



Bhavan's Vivekananda College
of Science, Humanities & Commerce
Re-Accredited with 'A' Grade by NAAC
Autonomous College - Affiliated to Osmania University
Sainikpuri, Secunderabad - 500094

Department of Management Studies

Program Name: BBA (w.e.f 2025-26)

BBA II YEAR III SEMESTER - (2026-27)

Course Code	Course Title	Credits	HPW
	English	3	3
	Sanskrit/Hindi/French/Telugu	3	3
SEC 1	SEC 1	2	2
SEC 2	SEC 2	2	2
BBA 381	Human Resource Management	5	5
BBA 382	Management Science	5	5
BBA 383	Financial Management	5	5
	Total	25	25

[Signature]
18/4/22

SENIOR PROFESSOR
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Hyderabad-07, T.S., India

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Department of Management Studies

Program Name: BBA (w.e.f 2025-26)

BBA II YEAR IV SEMESTER - (2026-27)

Course Code	Course Title	Credits	HPW
-	English	3	3
-	Sanskrit / Hindi / French / Telugu	3	3
SEC 3	Skill Enhancement Course (SEC 3)	2	2
SEC 4	Skill Enhancement Course (SEC 4)	2	2
BBA 481	Business Laws & Ethics	5	5
BBA 482	Marketing Research	5	5
BBA 483	Business Analytics	5	5
	Total	25	25

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Department of Management Studies
PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBA 381
YEAR/SEMESTER: II/I

PPW: 5
NO. OF CREDITS: 5

COURSE OBJECTIVE: To interpret basic, underlying principles of Human Resources Management. And to Elucidate how an organisation acquire, motivate, build capacity, deploy and harmonize its Human resources effectively in an organization while highlighting contemporary HR practices.

COB1 : To impart basic concepts of HRM.

COB2 : To design the process of procurement of Human Resources.

COB3 : To define the procedure for assessment & development of Human Resources abilities.

COB4 : To explain key concepts, components and factors of Compensation Management.

COB5 : To impart the knowledge about handling employee relations

Unit-I: Human Resources Management (HRM):

Concepts - significance-objectives-scope-functions of HRM, Job Design-job rotation-job Enlargement-job enrichment. Job Analysis: concepts-objectives- Process of Job Analysis -components (Job Description and Job Specification) Methods of Job Analysis. Human Resources Planning - Concepts-objectives - Process of HR Planning.

Unit-II: Procurement of Human Resources:

Recruitment: Objectives-sources of Recruitment. Selection: Concepts-Selection-Procedure-Tests and Interview. Placement- Process of Placement - Induction - Employee mobility - Promotions - Demotions - Retirements - Transfers - Separations.

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Unit-III: Developing Human Resources:

Human Resources Development (HRD) - concept-scope-objectives. Training - Need for Training- objectives and benefits of training. Assessing training needs - methods and evaluation of training. Difference between Training and Development. Performance management: concept- performance appraisal- concept- traditional and modern methods of Performance appraisal. Career planning and Development- Career -Career planning - Career planning process -Career Development- Stages of career development.

UNIT- IV: Compensation Management

Job Evaluation: concept- methods of Job evaluation. Compensation Management: - components of compensation management- concepts of minimum wage, living wage and fair wage- wage differentials - Factors affecting Wage differentials. Incentives (Individual - Taylor and Merrick plans, Group - Scanlon and Rucker plans and Organization Wide - Profit Sharing and ESOPs) - Fringe benefits and its types.

Unit-V: Employee Relations:

Employee Discipline -Objectives - Indiscipline -Disciplinary Procedure - Employee Grievance - Grievance Redressal mechanism - Collective bargaining- Process- Forms of Collective Bargaining - Participative Management - Forms and Types of Participation.

SUGGESTED READINGS

1. P.Subba Rao, " Essentials of HRM and Industrial Relations," 2013, Himalaya Publishing House Pvt. Ltd.: 5th Edition.
2. Michael Armstrong, "Human Resource Management", 2010, Kogan Page.

REFERENCES

1. Mathis & Jackson, "Human Resource Management", 2009, Cengage.
2. David Lepak, Mary Gower, "Human Resource Management", 2009, Pearson.

