Programme	3  2 1  4 1 1	Chalk and Borad .Students are asked to design their own training process for a fictitious company	
2	December 15	2	Career Planning and Development - Career – Career planning –	1 1	Videos Chalk and Board , Discussion on	

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			<p>Career anchors –</p> <p>Career stages.</p> <p>Career planning process –</p> <p>Career development – Individual career development and organizational career development -</p> <p>Mentoring and Counseling</p> <p>Performance Appraisal: Performance Appraisal Concept –</p> <p>Process of Performance Appraisal –</p> <p>Methods of Appraisal - Errors in Performance Appraisal</p> <p>Compensation and Benefits — Objectives – Function –</p> <p>Compensation Structure – Concept of Wage (minimum, fair and living wage) and Concept of salary –</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>3</p> <p>1</p> <p>2</p>	<p>how career has to be planned</p>	
3	January 18	3	<p>Factors affecting wage and salary administration -</p> <p>Job Evaluation meaning and Methods –</p> <p>Wage differentials</p> <p>- Incentive Plans – Individual Incentives – Individual Incentives (Taylor’s and Merrick’s differential piece rate system Group Incentives (Scanlon and Rucker incentive plan) – Organization wide incentive plan (Profit Sharing – ESOPS - Gain Sharing Plans )</p> <p>Fringe benefits, Executive compensation</p> <p>Social Security Measures and Legislation in India –</p> <p>IR – Meaning and Importance of IR</p>	<p>1</p> <p>3</p> <p>1</p> <p>6</p> <p>3</p> <p>2</p> <p>2</p>	<p>Chalk and Board and Students design their own payslip for a position.</p> <p>Students calculate and decide how much salary or wage will be given to different positions</p>	
4	February 18	4	<p>Dunlop IR Model)-</p> <p>Factors affecting IR –</p>	<p>2</p> <p>1</p> <p>3</p>	<p>Discussion on Importance of IR in companies</p>	

  
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		5	Trade unions - Types of Trade Unions - Employee Discipline -Objectives – Indiscipline –Disciplinary Procedure – Employee Grievance - Grievance redressal mechanism – Collective bargaining –Participative Management  HRIS –  HR Audit,  HR Research	2  3 3   1 2 2	Case Study	
5	March 4	5	HR Accounting (Lev and Schwartz, Flamholtz, Hermanson’s Models)– Diversity Management	5	Chalk and board	

Total classes

60

<b>Learning Outcomes</b>
BBA481CO1: To explain the importance Human Resource Development and identify the different techniques of training.
BBA481CO2: To identify the career planning and development concepts and apply performance appraisal techniques in the organisation.
BBA481CO3: Able to evaluate the factors of compensation in organisational settings.
BBA481CO4: Apply the learnt concepts in maintaining effective employee relations
BBA481CO5: Enhances the knowledge relating to contemporary practices of HR

*V. Ashwin*

*[Signature]*  
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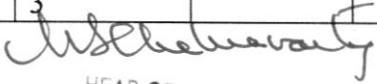


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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Quantitative Techniques</b>	<b>Course Code :BBA 482</b>
<b>Year :II</b>	<b>Semester: 4</b>
<b>Name of the faculty :Dr.N.S.Chakravarthy</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November 12	Unit I: Introduction to Probability Introduction to Probability-Concepts and Definitions of Probability- Classical, Relative frequency, subjective and axiomatic.  Addition and multiplication theorems, Statistical independence, . Marginal, Conditional and joint Probabilities	4  4 2 2	Chalk & Board	
2.	December 15	Unit II: Probability Distribution Probability Distribution-Random Variable (RV), Expectation and Variance of aRV. Probability distribution function: properties, Continuous and Discrete Probability distribution functions Discrete Probability distributions: Binomial Distribution, Properties and applications;	1  3 3 3	Chalk & Board	

  
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		Poisson distribution, Properties and applications. continuous Probability Distributions- Normal Distribution Properties, applications and importance of Normal Distribution. Unit III : Sampling Sampling Theory-The basics of sampling- Sampling procedures-Random and Non-Random methods	2     3		
3.	January 14	Sample size determination Sampling distribution, Standard Error, Central Limit Theorem. Hypothesis Testing-Statistical Estimation, Point and Interval Estimation, Properties of a good estimator, confidential interval Unit IV: Test of Significance I Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D.'s ,	1 1 1 1 3 2  2 2 1	Chalk & Board	
4.	February 14	. Test for two S.D.'s  Small Sample Tests- t-Distribution- properties and applications testing for one and two means, Paired t- test' Unit V: Test of Significance II Chi Square Test – Goodness of fit – test for independence of attributes - ANOVA - one way And two way annova and two way ANOVA'	1  2 2  2 1 3 3 1	Chalk & Board	
5.	March 1		1	Chalk & Board	

  
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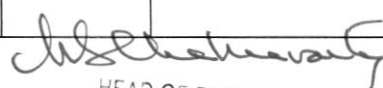
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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title Financial Management</b>	<b>Course Code : BBA 484</b>
<b>Year : II Year</b>	<b>Semester : IV Semester</b>
<b>Name of the faculty : V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

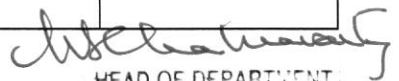
<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1. To discuss scope, functions, objectives of financial management and to understand the risk and return relationship, time value of money</li> <li>2. To calculate the non- discounted and DCF methods of capital budgeting.</li> <li>3. To understand the various long term sources of finance, calculate cost of capital</li> <li>4. To understand the concept of working capital, estimate working capital requirement.</li> <li>5. To calculate various relevance dividend theories</li> </ol>

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	Novmeber (12)	<b>Unit I: Introduction</b> Introduction to Financial Management & Objectives  Scope – Functions of Financial Management. Functions of financial Manager – Profit vs. Wealth	1 1 1 1 1	Chalk and Board	

