BR24

ACADEMIC REGULATIONS

FOR

BACHELOR IN BUSINESS ADMINISTRATION (BBA)

BBA / BBA (Honours) / BBA (Honours with Research)

(Applicable for batches admitted from 2024-2025)

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY AND SCIENCE
(AUTONOMOUS)
(Approved by AICTE : New Delhi; Permanently *Affiliated to JNTU, KAKINADA & SBTET, Vijayawada,*
Accredited by NAAC with " A " Grade , ISO 9001:2015 QMS Certified Institute)
Batlapalem, Amalapuram

Academic Regulations (BR24)

for

BBA / BBA (Honours) / BBA (Honours with Research) (Regular-Full time)

(Effective for the students admitted into I year from the Academic Year **2024-25** onwards)

Curriculum and Credit Framework for Undergraduate Programmes

Rules and Regulations applicable to the batch students admitted from the academic year 2024-25. UG BR-24 (BBA / BBA (Honours) / BBA (Honours with Research) Program.)

1. ADMISSIONS:

Admission to the BBA Degree Program shall be made subject to the eligibility, qualifications and specialization prescribed by the A.P. State Government /University from time to time. Admissions shall be made either based on the merit rank obtained by the student in the common entrance examination conducted by the A.P. Government/University or any other order of merit approved by the A.P. Government/University, subject to reservations as prescribed by the Government/University from time to time.

2. AWARD OF THE UG CERTIFICATE, UG DIPLOMA, AND DEGREES

(a)UG Certificate in Business Administration:

Students who opt to exit after completion of the first year and have secured **40 credits** will be awarded a **UG Certificate in Business Administration**, in addition, they have to compulsorily complete additional **04 Credits** either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprentice- ship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the Institution.

(b)UG Diploma in Business Administration:

Students who opt to exit after completion of the second year and have secured **80 credits** will be awarded the **UG Diploma in Business Administration**, in addition, have to compulsorily complete additional **04 Credits** either in a Skill based subject or work based

Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the Institution.

(c) 3-year BBA Degree:

Award of the BBA Degree if he/she fulfils the following:

(i) Pursues a course of study for not less than **Three** academic years and not more than **Six** academic years.

(ii) Registers for **120 credits** and secures all **120 credits**.

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BA (Honours with Research) Program as per the institution schedule after earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

Course	Minimum eligibility
For BBA (Honours)	: BBA Degree
For BBA (Honours with Research)	: Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

(d) 4-year BBA Degree (Honours):

A four-year BBA Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with **160 credits**

(e) 4-year BBA Degree (Honours with Research):

Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project/ dissertation under the guidance of a faculty member of the University. The research project/dissertation will be in the major discipline. The students, who secure 160 credits, including 12 credits from research project/dissertation, are awarded BBA Degree (Honours with Research).

(f). Students, who fail to fulfil all the academic requirements for the award of the degree within stipulated time frame from the year of their admission, shall forfeit their seat in BBA Course and their admission stands cancelled.

3. ATTENDANCE REQUIREMENTS:

i) A student shall be eligible to appear for the University external examinations if he/she acquires a minimum of 40% attendance in each subject and 75% of attendance in aggregate of all the subjects. Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.

ii) Shortage of Attendance below 65% in aggregate shall in NO CASE be condoned.

iii) A stipulated fee shall be payable towards condonation of shortage of attendance to the University.

iv) Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class and their registration shall stand cancelled.

v) A student will not be promoted to the next semester unless he/she satisfies the attendance requirements of the present semester. They may seek readmission for that semester from the date of commencement of class work.

vi) If any candidate fulfils the attendance requirement in the present semester, he/she shall not be eligible for readmission into the same class.

vii) If the learning is carried out in blended mode (both offline & online), then the total attendance of the student shall be calculated considering the offline and online attendance of the student.

viii) For induction programme attendance shall be maintained as per AICTE norms.

4. PROMOTION RULES:

The following academic requirements must be satisfied in addition to the attendance requirements mentioned in **Section 3**.

i) A student shall be promoted from first year to second year if he/she fulfils the minimum attendance requirement as per university norms.

ii) A student will be promoted from II to III year if he/she fulfils the academic requirement of securing 40% of the credits (any ***decimal*** fraction should be ***rounded off*** to ***lower*** digit) up to in the subjects that have been studied up to III semester.

iii) A student shall be promoted from III year to IV year *(for B.B.A. (Hons))/B.B.A. (Hons) with Research* if he/she fulfils the academic requirements in the subjects that have been studied up to V semester.

And in case a student is detained for want of credits for a particular academic year by ii) above, the student may make up the credits through supplementary examinations and only after securing the required credits he/she shall be permitted to join in the V semester.

When a student is detained due to lack of credits/shortage of attendance he/she may be re-admitted when the semester is offered after fulfilment of academic regulations.

5. EVALUATION PROCESS:

The performance of a student in each semester shall be evaluated subject wise with a maximum of 100 marks for theory and 100 marks for practical subject. Summer Internships, Minor Project with Seminar shall be evaluated for 50 marks, Research Project / Dissertation work in VIII semester (BBA (Honours.)/ *B.B.A (Honours with Research*) shall be evaluated for 200 marks, mandatory courses with no credits shall be evaluated for 30 mid semester marks.

A student has to secure not less than 35% of marks in the end examination and a minimum of 40% of marks in the sum total of the mid semester and end examination marks taken together for the theory, practical or project etc. In case of a mandatory course, he/she should secure 40% of the total marks.

Theory Courses

Assessment Method	**Marks**
Continuous Internal Assessment	30
Semester End Examination	70
Total	**100**

i) For theory subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End-Examination.

ii) For practical subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End- Examination.

iii) If any subject is having both theory and practical components, they will be evaluated separately as theory subject and practical subject. However, they will be given same subject code with an extension of 'T' for theory subject and 'P' for practical subject.

a) Continuous Internal Evaluation

i) For theory subjects, during the semester, there shall be two midterm examinations. Each midterm examination shall be evaluated for 30 marks of which 10 marks for objective paper (20 minutes' duration), 15 marks for subjective paper (90 minutes' duration) and 5 marks for assignment.

ii) Objective paper shall contain for 05 short answer questions with 2 marks each or maximum of 20 bits for 10 marks. Subjective paper shall contain 3 either or type questions (totally six questions from 1 to 6) of which student has to answer one from each either-or type of questions. Each question carries 10 marks. The marks obtained in the subjective paper are condensed to 15 marks.

