

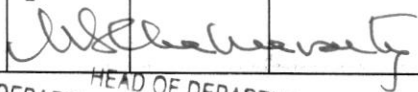


**BHAVAN'S VIVEKANANDA COLLEGE**  
**OF SCIENCE, HUMANITIES AND COMMERCE**  
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**Autonomous College – Affiliated to Osmania University**  
**Department of Management Studies**

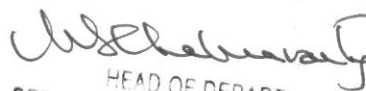
<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Fundamentals of Business and Organization</b>	<b>Course Code: BBA 181</b>
<b>Year: I</b>	<b>Semester: I</b>
<b>Name of the faculty:</b> Mrs. V. Ashwini / Dr. V. Venumadhav	
<b>No of Credits: 04</b>	<b>HPW :04</b>

<b>COURSE OBJECTIVES:</b>
<b>COb1:</b> To have basic knowledge about the various elements of business organization.
<b>COb2:</b> To understand the various forms of business organization.
<b>COb3:</b> To understand the formation of joint stock company
<b>COb4:</b> To comprehend the various sources of long term finance of a company.
<b>COb5:</b> To give an overview of various types of business combination.

S.No	Month & No of Classes	Unit	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June 5	I	Meaning and definition of business – Essentials and scope of business – classification of business activities – meaning – definition	1 2 2	PPT	
	July 21	I  II	characteristics and objectives of business organization.  Evolution of business organization –  modern business, business and profession – Ethics in business.  Forms of business organization –	3  2 3 1	PPT	

  
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		III	sole proprietorship - Partnership (Types of Partners)- Joint Stock Companies and Cooperatives- Their features - relative merits and demerits. sole proprietorship vs Partnership Joint stock company - steps in formation Types of company - memorandum of association - articles of association -	2 2 2 3 3		
August 14		III  IV	prospectus - statement in lieu of prospectus. Business finance - types of markets - Primary market - secondary market - Sources of Corporate finance (Long term - shares, debentures and preference)	3 3 2 2 4		
September 17		IV  V	Overview about financial regulatory bodies (Functions): RBI, SEBI, IRDA. Business combination - meaning - causes - objectives - types and forms - Mergers - takeovers and acquisitions. Networking - Franchising -	4 2 1 3 2 2 3	Case Study	
October 3		V	BPOs and KPOs.	3		

  
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<b>COURSE OUTCOMES</b>
At the end of the course students will be able to:
<b>BBA181CO1:</b> Explain the various elements of business organisation
<b>BBA181CO1:</b> Differentiate the various forms of business organisation.
<b>BBA181CO1:</b> Describe the types and formation of Joint Stock Company.
<b>BBA181CO1:</b> Differentiate the various sources of long term finance of a company.
<b>BBA181CO1:</b> Examine of various types of business combinations.

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*V. Ashwin*

*J. S. Chakraborty*  
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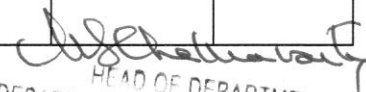


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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Business Mathematics</b>	<b>Course Code :BBA 182</b>
<b>Year :I</b>	<b>Semester: I</b>
<b>Name of the faculty :Dr.N.S.Chakravarthy</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June 5	Unit - I: Arithmetic Progression (A.P.) Geometric Progression (G.P.)	2 3 2	Chalk & Board	
2.	July 21	Harmonic progression 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	2 4 2  1 1 1  1 1 1 3 4	Chalk & Board	

  
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		solution using Matrix Method and Cramer's Rule.			
3.	August 14	<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>	<p>2</p> <p>2</p> <p>1</p> <p>2</p> <p>1</p> <p>3</p> <p>1</p> <p>2</p>	Chalk & Board	
4.	September 17	<p>Limitations and distrust of statistics types of statistical methods, Need for data - Data Collection and Analysis, ) 'Types 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, Types of average, Median, Mode, Arithmetic mean, Relationship between mean, median and mode.</p>	<p>1</p> <p>2</p> <p>1</p> <p>1</p> <p>2</p> <p>3</p> <p>1</p> <p>2</p> <p>2</p> <p>2</p>	Chalk & Board	
5.	october	Measures of Dispersion (range, quartile	3	Chalk &	

*J. S. Chaturvedi*  
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	3	deviation and standard deviation).		Board	
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Total

60

*M. Chakraborty*

*M. Chakraborty*

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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Financial Accounting</b>	<b>Course Code: BBA183</b>
<b>Year: I</b>	<b>Semester: I</b>
<b>Name of the faculty: Mrs. G Archana</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

**Course Objectives**

1. To make the students understand various accounting principles, objectives, functions, origin of Financial Accounting
2. To make students learn the procedure of passing Journal entries, Posting into ledger and to show the preparation of trail balance
3. To make the students experience of preparing various subsidiary books
4. To make students know the procedure of preparing final accounts(Sole Proprietorship)
5. To make students know the procedure of calculation and preparation of asset account sing (SLM,WDV) Method

<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>
	June (05)	<b>Unit I:</b> Introduction- FA- origin and growth, objectives. Functions, limitations Users, science or art book keeping accounting, branches	1 1 1 1	Chalk & Board	
	July (21)	Basic terms, systems of accounting Accounting cycle, concepts & conventions, types of accounts and rules <b>Unit-2</b> Accounting equation- problems Accounting equation- problems Journal, journalizing, journal entries-Ledger Trial balance, suspense account	1 1 2 1  1 1 1 5 2	Chalk & Board	

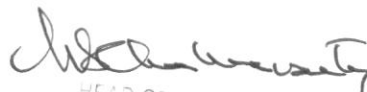
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		<b>Unit-3</b> subsidiary books- cash book, two column and three column cash book- (problems) Two column and three column cash book,	1 1 2 1 1		
	August (14)	Three column cash book- (problems) other subsidiary books <b>Unit-4</b> Capital and revenue expenditure final accounts preparation of trading account, profit and loss account and balance sheet.	3 2 2 7	Chalk & Board	
	September (17)	Trading account Vs Profit & Loss account Vs Balance sheet <b>Unit-5</b> Depreciation- meaning, types causes of depreciation, importance of depreciation, SLM, method of depreciation SLM, problems- WDV methods of depreciation, ( problems), Difference between SLM- WDV. Other methods	2 2 2 1 3 1 3 1 2	Chalk & Board	
	October (3)	Revision-2	3	Chalk & Board	
		Total No of Classes	60		

