Bharatiya Vidya Bhavan

BHAVAN'S VIVEKANANDA COLLEGE

OF SCIENCE, HUMANITIES AND COMMERCE
Sainikpuri, Secunderabad
Reaccredited with 'A' Grade by NAAC
Autonomous College – Affiliated to Osmania University

Department of Management Studies

Programme Structure of BBA Programme

(For BBA Students who have joined on or after June 2026)

BBA – Semester I						
S. No	Course Category	Course Code	Name of the Course	No of Credits	HPW	CIA + SEE
1	First Language		English I	5	5	30+70
2	Second Language		Telugu/Hindi/Sanskrit/French	5	5	30+70
3	Major Core	BBA181	Principles & Practices of Management	5	5	30+70
4	Major Core	BBA 182	Financial Accounting	5	5	30+70
5	Major Core	BBA183	Fundamentals of Marketing	5	5	30+70
			Total	25	25	

BBA – Semester II						
S. No	Course Category	Course Code	Name of the Course	No of Credits	HPW	CIA + SEE
1	First Language		English II	5	5	30+70
2	Second Language		Telugu/Hindi/Sanskrit/French	5	5	30+70
3	Major Core	BBA 281	Organizational Behaviour	5	5	30+70
4	Major Core	BBA 282	Business Statistics	5	5	30+70
5	Major Core	BBA 283	Basics of Business Economics	5	5	30+70
			Total	25	25	

SENIOR PROFESSOR
Dept. of Business Management
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Hyderabad-07, T.S., India

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Course Code	Course Title	Category	L	P	Credits
BBA181	Principles and Practice of Management	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	First (I)	30	70	100

Course Objectives:

1. To introduce students to the basic concepts, nature and importance of management in modern organizations.
2. To develop understanding of managerial roles, skills, levels of management and functions of management in dynamic business environments including digital and VUCA contexts.
3. To familiarize students with the evolution of management thought and contributions of classical, behavioral and modern management theories.
4. To provide knowledge on planning concepts, planning process and Management by Objectives (MBO) for effective goal achievement.
5. To enhance students' understanding of decision-making processes and conditions of decision making in uncertain business situations.
6. To explain the principles of organizing, delegation, authority relationships and organizational structures.
7. To impart knowledge on staffing and coordination practices for efficient human resource utilization.
8. To develop understanding of controlling mechanisms and the interrelationship between planning and control in managerial effectiveness

Unit I: Nature of Management **(15 Hours)**

Management: Meaning, Definition, Nature, Purpose, and Importance- Management as Art, Science & Profession- Management Vs Administration Vs Organization; Levels of Management-Roles & Skills of Managers, (Digital and VUCA environment) Functions of Management-Styles of Manager.

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Unit II: History and Evolution of Management Thought (15 Hours)

Industrial revolution-Scientific Management-Administrative Management-Contribution of Max Webber - Human Relations Movement (Elton Mayo's Human Relation Movement) - Behavioural school of thought (McGregor's Theory X, Y and William Ouchi Z theory) -Systems theory of Management-Contingency theory(Relevance of classical theories in modern organisation)

Unit III: Planning and Decision Making (15 Hours)

Planning - Meaning - Need & Importance, types and levels - advantages & limitations. Planning Process, Management by Objectives (MBO) - Planning premises - Environmental uncertainty and contingency planning. Decision making-Process of decision making- Conditions of decision making (Risk, certainty and uncertainty).

Unit IV: Organizing (15 Hours)

Definition, meaning, nature, process of organizing - Authority, responsibility, accountability, delegation of authority, process of delegation and barriers to delegation, centralization vs decentralisation, span of control - Organisational Structure Definition, Types: Formal and Informal, Tall (Vertical) and Flat (Horizontal) Flexible and virtual,Functional structure – Line and Staff structure - Overcoming line and staff conflict.