  
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		<p>Maximization Vs welfare. (Goals of FM) ,</p> <p>Risk Vs Return concept.</p> <p>Time value of money – present value &amp; future value .</p> <p>Problems: short answer questions on present value &amp; future value.</p> <p>Problems: short answer questions on present value &amp; future value</p>	<p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>2</p>		
2.	December (15)	<p><b>Unit II: Capital Budgeting</b></p> <p>Capital Budgeting – Types, Traditional( non- discounting methods) and modern methods( Discounting methods) of</p> <p>evaluating investment – Estimation of cash flows - payback &amp; ARR</p> <p>NPV</p> <p>IRR</p> <p>Profitability Index.</p> <p>** Problems: Payback period, ARR, NPV, IRR, PI.</p> <p><b>Unit III: Sources of Finance</b></p> <p>Sources of capital (long term)- equity –</p> <p>Debt preference –</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>5</p> <p>1</p> <p>1</p> <p>1</p>	Chalk and Board	
3.	January (16)	<p>Retained earnings.</p> <p>Cost of capital –</p> <p>Specific cost of capital – debt – equity-</p>	<p>1</p> <p>1</p> <p>1</p>	Chalk and Board	

  
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		<p>preference – retained earnings; weighted average cost of capital – Book value weights and market value weights. ** Problems: WACC (weighted average cost of capital)</p> <p><b>Unit IV: Dividend Theories</b> Dividend function types of dividend ( cash and bonus shares) dividend theories – relevance theories- Walter's dividend model</p>	1 1 4 3 4		
4	February (16)	<p>Gordon's dividend model and irrelevance theories – MM approach Miller Modigliani Model</p> <p><b>Unit V: Working Capital</b> Working capital – concept - types (gross working capital, Net working capital), factors determining working capital – operating cycle- Estimation of working capital. ** Problems: estimation of working capital.</p>	1 4 1 2 2 2 4	Chalk and Board	
5.	March (1)	<p>Estimation of working capital. ** Problems: estimation of working capital.</p>	1	Chalk and Board	

Total classes

60

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Learning Outcomes

**1 Demonstrate** functions of financial management in business corporations, Knowledge of the value of money overtime.

**2 calculate** the various capital budgeting techniques for taking investment decisions .

**3 Distinguish** between equity, debt and preference capital. **Calculate** specific cost of capital and weighted average cost of capital.

**4 Demonstrate** the concept of working capital **Determine** working capital estimation.

**5 Calculate** value of the firm using Walter's Model, Gordon's Model dividend theories .

*P. N. Chakraborty*

*M. S. Chakraborty*

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**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program: BBA</b>	
<b>Course Title : Fundamentals of Marketing II</b>	<b>Course Code: BBA 483</b>
<b>Year : 2018-19</b>	<b>Semester: IV</b>
<b>Name of the faculty: Dr. Y. Madhuri Srinivas</b>	
<b>No of Credits:</b>	<b>HPW: 5</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"><li>1. To impart knowledge on the nature, scope and importance of product, pricing and branding decisions.</li><li>2. To create an understanding of types of distribution channels and the promotion mix.</li><li>3. To impart knowledge on advantages and challenges of digital marketing.</li><li>4. To create an understanding of the marketing plan and marketing control.</li><li>5. To create an understanding of services marketing mix and the gaps model to measure service quality.</li></ol>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Nov-12	Product decisions	4	Blackboard, Powerpoint presentation Case study	
		Pricing decisions	4		
		Branding decisions	4		
	Dec-15	Types of channels	4	Blackboard, Powerpoint presentation	
		Promotion mix	4		
		Sales promotion, PR, Personal selling	3		
	Jan-16	Cost concepts, short run and long run cost	6 6 4	Blackboard, Powerpoint presentation	

Y. Madhuri

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		curves			
	Feb-16	Digital marketing- advantages and disadvantages	5		Blackboard, Powerpoint presentation
		Online marketing strategies	4		
		SEO	3		
		Marketing control	4		
		Marketing audit			
	Mar-1	Services marketing mix, Measuring service quality	1		Blackboard, Powerpoint presentation
		Total	60		

<b>Learning Outcomes</b>
<ol style="list-style-type: none"> <li>1. Define basic concepts of Product, pricing and branding.</li> <li>2. Describe the characteristics of the distribution channels and the promotion mix.</li> <li>3. Describe the advantages and challenges of digital marketing.</li> <li>4. Designing the marketing plan and describe methods of marketing control.</li> <li>5. Describe the services marketing mix and summarize the gaps model.</li> </ol>

*Y. Madhavi*

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Organizer for the academic year (2018-19)

Name of the Program	BBA
Course Title: <b>International Business</b>	Course Code: <b>BBA302.1</b>
Year: III	Semester: <b>V</b>
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

Course Objectives
<ol style="list-style-type: none"> <li>1. To understand International Business important content to know in business organizations</li> <li>2. To develop an idea of International Business environment and its components.</li> <li>3. To make the students know about Global Market Entry Strategies</li> <li>4. To provide insights of E-business</li> <li>5. To make the students know about Managing Global Business</li> </ol>

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(10)	<b>Unit - I: Global Imperative:</b> An overview–International Business: A global perspective–Emergence of Globalization–Drivers of Globalization–Internationalization Process–Stages in International Business–Approaches to International Business; The World of International Business: Regional and Global Strategy–The Multinational Enterprise–Triad and International Business–International Trade Theories mercantilism, cost and absolute cost advantage theories	2 3 2 3	Power Point Presentati on, Chalk & board, Case Studies	
July(18)	International Trade Theories-porter's diamond model and product life cycle theories. Environment of International Business-Cultural Environment and Political Environment. <b>Unit - II: Global Business &amp; National Regulation:</b> Rationale for Government Intervention–Forms of Trade Regulation at National Level-Tariff and Non-Tariff Barriers. Regional Economic Integration: Levels of Economic Integration–Benefits & Costs of Economic Integration-Major Trading Blocks: EU, NAFTA, ASEAN and SAARC. Basic Principles of Multilateral Trade Negotiations–GATT and its early Rounds	3 4 2 2 5 2	Power Point Presentati on, Chalk & board, Case Studies	