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3. Paul Banfield, Rebecca Kay, "Human Resource Management", 2009, Oxford.
4. Decenzo, "Human Resource Management", 2008, Wiley.
5. Madhurima Lal, S.Qzaidi, "Human Resource Management", 2009, Excel books.
6. Wayne & Caseia, Ranjeet Nambudri, "Managing Human Resource", 2010, TMH.
7. V.K. Sharma, "Human Resource Management", 2010, Viva Books.

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1: Distinguish related concept and environment of HRM

CO2: Demonstrate, interpret, predict and organise the process of procurement of Human Resources

CO3: Define, outline, and determine key elements of Human Resource Development and Assessment.

CO4: Distinguish method for designing relative worth of job through better reward management.

CO5: Apply the learnt concepts in maintaining effective employee relations



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Department of Management Studies
PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: MANAGEMENT SCIENCE

PAPER CODE: BBA 382
YEAR/SEMESTER: II/I

PPW: 5
NO. OF CREDITS: 5

Overall Objective:

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

Unit wise objectives

- COb1.** To Provide an understanding about production and operations management, its functions and process technologies.
- COb2.** To make students know about plant management criteria and work study procedure.
- COb3** To provide an understanding about inventory management and its importance in production and operations management.
- COb4** To introduce the concept of operations research and their application.
- COb5** To evaluate various methods of solving transportation assignment and queuing theory in operations research.

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UNIT - I: INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT:

Definition of Production and Operations. An overview of Manufacturing processes: Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design - Project, Job, Batch, Assembly and Continuous process.

UNIT - II: PLANT MANAGEMENT AND WORK STUDY:

Capacity Planning, factory location, plant layout - types of layouts. Sequencing of Operations: n-Jobs with one, two and three facilities. Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT - III: PURCHASE AND STORES MANAGEMENT:

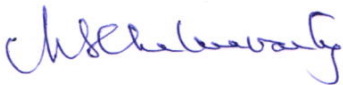
Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating.

Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT - IV: INTRODUCTION TO OR:

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.

Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.



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UNIT – V: TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY:

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method (VAM).

Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method.

Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

SUGGESTED BOOKS:

1. S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill
3. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4th Edition, Tata-McGraw – Hill Publishing Company Ltd.
5. J.K. Sharma, "Operations Research Theory and Applications 2009, 4th Edition, Macmillan.

COURSE OUTCOMES:

At the end of the course students will be able to:

1. Develop an understanding of about production and operations management, its functions and process technologies
2. Identify and know about plant management criteria and work study procedure

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3. Understand the concepts of inventory management and its importance in production and operations management
4. Know about operations research and its application
5. **Evaluate** various methods of solving transportation assignment and queuing theory in operations research

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Department of Management Studies
PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: FINANCIAL MANAGEMENT

PAPER CODE: 383

PPW: 5

YEAR/SEMESTER: II/I

NO. OF CREDITS: 5

COURSE OBJECTIVE

To acquaint the student with the basic knowledge of finance and the financial decision making process of a business concern.

UNIT-WISE COURSE OBJECTIVES:

COb1 To discuss scope, functions, objectives of financial management and to understand the risk and return relationship, time value of money.

COb2 To calculate the non- discounted and DCF methods of capital budgeting.

COb3 To understand the various long term sources of finance, calculate cost of capital and leverages.

COb4 To understand the concept of working capital, estimate working capital requirement and cash budget.

COb5 To calculate various relevance dividend theories.

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Unit I: Introduction

Introduction – Objectives – Scope – Functions of Financial Management. Functions of financial Manager – Profit vs. Wealth Maximization Vs welfare. (Goals of FM) ,Risk Vs Return concept. Time value of money – present value & future value .

Problems: short answer questions on present value & future value.

Unit II: Capital Budgeting

Capital Budgeting – Types, Traditional(non- discounting methods) and modern methods(Discounting methods) of evaluating investment - Estimation of cash flows - payback – ARR – NPV – IRR – Profitability Index.

** Problems: Payback period, ARR, NPV, IRR, PI.

Unit III: Sources of Finance

Sources of capital (long term)– equity – debt – preference – retained earnings. Cost of capital – Specific cost of capital – debt – equity- preference – retained earnings; weighted average cost of capital – Book value weights and market value weights. Introduction to Leverages- financial and operating leverage.