Unit V: Staffing, Directing and Controlling (15 Hours)

Staffing: Process of Staffing, Factors Affecting Staffing (Internal and External)- Directing- Elements (Leadership, Communication, Motivation, Supervision). - Coordination - Need of coordination - Types - Techniques - Distinction between coordination and cooperation - Requisites for excellent coordination - Control Definition, concept, need, importance, Types of control - Process, Tools and techniques of controlling (in Brief) - Effective control system. Relationships between Planning and Control.

Suggested Readings:

1. George, Jennifer M. and Jones, Gareth R. (2009)Understanding and Managing Organizational Behavior(5^{th} ed.) Pearson Education Inc.
2. Subba Rao P. (2011). Management and Organisational Behaviour. Himalaya Publishing House.
3. Rao VSP (2009). Organizational Behavior. Excel Books.
4. Prasad, LM. (2010). Organisational Behaviour. Sultan Chand & Sons.

References:

1. P.C. Tripathi & P.N. Reddy - Principles of Management - Tata McGraw-Hill
2. Principles of Management by R.K.Sharma , Shashi K. Gupta- Kalyani Publishers.
3. K. Aswathappa, "Organizational Behavior", Himalaya Publishing House.
4. R. Satya Raju and A. Parthasarathy, "Management", 2009, PFI Learning (p) Limited.

Course Outcomes
After Completion of the Course Students Will be able to: **BBA181.CO1:** Describe the nature, scope and significance of management and explain managerial roles and skills. **BBA181.CO2:** Explain the evolution of management theoriesand assess their relevance in contemporary organizations. **BBA181.CO3:** Apply planning principles, planning process and MBO techniques for achieving organizational objectives. **BBA181.CO4:** Analyze decision-making situations under certainty, risk and uncertaintyto support managerial effectiveness. **BBA181.CO5:** Examine the process of organizing, delegation, authority relationships and organizational structures. **BBA181.CO6:** Evaluate staffing functions and coordination techniques to improve organizational performance. **BBA181.CO7:** Analyze the process, tools and techniques of controlling for ensuring goal accomplishment. **BBA181.CO8:** Explain the interrelationship between planning and controlin achieving managerial efficiency and effectiveness.

CO–PO Mapping Matrix for the Course: Principles and Practices of Management

COs \ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA181. CO1	3	2	2	2	2	–	–	2	2	2
BBA181. CO2	3	3	2	2	2	–	–	2	2	2
BBA181. CO3	3	3	2	2	2	2	–	2	3	2
BBA181. CO4	2	3	2	2	2	–	–	2	2	2
BBA181. CO5	3	2	2	2	2	1	1	2	3	2
BBA181. CO6	3	3	2	2	3	1	1	2	3	2
BBA181. CO7	3	3	2	2	2	1	1	2	2	–
BBA181. CO8	3	3	2	2	2	1	1	2	2	3
Computed Mean	2.9	2.75	2.0	2.0	2.1	1.5	1.5	2.0	2.4	2.1

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Course Code	Course Title	Category	L	P	Credits
BBA182	Financial Accounting	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	First (I)	30	70	100

Course Objectives:

1. To enable students to understand the nature, scope, principles, concepts, GAAP, IFRS and ethical dimensions of financial accounting.
2. To familiarize students with the accounting cycle, source documents and books of original entry used in recording business transactions.
3. To develop the ability to apply the rules of double-entry system in journalizing, ledger posting and preparation of trial balance, including detection and rectification of errors.
4. To equip students with the skills to prepare financial statements (Trading Account, Profit & Loss Account and Balance Sheet) with necessary adjustments.
5. To enable students to analyze financial statements using ratio analysis techniques, including liquidity, profitability and turnover ratios.
6. To provide understanding of cash flow statements and create awareness about computerized accounting systems, Accounting Information System (AIS) and emerging trends such as AI in Accounting.

Unit I: Introduction to Financial Accounting Principles and Framework (15 Hours)

Financial Accounting – Nature, purpose and Scope of Financial accounting; Users of accounting Information (internal and external), Qualitative characteristics of financial information; Accounting Principles, Accounting Concepts, Principles and Conventions, Overview of GAAP and IFRS frameworks; Role and ethical responsibilities of accountants.