### Learning Outcomes

1. **Discuss** fundamental accounting principles, functions, uses and accounting cycle
2. **Present** journal entries using double entry book keeping and post in ledger accounts and **Prepare** Trail 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: BBA</b>	
<b>Course Title : Business Economics</b>	<b>Course Code: BBA - 103</b>
<b>Year : 2019-20</b>	<b>Semester: I</b>
<b>Name of the faculty: Dr. Y. Madhuri Srinivas</b>	
<b>No of Credits: 4</b>	<b>HPW: 4</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"><li>1. To impart knowledge on the nature, scope and fundamental principles of business economics.</li><li>2. To create an understanding of the concepts of demand and supply, demand elasticities and determinants of demand.</li><li>3. To impart knowledge on various cost concepts, short run and long run cost curves and economies and diseconomies of scale.</li><li>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.</li><li>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.</li></ol>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June-5	Fundamental concepts of business economics	5	Blackboard, Powerpoint presentation Case study	
	July-21	Concepts of demand demand elasticities	10 11	Blackboard, Powerpoint presentation	
	Aug-14	Cost concepts, short run and long run cost curves	8 6	Blackboard, Powerpoint presentation	
	Sept-17	Short run and long run	4	Blackboard, Powerpoint	

Y. Madhuri

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		production function, law of diminishing marginal returns, Returns to scale, Isoquant curves, Isocost curves.	4 3 3 3	presentation	
	Oct-3	Equilibrium price and output determination	3	Blackboard, Powerpoint presentation	
		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.

*Y. Madhavi*

*J. Chakraborty*  
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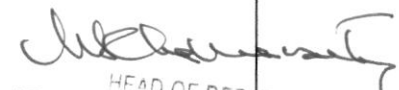
<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Principles of Management</b>	<b>Course Code: BBA281</b>
<b>Year: I</b>	<b>Semester: II</b>
<b>Name of the faculty: Mrs. G Archana, Mrs. V. Ashwini</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

**Course Objectives**

1. To impart the basic Concepts of Management
2. To make the students understand the growth and evolution of management thought
3. To make the students learn about the importance of Planning and Decision making skills.
4. To explain the different types of Organizational Structures.
5. To make them understand the effectiveness of Coordination and Control mechanism in the organization.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	November (10)	<b>Unit I: Management Management: Meaning, Definition, Nature, Purpose, and Importance- Management as Art, Science &amp; Profession- Management Vs Administration Vs Organization; Levels of Management- Roles and skills of Managers</b>	2  2  1  1  1  3	PPT	

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	December (17)	<p>Functions of Management, Styles of Manager <b>Unit II: History and Evolution of Management Thought</b> Industrial Revolution - Scientific Management - Administrative Management, Contribution of Max Webber, Human Relations Movement ( Elton Mayo's Human Relation Movement), Behavioral School of thought (Mc Gregor's Theory X, Y and William Ouchi Z Theory) <b>Unit III: Planning and Decision making</b> Planning - Meaning, Need &amp; Importance Types of plans</p>	<p>2 1  1 2 1 1 2  1  3  2</p>	Case Studies / Videos	
	January (15)	<p>Levels of Planning, Advantage s and Limitations of Planning, Planning Process, Management By Objectives (MBO), Planning Premises, Decision Making – Process, Types of decision making, Characteristics of good decision making process <b>Unit-4 Organizing</b> Organizing - Definition, Meaning, Nature, Process, Authority and Responsibility, Accountability, Delegation of Authority, Process</p>	<p>1 1 1  1 1 2 2  1  1 1  2</p>	PPT/ Management Games	<p> HEAD OF DEPARTMENT DEPARTMENT OF MANAGEMENT STUDIES BHAVAN'S VIVEKANANDA COLLEGE SAINIKPURI, SECUNDERABAD.</p>



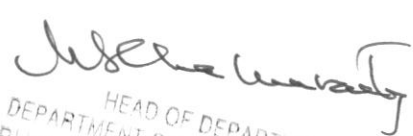


		of delegation and Barriers, Centralization, Decentralization	1		
February (17)		, Span of Control, Organizational Structure - Definition, Types, Line and Staff structure - Overcoming line and Staff conflict <b>Unit-5</b> <b>Coordination and Control</b> Coordination - Need, Types, Requisites for excellent coordination Control Definition, Concept, need, importance and techniques of controlling	2 1 2 2 1 1 1 1 2	Case Study/ PPT	
March (1)		Effective control system	1	Case Study	
		Total No of 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  


  
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<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: Ms. Lalitha Supriya</b>	
<b>No of Credits 4</b>	<b>HPW 4</b>

Course Objectives	
1.	To make students understand meaning, types of a company and different sources of capital. (equity, preference. Debentures)
2.	To make students familiar financial statements of a company in accordance with accounting standards (income statement and balance sheet)
3.	To make students know about causes / differences in balances of cash book and pass book and prepare bank reconciliation statement.
4.	To make students understand the value of inventory using LIFO, FIFO, average methods and specific accounting standards, GAAP, IFRS.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(10)	Company meaning- types, features, formation of a company, sources of capital its features equity, preference, debentures	1 2 2 2 2 1	Chalk & Board	
2	DEC(17)	equity, preference, debentures 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 2 6 2 2 1 2	Chalk & Board	

  
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3	JAN(15)	BRS problems Inventory valuation Methods- FIFO, LIFO, Average methods Inventory valuation problems	8 2 3 2	Chalk &Board	
4	FEB(17)	Inventory valuation problems Accounting standards Overview of Indian Accounting Standards AS-1(Disclosure of accounting principles) AS- 2 ( Valuation of Inventories) AS- 3( cash flow statement) AS-10 (Accounting of Fixed assets) Overview of IFRS Overview of GAAP	5 2 1 1 1 2 1 2 2	Chalk & Board	
5	MAR(1)	Revision	1	Chalk & Board	

Total

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.

*M. S. Srinivasan*  
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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>Name of the faculty: Dr. Y. Madhuri Srinivas Mrs. G Archana</b>	
<b>No of Credits: 04</b>	<b>HPW :05</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1. To provide an understanding of the concepts of business environment, economic growth and development.</li> <li>2. To identify and understand the factors of Indian Business Environment and their impact on businesses.</li> <li>3. To understand the phases of industrialization and the various Industrial Policies of India.</li> <li>4. To study and understand the fiscal, trade and monetary policies.</li> <li>5. To develop insights into procedures followed in estimation and calculation of National Income.</li> </ol>

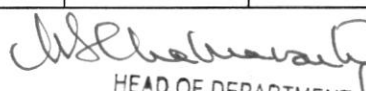
<b>S.No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>No of Classes (Stipulated)</b>	<b>Teaching Methods</b>	<b>Review</b>
		<b>Unit - I</b>			
	November (10)	Business Environment Analysis: Meaning and Definition of environment,	2	Blackboard, Power Point Presentation	
		Types of environment, Business Environment and it's impact on different kinds of business decisions.	6		
		Economic growth	2		
	December	Economic development.	1		

*Y. Madhuri*  
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(17)	<p>Meaning, factors and impact on Small and large scale Businesses.</p> <p><b>Unit - 2</b> Structure of Indian Industry: Phases of industrialization in India, Growth and Role of Public Private Partnership, Role and impact of micro, small and medium enterprises</p> <p><b>Unit - 3</b> Industrial Policies and Planning: Industrial Policies 1948, 1956, 1969, 1973.</p>	1  3  2  1  3	Blackboard, Power Point Presentation	
January (15)	<p>New economic policy 1991. Role of public policies in governing Business. Planning Commission, NITI Ayog</p> <p><b>Unit- 4</b> Policies in India: Fiscal policy of India, Monetary policy of India</p>	6  4  3	Blackboard, Power Point Presentation	
February (17)	<p>Trade Policy of India. Highlights of Current year budget</p> <p><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,</p>	4 4  5  2  2 4	Blackboard	

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		Primary, Secondary and Tertiary sector. Measurement of National income.	4		
	March (1)	Measurement of National Income in India.	1	Blackboard	
		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 the methods to measure national income** and calculation of National Income in India.