** Problems: WACC (weighted average cost of capital), financial leverage and operating leverage.

Unit IV: Dividend Theories

Dividend function – types of dividend (cash and bonus shares) – dividend theories – relevance theories- Walter's dividend model, Gordon's dividend model.

** Problems: Walter's model , Gordon model.

Unit V: Working Capital

Working capital – concept - types (gross working capital, Net working capital), factors determining working capital – operating cycle- Estimation of working capital. Cash Management- cash budget.

** Problems: estimation of working capital, problems on cash budget.

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References:

1. Sudershana Reddy, "Financial Management", 2010 HPH
2. Prasanna Chandra, "Financial Management Theory and practice", Tata McGraw Hill.

Suggested Readings:

1. IM Pandey, "Financial Management", Vikas publishing Pvt.Ltd.,
2. M Y Khan AND PK Jain, financial management", TMH.

COURSE OUTCOMES:

At the end of the course students will be able to:

- 1 Demonstrate** functions of financial management in business corporations, Knowledge of the value of money overtime.
- 2 calculate** the various capital budgeting techniques for taking investment decisions .
- 3 Distinguish** between equity, debt and preference capital. **Calculate** specific cost of capital and weighted average cost of capital and leverages.
- 4 Demonstrate** the concept of working capital **Determine** working capital estimation and **calculation** of cash budget.
- 5 Calculate** value of the firm using Walter's Model, Gordon's Model dividend theories .



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PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: BUSINESS LAW & ETHICS

PAPER CODE: BBA 481

PPW: 5

YEAR/SEMESTER: II/II

NO. OF CREDITS: 5

Objective:

To acquaint the students with basic and elementary knowledge of legal aspects relating to business and corporate world.

Unit Wise Objectives:

COB1: To make students Understand the legal system of business.

COB2: To make students aware of the special contracts in business and business transactions.

COB3: To make students aware of Companies Act 2013.

COB4: To provide an insight about the law, rules, and regulations related to Consumers Protection act and Intellectual Property Rights.

COB5: To make students aware of the concept of Business ethics.

Unit-I: Indian contract Act 1872

Essential elements of a valid contract- definition, classification of contract, Legal rules of offer and acceptance and consideration ,capacity of parties, concept of Free consent (Coercion, undue influence , Misrepresentation , fraud , mistake and types of mistake) , breach of contract- remedies.

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Unit II: Special Contracts

Contract of sale of goods, definition, formation of contract, sale and agreement

to sell, conditions and warranties. Definition, types and characteristics of negotiable instruments - promissory notes, bills of exchange, cheques - crossing of cheques.

Unit III: The Companies Act

Definition, Formation of company, Memorandum and Articles of Association, Types of companies, Highlights of Companies Act 2013 -Appointment of Directors and Managing Director, Powers of Board, Meetings of Board, Company Meetings, Statutory Meetings, Annual General Meetings And Extraordinary General Meeting.

Unit IV: The consumer protection Act 1986 and Intellectual Property Rights

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, Intellectual property protection and enforcement.

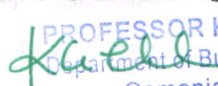
Unit V Business Ethics:

Ethical and Value based Considerations - Need and Justification - Business ethics and efficiency - Social responsibility of business - Fair and just cooperation among owners, managers, workers and customers - Fair Market Wages - Integrity and ethical consideration in business operations - Indian value system and it's relevance in Management.

References:

1. N.D.Kapoor, "Elements of Mercantile Law", 2007, Sultan Chand & amp; Co.
2. K.R. Bulchandani, "Business Law for Management", 2009, HPH.
3. K. Aswathappa, "Essentials of Business Environment," 2009, HPH.
4. Marianne moody Jennings, "The Legal, Ethical and Global Environment of Business", 2009, South western Cengage learning, New Delhi.