Note :

- The objective paper shall be prepared in line with the quality of competitive examinations questions.
- The subjective paper shall contain 3 either or type questions of equal weightage of 10 marks. Any fraction shall be rounded off to the next higher mark.
- The objective paper shall be conducted by the respective institution on the day of subjective paper test.

- Assignments shall be in the form of problems, mini projects, design problems, slip tests, quizzes etc., depending on the course content. It should be continuous assessment throughout the semester and the average marks shall be considered.

iii) If the student is absent for the mid semester examination, no re-exam shall be conducted and mid semester marks for that examination shall be considered as zero.

iv) First midterm examination shall be conducted for I, II units of syllabus with one either or type question from each unit and third either or type question from both the units. The second midterm examination shall be conducted for III, IV and V units with one either or type question from each unit.

v) Final mid semester marks shall be arrived at by considering the marks secured by the student in both the mid examinations with 80% weightage given to the better mid exam and 20% to the other.

For Example:

Marks obtained in first mid: 25

Marks obtained in second mid: 20

Final mid semester Marks: (25x0.8) + (20x0.2) = 24

If the student is absent for any one midterm examination, the final mid semester marks shall be arrived at by considering 80% weightage to the marks secured by the student in the appeared examination and zero to the other.

For Example:

Marks obtained in first mid: **Absent**
Marks obtained in second mid: 25
Final mid semester Marks: (25x0.8) + (0x0.2) = 20

b) End Examination Evaluation

End examination of theory subjects shall have the following pattern:

i) There shall be 6 questions and all questions are compulsory.

ii) Question I shall contain 10 compulsory short answer questions for a total of 20marks such that each question carries 2 marks.

iii) There shall be 2 short answer questions from each unit- In each of the questions from 2 to 6, there shall be either/or type questions of 10 marks each. Student shall answer any one of them.

iv) The questions from 2 to 6 shall be set by covering one unit of the syllabus for each question.

Practical Courses

Assessment Method	**Marks**
Continuous Internal Assessment	30
Semester End Examination	70
Total	**100**

i) For practical courses, there shall be a continuous evaluation during the semester for 30 sessional marks and end examination shall be for 70 marks.

ii) Day-to-day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the record/viva and 15 marks for the internal test.

iii) The end examination shall be evaluated for 70 marks, conducted by the concerned laboratory teacher and a senior expert in the subject from the same department.

i. Procedure: 20 marks
ii. Experimental work & Results: 30 marks
iii. Viva voce: 20 marks.

iv) There shall be no external examination for mandatory courses with zero credits. However, attendance shall be considered while calculating aggregate attendance and student shall be declared to have passed the mandatory course only when he/she secures 40% or more in the internal examinations. In case, the student fails, a re-examination shall be conducted for failed candidates for 30 marks satisfying the conditions mentioned in item 1 & 2 of the regulations.

v) The laboratory records and mid semester test papers shall be preserved for a minimum of 3 years in the respective institutions as per the University norms and shall be produced to the Committees of the University as and when the same are asked for.

vi) There shall be an internship, one need to complete during year break (*i.e., IV sem to V Sem*) and will be evaluated for 50 marks internally at the end of V Semester by the departmental committee. A candidate has to secure a minimum 50% of marks to be declared successful (*for 2 credits*).

vii) There shall be a mini project, during VI Sem and will be evaluated for 50 marks internally at the end of VI Semester by the departmental committee. A candidate has to secure a minimum 50% of marks to be declared successful (*for 2 credits*).

viii) There shall be a **Research project/ Dissertation** for B.B.A. (Honours)/ BBA(Honours with Research) students, during VIII Sem. (*for 12 credits*).

ix) For audit courses, attendance is mandatory and a candidate has to get a satisfactory report for successful completion

x) In case the candidate does not secure the minimum academic requirement in any subject he/she has to reappear for the End Semester Examination in that subject.

xi) A candidate shall be allowed to submit the Research Project / Dissertation work only after fulfilling the attendance requirements of all the semesters. The viva-voce examination shall be conducted at the end of the course work for B.B.A. (Hons.)/ B.B.A., (Hons.) with Research (VIII semester).

1.Massive Open Online Courses (MOOCs):

A Student has to pursue and complete one course compulsorily through MOOCs approved by the University. A student can pursue courses other than core through MOOCs and it is mandatory to complete one course successfully through MOOCs for awarding the degree. A student is not permitted to register and pursue core courses through MOOCs.

A student shall register for the course (Minimum of either 8 weeks or 12 weeks) offered through MOOCs with the approval of Head of the Department. The Head of the Department shall appoint one mentor to monitor the student's progression. The student needs to earn a certificate by passing the exam. The student shall be awarded the credits assigned in the curriculum only by submission of the certificate. Examination fee, if any, will be borne by the student.

Students who have qualified in the proctored examinations conducted through MOOCs platform can apply for credit transfer as specified and are exempted from appearing internal as well as external examination (for the specified equivalent credit course only) conducted by the university.

Necessary amendments in rules and regulations regarding adoption of MOOC courses would be proposed from time to time.