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Unit - II: Recording of Transactions and Preparation of Trial Balance (15 Hours)

Concept and steps of the accounting cycle; Source documents and books of original entry; Double-entry system, Rules of Debit and Credit: journal entries, ledger posting, and T- accounts; Preparation of trial balance. Concept of identification/correction of errors(Theory)

Problems: Pass journal entries, posting in ledger and preparation of trial balance.

Unit - III: Preparation of Financial Statements (15 Hours)

Accrual accounting: revenue recognition and matching concepts; Preparation of Trading Account, Profit & Loss Account, and Balance Sheet (final accounts of sole proprietorships) Adjustments: closing stock, prepaid expenses, accrued revenues, depreciation, bad debts, depreciation(straight line and written down value method)

Understanding the structure and components of financial statements of a Joint Stock Company as per the Companies Act, 2013, along with regulatory reporting requirements and disclosure norms. (theory only).

Problems:Final accounts of sole proprietor with adjustments.

Unit - IV: Financial Statement Analysis (15 Hours)

Financial statement analysis- Meaning, objectives, sources of information, Techniques of financial statement analysis(Theory)
Financial Ratios: Meaning,classification and Usefulness of Ratios. Analysis of ratios- Liquidity, Profitability Ratios and Turnover Ratios; Limitations of ratio analysis.

Problems: calculation of ratios- liquidity, profitability and turnover ratios

Unit – V: Cash Flow statement & Contemporary Trends in Accounting (15 Hours)

Cash Flow Statement: concepts and basic analysis covering operating, investing, and financing activities, Fundamentals of computerized accounting and Accounting Information Systems (AIS), along with contemporary developments such as the application of Artificial Intelligence (AI) and digital technologies in accounting practices.

Problems: Preparation of Cash flow statement

Suggested Readings:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Dr. Jawahar Lal Accounting forManagement , HPH.
4. Ghosh, T.P., Financial Accounting for Managers, Taxman Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers

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References

1. Narayanaswamy, R. (2022).Financial Accounting: A managerial perspective. PHI Learning Pvt. Ltd.
2. Jain,S.P. & Narang,K.L.(2021)Advanced Accountancy. Kalyani Publishers
3. Maheshwari, S.N. Maheshwari, S.K.,& Maheshwari, S.K.(2018). Accounting for Management (4th ed.) New Delhi: Vikas Publishing House.
4. Arora, R.K.(2018). Financial Accounting: Fundamentals, Analysis and reporting (2nd ed.). Wiley
5. Shah,P.(2014).Basic Financial Accounting for Management .Oxford University Press.
6. Grewal, T.S., & Gupta, S.C.(2003). Introduction to Accountancy. S. Chand Publishing.
7. Porter, G.A., & Norton, C.L.(2001). Financial Accounting: The Impact on Decision Makers. South Western Publishing.
8. Dr.S.Lakshmi Narasimham, (2025) Financial Accounting, Tata Publications.

Course Outcomes
After Completion of the Course Students Will be able to: **BBA182.CO1**: Explain the fundamental concepts, principles, accounting frameworks (GAAP & IFRS), and ethical responsibilities of accountants. **BBA182.CO2**: Describe the accounting cycle, source documents, and books of original entry involved in recording transactions. **BBA182.CO3**: Apply the double-entry system to record journal entries, post them into ledger accounts, prepare trial balance, and identify errors. **BBA182.CO4**: Prepare financial statements of a sole proprietorship with necessary adjustments and understand the structure of company financial statements. **BBA182.CO5**: Analyze financial statements using ratio analysis techniques to assess business performance. **BBA182.CO6**: Evaluate cash flows using cash flow statements and demonstrate understanding of computerized accounting systems, AIS, and emerging technologies like AI in accounting.