*S. Lalitha*

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August(14)	World Trade Organization–Structure and functions–TRIPs & TRIMs- WTO & India–UNCTAD. <b>Unit – III: Global Business and Entry Strategies:</b> Global Market Entry Strategies–Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance– Types of Strategic Alliances– Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance–Cost and Benefit Analysis of Entry Strategies: Entry Analysis and Entry strategy configuration. <b>Unit – IV: Global E-Business:</b> Conceptual Framework of E-business	4 3 2 2 2 1	Power Point Presentation, Chalk & board, Case Studies
September (14)	Prerequisites for Effective E-business Transactions–E-enabled Business Process Transformation and Challenges–E-business Technology and Environment–E-Business Applications–E- Business Models– Alternative E-business Strategies–Global E- Marketing – Electronic Processing of International Trade Documents –Policy Framework for Global E-business <b>Unit - V: Managing Global Business:</b> Strategy and Global Organization -Global Strategic Planning–Going Global and Implementing Strategies–Intercultural Communications	3 2 2 3 2 2	Power Point Presentation, Chalk & board, Case Studies
October(4)	International HRM -functions	4	Power Point Presentation, Chalk & board,

Total

60

Learning Outcomes
1. Develop an understanding about the basics of International Business.
2. Develop an idea of International business environment and its components
3. Familiarise the students with entry strategies into global business
4. Identifying insights about E-business
5. Explaining students about the overall management of International business

S. Lalitha

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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Management Accounting</b>	<b>Course Code :BBA 581</b>
<b>Year :III</b>	<b>Semester:V</b>
<b>Name of the faculty :V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

<b>Course Objectives</b>
<b>1. To make the students understand and compare different branches of accounting and classify the cost</b>
<b>2. Able to make them to understand and create the break even charts and break even point</b>
<b>3.To make them understand decisions of marginal costing and their application using cost volume profit analysis</b>
<b>4 to make the students classify budgets and develop various functional budgets</b>
<b>5. to make the students Develop and apply standards and budgets for planning and controlling purposes</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (10)	Unit 1 : management accounting Introduction & Meaning & Objectives scope and functions Management Accounting Vs Financial Accounting Vs Cost Accounting ,  Methods & techniques  limitations of management accounting cost – Classification of cost	1 2 2  2  1 2	Chalk & Board	

  
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2.	July (18)	cost behavior – segregation of semi variable cost into fixed and variable cost Unit II: Marginal Costing – Concept CVP analysis P/V Ratio Break Even point Break Even Charts Margin of Safety Unit III  Pricing Decisions : Decisions involving Alternative Choices Profit planning	2  1 1 3 3 2 2  2 2	Chalk & Board	
3.	August 14	Profit planning  Make or Buy Decisions Sales Mix Limiting Factor Effects of Change in sales price  Unit IV Budget – Definition Types of Budget Merits and Demerits of Budgeting Budget Vs Forecasting Fixed Budget Vs Flexible Budget	2  1 2 2 2  1 1 1 1 1	Chalk & Board	
4.	September 14	Problems on Flexible budget Unit V Standard costing – meaning Standard costing Vs Budgetary control Types of standards Standard setting Material variances	6  1 1 2 1 2	Chalk & Board	
5.	October 4	Labour variances  Sales variances	2  2	Chalk & Board	

Total classes


60

Learning Outcomes

**1 Compare** between different branches of accounting and **classify** the cost

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2. **Construct** the break-even charts and **determine** the break-even point.
3. **Analyze** business decisions using cost-volume-profit analysis.
4. **Classify** the budgets develop the various functional budgets.
5. **Develop and apply** standards and budgets for planning and controlling purposes.

  
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SANGRETHI SEVA SAMITHI





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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program: BBA</b>	
<b>Course Title :Research Methodology</b>	<b>Course Code:BBA 583</b>
<b>Year :2018-19</b>	<b>Semester: V</b>
<b>Name of the faculty: Dr.Y.Madhuri Srinivas</b>	
<b>No of Credits: 5</b>	<b>HPW: 5</b>

**Course Objectives**

1. To provide an understanding of the concepts of research methodology,
2. To understand and identify the data collection methods, instruments and method of sampling.
3. To understand the levels and types of measurement scales.
4. To study and understand the non-parametric tests of significance.
5. To develop the insights into writing research reports.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June-10	Obj., types, steps in research, Research designs	2 3 5	Blackboard, Powerpoint presentation	
	July-18	Data collection methods Research process, research plan, sampling plan,	3 4 4 4	Blackboard, Powerpoint presentation Mini project-survey	

*Y. Madhuri*

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		methods, questionnaire	3		
	Aug-14	Levels and types of measurement scales, types of hypotheses, non-parametric tests	5 2 7	Blackboard, Powerpoint presentation	
	Sept-14	Types of reports, Report writing,	7 7	Blackboard, Powerpoint presentation	
	Oct-4	Format of a report.	4	Blackboard, Powerpoint presentation	
		Total	60		

#### Learning Outcomes

- 1. Develop** an understanding of the concepts of research methodology,
- 2. Summarize** the data collection methods, instruments and method of sampling.
- 3. Discuss** and **Analyze** the levels and types of measurement scales.
- 4. Familiarise** with the non-parametric tests of significance
- 5. Determine** the steps in writing research reports.

*Y. Medh...*

*M. Lakshmi*  
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**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Leadership and Change Management</b>	<b>Course Code: BBA 585.1</b>
<b>Year: III</b>	<b>Semester: V</b>
<b>Name of the faculty: Mrs. V. Ashwini</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

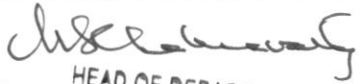
<b>Course Objectives</b>
<b>Cob1: To make students understand the concept of leadership along with few theories</b>
<b>Cob2: To understand the basic attributes behaviors and styles of Leadership</b>
<b>Cob3: To make them aware the nature of teams and know the concept of decision making in teams</b>
<b>Cob4: To provide brief insights on the concept of change</b>
<b>Cob5: To understand the role of leadership in change</b>

**Lesson plan**

<b>Month</b>	<b>Total no. of classes</b>	<b>Unit</b>	<b>Topic</b>	<b>No. of classes</b>	<b>Teaching Aids</b>	<b>Remarks</b>
<b>June</b>	<b>10</b>	<b>I</b>	Definition- Nature and importance of leadership –  Leadership effectiveness– Characteristics of	2  2	Chalk and Board	