2. Credit Transfer Policy

Adoption of MOOCs is mandatory, to enable Blended model of teaching-learning as also envisaged in the NEP 2020. As per University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2016, the University shall allow up to a maximum of 20% of the total courses being offered in a particular programme i.e., maximum of 32 credits through MOOCs platform.

i) The University shall offer credit mobility for MOOCs and give the equivalent credit weightage to the students for the credits earned through online learning courses.

ii) Student registration for the MOOCs shall be only through the respective department of the institution, it is mandatory for the student to share necessary information with the department. ***Student can register ONE Semester in advance and obtain required credits, i.e. e.g,, V Sem courses can be register while studying IV Sem itself and can obtain credits***.

iii) The concerned department shall identify the courses permitted for credit transfer.

iv) The University/institution shall notify at the beginning of semester the list of the online learning courses eligible for credit transfer.

v) The institution shall designate a faculty member as a Mentor for each course to guide the students from registration till completion of the credit course.

vi) The university shall ensure no overlap of MOOC exams with that of the university examination schedule. In case of delay in results, the university will re-issue the marks sheet for such students.

vii) Student pursuing courses under MOOCs shall acquire the required credits only after successful completion of the course and submitting a certificate issued by the competent authority along with the percentage of marks and grades.

viii) The institution shall submit the following to the examination section of the university:

a) List of students who have passed MOOC courses in the current semester along with the certificate of completion.

b) Undertaking form filled by the students for credit transfer.

Note: Students shall be permitted to register for MOOCs offered through online platforms approved by the University from time to time.

6. GRADING:

As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades and corresponding percentage of marks shall be followed:

After each course is evaluated for 100 or 50 marks, the marks obtained in each course will be converted to a corresponding letter grade as given below, depending on the range in which the marks obtained by the student fall.

Structure of Grading of Academic Performance

For Theory / Practical course / Project (100 marks)				For Internship / Mini project (50 marks)			
Range of Marks	**Letter Grade**	**Level**	**Grade points**	**Range of Marks**	**Letter Grade**	**Level**	**Grade points**
90 & above	**S**	Superior	10	45 & above	**S**	Superior	10
80-89	**A**	Excellent	9	40-44	**A**	Excellent	9
70-79	**B**	Very good	8	35-39	**B**	Very good	8
60-69	**C**	good	7	30-34	**C**	good	7
50-59	**D**	Average	6	25-29	**D**	Pass	6
40-49	**E**	Pass	5	<25	**F**	Fail	0
<40	**F**	Fail	0		**AB**	Absent	0
	AB	Absent	0				

i) A student obtaining Grade “F“ or Grade “AB“ in a subject shall be considered failed and will be required to reappear for that subject when it is offered the next supplementary examination.

ii) For non-credit audit courses, “Satisfactory” or “Unsatisfactory” shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA/Percentage.

iii) Computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The **Semester Grade Point Average (SGPA)** is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$\mathbf{SGPA = \Sigma\ (Ci \times Gi)/\Sigma\ Ci}$$

where, Ci is the number of credits of the ith subject and Gi is the grade point scored by the student in the ith course.

The **Cumulative Grade Point Average (CGPA)** will be computed in the same manner considering all the courses undergone by a student over all the semesters of a program, i.e.,

$$\mathbf{CGPA = \Sigma\ (Ci \times Si)/\ \Sigma\ Ci}$$

where “Si” is the SGPA of the ith semester and Ci is the total number of credits up to that semester.

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale. Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by the letters S, A, B,C,D, E and F.

7. AWARD OF CLASS:

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of BBA/ BBA(Honours)/ BBA(Honours with Research) Degree, he/she shall be placed in one of the following four classes:

Class Awarded	CGPA Secured
First Class with Distinction	≥ 7.5
First Class	≥ 6.5 < 7.5
Second Class	≥ 5.5 < 6.5
Pass Class	≥ 5.0 < 5.5

***CGPA to Percentage conversion Formula – (CGPA – 0.5) x 10**

8. WITH–HOLDING OF RESULTS:

If the candidate has any dues not paid to the institution or if any case of indiscipline or malpractice is pending against him/her, the result of the candidate shall be withheld in such cases.

9. MULTIPLE ENTRY / EXIT OPTION

(a) Entry Policy:

Modalities on multiple entry by the student into the B.B.A /B.B.A.(Honours)/ B.B.A (Honours with Research) programme will be provided in due course of time.

Note: The Universities shall resolve any issues that may arise in the implementation of Multiple Entry and Exit policies from time to time and shall review the policies in the light of periodic changes brought by UGC, AICTE and State government.

Registration for BBA (Honours)

i) Students who Complete BBA Degree are eligible to pursue 4 years BBA (Honours) programme.

ii) The eligible and interested students shall apply through the HOD of his/her department. The whole process should be completed within one week before the start of 4th year. Selected students shall be permitted to register the courses under BBA (Honours).

iii) The selected students shall submit their willingness to the principal through his/her department offering Honours. The department shall maintain the record of student pursuing the Honours.

iv) The students enrolled in the BBA (Honours) programme will be monitored continuously. An advisor/mentor from department shall be assigned to a group of students to monitor the progress.

v) The students enrolled in the 4 years BBA (Honours) programme shall complete two semesters and to obtain **40 credits** in addition to **120 credits** what they secure upto 3 years BBA programme.

vi) The students who secure total 160 credits within stipulated time period decided by the University are eligible to get 4 years BBA (Honours) Degree

Registration for BBA (Honours with Research)

i) Students who Complete BBA Degree with Minimum 75% Marks or Equivalent CGPA upto 6th Semester are eligible to pursue 4 years BBA (Honours with Research) programme.

ii) The eligible and interested students shall apply through the HOD of his/her department. The whole process should be completed within one week before the start of 4th year. Selected students shall be permitted to register the courses under BBA (Honours with Research).

iii) The selected students shall submit their willingness to the principal through his/her department offering Honours. The department shall maintain the record of student pursuing the Honours.

iv) The students enrolled in the BBA (Honours with Research) programme will be monitored continuously. An advisor/mentor from department shall be assigned to a group of students to monitor the progress.

v) The students enrolled in the 4 years BBA (Honours with Research) programme shall complete two semesters and to obtain **40 credits** in addition to **120 credits** what they secure upto 3 years BBA programme.

vi) The students who secure total 160 credits within stipulated time period decided by the University are eligible to get 4 years BBA (Honours with Research) Degree.