M. Madhavi



*M. Chakraborty*  
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<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 mahender</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

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

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June(11)	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 3	Chalk and board	
2.	July (19)	Unit :2 comparative and common size statement analysis 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 2		
3	August (13)	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 1	Chalk and board	
4	September (15)	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 advantages of cash flow	1 3 2 1 2 5 1	Chalk and board	
5	October (2)	funds flow vs cash flow	2	Chalk and board	

Total

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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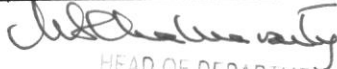


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<b>Name of the Program: BBA</b>	
<b>Course Title : Business Statistics</b>	<b>Course Code: BBA 382</b>
<b>Year : II</b>	<b>Semester: I</b>
<b>Name of the faculty: Dr.S.Lalitha</b>	
<b>No of Credits: 4</b>	<b>HPW: 5</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1. To impart knowledge on fundamental principles of business statistics</li> <li>2. To create an understanding of the concepts of basics of statistics like skewness &amp; kurtosis</li> <li>3. To impart knowledge on regression analysis.</li> <li>4. To impart knowledge on Index numbers and their application methods and areas</li> <li>5. To create an understanding of Time series and its practical applications</li> </ol>

<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>Classes Stipulated</b>	<b>Teaching Methods</b>	<b>Review</b>
June(11)	<b>Unit I: Statistics</b> —Need for Data – Tabulation and Presentation. Methods of data Classification –tabulation of Data – Frequency Distribution -Types of Frequency Distributions , <b>measures of Central Tendency-</b> , Mean –Combined mean, Weighted mean, Median –Quartiles, Deciles and Percentiles, Mode – Relationship between Mean, Median and Mode. Geometric Mean (GM) –Weighted GM, Harmonic Mean (HM). Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.	4 5 2	Chalk &board, Powerpoint presentation Case study	
July(19)	Measures of Dispersion– Significance and Requisites of a Measure of dispersion, Concept of Variation, Range, QD, MD, SD and Lorenz Curve – for Grouped and Ungrouped – Advantages and Disadvantages. Coefficient of Variation. Measures of S-K, Relative measures of S-K <b>Unit II: (12 periods)</b> <b>Correlation</b> - Correlation Analysis - Scatter diagram, Positive and negative Correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.	4 5 3 3 4	Chalk &board, Powerpoint presentation	
Aug(13)	<b>Unit III Regression</b> Regression Analysis - Concept, Least square fit, two lines of regression, properties of regression coefficients (Simple problems only) and interpretation of regression line.	7 6	Chalk &board,	

  
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Sept(15)	<b>Unit IV: Index Numbers:</b> Index Numbers Introduction – Types – Problems in Construction- Characteristics – Construction of weighted 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 <b>Unit V: Time Series Analysis :</b> Time Series Analysis Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis – Free hand curve, Semi averages, moving averages,	4 4 2 3 2	Chalk &board,	
Oct(2)	Least Square methods (Simple problems only)	3	Chalk &board,	
	Total	60		

#### Learning Outcomes

- 1 Define Basic concepts of statistics in business and their applications
- 2 Describe about skewness and kurtosis and become capable in understanding their applications.
- 3 Practically use regression analysis in research and business situations.
- 4 To generate an understanding of Index numbers and their applications.
- 5 To provide application capabilities of Time series analysis in business situations.

*S. Lalitha*

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Programme BBA- Second Year 2019-20 Course Title: Human Resource Management II

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 / Mrs.K.Suvarchala Rani	
No of Credits: 04	HPW :04

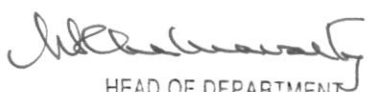
Course Objectives			
COB1: To make students understand the need and importance of Human Resource Management for effective functioning of the organisation.			
COB2: To provide brief insight into the different HRP forecasting techniques.			
COB3: To explain the concepts of Job analysis and Job Design			
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	Teaching Aids	Review
June	11	I	Concept – Definition –Scope – Importance – Role and Functions of HRM -Personnel Management Vs HRM – Current and Future Challenges in HRM ,	2 4 1 2	PPT	

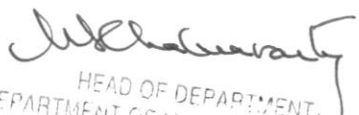
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			Jobs and Careers in HRM	2			
<b>July</b>	<b>19</b>	<b>I</b>	Strategic HRM( Process and Models)	<b>3</b>			
		<b>II</b>	Human Resource Planning – Meaning and Definition Objectives	<b>2</b>			
			Human Resource Planning (HRP)- Process of HRP -	<b>2</b>			
			HRP Forecasting and supply Techniques	<b>4</b>	Designing Job description and specification		
			-Benefits and Barriers to HRP, Effective HRP	<b>1</b> <b>1</b>			
		<b>III</b>	Job Analysis concept , meaning – Job analysis process, Job Description – Job Specification	<b>1</b> <b>3</b> <b>1</b> <b>1</b>			
<b>August</b>	<b>13</b>	<b>III</b>	Job Design Concept, approaches and Techniques,	<b>1</b> <b>3</b>		Recruitment Drive	
		<b>IV</b>	Job Rotation , Job enlargement and Job Enrichment.	<b>2</b>			
			Recruitment – Meaning and Objectives ,	<b>1</b>			
			Process and Sources of Recruitment- Selection – Concept Process	<b>4</b> <b>2</b>			
<b>September</b>	<b>15</b>	<b>IV</b>	Types of Tests , Types of Interviews , Recruitment V/S Selection.	<b>2</b> <b>1</b> <b>1</b>	Videos		
		<b>V</b>	Placement Meaning and Process ,	<b>2</b>			
			Induction – Definition-Meaning-Types and Process, Socialization stages ,	<b>3</b> <b>3</b>			
			Employee Mobility Promotion – Demotion	<b>3</b>			
<b>October</b>	<b>2</b>		Retirement - Transfer – Separation	<b>2</b>			
<b>Total Classes</b>				<b>60</b>			

  
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<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.