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Suggested Readings:

1. S.S. Gulshan, "Business Laws," 2010, Excel Books.
2. PPS Gogna, "A Text Book of Company Law," 2006, S.Chand.

Course Out Comes:

After Completion of the Course Students Will be able to :

- C01** To Identify essential elements of contract act 1872.
- C02** To Define concept of Sales of Goods Act and Summarize various types and characteristics of negotiable instruments under Negotiable Instruments act 1881.
- C03** To Summarize the formation, MOA, AOA along with Highlights of Companies act 2013.
- C04** To Outline the concept of Consumer protection Act and IPR.
- C05** To Explain the concept of Business Ethics and the Indian value system relevance in Management.


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PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: MARKETING RESEARCH

PAPER CODE: BBA 482

PPW: 5

YEAR/SEMESTER: II/II

NO. OF CREDITS: 5

COURSE OBJECTIVE: To provide an exposure to the students on the nature and Scope of marketing research and give them an understanding of the basic techniques and tools of marketing research.

Course Objectives:

Cob1: To provide an understanding of the nature and scope of Marketing Research.

Cob2: To provide an understanding of the various sources of data and sampling design.

Cob3: To impart knowledge on the types of measurement scales.

Cob4: To provide an understanding of Hypothesis formulation and non-parametric tests of significance.

Cob5: To provide an understanding of the structure of a research report.

UNIT -I: MARKETINGRESEARCH:

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process.

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UNIT - II : SOURCES OF DATA : Primary data and Secondary data, Methods of data collection: Survey method, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Experimental method and other methods, Research instruments(questionnaire, schedule, mechanical instruments), Steps in designing a questionnaire, Sampling design-sampling unit, sample size, sampling methods.

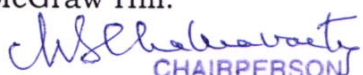
UNIT - III : MEASUREMENT AND SCALING : Concept of measurement and scaling, Levels of Scales – Nominal ,Ordinal, Interval and Ratio Scales – Likert scale, Semantic differential scale, Rating and ranking scales, Reliability and Validity of a scale.

UNIT - IV : DATA ANALYSIS AND INTERPRETATION : Hypothesis formulation and testing, Chi square test. Introduction to theoretical concept of ANOVA,McNemar test, Wilcoxon matched pairs test, Mann-Whitney U test, Kruskal-Wallis test.

UNIT - V : REPORT WRITING: Steps in writing a good report, precautions, Structure of a research report, Plagiarism.

SUGGESTED READINGS :

1. O.R.Krishnaswami and M.Ranganatham, 'Methodology of Research in Social Sciences' HPH, 2011 edn.
2. Malhotra, K. Naresh, "Marketing Research- An applied orientation", Pearson Prentice Hall, 5thEdn.
3. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
4. G.C. Beri, "Business Statistics", 2010, 3rd Ed, Tata McGraw Hill.
5. Green E. Paul, TullS.Donald&Albaum, Gerald: "Research for Marketing Decisions", 2018, PHI.
6. Tull and Hawkins, "Marketing Research", 2000, 4th Ed. Tata McGraw Hill.


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7. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
8. Martin callingam, "Market intelligence", 2009, Kogan Page Publishers.

Course Outcomes:

CO1: Explain the nature and scope of marketing research, role of marketing research in decision-making and enumerate the steps in the research process.

CO2: Explain the methods of data collection for research, develop the ability to design a questionnaire and describe the methods of sampling.

CO3: Describe the various levels of measurement, types of measurement scales, and explain the validity and reliability of a scale.

CO4: Formulate and test a hypothesis using non-parametric tests such as Chi-square, McNemar, Wilcoxon matched pairs test, Mann Whitney U test, and Kruskal wallis test and develop theoretical knowledge about the ANOVA test.

CO5: Explain the methodology and precautions while writing reports, and explain what is plagiarism while writing a report.


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PROGRAM NAME: BBA (w.e.f 2021-22)

COURSE NAME: BUSINESS ANALYTICS

PAPER CODE: BBA483

PPW: 5

YEAR/SEMESTER: II/II

NO. OF CREDITS: 5

Course Objective: The objective of the course is to provide an understanding of Basic concepts of Business Analytics like Big Data, Descriptive and Predictive analytics.

Unit Wise Objectives:

COB1: To impart knowledge on the overview of business analytics concepts

COB2: To make students familiarize the concepts of Big Data.