(b)Exit Option:

Total duration of the of BBA/ BBA (Honours) / BBA (Honours with Research) (Regular) Programme is offered with various exit options as prescribed below

Programme	Duration
Under Graduate Certificate in Business Administration	1 Year
Under Graduate Diploma in Business Administration	2 years
BBA Program	3 years
BBA (Honours)	4 years
BBA (Honours With Research)	4 years

10. SEMESTER WISE CREDIT DISTRIBUTION:

Semester Wise Credit Distribution of BBA / *BBA (Honours) and BBA (Honours With Research)* Program:

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value Added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
BBA Degree							
I	12	4	2	2	-	-	20
II	12	2	2	2	2	-	20
III	12	-	2	2	4	-	20
IV	14	-	-	2	4	-	20
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honours) / BBA (Honours With Research)							
VII	4	-	4	-	4	8	20
VIII	-	-	-	-	8	12	20

11. GAP YEAR CONCEPT:

Gap year concept for Student Entrepreneur in Residence is introduced and outstanding students who wish to pursue entrepreneurship / become entrepreneur are allowed to take a break of one year at any time after II year to pursue full-time entrepreneurship programme/to establish startups. This period may be extended to two years at the most and these two years would not be counted for the time for the maximum time for graduation. The principal of the respective college shall forward such proposals submitted by the students to the University. An evaluation committee constituted by the University shall evaluate the proposal submitted by the student and the committee shall decide whether to permit the student(s) to avail the Gap Year or not

12. TRANSITORY REGULATIONS:

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfillment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

Candidates who are permitted to avail Gap Year shall be eligible for re-joining into the succeeding year of their BBA Degree from the date of commencement of class work, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

13. MINIMUM INSTRUCTION DAYS FOR A SEMESTER:

The minimum instruction days including exams for each semester shall be 90 days.

14. MEDIUM OF INSTRUCTION:

The medium of instruction of the entire BBA undergraduate programme (including examinations and project reports) will be in English only.

15. STUDENT TRANSFERS:

Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the Universities from time to time.

16. PROGRAM RELATED TERMS

(A) Credit: A unit by which the course work is measured. It determines the number of hours of instruction required per week. One credit is equivalent to one hour of teaching (Lecture/Tutorial) or two hours of practical work/field work per week.

Credit Definition:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

(B) Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
C	Credits
CC	Core Course
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

(C) Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.

(D) Choice Based Credit System (CBCS): The CBCS provides a choice for students to select from the prescribed courses.

17. GENERAL INSTRUCTIONS:

- The academic regulations should be read as a whole for purpose of any interpretation.
- Malpractices rules-nature and punishments are appended.
- Where the words “he”, “him”, “his”, occur in the regulations, they also include “she”, “her”, “hers”, respectively.
- In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor / Head of the institution is final.
- The Institution may change or amend the academic regulations or syllabus at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the Institution.

In the case of any doubt or ambiguity in the interpretation of the guidelines given, the decision of the Vice-Chancellor / Head of the institution is final.

MALPRACTICES RULES

DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/Improper conduct	Punishment
	If the candidate:	
1 (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled.
3	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is

		also debarred and forfeits the seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over
4	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.
6	Refuses to obey the orders of the Chief Superintendent/Assistant – Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already

	examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and Project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already

		appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the Head of the Institution for further action to award suitable punishment.	

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BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY AND SCIENCE
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Batlapalem, Amalapuram

BR24

PROGRAM STRUCTURE
&
SYLLABUS

For

BACHELOR IN BUSINESS ADMINISTRATION (BBA)
BBA / BBA (Honours) / BBA (Honours with Research)
(Applicableforbatchesadmittedfrom2024-2025)

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I YEAR I SEMESTER (SEMESTER-I)								
S.No	**CourseType**	**Course Code**	**Courses**	**Marks**	**L**	**T**	**P**	**C**
3 WEEKS INDUCTION PROGRAM (UHV-I)								
1	AEC	24BB1C01	General English	100	1	1	0	2
2	AEC	24BB1C02	Business Communication-I	100	1	1	0	2
3	MDE	24BB1C03	Indian science, Engineering & Technology (Past, Present & Future)	100	2	0	0	2
4	VAC	24BB1C04	Environmental Science and Sustainability	100	2	0	0	2
5	CC	24BB1C05	Principles of Management	100	3	1	0	4
6	CC	24BB1C06	Financial Accounting	100	3	1	0	4
7	CC	24BB1C07	Business Statistics and Logic	100	3	1	0	4
8	MC	24BB1C08	Additional courses–Telugu/Sanskrit/Hindi	-	1	1	0	0*
			Total		**16**	**6**	**0**	**20**

Note:*Indian Languages:Sanskrit/Hindi/Telugu

I YEAR II SEMESTER (SEMESTER-II)								
S.No	**CourseType**	**Course Code**	**Courses**	**Marks**	**L**	**T**	**P**	**C**
1	AEC	24BB2C01	Business Communication-II	100	1	1	0	2
2	AEC	24BB2C02	Business Mathematics	100	1	1	0	2
3	MDE	24BB2C03	Introduction to Public Administration	100	1	1	0	2
4	CC-Major	24BB2C04	Business Organization	100	3	1	0	4
5	CC-Major	24BB2C05	Business Economics	100	3	1	0	4
6	CC-Minor	24BB2C06	Marketing Management	100	3	1	0	4
7	SEC	24BB2L01	M S Excel	100	1	0	2	2
8	MC	24BB2C07	Additional courses–Telugu/Sanskrit/Hindi	-	1	1	0	0*
			Total		**14**	**7**	**2**	**20**