V. Ashwin  
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**Academic Organizer for the Academic Year – 2019-20**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Fundamentals of Marketing -1</b>	<b>Course Code: BBA383</b>
<b>Year: II</b>	<b>Semester: III</b>
<b>Name of the faculty: Mrs. G Archana</b>	
<b>No of Credits: 04</b>	<b>HPW : 04</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1. To understand Marketing as an important function of a business organizations</li> <li>2. To develop an idea of marketing environment and its components.</li> <li>3. To make the students know about the concepts of MIS.</li> <li>4. To provide insights of the demand analysis and estimation, measurement and forecasting.</li> <li>5. To make the students know about the concepts of segmentation, targeting and positioning of products or services of organizations about the demand estimation.</li> </ol>

<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>
	June (11)	<b>Unit – I History and Origin of Marketing</b> Meaning and Definition of Basic Marketing Concepts; Market – Types: Consumer, Rural, Business Marketing, Philosophies of Marketing, Marketing Management, Marketing Management Process, Need, want, Customer, Customer Value, Consumer, Satisfaction Delight, Exchange Process, Marketing System, Marketing Mix and related concepts.	2 2 1 2 2 2	Power Point Presentation, Case Studies	
		<b>Unit-2 Marketing Environment:</b> Micro Environment: The Company, Suppliers, Marketing Intermediaries, Customers, Competitors, Publics, Macro environment: Demographics, Economic Environment, Natural Environment, Political Environment,	2 5		

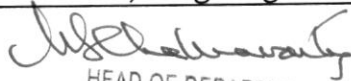
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		Cultural Environment, Impact of Marketing environment on marketing decision variables.	2		
	July (19)	<b>Unit-3 Market Analysis:</b> Market Evolution Market Development, Market fragmentation, Market Profile, MIS, Component of MIS, Market Research, Step in Market Research, Market Penetration <b>Unit-4: Demand Analysis:</b> Nature of Demand, Market Demand	1 1 1 1 1 2 1 1 1 1	Power Point Presentation, Case studies	
	August (13)	Demand situations and tasks of marketing, Measure of Market Demand, Demand Schedules, Role of Demand forecasting in decision making, Demand estimation and measurement, Demand forecasting, characteristics of good demand forecasting, Steps in demand forecasting, Forecasting methods for current and future demand	1 1 2 2 2 2 1 2	Power Point Presentation, Case Studies	
	September (15)	<b>Unit-5: Segmentation and Targeting</b> Segmenting Consumer Markets, Business Markets, International Markets, evaluating market segments, Selecting Market Segments, Target Market, Target Market identification, Market Targeting, Mass Marketing, Niche Marketing	3 2 2 2 2 2 2	Power Point Presentation, Case Studies	
	October (2)	Revision	1		
		Total No of Classes	60		

### Learning Outcomes

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



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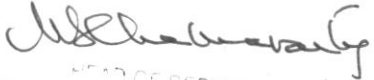
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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title : Financial Management</b>	<b>Course Code : BBA 484</b>
<b>Year : II Year</b>	<b>Semester : IV Semester</b>
<b>Name of the faculty : V. Achuta Lalitha Supriya</b>	
<b>No of Credits : 4</b>	<b>HPW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

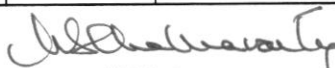
<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1. To discuss scope, functions, objectives of financial management and to understand the risk and return relationship, time value of money</li> <li>2. To calculate the non- discounted and DCF methods of capital budgeting.</li> <li>3. To 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 (10)	<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>1</p> <p>1</p> <p>1</p> <p>2</p>		
2.	December (17)	<p>Problems: short answer questions on present value &amp; future value</p> <p><b>Unit II: Capital Budgeting</b></p> <p>Capital Budgeting – Types, Traditional( non- discounting methods) and modern methods( Discounting methods) of 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>Retained earnings.</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</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> <p>1</p>	Chalk and Board	
3.	January (15)	<p>Cost of capital –</p> <p>Specific cost of capital – debt – equity- preference – retained earnings;</p> <p>weighted average cost of capital – Book value weights</p>	<p>1</p> <p>3</p> <p>2</p> <p>1</p> <p>2</p>	Chalk and Board	

  
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		and market value weights. ** Problems: WACC (weighted average cost of capital) <b>Unit IV: Dividend Theories</b> Dividend function types of dividend ( cash and bonus shares)	3  1 2		
4	February (16)	dividend theories – relevance theories- Walter’s dividend model, Gordon’s dividend model. ** Problems: Walter’s model , Gordon model. <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.	2  2 4  1 1 1 1 4	Chalk and Board	
5.	March (1)	Estimation of working capital. ** Problems: estimation of working capital.	1	Chalk and Board	

*Total*

*60*

<p>Learning Outcomes</p> <p><b>1 Demonstrate</b> functions of financial management in business corporations, Knowledge of the value of money overtime.</p> <p><b>2 calculate</b> the various capital budgeting techniques for taking investment decisions .</p> <p><b>3 Distinguish</b> between equity, debt and preference capital. <b>Calculate</b> specific cost of capital and weighted average cost of capital.</p> <p><b>4 Demonstrate</b> the concept of working capital <b>Determine</b> working capital estimation.</p> <p><b>5 Calculate</b> value of the firm using Walter’s Model, Gordon’s Model dividend theories .</p>
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*M. Chakraborty*

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*K. Chakraborty*



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**Academic Organizer for the academic Year –2019-20**

<b>Name of the Program:</b> BBA	
<b>Course Title :</b> Fundamentals of Marketing II	<b>Course Code: BBA 483</b>
<b>Year :</b> 2019-20	<b>Semester:</b> IV
<b>Name of the faculty:</b> Dr.Y.Madhuri Srinivas / Dr Lalitha	
<b>No of Credits:</b>	<b>HPW:</b> 3+

<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-10	Product decisions Pricing decisions Branding decisions	4 4 2	Blackboard, Powerpoint presentation Case study	
	Dec-17	Types of channels Promotion mix Sales promotion, PR, Personal selling	7 7 3	Blackboard, Powerpoint presentation	
	Jan-15	Cost concepts, short run and long run cost	8 7	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	4		
		Marketing control	3		
		Marketing audit			
	Mar-1	Services marketing mix, Measuring service quality	1	Blackboard, Powerpoint presentation	
		Total	60		

#### Learning Outcomes

1. Define basic concepts of Product, pricing and branding.
2. Describe the characteristics of the distribution channels and the promotion mix.
3. Describe the advantages and challenges of digital marketing.
4. Designing the marketing plan and describe methods of marketing control.
5. Describe the services marketing mix and summarize the gaps model.