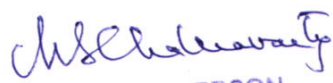
COB3: To create an understanding on descriptive analytics techniques.

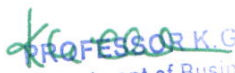
COB4: To make students understand the forecasting techniques like trend analysis.

COB5: To help the students implement the predictive techniques like regression analysis.

Unit I: Introduction to Business Analytics

Definition and Concept of Business Analytics, Advantages and Challenges of Business Analytics - Types of Business Analytics (Descriptive, Predictive and Prescriptive), Business Analytics in practice in various sectors.


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Unit II Big Data

Overview of using Data, Types of Data, Big Data - Characteristics of Big Data - Advantages and Challenges of Big Data - Building blocks of Big Data - Types of Big Data (Structured, Unstructured and Semi Structured) - Sources of Big Data - Big Data Analytics Techniques and Software - Application of Big Data.

Unit III: Descriptive Analytics

Overview of Description Statistics – Measures of Central Tendency (Mean, Median & Mode) using functions in MS Excel – Measures of Variability (Range, Standard Deviation, Variance and Coefficient of Variation) using functions in MS Excel.

Data Visualization (Definition, Visualization Techniques – Tables, Cross Tabulations using Pivot tables, Charts using MS Excel & Data Dashboards).

No Numerical Problems

Unit IV: Predictive Analytics

Forecasting Techniques – Trend Lines - Definition, Advantages and Disadvantages (Straight Line, Parabola and Exponential) using MS Excel & Regression Analysis (Simple & Multiple) Steps in MS Excel, Building a good regression model.

No Numerical Problems

Unit V: Data Mining

Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modelling (Only Conceptual framework).

No Numerical Problems

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SUGGESTED READINGS:

- Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning, 2015.
- Jakkula, Agarwalla, Karuna Sree, Business Analytics, Himalaya Publishing House, 2019.

REFERENCES:

- AlbrightWinston,BusinessAnalytics-DataAnalysis-DataAnalysisandDecisionMaking, Cengage Learning, Reprint 2016.
- Sahil Raj, Business Analytics, CengageLearning, 2015.
- James Evans, Business Analytics, Pearson, Second Edition, 2017.

Course Outcomes:

After Completion of the Course, students will be able to:

C01: Describe business analytics concepts and Examine the various types of analytics.

C02: Examine the concept of Big Data.

C03: Implement the techniques of descriptive analytics.

C04: Demonstrate the various techniques of forecasting techniques like Trend analysis.

C05: Evaluative predictive techniques like regression analysis.

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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: INVESTMENT BANKING

SEC Finance Paper - I

PPW: 2

NO. OF CREDITS: 2

Course Objectives:

COB 1: To make the students understand about investment banking in India, functions and regulations

COB 2: To acquaint the students about the public issue, book building process and right issue

Unit 1:

Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue, types of groups within the investment banking division- hierarchy within the investment bank do?

Unit 2:

Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment,

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preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option;

Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, Bought out Deals, Post issue work and obligations, Investor protection, Broker, sub broker and underwriters. De-mat accounts: introduction, merits and limitations.

Suggested Readings:

1. M. Y. Khan: Financial Services, Tata McGraw –Hill.

2. Machiraju: Indian Financial System, Vikas Publishing House.

References: 1. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.

3. Ennew C. Trevor Watkins and Mike Wright: Marketing of Financial Services, Heinemann Professional

4. V.K. Bhalla, Management of Financial Services, New Delhi, Anmol Publication, 2nd edition 2005

5. Payne, Adrian. The Essence of Services Marketing,. New Delhi: Prentice Hall of India, 1993

6. Verma, J.C. Bharat's Manual of Merchant Banking: Concepts, Practices and Procedures. 4th ed. New Delhi: Bharat Law House. 1996. 1568p.