NOTE : *Indian Languages: Sanskrit/Hindi/All Regional languages

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II YEAR I SEMESTER (SEMESTER-III)								
S.No	**Course Type**	**Course Code**	**Courses**	**Marks**	**L**	**T**	**P**	**C**
1	CC	24BB3C01	Business Laws	100	4	0	0	4
2	CC	24BB3C02	Fundamentals of E-Commerce	100	3	0	0	3
3	CC	24BB3C03	Business Environment	100	3	0	0	3
4	CC	24BB3C04	Operations Management	100	4	0	0	4
5	MDE	24BB3C05	Business Ethics	100	2	0	0	2
6	SEC	24BB3C06	Management Information System (MIS)	100	2	0	0	2
7	VAC	24BB3L01	Information Technology – Lab (Spreadsheet and tally)	100	0	0	4	2
			Total		**18**	**0**	**4**	**20**

II YEAR II SEMESTER (SEMESTER-IV)								
S.No	**Course Type**	**Course Code**	**Courses**	**Marks**	**L**	**T**	**P**	**C**
1	CC	24BB4C01	Human Resource Management	100	4	0	0	4
2	CC	24BB4C02	Research Methodology	100	3	0	0	3
3	CC	24BB4C03	Operations Research	100	4	0	0	4
4	CC	24BB4C04	Cross Culture Management	100	3	0	0	3
5	VAC	24BB4C05	Public Health Management	100	2	0	0	2
6	SEC	24BB4C06	Entrepreneurship Development	100	2	0	0	2
7	SEC**	24BB4SE01	Design of New Start–up / industry oriented Mini project / internship	50	0	0	0	2
			Total		**18**	**0**	**0**	**20**

Evaluated and Displayed in **V Semester Marks List.

SYLLABUS

SEMESTER - I

SYLLABUS

I Year I Semester

Code	Course	Marks	L	T	P	C
24BB1C01	**General English-I**	**100**	**1**	**1**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the concept of word formation, and identify root words, prefixes, and suffixes from foreign languages in English.	Remembering
CO2	Explain the importance of punctuation, coherence, and the organization of paragraphs in writing.	Understanding
CO3	Identify and correct common writing errors in sentences and paragraphs.	Applying
CO4	Apply appropriate writing styles for different contexts, including creating introductions and conclusions effectively.	Applying
CO5	Apply effective pronunciation, intonation, and stress patterns in everyday conversations and workplace communication.	Applying

Course Content:

Unit- I: Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit-II: Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit- III: Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

Unit- IV: Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing

Unit-V: Oral Communication (This Module involves interactive practicesessions in Language Lab)
Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

TEXT/REFERENCE BOOKS (LATEST EDITIONS):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), AnjanaTiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. KulBhushan Kumar, Khanna Book Publishing,
3. Practical English Usage. Michael Swan. OUP.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
6. Study Writing. Liz Hamp-Lyons and Ben Heasly.Cambridge University Press.
7. Communication Skills. Sanjay Kumar and PushpLata.Oxford University Press.
8. Exercises in Spoken English. Parts.I-III. CIEFL, Hyderabad. Oxford University Press.

I Year **I** Semester

Code	Course	Marks	L	T	P	C
24BB1C02	**Business Communication-I**	**100**	**1**	**1**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of communication, including the different types, channels, and approaches, as well as the models of communication.	Remembering
CO2	Explain the importance of oral and written communication in business settings, and describe the types of listening and writing techniques used in effective communication.	Understanding
CO3	Apply the principles of interpersonal and intrapersonal communication in team communication and conflict resolution.	Applying
CO4	Organize and manage group communication tasks, including planning meetings, drafting documents, and adhering to etiquette in various professional settings.	Analyzing
CO5	Evaluate the quality and impact of business presentations and reports, considering their structure, delivery, and content.	Evaluating

Course Content:

Unit-I:: Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, process, channels and approaches),7Cs of communication, Formal and informal communication, communication on social media platforms.

Unit-II:: Oral and WrittenCommunication

Introduction to oral and written communication, principles of successful oral communication, two sides of effective oral communication, introduction, importance and types of listening, principles of effective listening. Written communication: purpose and principles of writing, pros and cons of written communication, writing techniques.

Unit –III::Interpersonal and Intrapersonal Communication

Introduction, Meaning, principles, importance and benefits of interpersonal communication, Introduction, Meaning, principles, importance and benefits of intrapersonal communication. Silence, emotion and Motivation in communication, Team communication, managing communication during online meeting, communication barriers and overcoming the barriers.

Unit-IV::Group Communication

Meetings: need, importance and planning of meetings, drafting of notice, agenda, minutes and resolutions of meeting, writing memorandum, press release, press conference, business etiquettes, tables and telephonic etiquettes, net etiquettes.

Unit-V:: Presentation and Report writing

Introduction to Presentation, Elements of Presentation, designing a presentation, advanced business support for business presentations, types of visual aid, appearance and posture, practicing delivery of presentation, PowerPoint presentation skills, Info graphics, Business letters, types, layout of business letter, Reports; definition, purpose and types in Report writing.

TEXT/REFERENCE BOOKS (LATEST EDITIONS):

- AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
- Lesikar, R.V. & M.E. Flatley,"Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
- Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
- Boove, C.L.,Thill, J. V. &Raina, R. L, Business Communication Today, Pearson.
- Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organisational Communication: The key stone tomanagerial effectiveness.
- Meenakshi Rama: "Business Communication", Oxford University Press, NewDelhi
- C.S.G. Krishnamacharyulu and Dr. LalithaRamakrishnan, Business Communication, Himalaya PublishingHouse, Mumbai.
- Paul Turner: "Organisational Communication", JAICO Publishing House, New Delhi.

I Year **I** Semester

Code	Course	Marks	L	T	P	C
24BB1C03	**Indian Science, Engineering & Technology (Past, Present and Future)**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the scientific basis of various traditional practices in India, such as traditional medicine, veterinary sciences, and forecasting methods.	Understanding
CO2	Illustrate key concepts in ancient Indian physics and mathematics, such as atomic theory, laws of motion, and divisions of time and space.	Understanding
CO3	Analyze the mathematical and chemical theories of ancient India and their influence on later scientific advancements	Analyzing
CO4	Identify the effectiveness of traditional agricultural and transport practices in terms of sustainability and efficiency.	Applying
CO5	Apply Ayurvedic health regimens and yoga practices for personal well-being and stress management.	Applying

Course Content

Unit–I::Indian Traditional Knowledge; Science and Practices

IntroductiontotheScienceandwayofdoingscienceandresearchinIndia,Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant based medicine, Traditional writing Technology.