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			<p>Effective Leader</p> <p>-Determinants of Leadership (leader, follower and situation), 1</p> <p>leader follower relationship - leadership vs. Management-</p> <p>Leadership Roles - Leadership Traits- Leadership Motives.</p>	2 2 2		
July	18	I	<p>Trait theory - Behavioral theories - (Ohio State &amp; Michigan Leadership studies) -</p> <p>Contingency theories of leadership (Fiedler, Path goal Theory)</p> <p>Leadership behaviors and Attitudes- Super Leadership (Leading others to leading themselves)</p>	2 3 2	Case study	
		II	<p>- Leadership Styles - Participative Leadership - Grid Styles- The Entrepreneurial Leadership Style-</p> <p>Gender Differences in Leadership Style- Selecting Best Leadership Style-</p> <p>Charismatic Leadership - Types of charismatic leaders and their communication style -</p> <p>Transformational leadership - attributes of transformational leaders -</p>	3 2 3 3		
August	14	III	<p>Nature of teams - Determinants of Team Performance - Leadership in different types of Teams -</p> <p>Procedures for facilitating Team learning -</p> <p>Applications: Guidelines for Team building -</p> <p>Decision making in groups -</p> <p>Leadership functions in Meetings - Applications:</p>	3 2 3 2	PPT	

  
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			Guidelines for leading Meeting			
September	14	IV	<p>Concept and Need for change,</p> <p>Types of change –</p> <p>Forces of change – imperatives of change,</p> <p>characteristics of effective change –</p>	1 2 2 1	Case Study	
		V	<p>Perspectives of change -Individual change, group change and institutional change - Organizational change vis-à-vis Organizational transformation</p> <p>Introduction- Process of change,</p> <p>Models Of Change (Process Models( Lewins Model of Change , Action Research Model)</p> <p>Content Models (Burke- Litwin Model)</p> <p>Integration Of Change Models (Six Box Model)</p>	2 1 2 2 1		
October	4	V	<p>Resistance to change - overcoming resistance to change. Change Agent - role of change agent</p> <p>Leadership &amp; change – Kotter's Model of Change</p>	4		
<b>Total Classes</b>				<b>60</b>		

### Learning Outcomes

<b>To develop an understanding of</b> basic attributes, behaviors and styles of Leadership
<b>To learn how to design and develop</b> leadership in decision making teams and groups
<b>To develop insights and acquire</b> a sound knowledge regarding the role and concepts of organizational change
<b>To identify</b> the process of effective planned change

*V. Ashwin*

*M. Chakravarthy*  
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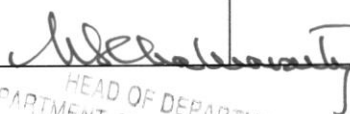
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**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Talent Management</b>	<b>Course Code: BBA 585.2</b>
<b>Year: III</b>	<b>Semester: V</b>
<b>Name of the faculty: Dr. Venu Madhav</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

<p><b>Course Objectives</b></p> <p><b>COb1:</b> To create an understanding on the elements of Talent Value Chain</p> <p><b>COb2:</b> To make the students familiarize the elements of a talent friendly organization and Talent Measurement System</p> <p><b>COb3:</b> To make the students comprehend the elements of Talent Management System</p> <p><b>COb4:</b> To familiarize students with the properties of talent planning</p> <p><b>COb5:</b> To make the students understand the concept of return on Talent</p>
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S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (10)	<p><b>Unit I:</b></p> <p>Talent value chain</p> <p>talent breed</p> <p>innovation</p> <p>five links in the idea-talent chain</p> <p>five ways to create value</p> <p>Idea Value chain</p>	<p>2</p> <p>2</p> <p>2</p> <p>3</p> <p>1</p>	<p>Chalk &amp; Board</p> <p>Case Study</p>	
2.	July (18)	<p>Idea Value Chain</p> <p><b>Unit-II:</b> talent engine of new economy (discussed)</p> <p>difference between talents and knowledge workers, leveraging talent friendly organizations, elements, talent satisfaction measurement system.</p>	<p>1</p> <p>3</p> <p>3</p> <p>4</p> <p>2</p>	<p>Chalk &amp; Board</p> <p>PPT</p>	

  
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		<b>Unit-III:</b> Talent management system elements and benefits of talent management system: attracting, keeping and managing talent,	2 2 1		
3.	August (14)	attracting, keeping and managing talent, talent allocation & XYZ analysis, the challenge of TMS <b>Unit - IV:</b> Talent planning: Succession management process; cross functional capabilities and fusion of talents talent development budget,	2 3 2 2 3 2	Case Study	
4.	September (14)	value driven cost structure;  Contingency plan for talent. Building a reservoir of talent. <b>Unit - V:</b> Return on talent: Return on talent concept, ROT measurements techniques; Optimizing ROT	1  2 2 3 3 3	Chalk & Board  Case Study	
5.	October (4)	The seven secrets of talent.	4		

**Learning Outcomes**

BBA585.2CO1 Explain the various elements of Talent Value Chain  
 BBA585.2CO2 Analyze the various elements of talent friendly organizations and Explain the Talent Measurement System.  
 BBA585.2CO3 Explain the elements of Talent Management System  
 BBA585.2CO4 Explain the methods of planning the talents.  
 BBA585.2CO5 Summarize the return of talent measurement techniques.

*Alms*

*Abhichandray*  
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**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title FINANCIAL SERVICES</b>	<b>Course Code : BBA584.2</b>
<b>Year III</b>	<b>Semester V</b>
<b>Name of the faculty : Dr. Kavitha Lal</b>	
<b>No of Credits: 4</b>	<b>HPW 4</b>

**Course Objectives**

1. To make students understand the classification of financial services and new financial services.
2. To make students learn the methods of primary market and the secondary market functions.
3. To make students understand the various services and responsibilities of Merchant banking.
4. To make students understand the various Credit Rating functions and Factoring.
5. To **make** students learn the concepts - leasing, hire purchasing and venture capital.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	JUNE(10)	Introduction, financial system components of Indian Financial System traditional and modern activities importance of financial services challenges new financial services	1 2 3 1 1 2		
2	JULY(18)	Primary securities market- new issue market functions and methods players in new issue market secondary market stock exchange – functions trading procedures types of speculators role of SEBI	1 3 2 2 2 2 1 2 2		