CO–PO Mapping Matrix for the Course: Financial Accounting

COs \ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA182.CO1	3	2	1	1	2	3	1	1	1	2
BBA182.CO2	3	2	1	1	2	1	1	1	1	2
BBA182.CO3	3	3	1	2	2	1	1	1	1	2
BBA182.CO4	3	3	1	2	2	1	1	1	1	2
BBA182.CO5	3	3	2	2	2	1	1	2	1	2
BBA182.CO6	3	3	2	2	2	1	1	2	1	3
Computed Mean	3	2.67	1.33	1.7	2	1.3	1	1.3	1	2.17

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Course Code	Course Title	Category	L	P	Credits
BBA183	Fundamentals of Marketing	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	First (I)	30	70	100

Course Objectives:

1. To impart knowledge on the nature, scope, importance and core concepts of marketing along with an understanding of the marketing environment
2. To develop an understanding of market segmentation, targeting and positioning strategies.
3. To provide knowledge of product concepts, new product development, pricing methods and pricing strategies.
4. To enable students to understand the tools of the promotion mix, create effective marketing communication and design marketing channels.
5. To impart knowledge of digital marketing, including its advantages, limitations and online marketing strategies.
6. To create awareness and understanding of recent trends in marketing such as Customer Relationship Management (CRM), Partner Relationship Management (PRM) and influencer marketing.
7. To provide an understanding of ethical issues and concerns in modern marketing practices.

Unit – I:Introduction To Marketing **(15 Hours)**

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts, Marketing Philosophies: Production concept, Product concept, Selling concept, Marketing myopia, Marketing concept, Societal Marketing concept. Marketing Mix(4Ps and 7Ps overview). Marketing plan-Contents of a marketing plan.Marketing Environment: Micro and Macro Environment

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Unit - II: Market Segmentation, Targeting And Positioning (15 Hours)

Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmentation. Industrial Markets.Market Targeting - Evaluating Market Segments, Selecting Market Segments–Differentiation, Product Positioning, Positioning Strategies, Perceptual Mapping.

Unit - III: Product & Pricing Decisions (15 Hours)

Concept of Product, Levels of product,Product Classification, Stages in New Product Development, Reasons for failure of a new product, Product Life Cycle (PLC) and marketing strategies, Product Mix and Product Line Decisions, Consumer Adoption Process, Pricing Decisions: Concept of Price, Factors influencing pricing decisions, Pricing Methods and Pricing Strategies.

Unit - IV: Promotion And Distribution (15 Hours)

Concept of Promotion Mix, Factors determining promotion mix, IMC, Promotional Tools – Advertising, Sales Promotion, Public Relations & Publicity and Personal Selling, Direct Marketing, Distribution: Designing Marketing Channels, Channel functions, Channel Conflicts, Types of Intermediaries, Levels of distribution channels, Types of distribution networks. Logistics and Supply Chain Management: Concepts and it's importance in marketing.

Unit V: Emerging Trends In Marketing (15 Hours)

Introduction to Digital marketing, Digital Marketing Advantages and Disadvantages, Challenges, Social Media and Influencer Marketing, Online marketing strategies, CRM-Customer Relationship Marketing, PRM-Partner Relationship Marketing, Green and Sustainable Marketing practices, Data driven marketing, Ethical concerns in modern marketing.

Suggested Readings:

1. Kotler Philip, 'Marketing Management", 2002, 10^{th} Edition (the millennium edition), Prentice Hall of India Pvt.Ltd.
2. Kotler Philip, Garyarmstrong, Prafullay Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of India.
3. Paul Baines, Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., Oxford University Press.
4. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
5. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
6. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
7. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
8. Roger J. Best , "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd

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References:

1. Dr. B. Mohan Kumar, Dr. S. Lakshmi Narasimham & Ms. A. Sandhya, (2021) Fundamentals of Marketing. Tata Publications, Hyderabad.
2. Sr. Prof. D. Sreeramulu, Basics of Marketing, Himalaya Publishing House, (2025)
3. Prof. Y. Jahangir, Dr. D. Thirumala Rao & Ms. K. Swapna "Basics of Marketing Vedashree Publishers (2024)