*Y. Madhusri*

*M. S. Chakraborty*

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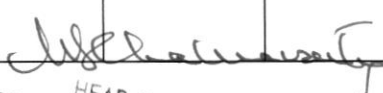


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**Academic Organizer for the academic Year – 2019-20**

<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 10	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,	4  4 2	Chalk & Board	
2.	December 17	Marginal, Conditional and joint Probabilities  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	2  1 3 3	Chalk & Board	

  
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		applications; 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	3  2  3		
3.	January 15	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 2	Chalk & Board	
4.	February 17	. 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	3 3  2 1 3 3 2	Chalk & Board	
5.	March 1	and two way ANOVA'	1	Chalk & Board	

Total

60

#### Learning Outcomes

CO1:Define the basic concepts related to products, describe the steps in new product development, elaborate on the types and stages of a product life cycle and describe the various pricing methods.

CO2:Describe the various types and levels of distribution channels, elaborate on the channel design decisions, and describe the various tools of the promotion mix.

CO3:Define the online consumer, enumerate the advantages and disadvantages and challenges of online

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marketing, define web forums, web communities, webcasting and narrowcasting, and describe online marketing strategies.

CO4: Describe the various steps in strategic planning at the business level, designing a marketing plan, elaborate on the various methods of marketing control.

CO5: Define the service concept and the goods-services continuum, elaborate on the 4Is of services and the associated challenges, describe the tools of the services marketing mix, elaborate on the measurement of service quality through the service gaps model..

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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Human Resource Management-II</b>	<b>Course Code: <u>BBA 481</u></b>
<b>Year: II</b>	<b>Semester: IV(2018)</b>
<b>Name of the faculty: Mrs. K.Suvarchala Rani &amp; Mrs. V. Ashwini</b>	
<b>No of Credits: 04</b>	<b>HPW :04</b>

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			

S.No	Month	Particulars	No of Classes	Teaching Methods	Review

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1	November (10)	<b>Unit I: Human Resources Development (HRD)</b> Need, Scope and Objectives- Future of HRD  Training and Development – Concept of training and objectives Difference between training and development Process of training: TNA, Training Methods, Evaluation Benefits of training MDP	2  2 1 5  1 1	Chalk and Board .Students are asked to design their own training process for a fictitious company
2	December (17)	<b>Unit II: Career Planning &amp; Development and Performance Appraisal</b>  Career-Career Planning Career Development – Career anchors Career Stages Career Planning Process Career Development – Individual career development and Organizational career development Mentoring and Counselling  Performance Appraisal – Concept Process of Performance Appraisal Methods of Appraisal Errors in Performance Appraisal	1 1 1 1 1 1 1 1 3 1 1	Videos Chalk and Board , Discussion on how career has to be planned
3	January (15)	<b>Unit III: Wage and Salary Administration</b>  Compensation and Benefits - Objectives -Function Compensation Structure Concept of Wage (minimum, fair and living wage) Concept of Salary - Factors affecting wage and salary administration Job Evaluation meaning and methods Wage differentials Incentive Plans – Individual, Group and Organizational wide incentive plans Fringe Benefits Executive compensation	1 1 1 1 2 1 2 2 1 1	Chalk and Board and Students design their own payslip for a position.  Students calculate and decide how much salary or wage will
		<b>Unit IV: Employee Relations</b> Social Security Measures and	1	

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4	February (17)	Legislation in India	2	<b>be given to different positions</b>	
		IR – Meaning and Importance of IR	1		
		Dunlop IR model	1		
		Factors affecting IR	1		
		Trade unions – Types of trade unions	1		
		Employee Discipline-objectives-Indiscipline-	1		
		Disciplinary Procedure	2		
		Employee Grievance-Grievance Redressal Mechanism	1		
		Collective bargaining	2		
		Participative Management	2		
5	March (1)	<b>Unit V Contemporary HRM Practices</b>	2	<b>Discussion on Importance of IR in companies</b>	
		HRIS	2		
		HR Audit	2		
		HR Research	5		
		HR Accounting	1		
		Diversity Management			
				<b>Case Study</b>	
				<b>Chalk and board</b>	
	Total No of Classes		60		

### Learning Outcomes

BBA481CO1: To explain the importance of 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

*K. V. Ashwin*

*J. Chakravarthy*  
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**Academic Organizer for the academic Year – 2019-20**

<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> <i>Dr. Mahendra Dr. Kavitha Lal</i>	
<b>No of Credits : 4</b>	<b>HPW : 4</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.	November 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	

*V. Achuta*

*V. Achuta*  
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2.	December 17	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  1 1	Chalk & Board	
3.	January 15	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  2 2 2 2  1 1 1 1 1	Chalk & Board	
4.	February 16	Problems on Flexible budget Unit V Standard costing – meaning Standard costing Vs Budgetary control Types of standards Standard setting Material variances Labour variances Sales variances	6  1 1 2 1 2 2 1	Chalk & Board	
5.	March 1	Sales variances	1	Chalk & Board	

Total classes

60

Learning Outcomes

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

2. **Construct** the break-even charts and **determine** the break-even point.

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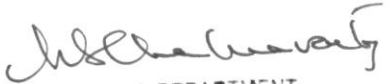
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3. **Analyze** business decisions using cost-volume-profit analysis.

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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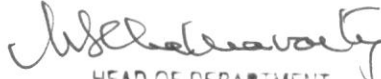
**Academic Organizer for the academic Year –2019-20**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Digital Marketing</b>	
<b>Year III</b>	<b>Semester V</b>
<b>Name of the faculty : Mr. Nithin Bharadwaj</b>	
<b>No of Credits: 2</b>	<b>HPW 2</b>

**Course Objectives**

1. To Understand digital marketing media and strategies.

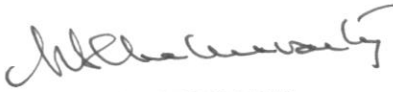
<b>S.No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>No of Classes (Stipulated)</b>	<b>Teaching Methods</b>	<b>Review</b>
1	JUNE (05)	<b>Unit I:</b> Introduction to Digital Marketing, Digital consumer, Digital domains, Distinction between traditional marketing and Digital Marketing,	1 1 1 2	PPT	
2	JULY (09)	Advantages and disadvantages of Digital Marketing, Challenges of Digital Marketing, Online Marketing strategies  <b>Unit II:</b> Types of digital marketing: email marketing, mobile marketing, content marketing,	1 2 2  1 2 1	PPT & Case Study Analysis	
3	AUGUST (07)	Search Engine Optimization (SEO), Pay Per Click advertising (PPC), online public relations (PR), social media marketing,	2 2 2 1	PPT & Case Study Analysis	

  
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4	SEPTEMBER (08)	Social Media Marketing Content marketing, Affiliate marketing, Viral marketing, Influencer marketing,	1 2 2 2 1		
5	OCTOBER (1)	Online/website marketing	1	PPT & Case Study Analysis	
		Total Classes	30		

<b>Learning Outcomes</b>
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1. To <b>summarize</b> how digital marketing strategies can be effectively used to increase sales
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Bharatiya Vidya  
**Bhavan**

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

**Course Objectives**

1. To understand International Business important content to know in business organizations
2. To develop an idea of International Business environment and its components.
3. To make the students know about Global Market Entry Strategies
4. To provide insights of E-business
5. To make the students know about Managing Global Business