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		Merchant banking, meaning services of merchant banker	2		
3	AUGUST(14)	responsibilities role in new issue management regulation of merchant bank Credit rating- meaning- functions debt rating system ICRA CRISIL	2 2 2 2 2 1 1		
4	SEPTEMBER(14)	CARE factoring types factoring in Indian context Leasing meaning classification and rationale advantages Hire purchase meaning leasing and hire purchasing Venture capital meaning features	1 1 1 1 1 2 1 1 1 2 2		
5	OCTOBER(4)	Scope and importance of venture capital financing Revision	2 2		

Total classes

60

**Learning Outcomes**

- 1.To **Categorize** the classification of financial services and **Define** new financial services.
- 2.To **Relate** the methods of primary market and **Express** the secondary market functions.
- 3.To **summarize** the various services and responsibilities of Merchant banking.
- 4.To **Comment** on the various Credit Rating functions and Factoring.
- 5.To **Relate** the concepts - leasing, hire purchasing and venture capital

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Academic Organizer for the academic Year – 2018-19

Name of the Program	BBA
Course Title : Investment Management	Course Code:
Year: III	Semester : V
Name of the faculty: Dr. M V S Mahendra	
No of Credits: 4	HPW 4

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June (10)	Introduction to Investments Classification of Assets & Financial Vs Real Assets Factors influencing investment decision Investment Avenues Investment Process Calculation of Exante and Expost Returns and Risk	01 02 01 02 02 02	Chalk & talk; PPT	
	July (18)	Calculation of Exante and Expost Returns and Risk Fundamental Analysis Economy Analysis Industry Analysis Company Analysis Stock Market (BSE, NSE) Products of Stock Market Calculation of Sensex Types of Charts Valuation of Equity Constant and Two Stage Model	03 01 02 01 02 01 01 01 04 02	Chalk & Talk; Student Presentations; Chart Construction using Excel	
	August (14)	Two Stage & Three Stage Model P/E Model Holding Period Return (bond)	03 01 02	Chalk & talk	

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		YTM	03		
		YTC	02		
		Markowitz Model (Portfolio Risk and Return)	03		
September (14)		Markowitz Model (Portfolio Risk and Return)	02	Chalk & Talk	
		APT	01		
		CML and SML	02		
		CAPM	03		
		Portfolio Evaluation	01		
		Time Weighted & Dollar Weighted Returns	01		
		Sharp's Index	02		
		Tryenor's Index	02		
October (4)		Jensen's Index	02		
		Revision	02		

Total classes

60

#### Learning Outcomes

C01 : **Discuss** the various investment avenues and differentiate between financial assets and real assets.

C02: **Discuss** the relationship between economy, industry and company.


C03: **Interpret** the chart patterns and **construct** the various charts used in technical analysis.

C04 : **Calculate** the risk and return and **determine** the intrinsic value of equity and bonds.

C05: **Construct** the two and three security portfolio using Markowitz model.

C06: **Rank** the portfolios using sharpe's, Tryenor's and Jensen's Model



  
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**Academic Organizer for the academic Year – 2018-19**


<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Operations Management</b>	<b>Course Code : BBA 682</b>
<b>Year : III Year</b>	<b>Semester : VI Semester</b>
<b>Name of the faculty : V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

**Course Objectives**

**To provide the students with knowledge of management accounting in order to apply the concepts of planning, control and decision making**  
**To understand the basic concepts of management accounting.**  
**To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making**

<b>S. No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>No of Classes (Stipulated)</b>	<b>Teaching Methods</b>	<b>Review</b>
1.	November (12)	Unit 1 : Introduction Introduction to operations management Role of Operations Management in Total Management System Interface between operations system and system of other functional areas Characteristics of process technologies Job shop, Assembly Batch and continuous Unit 2: scheduling of production operations Interrelation ship between product	1 2 2 2 2 2 1	Chalk and board	

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		life cycle and process life cycle PPC - Basic Functions	2		
2.	December (15)	Job sequencing of products in multi product N jobs 2 machines N jobs 3 machines Unit 3 : plant location & layout, materials management  Plant layout: types of layout Factors affecting types of layout Plant location : theories of plant location Factors affecting plant location	4 4  2 2 2 1	Chalk and board	
3.	January (16)	Factors affecting plant location Materials management : meaning, definition and importance Materials requirement planning Master production schedule Logistics and supply chain management Inventory and types of inventory – ABC, VED and EOQ Value analysis Unit 4 : Total Quality Management and Six sigma Quality – Concept and Dimensions of Quality Basic concepts of total quality management Principles of TQM Quality in manufacturing and service firm	1 1 1 1 2 4 1 1 1 1 1 2	Chalk and board	
4	February (16)	Quality in concept of six sigma Objectives of Six Sigma Framework – DMAIC, DMADV Six Sigma Organization – roles and responsibilities Unit 5 : Statistical Quality Control Quality control – SQC	1 2 2 2 1	Chalk and board	

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*M. S. Subramanyam*  
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		Control charts for variables – range and mean charts	4		
		Control charts for attributes – p, NP, and c charts	4		
5	March (1)	Control charts for attributes – p, NP, and c charts	1	Chalk and board	

*Total classes*

*60*

Course Outcomes

**To develop an understanding of operations management** as important function of business organizations and know about process technologies

**To learn how to plan and design production processes .**

**To Know** the basic concepts about plant location and materials management

**To learn** the basics of Total quality Management and Six sigma concepts

**To Analyse** the Quality control process in Production process

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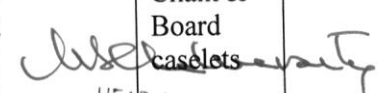
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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Business and Corporate Law</b>	<b>Course Code BBA 683</b>
<b>Year III</b>	<b>Semester VI</b>
<b>Name of the faculty Dr. Kavitha Lal</b>	
<b>No of Credits: 4</b>	<b>HPW 4</b>