Course Outcomes
After Completion of the Course Students Will be able to: **BBA183.CO1:** To definebasic concepts of Marketing and marketing environment **BBA183.CO2:** To describe the characteristics of the markets and outlinethe basis on which consumer and business markets are segmented, targeted and positioned. **BBA183.CO3:** To describethe product life cycle and PLC marketing strategies,illustratethe stages in new product development and the consumer product adoption process andeffectively position products in different markets. **BBA183.CO4:** Students will be able to analyzeand apply different pricing strategies in different situations. **BBA183.CO5:** To designadvertisements and demonstrate the use of various tools of the promotion mix, illustrate the use of different levels of distribution channels and types of distribution networks suitable for different products. **BBA183.CO6:** To examinethe advantages and disadvantages of Digital Marketing, compare and select online marketing strategies **BBA183.CO7:**To Summarize the recent trends of marketing – CRM, PRM, influencer marketing and about the ethical concerns in modern marketing practices.

CO–PO Mapping Matrix for the Course: Fundamentals of Marketing

COs \ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA183.CO1	3	2	1	1	2	1	1	1	1	2
BBA183.CO2	3	3	2	1	3	1	1	2	2	2
BBA183.CO3	3	3	2	2	2	1	1	3	2	2
BBA183.CO4	3	3	2	2	2	1	1	3	2	2
BBA183.CO5	3	2	2	3	3	1	1	3	2	2
BBA183.CO6	2	3	2	3	2	2	1	3	2	3
BBA183.CO7	3	2	3	2	2	3	2	2	2	3
Computed Mean	2.86	2.58	2	2	2.29	1.43	1.14	2.43	1.86	2.29

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Course Code	Course Title	Category	L	P	Credits
BBA281	Organizational Behaviour	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	Second (II)	30	70	100

Course Objectives:

1. To provide an understanding of the fundamentals of Organizational Behaviour and its significance in organizations.
2. To develop insights into individual behaviour, attitudes, and personality in workplace settings.
3. To familiarize students with motivation and leadership concepts in organizational contexts.
4. To enable understanding of group dynamics and interpersonal relationships in organizations.
5. To build awareness of organizational culture and its influence on employee behaviour.
6. To introduce the concepts of organizational change and contemporary developments such as AI in the workplace.
7. To provide knowledge of conflict, negotiation, power, and organizational politics.
8. To enhance understanding of human behaviour for effective managerial practices.

Unit I: Organizational Behaviour **(15 Hours)**

Concept of OB - Disciplines that contribute to OB - Attitude: Concept and components of attitude, behaviour and Major job attitudes, Personality: Concept of personality; Big Five model.

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Unit II: Motivation and Leadership **(15 Hours)**

(i)Motivation: Concept; Theories (Hierarchy of needs, Two factor, McClelland, Goal setting, Equity theory)
(ii)Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler), Inspirational Approaches (transactional, transformational and charismatic)

Unit III: Group Dynamics **(15 Hours)**

(i) Groups and Work Teams: Concept; Five stage model of group development; Group cohesion Groups and teams; Types of teams; Creating team players from individuals.
(ii) Interpersonal Behaviour:
Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Unit IV: Organizational Culture & Change **(15 Hours)**

Concept of culture, Impact (functions and liability, Creating and sustaining culture, Employees and culture - Creating positive and ethical cultures.
Concept of Change, Types of change, Forces of change, Resistance and overcoming resistance to change - AI as a force of organizational change- Impact of AI on organizational culture - Employee acceptance and resistance to AI

Unit V: Conflict and Power & Politics **(15 Hours)**

Concept of conflict; Conflict process - Negotiation Definition, Strategies & Process - Power Definition, Bases of Power, Power tactics – Organizational Politics

Suggested Readings:

1. Robbins, S. P., & Judge, T. A. (2023). *Organizational behavior* (19th ed.). Pearson.
2. Luthans, F. (2021). *Organizational behavior* (14th ed.). McGraw-Hill Education.