Unit–II:: Ancient Indian Science (Physics, Chemistry, Maths)

PhysicsinIndia:VaisheshikadarshanAtomictheory&lawofmotion,theoryofpanchmahabhoota,Brihath Shathaka(divisionsofthetime,unitofdistance),bhaskarachaya(theoryofgravity,suryasiddhanta&sidhantashriomani),Lilavati(gurutvakashanShakti).

Unit–III::Ancient Indian Science (Physics,Chemistry,Maths)

Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhaṭa–building of the ras shala(laboratory), working arrangements of ras-shala, material and equipment,Yaśodhara Bhaṭṭa process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana’s Sulba utras,Aryabhaṭa,Bhaskaracharya-I,Brahmagupta,Bhaskaracharya-II,Jyeṣṭhadeva.

Unit–IV::Ancient Indian Science (Textile,Agriculture,Transport)

Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural proteinfibers), bast and leaf fibers, washing spinning and weaving technology, Agriculture in India: Types of crops, Manures, Types of land- devamatruka, nadimatruka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India

Unit–V:: Ancient Indian Science (Ayurveda&Yoga)

Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Panchamahabhuta, the communication between body & mind , health regimen forwellbeing,introductiontoyoga(rajayoga,astangyoga,gyanyoga),understandingofIndianpsychologicalconcept,consciousness.

TEXT/REFERENCE BOOKS:

- **TextbookonIKSbyProf.BMahadevan,IIMBengaluru**
- Nair,ShanthaN.Echoes ofAncientIndianWisdom.NewDelhi:HindologyBooks,2008 KapurKand SinghA.K(Eds)2005).Indian KnowledgeSystems,Vol.1. Indian Instituteof
- AdvancedStudy,Shimla.Tatvabodhofsankaracharya,Centralchinmaymissiontrust,Bombay,1995
- SKDas,TheeducationsystemofAncienthindus,Gyanpublicationhouse,India
- RPKulkarni,GlimpeseofIndianEngineeringandTechnology(Ancient&Medievalperiod,Munshiram ManoharlalPublishersPvt.Ltd.2018
- AKPathak,ScienceandTechnologyinIndia,Anshikaprakashanpratapgarh,2016
- PBSharma,S.Narain,DoctorsScientistsandEngineersofAncientIndia,KalpazPublications2017
- NVP,Unithiri,IndianScientificTraditions(ProfessorK.N.NeelakantanElayathFelicitationVolume),publicationdivisionuniversityofCalicut,2006.

I Year I Semester

Code	Course	Marks	L	T	P	C
24BB1C04	**Environmental Science and Sustainability**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define and explain key environmental concepts, and recognize their relevance to business operations.	Remembering
CO2	Identify different types of ecosystems and describe their structure, functions, and ecological characteristics.	Applying
CO3	Interpret the primary threats to biodiversity and explain the need for conservation.	Understanding
CO4	Develop knowledge of cleaner technologies and analyze methods for managing solid waste and mitigating disaster impacts.	Applying
CO5	Analyze environmental justice issues, such as the concept of environmental refugees and resettlement practices.	Analyzing

Course Content:

Unit-I: Understanding Environment, Natural Resources and Sustainability

Fundamental environmental concepts and their relevance to business operations, Components and segments of the environment, the man-environment relationship, concept of sustainability.Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources and the importance of public awareness and education.

Unit-II: Ecosystems

Introduction to Ecosystem, types of ecosystems (Forest ecosystem, Grassland ecosystem, Desert ecosystem,Aquatic ecosystem), structure, functions, and ecological characteristics of ecosystem. Food chain and Food web, Ecological Pyramids.

Unit-III: Biodiversity, and Sustainable Practices

The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management.Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit-IV: Environmental Pollution, Waste Management, and Sustainable Development

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit -V: Social Issues, Legislation, and Practical Applications

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics.Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

TEXT/REFERENCE BOOKS:

- Poonia, M.P. *Environmental Studies* ,Khanna Book Publishing Co.
- Dave, D., &Katewa, S. S. *Text Book of Environmental Studies.* Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford University Press.
- Palaniswami “Environmental studies” Pearson Education.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Miller, G.T. &Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.

- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K*S. ustainability of business in the context of environmental management.* CRC Press.
- Wright, R.T. &Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed,). Pearson.

I Year **I** Semester

Code	Course	Marks	L	T	P	C
24BB1C05	**Principles of Management**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate management techniques for managing business.	Understanding
CO2	Discuss a conceptual knowledge about the planning and decision making.	Understanding
CO3	Apply the concept of organizing for the effective functioning of a management.	Applying
CO4	Analyze and apply various leadership theories, motivation strategies, and control processes in organizational management	Analyzing
CO5	Apply the strategic management process to analyze and improve organizational performance.	Applying

Course Content:

Unit -I: Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches- Scientific Approach by Taylor and Administrative approach by Henry Fayol; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit -II: Planning and Decision Making

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational;Planning process and techniques; Decision making- Importance and steps, decision making models and tools.

Unit -III: Organizing and Staffing

Organizational structure and design; types of organizational structures: line & staff, Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

Unit-IV: Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), leadership Styles (Authoritative, Democratic, Free rein), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control.

Unit -V: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, corporate social responsibility (CSR), Sustainable management practices.

TEXT/REFERENCE BOOKS:

- Ghuman&Aswathappa.Management,Practice&Cases.McGrawHill,NewDelhi
- PeterFDrucker,Management.HarperCollinspublishers,NewYork.
- RaoV.S.P.ManagementPrinciplesandApplications.TaxmannPublications
- BrightD.etal.PrinciplesofManagement.OpenStaxTextbooks,Houston
- KapoorPremvir,PrinciplesofManagement,KhannaBookPublishing.
- JonesG.R.,andGeorge,J.M.EssentialsofcontemporarymanagementNewYork,NY:McGraw-HillEducation.
- RobbinsS.P.&Coulter,M.A.Management.Pearson.
- Rasad,L.M.(2000).PriciplesandPracticeofManagement.