<b>Course Objectives</b>
<p>1 To make students understand the different laws of contract          2 To impart the knowledge of <b>sale of goods act</b>          3 To make them understand the concepts of Negotiable instruments Act .          4 To know about the law relating to the formation of company and companies act.          5 To make students aware of consumer protection law in India and IPR</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	Nov(12)	Essential elements of a valid contract- definition, classification of contract, Legal rules of offer and acceptance and consideration , capacity of parties, concept of Free consent (Coercion, undue influence , Misrepresentation , fraud mistake and types of mistake) , breach of contract- remedies.	2 1 2 2 2 2 1 2 1	Chalk & Board caselets	
2	Dec(15)	mistake and types of mistake) breach of contract- remedies. Contract of sale of goods, definition, formation of contract, sale and agreement to sell, conditions and warranties- transfer of property in goods- unpaid seller.  Definition, types and characteristics of negotiable instruments –	1 1 2 1 2 2 1 1 2 2	Chalk & Board caselets	
3	Jan(16)	promissory notes, bills of exchange, cheques, holder and holder in duecourse,	1 2 1 1	Chalk & Board caselets	

  
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		transfer of negotiable instrument, presentment, dishonor and discharge, hundis, banker and customer crossing of cheques.  Definition Formation of company, Memorandum and Articles of Association, Types of companies,	2 1 1 1 2 2 2		
4	Feb(16)	Highlights of Companies Act 2013 Appointment of Directors and Managing Director, Powers of Board, Meetings of Board, Company Meetings, Statutory Meetings, Annual General Meetings And Extraordinary General Meeting  Scope, Consumer Protection councils, consumer disputes Redressal Agencies –Rights of consumers- consumer awareness. Definition, types of IPR ( Trade Marks, Patents, Copy rights), Importance of IPR,	1 1 1 2 2 2 2 1 2 2	Chalk & Board caselets	
5	Mar(1)	Intellectual property protection and enforcement	1	Chalk & Board	

Total classes

60

Learning Outcomes

1. To Identify essential elements of contract act 1872.
2. To Define concepts of sale of goods act and to Distinguish sale and agreement to sale.
3. To Summarize various types and characteristics of negotiable instruments under Negotiable Instruments ac 1881.
4. To Summarize the formation, MOA, AOA along with Highlights of Companies act 2013.
5. To Explain Consumer protection Act and outline concepts of IPR.

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Autonomous college, Osmania University (CBCS)  
Organizer for the academic year (2018-19)**

Name of the Program	BBA
Course Title: STRATEGIC MANAGEMENT I	Course Code: BBA401
Year: III	Semester: VI
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

**Course Objectives**

- 1.To understand Strategic Management as important business function
- 2.To know about Relevant components of Environment
- 3.To make the students know about Strategy Formulation
- 4.To provide more insights of Strategy alternatives
- 5.To make the students know about Strategic Implementation

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(12)	<b>Unit I: Introduction:</b> Strategic Management, Definition, The Managerial Process of Crafting and Executing Strategy: Developing a strategic Vision, Mission Statement, Establishing objectives, Crafting & executing strategy. Concept of strategic Intent, A model of elements of Strategic Management: The Strategic Position–Strategic Choices–Strategy in action <b>Unit II: Strategic Position:</b> Evaluating a Company's external environment	3	Power Point Presentation  Chalk & board, Case Studies	
		4		
		3		
		2		
December(15)	Relevant components of External Environment–Creating the Environmentally aware Organization–The General Environment –Demographic Segment, Socio culture Segment, Political Segment, Technological, Economic Segment & Global Environment–The Competitive Environment–The Macro Environment–Key drivers of change–Porter's Diamond Model–Porter's Five Forces Model–Industry Analysis–Strategic groups-opportunities, threats, Industry Competition, Sources of Competition–Competitor analysis, other internal environment–Strategic Capability–Evaluating a Company's Resources and Competitive Position–Value-Chain Analysis Resources, capabilities and core competencies–Cost Efficiency–Sustaining Competitive Advantage–Diagnosing strategic capability–Managing Strategic capability <b>Unit III: Strategy Formulation;</b> Business–Level Strategy–Creating and Sustaining Complete Advantages: Strategy and Competitive advantage–Strategic Choices–Bases of Competitive Advantage-	3	Power Point Presentation  Chalk & board, Case Studies	
		2		
		2		
		2		
		1		
		2		
		2		
		2		

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*S. Lalitha*

		1	
January(16)	Generic Strategies Sustaining Complete advantage-Competitive Strategy in hypercompetitive conditions-Industry Life Cycle Stages: Strategic Implications: Tailoring strategy to fit specific industry and company situations-Strategies for competing in Emerging industries, Turbulent and high velocity markets, Maturing Industries, Stagnant industries, and Fragmented industries. Strategies for Industry leaders, Runner-up firms, weak and crisis ridden Business. <b>Unit IV : Strategy alternatives:</b> Corporate Level and International Strategy: Creating Value through Diversification- Related Diversification-Vertical integration strategies, unrelated diversification,	3 2 2 3 3 4	Power Point Presentation  Chalk & board, Case Studies
February(16)	Unbundling and Outsourcing strategies, using offensive and defensive strategies. Outsourcing, Various activities for outsourcing, Benefits of outsourcing, growth and drivers of outsourcing, Supplementing the Chosen Competitive Strategy- Co-operative strategies, Product & Market Diversification- Merger and Acquisition strategies, Strategic Alliances. <b>Unit V: Strategic Implementation:</b> Strategic Control and Corporate Governance-Responding Effectively to Environmental Change-Attaining Behavioral Control: Instilling a Corporate Culture that promotes Good Strategy Execution-Leading the Strategy Execution Process. Strategy & Leadership, Social Responsibility & Corporate Governance, Corporate Culture: Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship-Crafting a Social Responsibility Strategy, Corporate governance.	3 2 2 2 2 3 2	Power Point Presentation ,Chalk & board, Case Studies
March(1)	Corporate governance.	1	Power Point Presentation ,Chalk & board,
	<b>TOTAL</b>	<b>60</b>	

**Learning Outcomes :**

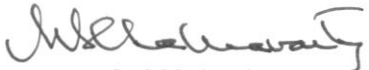
**1.Develop** an understanding of Strategic Management as important function

**2.Develop** an idea of components of Environment

**3.Familiarize** students about Strategy Formulation

**4.Identify** about Strategy alternatives

**5. Develop** students know about Strategic Implementation

  
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Department of Management Studies