References:

1. Greenberg, J. (2011). *Behavior in organizations* (10th ed.). Pearson Education.
2. Hellriegel, D., Slocum, J. W., & Woodman, R. W. (2011). *Organizational behavior* (13th ed.). Cengage Learning.
3. McShane, S. L., & Von Glinow, M. A. (2020). *Organizational behavior* (8th ed.). McGraw-Hill Education.
4. Newstrom, J. W. (2015). *Organizational behavior: Human behavior at work* (14th ed.). McGraw-Hill Education.
5. Prasad, L. M. (2023). *Organizational behavior* (Latest ed.). Sultan Chand & Sons.
6. Robbins, S. P., & Judge, T. A. (2021). *Organizational behavior* (18th ed.). Pearson.

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Course Outcomes
After Completion of the Course Students Will be able to: **BBA281.CO1:** Describe the concept, scope, and importance of Organizational Behaviour. **BBA281.CO2:** Explain how attitudes and personality traits influence employee behaviour and performance. **BBA281.CO3:** Demonstrate the application of motivation theories to improve employee engagement. **BBA281.CO4:** Explain leadership styles and their effectiveness in organizations. **BBA281.CO5:** Examine group behaviour, team dynamics, and stages of group development. **BBA281.CO6:** Interpret interpersonal behaviour using Johari Window and Transactional Analysis. **BBA281.CO7:** Analyze organizational culture and change, including the impact of AI on employee behaviour and organizational practices. **BBA281.CO8:** Examine conflict, negotiation, power, and organizational politics in organizations.

CO–PO Mapping Matrix for the Course: Organizational Behaviour

COs \ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA281.CO1	3	2	1	–	2	1	–	–	–	1
BBA281.CO2	3	3	1	–	2	1	–	–	–	1
BBA281.CO3	2	3	1	–	2	1	–	2	1	1
BBA281.CO4	2	3	2	–	3	1	–	2	3	1
BBA281.CO5	2	3	2	–	3	1	–	1	3	1
BBA281.CO6	2	3	1	–	3	2	–	–	2	1
BBA281.CO7	3	3	3	2	2	2	2	2	1	2
BBA281.CO8	2	3	2	–	3	2	–	2	3	1
Computed Mean	2.4	2.9	1.6	2	2.5	1.4	2.0	1.8	2.2	1.1

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Course Code	Course Title	Category	L	P	Credits
BBA282	Business Statistics	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	Second (II)	30	70	100

Course Objectives:

1. To develop foundational understanding of statistical concepts and their relevance in business decision-making.
2. To enable students to collect, classify, and present data using appropriate statistical tools and techniques.
3. To equip students with the ability to analyse data using measures of central tendency and dispersion.
4. To introduce concepts of data distribution such as skewness and kurtosis for better interpretation.
5. To develop skills in analysing relationships between variables using correlation techniques.
6. To enable students to apply regression analysis for prediction and business forecasting.
7. To familiarize students with index numbers and time series analysis for understanding business trends.
8. To introduce probability concepts and their application in solving business-related uncertainties.

Unit 1: Introduction **(15 Hours)**

Meaning, scope, and importance of statistics in business; Limitations of statistics; Data types: primary and secondary; Classification and tabulation of data; Construction of frequency distributions; Measure of central tendency: Mean, Median, Mode, Measure of Dispersion: Range, Quartile Deviation, Standard Deviation, Concept of Skewness & Kurtosis (No numerical problems).

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Unit 2: Correlation Analysis **(15 Hours)**

Correlation analysis and Scatter Diagram, Positive and Negative Correlation, Limits for Coefficient of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Calculation of Spearman Rank Correlation and Tied Rank Correlation.

Unit 3: Regression Analysis **(15 Hours)**

Regression Analysis – Classification of Regression Analysis, Two lines of Regression, Concept of Least Squares, Interpretation of regression line, Regression Equations through Normal Equations (Problems), Regression Equations through Regression Coefficients (Problems), Properties of regression coefficients, Correlation Vs Regression.