I Year **I** Semester

Code	Course	Marks	L	T	P	C
24BB1C06	**Financial Accounting**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define key concepts in accounting such as accounting information systems, accounting equation, and types of business organizations	Remembering
CO2	Record business transactions in the Journal and Ledger, including those related to purchases, sales, returns, and GST	Applying
CO3	Prepare Trading, Profit & Loss Accounts, and Balance Sheets, applying accounting standards and considering necessary adjustments.	Applying
CO4	Prepare Bank Reconciliation Statements (BRS) based on discrepancies between the Cash Book and Pass Book.	Applying
CO5	Analyze the financial statements of companies to assess profitability, financial position, and compliance with statutory regulations.	Analyzing

Course Content:

Unit– I: Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit – II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, GST transactions (Theory only), Entry in Ledger, Accounting accuracy through Trial balance.

Unit – III: Final Accounts

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts- Preparation of Final Accounts with Adjustments – Accounting Standards – Balance sheet

Unit - IV: Bank Reconciliation Statement

Introduction and significance of Bank Reconciliation Statement(BRS) – Pass Book – Causes for differences between Cash Book and Pass Book – preparation of Bank Reconciliation Statement(BRS)

Unit - V: Company Final Accounts

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements.

TEXT/REFERENCE BOOKS:

- Jain S.P.,&Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
- Kimmel, Financial accounting, Wiley Publications
- Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
- Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
- Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
- Financial Accounting and Analysis, Discovery Publishing House Pvt. Ltd.,New Delhi(2016)

I Year I Semester

Code	Course	Marks	L	T	P	C
24BB1C07	**Business Statistics and logic**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Outline the relevant concepts of Statistics to a given context/business scenario.	Understanding
CO2	Calculate the various measures of central tendency and partition values for a given data set.	Applying
CO3	Identify and analyze the skewness in data sets using Karl Pearson's and Bowley's methods	Analyzing
CO4	Calculate Karl Pearson's and Spearman's Rank correlation coefficients for a given set of data.	Applying
CO5	Solve problems involving direction sense tests and seating arrangements (linear and circular) using logical reasoning.	Applying

Course Content:

Unit – I: Introduction to statistics

Meaning, definition, importance of statistics, collection of data- primary and secondary data, schedule and questionnaire- frequency distribution – tabulation – diagrammatic and graphic presentation of data.

Unit – II: Measures of Central Tendency

Definition, objectives and characteristics of Measures of central tendency – types of averages, -arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean and meaning of partition values- quartiles, deciles, percentiles.

Unit – III: Measures of Dispersion and Skewness.

Range, quartile deviation, mean deviation, standard deviation and coefficient of variation.Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness

Unit – IV: Correlation

Meaning, definition and use of correlation, types of correlation Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.

Unit – V: Introduction to Logic

Numberseries,codingdecodingandoddmanoutseries,directionsensetest,seatingarrangements – linear and circular, blood relations, arithmetic and geometric progressions,Inductive and deductive reasoning.

TEXT/REFERENCE BOOKS:

1. Levin R. I.& Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai&Bagavathi. *Statistics, Theory and Practice,* S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
6. Sharma J.K. Business Statistics, Vikas Publishing House

I Year **I** Semester

Code	Course	Marks	L	T	P	C
24BB1C08	**Additionalcourses–Telugu/Sanskrit/Hindi**	**-**	**1**	**1**	**0**	**0**

*The student will choose one of the languages to complete this course

TELUGU

Course Name: SahitiSourabham

General Telugu -సాధారణతెలుగు

Course Structure

Semester	Course Number	Course Name	No. of Hours / week	No.of Credits
Semester -I	1	SahitiSourabham / సాహితీసౌరభం	4	3
Semester -II	2	SrujanaathmakaRachana / సృజనాత్మకరచన	4	3

- **అభ్యసన లక్ష్యాలు**

యూనిట్ల సంఖ్య 5

పీరియడ్ల సంఖ్య: 60

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తించడం
ఆదికవి నన్నయ కాలంనాటి భాషా, సంస్కృతులను పరిచయం చేయడం
2. జాషువా కాలంనాటి మతపరిస్థితులు, గబ్బిలం కావ్య విశేషాలు తెలియజేయడం ద్వారా సమాజం పట్ల అవగాహన పెంపొందింపజేయడం
3. సంపన్న కుటుంబాలలోని పరిస్థితులు, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన కల్పించడం
4. జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో అర్థం చేసుకోవడంతో పాటు మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో తెలియజేయడం
5. జీవిత చరిత్ర ప్రక్రియను, దాని విశిష్టతను పరిచయం చేయడం
6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం
వ్యాకరణాంశాల ద్వారా భాషాసామర్థ్యాన్ని పెంపొందింపజేయడం

పాఠ్య ప్రణాళిక

యూనిట్ -I (ప్రాచీన కవిత్వం)

రాజనీతి – నన్నయ్య - ఆంధ్ర మహాభారతం – సభాపర్వం – ప్రథమాశ్వాసం (26-57 పద్యాలు)

- నన్నయ్య - కవి పరిచయం
- ప్రజాపాలన – నాడు, నేడు
- రాజనీతి - పాఠ్యాంశ ఇతివృత్తం
- రాజనీతి పాఠ్యాంశ సందేశం

యూనిట్ -II (ఆధునిక కవిత్వం)

గబ్బిలం - జాషువా - ప్రథమ భాగం (1-40 పద్యాల వరకు)

- గుర్రం జాషువా – కవి పరిచయం, కవితా శైలి
- గబ్బిలం పాఠ్యాంశ ఇతివృత్తం
- కావ్య రచనా నేపథ్యం
- పాఠ్యాంశ సందేశం

యూనిట్ -III (కథానిక)