Academic Organizer for the academic Year – 2018-19

Name of the Program	BBA
Course Title : Fundamentals of Financial Derivatives	Course Code: 684.1
Year: III	Semester : VI
Name of the faculty: Dr. M V S Mahendra	
No of Credits: 4	HPW 4

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	November (12)	Introduction to Derivatives Features of Derivatives Classification of Derivatives History of Derivatives Participants of Derivatives Evolution of Derivative Market in India	02 02 03 02 01 02	Chalk & Talk, PPT,	
	December (15)	Introduction to Forwards Classification of Forwards Advantages of Forwards Determination of Forward Price Cash and Carry Strategy Reverse Cash & Carry Strategy Introduction to Futures, Futures Vs Forwards	02 01 01 02 03 03 03	Chalk & Talk, PPT, Case lets	
	January (16)	Margin Requirements Problems on Mark to Market Types of Futures Determination of Futures Price Contango & Backwardation	02 03 01 02 01	Chalk & Talk, PPT, Case lets	

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		Introduction to Options	01		
		Types of Options	02		
		At the Money, In the Money & Out of the Money	02		
		BOPM European Option	02		
February (16)		BOPM European Option	03	Chalk & Talk, PPT, Case lets	
		BOPM American Option	04		
		Introduction to BSOPM	01		
		Assumption of BSOPM	01		
		Problems on BSOPM	06		
		Revision	01		
March (1)		Revision	01		

Total classes

60

Learning Outcomes	
At the end of the course students are able to:	
CO1 : <b>Discuss</b> the uses of financial derivatives in managing the risk.	
CO2: <b>Apply their knowledge</b> of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk and credit risk.	
CO3: <b>Calculate</b> the option pricing using BOPM and BSOPM models	
CO4: <b>Analyze</b> the various factors affecting option pricing.	
CO5: <b>Differentiate</b> between different derivative instruments (Forwards, Futures and options)	

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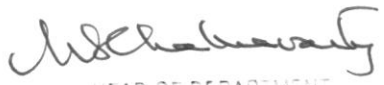
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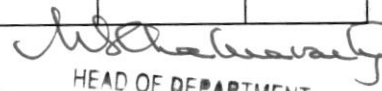
<b>Name of the Program BBA</b>	
<b>Course Title Banking &amp; Insurance</b>	<b>Course Code BBA</b>
<b>Year 2018-19</b>	<b>Semester VI</b>
<b>Name of the faculty Dr. Kavitha Lal</b>	
<b>No of Credits: 4</b>	<b>HPW : 4</b>

<b>Course Objectives</b>
1 To make students understand the functions of banks along with the various types (classification) of banks.
2. To make students understand various types of loans offered by Banks and get overview of Non-Performing Assets.
3. To give students overview of various Trends and Innovations in Banking.
4. To make students understand principles of insurance and the functions of Insurers.
5. To make students understand insurance Intermediaries and to identify Life insurance and General insurance.

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(12)	<b>Unit – I</b> Introduction bank, customer, bank-customer relationship Evolution of banking, origin Role of banks in economic development classification of banks Financial Inclusion	1 2 3 2 2 2	Chalk & board	

  
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2	DEC(15)	<b>Unit – II</b> Loan meaning Types of loans interest rate- meaning – types interest rate determination types of accounts KYC steps followed in the assessment of credit worthiness of a prospective borrower CIBIL, CRR, SLR, International banking NPA	1 2 2 2 1 1 2 2 2	Chalk& board	
3	JAN (16)	<b>Unit- III</b> Trends in banking- retail banking Banking innovations ATM branch less banking, business participant, e- banking consortium loans, inter bank transactions debit and credit card, convenient banking, RTGS, NEFT, payment banks,  changing role of banks as financial intermediaries <b>Unit – IV</b> Insurance meaning- types principles advantages of insurance policies	2 1 1 1 2 2 1 2 2 2	Chalk& board	
4	FEB (16)	life and non- life types functions of insures IRDA <b>Unit – V</b> Life insurance- types insurance contracts, tax treatment, products classification of life insurance-, actuarial science and provisions provisions and special life insurance forms	2 3 1 2 2 1 1 2	Chalk& board	

  
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		health insurance	1		
		general insurance	1		
5	March(1)	third party administrations	1	Chalk& board	

Total classes

60

<b>Learning Outcomes</b>					
1 To <b>Present</b> the functions of banks and to <b>Identify</b> the various types (classification) of banks.					
2. To <b>compare</b> various types of loans offered by Banks and <b>Comment</b> of Non- Performing Assets.					
3. To <b>Define</b> various Trends and Innovations in Banking.					
4. To <b>Appraise</b> principles of insurance and <b>Summarize</b> the functions of Insurers.					
5. To <b>Categorize</b> insurance Intermediaries and to <b>compare</b> Life insurance and General insurance					

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*M. Chakraborty*  
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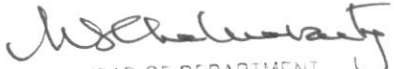
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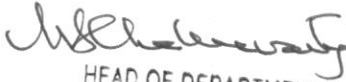
<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Performance Management</b>	<b>Course Code: 685.1</b>
<b>Year: III</b>	<b>Semester: VI</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

<b>Course Objectives</b>
COB1 To make the students understand performance management components.
COB2 To familiarize Performance planning, performance appraisal and performance review.
COB3 To provide brief insights on the elements of Performance Management System and Strategic performance Management System.
COB4 To impart the knowledge on the elements of competency-based performance management system.
COB5 To familiarize the types of decisions based on performance based on compensation.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November (12)	<b>Unit I Introduction to Performance Management</b> Performance Management Definitions & Concepts- Philosophy - Overview Management	2 2	Chalk & Board	