Unit 4: Index Numbers and Time Series Analysis **(15 Hours)**

Introduction – Types and methods of Construction, Construction of weighted and Un weighted Index Numbers (price, Quantity and volume), Tests – Time reversal tests, Factor Reversal tests.
Time Series Analysis Components, Models of Time series – Additive, Multiplicative and Mixed models, Trend analysis –Problems of Semi Averages, Moving Averages, Least Squares methods

Unit 5: Probability **(15 Hours)**

Introduction to probability, Basic concepts of probability Experiment, random experiment, sample space, events, mutually exclusive, equally likely, Independent and exhaustive events). Three different definitions of probability (Classical, Statistical and Axiomatic), Addition, multiplication and Baye's theorem (concept and only simple numerical problems).
Joint Probability, Marginal Probability, Conditional Probability (only concept no numerical problems)

Suggested Books:

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.

References:

1. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
2. Bharadwaj, RS: "Business Statistics", Excel books, 2nd Ed, 2008. 5. J K Singh, Business Mathematics, 2018, HPH.

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Course Outcomes
After Completion of the Course Students Will be able to: **BBA282.CO1:** Explain the meaning, scope, importance, and limitations of statistics in business contexts. **BBA282.CO2:** Collect, classify, tabulate, and present data effectively using statistical methods. **BBA282.CO3:** Compute and interpret measures of central tendency and dispersion for decision-making. **BBA282.CO4:**Analyze data distribution using concepts of skewness and kurtosis. **BBA282.CO5:** Apply correlation techniques including Karl Pearson and Spearman methods to study relationships between variables. **BBA282.CO6:** Construct and interpret regression equations for prediction and forecasting in business scenarios. **BBA282.CO7:** Compute and analyze index numbers and apply time series methods to identify trends and patterns. **BBA282.CO8:** Apply basic probability concepts and theorems to solve simple business-related problems involving uncertainty

CO–PO Mapping Matrix for the Course: Business Statistics

COs \ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA282.CO1	3	2	2	1	1	2	1	–	–	1
BBA282.CO2	3	2	1	3	3	–	–	–	1	1
BBA282.CO3	3	3	1	2	2	–	–	–	–	1
BBA282.CO4	3	3	–	2	1	–	–	–	–	1
BBA282.CO5	3	3	1	3	2	–	–	–	1	1
BBA282.CO6	3	3	1	3	2	–	–	2	1	1
BBA282.CO7	3	3	2	3	2	–	2	2	–	1
BBA282.CO8	3	3	1	2	1	–	–	1	–	2
Computed Mean	3.0	2.8	1.3	2.4	1.8	2.0	1.5	1.7	1.0	1.1

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Bharatiya Vidya Bhavan

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OF SCIENCE, HUMANITIES AND COMMERCE

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Reaccredited with 'A' Grade by NAAC

Autonomous College – Affiliated to Osmania University

Department of Management Studies

(For BBA Students who have joined on or after June 2026)

Course Code	Course Title	Category	L	P	Credits
BBA283	Basics of Business Economics	Major Core	5	-	5

L – Lecture P- Practical

Year	Semester	CIA Marks	SEE Marks	Total
First (I)	Second (II)	30	70	100

Course Objectives:

1. To introduce the fundamental concepts, nature, and scope of business economics in managerial decision-making.
2. To develop understanding of economic decision-making under certainty, risk, and uncertainty.
3. To explain demand analysis, determinants of demand, and elasticity concepts for business applications.
4. To provide knowledge of supply analysis and its role in market equilibrium.
5. To familiarize students with production theories and cost concepts in short-run and long-run analysis.
6. To enable application of break-even analysis and economies of scale in business decisions.
7. To analyse various market structures and pricing strategies in different competitive environments.
8. To develop awareness of macroeconomic concepts such as inflation and national income and their business implications.