Course Outcomes:

At the end of this course students should be able to:

CO1. To Determine investment banking in India, functions and regulations

CO2. To Infer about the public issue, book building process and right issue

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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: BASICS OF INDIAN STOCK MARKETS

SEC Finance Paper - II

PPW: 2

NO. OF CREDITS: 2

Course Objectives:

Cob1: To make the students understand Concept of Indian Financial system and Functions of primary and secondary market

Cob2: To make the students understand stock market instruments

Unit 1:

Stock Market: introduction to financial system. stock market Meaning, Functions, Evolution, Features of Primary Market and Secondary Market Stock Exchange Indexes (NSE& BSE, Nifty 50 and Sensex. Stock Trading: Order types and Margins, costs involved in trading. Clearing and settlement process at National Stock Exchange (NSE).

Unit 2:

Overview on Stock Market Instruments: Bonds, Debentures, Shares, Mutual Funds, Commodities, ADRs, GDR. Products and services of stock market with reference to BSE, NSE. Inputs for first time investor. Overview of NSE Pathasala.

How to read stock market performance of a security, market capitalization. Overview of DEMAT Account. Overview on IPO's, FPO's


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** students should enrol in NSE Pathasala for mock trading.

References:

1. Vasant Desai "The Indian Financial System and Development", Himalaya publishing house.
2. Gordon & Natarajan, "Financial Services" , Himalaya publishing House.
3. V.K.Bhalla, "Investment Management", S.Chand

Course Outcomes

After the Completion of the course students are able to:

CO1. To **Infer** Concept of Indian Financial system and Functions of primary and secondary market

CO2. To **Determine** the stock market Instruments


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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: BASICS OF WEALTH MANAGEMENT

SEC Finance Paper – III

PPW: 2

NO. OF CREDITS: 2

Course Objectives:

COB1: To make the students understand Financial planning process and phases of Wealth Management

COB2: To make the students understand estate planning and retirement planning

Unit 1:

Introduction to financial planning, financial planning process, wealth management, wealth management phases, investment products, selecting a financial professional, asset allocation- strategies.

<https://pdfcoffee.com/wealth-management-4-pdf-free.html>

Unit 2:

Introduction to estate planning, objectives of estate planning, estate planning tools- nomination, joint account, creation of trust, Retirement planning-need, introduction to NPS.


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References :

1. Dun & Bradstreet, "Wealth Management", Mc Graw Hill Professional.
2. Madhu Sinha, "Financial Planning", Tata Mc Graw Hill Publishing company limited.

Course Outcomes:

CO1: To **infer** about financial planning process and phases of wealth management

CO2: To **Determine** estate planning and retirement planning

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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: MANAGING DIVERSITY IN THE WORKPLACE

SEC Human Resource Paper – I

PPW: 2

NO. OF CREDITS: 2

Course Objective: To impart the understanding of the concepts of Workplace Diversity and Dynamics.

UNIT-WISE COURSE OBJECTIVES:

COB1: To make learner understand the concept and context of Workplace Diversity.

COB2: To make learner comprehend the workplace dynamics.

Unit I: Introduction to Workplace Diversity:

Definition and Concept of Diversity – Why Diversity – Diversity as Good Business Sense – Relevance of Diversity in Indian context – Managing Workplace Diversity – Understanding and Valuing Workplace Diversity at the Individual, Group and Organizational Levels of Analysis.

Unit II: Workplace Dynamics:

The impact of gender and culture – Do Men and Women Lead and Manage Differently – Breaking through Glass Ceiling – Sexual Harassment – Race and


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Racism in the workplace and Affirmative Action - Physical Ability in the Workplace - Sexual orientation in the workplace - Implementing Diversity: Learning from Best Practices and Avoiding Pitfalls Diversity Scorecard

Suggested Readings:

1. Cox, T. Jr. & Blake, S. D. (1991). Managing cultural diversity: implications for organizational competitiveness. Academy of Management Executive, 5(3), 45-56.
2. Group identities in the self-concept from Cox, Taylor Jr. (1993)
3. Cultural differences from Cox, Taylor Jr. (1993).
4. Rigg, C. & Sparrow, J. (1994). Gender. Diversity and Working Styles, Women in Management Review, 9(1), 9-16.

REFERENCES

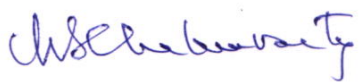
1. P Subba Rao, Essentials of Human Resource Management and industrial Relations: Text, Cases and Games, Himalaya Publishers, Mumbai (2011).
2. V.S.P. Rao, Human Resource Management, Excel Books, New Delhi (2010).
3. Michael Armstrong, A Handbook of Human Resource Practice, London, Kogan Page, (2006).