  
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		Objectives and Standards Process of Performance Management Performance Domains Performance Dimensions Teamwork Dimensions Performance Ethics	2 2 1 1	PPT on Performance Management Process  Collage on Performance Domain  Group Discussion on Performance Ethics	
2.	December (15)	<b>Unit II Performance Planning, Appraisal and Review</b> Performance Planning – Process – Contents -Process of developing individual to group performance plans  Process and methods- Objectives – Steps – Design - Types and Methods of Appraisal  Steps in Review – Effective Performance Counselling  <b>Unit III Performance Management System – Importance – Features – Dimensions</b>	5  5  2  3	Chalk & Board  Caselet on Performance Appraisal Role Plays  Simulation exercise on Performance Counselling  Chalk & board and PPT  Case Study analysis of PMS in Dabur	
3.	January	Performance	4	Chalk & board,	

  
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	(16)	<p>Consulting - Four pillars of PMS</p> <p>Strategic PMS – Definition – Characteristics – Components - Advantages and Disadvantages</p> <p><b>Unit IV</b> <b>Competency Based PMS</b> Competency Based Performance Management System Managerial Skills and Competencies Developing Competencies</p>	<p>5</p> <p>3</p> <p>3</p> <p>1</p>	<p>Role play</p> <p>Chalk &amp; board and PPT on Balanced Scorecard</p> <p>Chalk &amp; board Case Study</p>	
4.	February (16)	<p>Competency Identification and Assessment Process</p> <p>Competency Models</p> <p><b>Unit V Decisions Based on Performance</b> Performance based on compensation – Concepts of compensation – Performance Related compensation and benefits</p> <p>Skill based Pay – Competency based Pay – Executive Compensation</p> <p>Performance based career planning – Career Development</p>	<p>3</p> <p>2</p> <p>5</p> <p>2</p> <p>4</p>	<p>Chalk &amp; Board</p>	

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5.	March (1)	Succession Planning	1	Case Study on Succession Planning	
6.	Total Number of Classes		60		

**Learning Outcomes**

BBA685.1CO1: Explain performance management components

BBA685.1CO2 Examine Performance planning, performance appraisal and performance review.

BBA685.1CO3 Examine the elements of Performance Management System and Strategic performance Management System

BBA685.1CO4 Identify the elements of competency-based performance management system

BBA685.1CO5 Categorize the types of decisions based on performance based on compensation

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*M. Chakraborty*  
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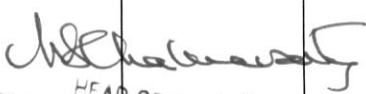
Name of the Program	BBA
Course Title: Industrial Relations in India	Course Code: <u>BBA 685.2</u>
Year: III	Semester: VI(2018)
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

Course Objectives
To understand concept and approaches of Industrial Relations -
To know about determinants of Industrial relations
To provide brief insights about dynamics of trade unions
To make them understand the concept of collective bargaining and workers participation in management
To provide information related settlement of Industrial dispute.

SNo	Month & Week	Units	Syllabus	No of Classes Stipulated	Teaching aids	Review
1	November 12	1	Meaning, definition, actors in Industrial Relations. Concept and scope of industrial relations. Tripartite Scheme. Approaches to employee relations: Sociological Approach, Psychological Approach, Gandhian Approach, Marxian Approach.  Impact of Liberalisation, Privatisation and Globalisation on Indian Industrial Relations.	2 1 1 4  2	Chalk and Board  (Class Room Discussion)	
		2	<b>UNIT-II PROBLEMS OF INDUSTRIAL RELATIONS</b> Characteristics of Indian labour, Good and Bad/poor Industrial Relations. Causes for poor industrial relations.	2	Students Presentation	

*Mrs. V. Ashwini*  
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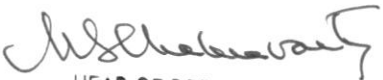
2	December 15	2	<p>Major indicators of the state of industrial relations: Absenteeism, Labour Turn Over, Industrial Indiscipline, Grievances [with special reference to women employees in India],</p> <p>6</p> <p>2</p> <p>Strikes, Lock outs.</p> <p>3</p> <p><b>UNIT-III TRADE UNIONS</b> Definitions. Characteristics of Trade Unions. Types of Trade Unions.</p> <p>3</p> <p>Effects of Liberalisation on Indian Trade Unions.</p> <p>2</p> <p>2</p> <p>Problems of Indian Trade Unions. Trade Union Federations in India -</p>		<p><b>Class room discussion</b></p> <p><b>Case Study</b></p>	
3	January 18	3	<p>Philosophies and objectives of major Indian Trade Union Federations-</p> <p>2</p> <p>AITUC, INTUC and CITU. Future Trends.</p> <p>3</p> <p>4</p> <p><b>UNIT-IV COLLECTIVE BARGAINING AND WORKERS PARTICIPATION IN MANAGEMENT.</b></p> <p>2</p> <p>Collective Bargaining – Meaning, Characteristics, Need, Importance,</p> <p>1</p> <p>Process,</p> <p>3</p> <p>Essential Pre-requisites - Levels of Collective Bargaining.</p> <p>3</p> <p>Advantages and disadvantages of collective bargaining. Collective Bargaining in India.</p> <p>4</p> <p>Worker participation India: Concept &amp; Pre-requisites Forms &amp; Levels of Participation,</p>		<p><b>PPT</b></p>	<p><b>Class room presentations</b></p>
4	February 18	4	<p>Benefit of workers participation in management,</p> <p>3</p> <p>Role of workers participation in Labour welfare &amp; Industrial hygiene.</p> <p>3</p> <p>5</p>		<p><b>Chalk and Board</b></p> <p><b>Case study</b></p>	

  
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			<b>UNIT-V INDUSTRIAL DISPUTES AND LEGISLATIVE FRAME WORK IN INDIA</b> Nature of Industrial Dispute, Salient features of The Industrial Disputes Act, 1947,  Causes and types of Industrial disputes.  Types of conflict Resolution – Statutory & Non Statutory	4  4  4		
5	March 4	5	Machinery for the prevention and settlement of Industrial Disputes.	5	Role Play on settling dispute	

<b>Learning Outcomes</b>
<b>To develop an</b> understanding of Industrial Relations - concept and approaches
<b>To learn</b> about problems and determinants of Industrial relations
<b>To Know</b> about dynamics of trade unions
<b>To learn</b> the process, challenges and application of collective bargaining and workers participation in management
<b>To Analyse</b> the process of legislative framework of settlement of Industrial dispute.

V. Ashwin

  
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