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(11)	<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 3 3	Power Point Presentation, Chalk & board, Case Studies	
July(19)	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 3 5 2	Power Point Presentation, Chalk & board, Case Studies	

*Mrs*

*for*

*S. Lalitha*

*M. Mahavathy*  
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August(13)	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	3 3 2 2 2 1	Power Point Presentati on, Chalk & board, Case Studies	
September (15)	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 3	Power Point Presentati on,Chalk & board, Case Studies	
October(2)	International HRM -functions	2	Power Point Presentati on,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

*Mun*

For.  
*S. Karthika*

*M. Srinivas*  
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**Academic Organizer for the academic Year –2019-20**

<b>Name of the Program: BBA</b>	
<b>Course Title :Research Methodology</b>	<b>Course Code: BBA583</b>
<b>Year :2019-20</b>	<b>Semester: V</b>
<b>Name of the faculty: Dr. Y. Madhuri Srinivas</b>	
<b>No of Credits:</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-11	Obj., types, steps in research, Research designs	3 3 5	Blackboard, Powerpoint presentation	
	July-19	Data collection methods Research process, research plan, sampling plan, methods, questionnaire	4 4 4 4 3	Blackboard, Powerpoint presentation Mini project-survey	
	Aug-13	Levels and types of	4	Blackboard, Powerpoint	

*Y. Madhuri*

*Y. Madhuri*  
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		measurement scales, types of hypotheses, non-parametric tests	2 7	presentation	
	Sept-15	Types of reports, Report writing, format of a report.	7 8	Blackboard, Powerpoint presentation	
	Oct-2	Revision	2	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. Madhava*

*J. Chakraborty*  
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Academic Organizer for the academic Year – 2019-20

Name of the Program	BBA
Course Title : Investment Management	Course Code: 504.1
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 (11)	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 03	Chalk & talk; PPT	
	July (19)	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 03	Chalk & Talk; Student Presentations; Chart Construction using Excel	
	August (13)	Two Stage & Three Stage Model P/E Model Holding Period Return (bond)	03 01 01	Chalk & talk	

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		YTM YTC	03 02		
		Markowitz Model (Portfolio Risk and Return)	03		
September (15)		Markowitz Model (Portfolio Risk and Return) APT CML and SML CAPM	01 01 02 03	Chalk & Talk	
		Portfolio Evaluation Time Weighted & Dollar Weighted Returns Sharp's Index Tryenor's Index Jensen's Index	01  01 02 02 02		
October (2)		Revision	02		

*Total classes*

66

**Learning Outcomes**

- C01 : **Discuss** the various investment avenues and differentiate between financial assets and real assets.  
 CO2: **Discuss** the relationship between economy, industry and company.  
 CO3: **Interpret** the chart patterns and **construct** the various charts used in technical analysis.  
 CO4 : **Calculate** the risk and return and **determine** the intrinsic value of equity and bonds.  
 CO5: **Construct** the two and three security portfolio using Markowitz model.  
 CO6: **Rank** the portfolios using sharpe's, Tryenor's and Jensen's Model

*Subir*

*M. S. Chaturvedi*  
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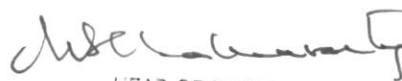


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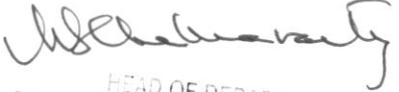
Name of the Program	BBA
Course Title: Leadership and Change Management	Course Code: BBA 585.1
Year: III	Semester: V
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

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

  
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### Lesson plan

Month	Total no. of classes	Unit	Topic	No. of classes	Teaching Aids	Remarks
June	11	I	Definition- Nature and importance of leadership – Leadership effectiveness- Characteristics of Effective Leader -Determinants of Leadership (leader, follower and situation), leader follower relationship - leadership vs. Management- Leadership Roles – Leadership Traits- Leadership Motives.	2 2 2 2 2 1	Chalk and Board	
July	19	I  II	Trait theory - Behavioral theories – (Ohio State & Michigan Leadership studies) – Contingency theories of leadership (Fiedler, Path goal Theory) Leadership behaviors and Attitudes- Super Leadership (Leading others to leading themselves) – Leadership Styles – Participative Leadership – Grid Styles- The Entrepreneurial Leadership Style- Gender Differences in Leadership Style- Selecting Best Leadership Style- Charismatic Leadership - Types of charismatic leaders and their communication style - Transformational leadership - attributes of transformational leaders -	2 3 2 3 2 4 3	Case study	
August	13	III	Nature of teams – Determinants of Team Performance – Leadership in different types of Teams – Procedures for facilitating Team learning – Applications: Guidelines for Team building – Decision making in groups - Leadership functions in Meetings - Applications: Guidelines for leading Meeting	3 2 2 2 4	PPT	

  
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September	15	IV	Concept and Need for change, Types of change - Forces of change - imperatives of change, characteristics of effective change -	2 2 2 1	Case Study	
		V	Perspectives of change -Individual change, group change and institutional change - Organizational change vis-à-vis Organizational transformation  Introduction- Process of change, Models Of Change (Process Models( Lewins Model of Change , Action Research Model) Content Models (Burke- Litwin Model) Integration Of Change Models (Six Box Model)-	2 1 2 2 1		
October	2	V	Resistance to change - overcoming resistance to change. Change Agent - role of change agent Leadership & change - Kotter's Model of Change	2	Case study	
<b>Total Classes</b>				<b>60</b>		

Learning Out Comes

**To identify key theoretical concepts of Leaderships**

**To develop an understanding of** basic attribhtes, behaviours and styles of Leadership

**To learn how to design and develop** leadership in decision making teams and groups

**To develop insights and acquire** a sound knowledge regarding the role and concepts of organisational change

**To identify** the process of effective planned change

V. Ashwini

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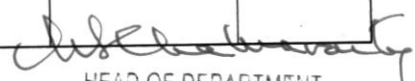
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**Academic Organizer for the academic Year –2019-20**

<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 <b>make</b> 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(11)	Introduction, financial system components of Indian Financial System traditional and modern activities importance of financial services challenges new financial services	1 2 3 2 1 2	chalk & Board	
2	JULY(19)	Primary securities market- new issue market functions and methods players in new issue market secondary market	2 3 2 2 2		

  
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		stock exchange – functions trading procedures types of speculators role of SEBI Merchant banking, meaning services of merchant banker	2 1 2 2 1	Chalk & Board	
3	AUGUST(13)	responsibilities role in new issue management regulation of merchant bank Credit rating- meaning- functions debt rating system ICRA CRISIL	1 2 2 2 2 1 1	Chalk & Board, PPT	
4	SEPTEMBER(15)	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 2 2 2	Chalk & Board PPT.	
5	OCTOBER(2)	Scope and importance of venture capital financing Revision	1 1		
		Total	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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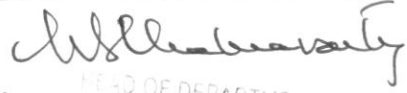
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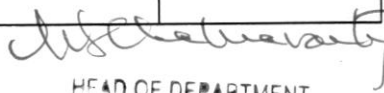
<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Talent Management</b>	<b>Course Code: BBA 585.2</b>
<b>Year: III</b>	<b>Semester: V</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