Unit - I: **Business Economics Nature and Scope** **(15 Hours)**

Introduction to business economics, characteristics, nature and scope, Microeconomics vs. Macroeconomics, Opportunity Cost, Incremental cost, Time perspective, discounting and Equi-marginal principle: Applications in business decision- making. Decision making under certainty, uncertainty, and risk and its importance

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Unit – II: Demand and Supply Analysis **(15 Hours)**

Concepts of Demand, Determinants of demand, law of demand, exceptions to the law of demand, elasticity of demand, types of demand elasticity, and uses of demand elasticity. Demanding forecasting methods, Concept of Supply, Determinants of Supply, Law of Supply, and Elasticity of Supply.

Unit – III: Production & Cost Analysis **(15 Hours)**

Production Function: Short-run and long-run; law of variable proportions; returns to scale; ISO-quant curves, ISO-cost curves. Cost concepts, Cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies scale, Economies of scope. Break-Even Analysis (BEP): Meaning, significance, and applications in business decisions.

Unit – IV Market Structures & Pricing **(15 Hours)**

Concept of market, market structures and features, Equilibrium price and output determination under Perfect competition, Monopoly, Monopolistic and Oligopoly markets, syndicating in Oligopoly, kinked demand curve, price leadership, Price discrimination.

Unit – V: Macro-Economic & Business **(15 Hours)**

Inflation: Meaning, types (demand-pull and cost-push), and impact on business; National Income Concepts: GDP, GNP, NNP, PCI – basic understanding and business relevance.

Suggested Readings:

1. Joseph G. Nellis and David Parker: (2009) *Principles of business economics*. 2nd Edition. Pearson Education Ltd., London.
2. H.L.Ahuja: (2016) *Business Economics*, 4th Edition, Sultan Chand & Co.,Delhi
3. Varshiney& Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15thEdn) Oxford University Press.
5. Kutosynnis (1979) Modern Micro Economics (5thEdn) Mc 22illan Publishers
6. Rubin field and Mehathe (Micro Economics (7thEdn) Pearson Publishers. BBA (CBCS)

References:

1. Mehta, P.L.: (2014) *Managerial Economics-Analysis, problems and Cases*, 8th edition, Sultan Chand & Sons, Delhi.
2. D. N. Dwivedi: (2016) *Microeconomics: Theory and Applications*. Pearson Education India.
3. D. N. Dwivedi: (2015) *Managerial Economics*, 8th Ed., Kindle Edition, Vikas Publishing., India.
4. Dominik Salvatore: (2008) *Micro Economics, Theory and Applications*. Oxford University Press, UK.

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Course Outcomes
After Completion of the Course Students Will be able to: **BBA283.CO1:** Describe the nature, scope, and principles of business economics and their relevance to business decisions. **BBA283.CO2:** Apply economic reasoning to decision-making under certainty, risk, and uncertainty. **BBA283.CO3:**Analyze demand behavior, elasticity, and demand forecasting techniques for effective managerial decisions. **BBA283.CO4:** Examine supply conditions and market equilibrium for better understanding of pricing mechanisms. **BBA283.CO5:** Evaluate production functions, cost structures, and economies of scale for optimizing business operations. **BBA283.CO6:** Apply break-even analysis and cost-output relationships in managerial decision-making. **BBA283.CO7:** Evaluate the role of economies and diseconomies of scale and scopeand compare market structures and pricing strategiesin business growth and competitiveness. **BBA283.CO8**: Understand the concepts of inflation, national income and its relevance in business.

CO–PO Mapping Matrix for the Course: Business Economics

Cos \ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA283.CO1	3	2	1	1	2	1	–	1	1	2
BBA283.CO2	2	3	1	–	2	1	–	2	1	2
BBA283.CO3	3	3	2	1	3	2	2	2	1	2
BBA283.CO4	3	3	1	1	2	2	1	1	2	2
BBA283.CO5	3	3	1	1	2	2	2	2	1	1
BBA283.CO6	2	2	-	2	2	1	1	2	2	1
BBA283.CO7	2	2	2	1	2	1	2	2	1	2
BBA283.CO8	3	2	3	2	2	2	2	2	2	2
Computed Mean	2.6	2.5	1.6	1.3	2.1	1.5	1.67	1.75	1.37	1.75

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