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1: Define the concept of Workplace Diversity and have insights about Individual, Group and Organizational Levels of Analysis.

CO2: Explain the issues and challenges involved in managing a diverse workforce.


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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: HUMAN RESOURCE INFORMATION SYSTEMS

SEC Human Resource Paper – II

PPW: 2

NO. OF CREDITS: 2

COURSE OBJECTIVE:

To impart the understanding of the concepts of Human Resource Information System and the future trends of HRIS

UNIT-WISE COURSE OBJECTIVES:

COB1 To make the students comprehend the concept and application of HRIS

COB2 To make the students gain insights on emerging trends of HRIS

Unit 1: Human Resource Information Systems:

HRIS Meaning and definition- History and Overview of HRIS - Evolution of HRIS- Types of HRIS – Advantages and Challenges of HRIS –HRIS Providers - Applications of HRIS in- HRP Planning - Recruitment – Selection & Assessment - Training- Performance Management – Compensation.

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Unit -II Future of HRIS:

Trends in HRM- Health and wellness – Business Intelligence and People Analytics-Demographic workforce changes-Employee Engagement-virtualisation of work. Trends in HRIS: Bring your own device- Gamification – Web 2.0 and social Networking-Open-Source Software-Evolving HRIS technology Strategy-Future trends in workforce technologies.

SUGGESTED READINGS

1. Michael J. Kavanagh, Dr. Mohan Thite, Human Resource Information Systems: Basics, Applications, and Future Directions, Sage Publications (2017).
2. Nitin C. Kamat, Chinmay N. Kamat, Dr. Pooja Upadhyay, Human Resource Information Systems. Nirali Prakashan Publications(2015).

REFERENCES

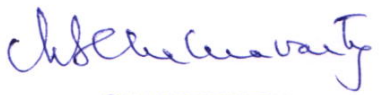
1. P Subba Rao, Essentials of Human Resource Management and industrial Relations: Text, Cases and Games, Himalaya Publishers, Mumbai (2011).
2. V.S.P. Rao, Human Resource Management, Excel Books, New Delhi (2010).
3. Michael Armstrong, A Handbook of Human Resource Practice, London, Kogan Page, (2006).

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1 Explain the concept of the concept and application of Human Resource Information System.

CO2 Examine the various emerging trends in HRIS


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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: EMPLOYEE COUNSELING

SEC Human Resource Paper – III

PPW: 2

NO. OF CREDITS: 2

COURSE OBJECTIVE:

To impart the understanding of the basic concepts of counselling of employees at workplace and also addressing the specific counselling sessions provided in the organizations.

UNIT-WISE COURSE OBJECTIVES:

COB1 To comprehend the concept of provided by employees at workplace.

COB2 To evaluate the various counselling sessions at the workplace

Unit I Fundamentals of Counselling

A Definition of Counselling– Need for counselling - Understanding Counselling - The Four-Step Performance Counselling Process - Preparing for a Counselling Interview –Five objectives that needs to accomplish when counselling problem performers: Win Agreement - Identify the Problem's Cause - Agree on Specific Employee Actions - Follow Up - Reinforce Improved Performance


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Unit II Specific Counselling Sessions

Counselling Peers on a Cross-Functional Team - Counselling Marginal Performers - Counselling for Violations of the Rules - Counselling for Attitude Problems - Other Attitude Problems - Counselling Dilemmas: Counselling Traps and Pitfalls to avoid

SUGGESTED READINGS

1. Florence M. Stone, "Coaching, Counselling & Mentoring: How to Choose & Use the Right Technique to Boost Employee Performance", New York: American Management Association, Latest Edition
2. P Subba Rao, "Essentials of Human Resource Management and industrial Relations: Text, Cases and Games", Mumbai, Himalaya, Latest Edition.
3. V.S.P. Rao, "Human Resource Management", New Delhi, Latest Edition
4. Michael Armstrong, "A Handbook of Human Resource Practice", London, Kogan Page, Latest Edition.

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1 Explain the concept of counselling provided by employees at workplace.