<b>Course Objectives</b>
<b>COb1:</b> To create an understanding on the elements of Talent Value Chain <b>COb2:</b> To make the students familiarize the elements of a talent friendly organization and Talent Measurement System <b>COb3:</b> To make the students comprehend the elements of Talent Management System <b>COb4:</b> To familiarize students with the properties of talent planning <b>COb5:</b> To make the students understand the concept of return on Talent

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (11)	<b>Unit I:</b> Talent value chain talent breed innovation five links in the idea-talent chain five ways to create value Idea Value chain	2 2 3 3 1	Chalk & Board Case Study	
2.	July (19)	Idea Value Chain <b>Unit-II:</b> talent engine of new economy (discussed) difference between talents and knowledge workers, leveraging talent	1 3 3	Chalk & Board	

  
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		friendly organizations, elements, talent satisfaction measurement system. <b>Unit-III:</b> Talent management system elements and benefits of talent management system: attracting, keeping and managing talent,	4 2 2 2 2	PPT	
3.	August (13)	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 1 2 3 2	PPT's on Talent friendly organizations  Chalk & Board Group Discussion	
4.	September (15)	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;	1 2 2 3 3	Chalk & Board  Case Study	

  
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		Optimizing ROT	4		
5.	October (2)	The seven secrets of talent.	2		

Total classes 60

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

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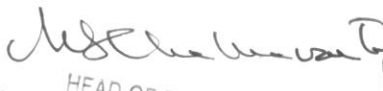
Name of the Program	BBA
Course Title: Business and Corporate Law	Course Code: BBA 683
Year: III	Semester: VI
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

<b>Course Objectives</b>
<u>Course Objectives</u> COb1: To make students understand the different laws of contract COb2: To impart the knowledge of <b>sale of goods act</b> COb3: To make them understand the concepts of Negotiable instruments Act . COb4: To know about the law relating to the formation of company and companies act. COb5 To make students aware of consumer protection law in India and IPR

S.No	Month & No of Classes	Units	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	November (10)	1	Essential elements of a valid contract- definition, classification of contract, Legal rules of offer and acceptance and consideration , capacity of parties,	1 1 2 1 1	Case Study	

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			concept of Free consent (Coercion, undue influence , Misrepresentation , fraud ,	4		
	December (17)	I	mistake and types of mistake) ,	1	Chalk and Board	
			breach of contract- remedies.	2		
		II	Contract of sale of goods, definition, formation of contract,	1 1		
			sale and agreement to sell,	2		
			conditions and warranties-	4		
			transfer of property in goods-	3		
			unpaid seller.	1		
		III	Definition, types and characteristics of negotiable instruments -	2		
	January (15)	III	promissory notes,	1	PPT	
			bills of exchange,	1		
			cheques,	1		
			holder and holder in duecourse,	1		
			transfer of negotiable instrument, presentment, dishonor and discharge,	1 1		
		IV	hundis, banker and customer -	1		
			crossing of cheques.	1		
			Definition, Formation of company, Memorandum and Articles of	1 2		
			Association,Types of companies,	2		
			Highlights of Companies Act 2013	2		

  
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February (17)	IV	Appointment of Directors and Managing Director,  Powers of Board,  Meetings of Board, Company Meetings, Statutory Meetings, Annual General Meetings And Extraordinary General Meeting	2  1  2	Case study
	V	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,	3 2 2 3 2	
March (1)	V	Intellectual property protection and enforcement.	1	
	Total No of Classes		<del>60</del> 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.

*V. Ashwin*

*[Signature]*  
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Organizer for the academic year (2019-20)**

Name of the Program	BBA
Course Title: STRATEGIC MANAGEMENT I	Course Code: BBA401
Year: III	Semester: VI
Name of the faculty: <del>Dr. S. Lalitha</del> Nitin Bharadwaj	
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(10)	<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	3 4 3	Power Point Presentation , Chalk & board, Case Studies	
December(17)	<b>Unit II: Strategic Position:</b> Evaluating a Company's external environment 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	2 3 2 2 2 1 2 2	Power Point Presentation , Chalk & board, Case Studies	

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for  
S. Lalitha

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	Competitive Advantage-	1		
January(15)	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 2	Power Point Presentation  Chalk & board, Case Studies	
February(17)	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.	4 2 2 2 2 3 2	Power Point Presentation ,Chalk & board, Case Studies	
March(1)	Corporate governance.	1	Power Point Presentation ,Chalk & board,	
	TOTAL	60		

**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

for

S. Lakshmi

M. Chakravarthy

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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 (2019-20)
Name of the faculty: Mrs. Dr.V.Venu Madhav	
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 10	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)   Students Presentation	
2	December	2	<b>UNIT-II PROBLEMS OF INDUSTRIAL RELATIONS</b>		Class room	

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	17		<p>Characteristics of Indian labour, Good and Bad/poor Industrial Relations.</p> <p>Causes for poor industrial relations</p> <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>Strikes, Lock outs.</p> <p><b>UNIT-III TRADE UNIONS</b></p> <p>Definitions. Characteristics of Trade Unions. Types of Trade Unions.</p> <p>Effects of Liberalisation on Indian Trade Unions.</p> <p>Problems of Indian Trade Unions. Trade Union Federations in India -</p>	<p>2</p> <p>6</p> <p>2</p> <p>3</p> <p>2</p> <p>2</p>	<p>discussion</p> <p>Case Study</p>	
3	January 15	<p>3</p> <p>4</p>	<p>Philosophies and objectives of major Indian Trade Union Federations- AITUC, INTUC and CITU. Future Trends.</p> <p><b>UNIT-IV COLLECTIVE BARGAINING AND WORKERS PARTICIPATION IN MANAGEMENT.</b></p> <p>Collective Bargaining – Meaning, Characteristics, Need, Importance, Process,</p> <p>Essential Pre-requisites - Levels of Collective Bargaining.</p> <p>Advantages and disadvantages of collective bargaining. Collective Bargaining in India.</p> <p>Worker participation India: Concept &amp; Pre-requisites Forms &amp; Levels of Participation,</p>	<p>2</p> <p>2</p> <p>1</p> <p>3</p> <p>3</p> <p>4</p>	PPT	Class room presentations
4	February 17	<p>4</p> <p>5</p>	<p>Benefit of workers participation in management,</p> <p>Role of workers participation in Labour welfare &amp; Industrial hygiene.</p>	<p>2</p> <p>3</p>	<p>Chalk and Board</p> <p>Case study</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 Machinery for the prevention and settlement of Industrial Disputes.	4 4 4		
5	March 1	5		1		

<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.

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*M. Srinivasulu*  
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Name of the Program	BBA
Course Title: Operations Management	Course Code: BBA684
Year: III	Semester: <b>VI</b>
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

### Course Objectives

- 1.To understand Operations Management as an important function of business organizations
2. To make the students know about Scheduling of Production Operations.
- 3.To make the students know about Plant Location and Layout
- 4.To provide insights of Statistical Quality Control
5. To make the students know about the procedure of Six Sigma

classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(10)	<b>Unit I: Introduction</b> :Introduction to operations Management, Role of operations management in total management system, interface between operations system and systems of other functional areas, characteristics of process technologies- project, job shop, assembly, batch and continuous.	4 3 3	Power Point Presentation, Chalk & board, Case Studies	
December(17)	<b>Unit II: Scheduling of Production Operations</b> Inter relationship between product life cycle and process life cycle, PPC – Basic functions of production planning and control, Job sequencing of products in multi product, multi stage situations. (n jobs 2 machines and n jobs 3 machines ) <b>Unit III: Plant Location and Layout</b> Plant layout – different types of layouts –	3 4 5 2 3	Power Point Presentation, Chalk & board, Case Studies	
January(15)	Factors affecting different types of layouts Plant location: theories of plant location and factors influencing location.  <b>UnitIV :Statistical Quality Control:</b> Quality control, SQC, control charts for variables – average , range and S D	4 3 2  2 4	Power Point Presentation, Chalk & board, Case Studies	
February(17)	Control chart for attributes – fraction defective and number of defects. <b>Unit V: Six Sigma</b> Concept of six sigma, objectives of six sigma – framework – DMAIC – DMADV – Six sigma organization	6  4 7	Power Point Presentation, Chalk & board, Case Studies	

*S. Lalitha*

*J. Chakravarthy*  
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March(1)	Six sigma organization – roles and responsibilities.	1	Power Point Presentation, Chalk & board,	
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Total

60

**Learning Outcomes**

1. **Express** Marketing as important function and make students know about the basic concepts of Marketing
2. **Develop** an idea about the process of Segmentation, Targeting and positioning.
3. **Familiarise** students with details of marketing mix
4. **Identifying** insights about Consumer behavior
5. **Explain** students about the process marketing control

*S. Halitha*

*M. Chhabra*

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Academic Organizer for the academic Year – 2019-20

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 <b>(10)</b>	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	Chalk & Talk, PPT,	
	December <b>(17)</b>	Evolution of Derivatives Market in India 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 02 01 01 02 03 03 03	Chalk & Talk, PPT, Case lets	
	January <b>(15)</b>	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	01		
	February (16)	BOPM European Option	04	Chalk & Talk, PPT, Case lets	
		BOPM American Option	04		
		Introduction to BSOPM	01		
		Assumption of BSOPM	01		
		Problems on BSOPM	06		
	March (2)	Revision	02		

Total

60

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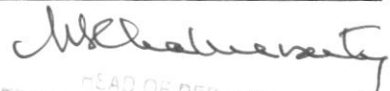
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<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Performance Management</b>	<b>Course Code: 685.1</b>
<b>Year: III</b>	<b>Semester: VI</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

<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.

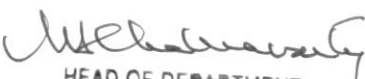
S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November (10)	<b>Unit I Introduction to Performance Management</b> Performance Management Definitions & Concepts- Philosophy - Overview Management Objectives and Standards Process of Performance Management	2 2 2 2	Chalk & Board   PPT on	

  
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		Performance Domains Performance Dimensions	1 1	Performance Management Process  Collage on Performance Domain	
2.	December (17)	Teamwork Dimensions Performance Ethics <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</b> – Importance – Features – Dimensions	1 1 5 5 2 3	Group Discussion on Performance Ethics       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 (15)	Performance Consulting - Four pillars of PMS	4	Chalk & board, Role play	

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		Strategic PMS – Definition – Characteristics – Components - Advantages and Disadvantages	5	Chalk & board and PPT on Balanced Scorecard	
		<b>Unit IV Competency Based PMS</b> Competency Based Performance Management System Managerial Skills and Competencies	3 3	Chalk & board Case Study	
4.	February (17)	Developing Competencies Competency Identification and Assessment Process	4	Chalk & Board Case Study on Succession Planning	
		Competency Models	2		
		<b>Unit V Decisions Based on Performance</b> Performance based on compensation – Concepts of compensation – Performance Related compensation and benefits	5		
		Skill based Pay – Competency based Pay – Executive Compensation	2		
		Performance based career planning – Career Development	4		
5.	March (1)	Succession Planning	1		
6.	Total Number of Classes		60		

  
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**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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**Academic Organizer for the academic Year –2019-20**


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

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(10)	<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	Chalk & board	

  
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2	DEC(17)	<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 2 2 1 2 2 1 2	Chalk& board	
3	JAN (15)	<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 polices	2 1 1 1 2 2 1 2 2 1	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 health insurance	2 3 1 2 2 1 1 2 1	Chalk& board	

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

Total

60

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

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 DEPARTMENT OF MANAGEMENT  
 BHAVAN'S VIVEKANANDA  
 SHRI KRISHNA





**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 – 2019-20**

<b>Name of the Program</b>	<b>BBA</b>
<b>Course Title: Advertising Management-SEC</b>	<b>Course Code: SEC</b>
<b>Year: III</b>	<b>Semester: VI</b>
<b>Name of the faculty: Mrs. G Archana</b>	
<b>No of Credits: 02</b>	<b>HPW :02</b>

**Course Objectives**

1. To acquaint students with the concept and emerging trends in Advertising
2. To provide knowledge for developing and executing an effective advertising campaign.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	<b>November (5)</b>	<b>Unit – I</b> Introduction to advertising, Objectives, Role of advertising in Promotion Mix	2 1 2	Case Study Visualization	
	<b>December (8)</b>	Advertising Planning framework - Segmentation, Targeting Positioning	2 2 2 2	Power Point Presentation	
	<b>January (7)</b>	5M's of Advertising, Creative Strategy - Creative strategy development, Creative tactics in advertising	2 1 2 2	Power Point Presentations	
		Types of advertising executions	2		

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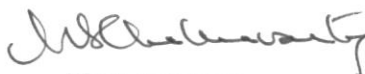
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SAINIKPURI, SECUNDERABAD.

		<b>Unit - II</b>			
		Media planning Strategy	2		
		- Objectives of media planning,	2		
		Elements of Media strategy, Advertising agencies	2	Videos of Ads	
	<b>February (9)</b>				
		Advertising Awards	1	Power point Presentation	
	<b>March (1)</b>				
		<b>Total no. of classes</b>	<b>30</b>		

### Learning Outcomes

1. **Familiarize** the student in acquiring the skills to develop creative strategies
2. **Discuss and Analyze** the various media strategies for Print, Audio-Visual and Digital advertisements.



  
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