CO2 Examine the Specific Counselling Sessions provided to the employees

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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: DIGITAL MARKETING

SEC Marketing Paper - I

PPW: 2

NO. OF CREDITS: 2

Course Objective:

To provide an understanding of Digital marketing media and strategies.

COB1: To create an understanding of the marketing environment, segmentation, targeting, promotion mix and Integrated Marketing Communication.

COB2: To create an understanding of digital marketing strategies to increase sales.

Unit - I:

Marketing Management, Marketing mix, Promotion mix, Promotional Tools - Advertising, Sales Promotion, Public Relations & Publicity and Personal Selling, Direct Marketing, Integrated Marketing Communication, Marketing Environment: Micro and Macro Environment, Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Market targeting.

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Unit – II:

Introduction to Digital Marketing, Digital consumer, Distinction between traditional Marketing and Digital Marketing, Advantages & Disadvantages of Digital Marketing, Challenges of Digital Marketing. Online Marketing strategies, Types of digital marketing: Email Marketing, Mobile Marketing, Content Marketing, Search Engine Optimisation (SEO), Pay Per Click Advertising (PPC), Online Public Relations (PR), Social Media Marketing, Content Marketing, Affiliate Marketing, Viral Marketing, Influencer Marketing, Online/web site marketing.

References:

1. Kotler Philip, 'Marketing Management', 2002, 10th 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. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H

Course Outcomes:

CO 1: Develop an understanding of the marketing environment, segmentation, targeting, and Integrated Marketing Communication and design the promotion mix.

CO 2: Develop an understanding of digital marketing strategies to increase sales.


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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: PUBLIC RELATIONS AND REPUTATION MANAGEMENT

SEC Marketing Paper – II

PPW: 2

NO. OF CREDITS: 2

Course objective:

To create an understanding of key decisions that will affect an organization's public relations and online reputation.

COB1. To provide an understanding about Public Relations and contents of PR in managing business organizations

COB2. To make students know about Reputation management criteria and maintenance of organization's reputation for business sustainability

Unit 1:

The Marketing Environment, Promotion Mix and tools of promotion mix, Public Relations & Publicity. Corporate Public Relations and Communications. Community, Employee and Member Relations; Financial Relations & Issues Management, Industry Relations, Public Affairs Government Affairs, Media Relations & Lobbying, Television, Radio and Electronic Public Relations.


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Unit 2:

Reputation Management-importance of Reputation management in the present business scenario, Building a robust and sustainable online reputation, Role of blogs, Facebook, Twitter, Snapchat and other social platforms in today's business world, Managing social media issues based on a real-life examples.

Books and References

- 1.Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of India.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson
- 3.The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly.
- 4.Barnett, M and Pollock, T (eds) (2012) *The Oxford Handbook of Corporate Reputation*, Oxford University Press

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1. Develop an understanding of about Public Relations and contents of PR in managing business organizations

CO2. Know about Reputation management criteria and maintenance of organization's reputation


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PROGRAM NAME: BBA (w.e.f 2020-23)

COURSE NAME: GLOBAL MARKETING

SEC Marketing Paper – III

PPW: 2

NO. OF CREDITS: 2

Course objective:

To create an understanding of key decisions that will affect an organization's public relations and online reputation.

COB1. To provide an understanding about Global Marketing and its concepts for to managing marketing function of organizations at global level

COB2. To make students know about major decision areas of global marketing

Unit 1:

Global/International Marketing – Definition and Scope – Reasons and Motivations – Global vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India's foreign trade: an overview – Institutional framework for exports in India.

Unit 2:

International Product Policy and Planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in


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International Marketing', - International pricing decisions, International Channels – Channel alternatives and international promotion decisions.

Books and references

1. International marketing management 3ed, Jain S. C, CBS Publishers & Distributors Pvt Ltd.
2. International Marketing Management, Dewan & Sudarshan, Discovery Publishing House, 2010
3. International Business: Text and Cases: 3rd Edition , P Subba Rao, Himalaya publishing house

COURSE OUTCOMES:

At the end of the course students will be able to:

- CO1.** Develop an understanding of about Global Marketing and its concepts
CO2. Identify and know about major decision areas of global marketing


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