అలరాస పుట్టిళ్ళు – కళ్యాణ సుందరీ జగన్నాథ్

- రచయిత్రి పరిచయం
- కథాంశం
- కథా నేపథ్యం, సందేశం
- పాత్ర చిత్రణ

యూనిట్ -IV (నవల)

అసమర్థుని జీవయాత్ర - గోపీచంద్

- గోపీచంద్ – రచయిత పరిచయం
- నవల ఇతివృత్తం, పాత్ర చిత్రణ
- నవల నేపథ్యం
- నవలా సందేశం

యూనిట్ -V (జీవిత చరిత్ర)

మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- తిరుమల రామచంద్ర – కవిపరిచయం
- వేటూరి ప్రభాకర శాస్త్రి
- నిడదవోలు వేంకట రావు
- మానవల్లి రామకృష్ణ కవి

వ్యాకరణం

సంధులు: అత్వ, ఇత్వ, ఉత్వ, త్రిక, సరళాదేశ, గసడదవాదేశ, ద్విరుక్త టకార, సవర్ణ దీర్ఘ, గుణ, యణాదేశ, వృద్ధి సంధులు.

సమాసాలు: అవ్యయీభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అర్థాలంకారాలు : ఉపమ, ఉత్ప్రేక్ష, రూపక, స్వభావోక్తి, అర్థాంతర న్యాస, అతిశయోక్తి, శ్లేష.

శబ్దాలంకారాలు: వృత్యనుప్రాస, ఛేకానుప్రాస, లాటానుప్రాస, అంత్యానుప్రాస

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము

జాతులు : కందం, ద్విపద

ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం

ముత్యాలసరాలు

- **ఆధార గ్రంథాలు:**

1. శ్రీమదాంధ్ర మహాభారతము - సభాపర్వము- తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. గబ్బిలం - జాషువా
3. అలరాస పుట్టిళ్లు - కళ్యాణ సుందరీ జగన్నాథ్
4. అసమర్థుని జీవయాత్ర - త్రిపురనేని గోపీచంద్
5. మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- **సూచించబడిన సహపాఠ్య కార్యక్రమాలు:**

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; ఆయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.

2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన వ్యాసాలు రాయించడం (సెమినార్/అసైన్మెంట్)
3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.
4. చారిత్రిక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.
5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం.

- **అభ్యసన ఫలితాలు**

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలు మెళకువలను గ్రహించగలరు.
2. జాషువా కాలంనాటి మతపరిస్థితులను, గబ్బిలం కావ్య విశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. అలరాస పుట్టిళ్లు కథా నేపథ్యాన్ని, సంపన్న కుటుంబాలలోని పరిస్థితులను, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన చేసుకోవడంతో పాటు కథా రచన ఎలా చేయాలో తెలుసుకుంటారు.
4. అసమర్థుని జీవయాత్ర రచనలో అప్పటి మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో, జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో విద్యార్థి తెలుసుకుంటాడు. ఒక తరం జీవితాన్ని కళ్లకు కట్టే మనోవైజ్ఞానిక నవలగా పేరు పొందిన అసమర్థుని జీవయాత్ర విద్యార్థి వ్యక్తిత్వ వికాసానికి దోహదం చేస్తుంది.
5. వేటూరి ప్రభాకర శాస్త్రి, నిడదవోలు వేంకటరావు, మానవల్లి రామకృష్ణ కవి వంటి ప్రముఖుల జీవిత చరిత్రలను తిరుమల రామచంద్ర ఎలా రాశారో అధ్యయనం చేయడంతోపాటు జీవిత చరిత్ర ప్రక్రియను ఎలా రచించాలో తెలుసుకుంటారు.
6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యం పెంపొందుతుంది.

HINDI

Course Structure

Semester	Course Number	Course Name	No. of Hours / week	No.of Credits
Semester -I	1	Hindi GadyaSahitya	4	3
Semester -II	2	Hindi PadyaSahitya	4	3

लक्ष्य:

१. विद्यार्थियों को गद्य की विविध विधाओं से परिचित करवाना।

२. हिन्दी भाषा के विशिष्ट साहित्यकारों का परिचय उनकी रचनाओं की विशिष्टता का ज्ञान प्राप्त कर पाना।

3. हिन्दी साहित्य के संक्षिप्त इतिहास से परिचित करवाना।

४. हिन्दी व्याकरण की सभी पहलुओं पर विद्यार्थियों को विशद रूप अध्ययन कराना, क्योंकि व्याकरण ही भाषा की रीढ़ होती है।

५. विद्यार्थियों को पत्र लेखन के आवश्यक नियमों से अवगत कराना , शिष्ट भाषा का प्रयोग एवं प्रभावपूर्ण लेखन विधि से परिचित करवाना।

Unit-I

१.मित्रता - आचार्य रामचंद्र शुक्ल

२.साहित्य की महत्ता - महावीर प्रसाद द्विवेदी

३.बिंदा - महादेवी वर्मा

Unit-II

१.मुक्तिधन - प्रेमचन्द

२.पुरस्कार - जयशंकर प्रसाद

३. और वह पढ़ गई - डॉ कुसुम वियोगी.

Unit -III

१.हिन्दी साहित्य का इतिहास -

सामान्य परिचय

२.काल विभाजन

१.कार्यालयीन शब्दावली (अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी)

२.लिंग

३.वचन

४.काल

५.कारक

Unit - V

पत्र लेखन

१. व्यक्तिगत पत्र

२. आवेदन पत्र

(छुट्टी पत्र, पिता जी के नाम पर पत्र , मित्र के नाम पर पत्र,प्राध्यापक पद केलिए आवेदन पत्र, अनुवादक पद केलिए आवेदन पत्र)

परिणाम: पाठ्यक्रम के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१. निबंध, रेखाचित्र, कहानी जैसी गद्य की विभिन्न विधाओं को समझ पाना एवं विश्लेषण कर पाना।

२.सच्चे मित्र के गुणों से अवगत हो पाना,जो की स्नातक स्तर के विद्यार्थियों केलिए अति आवश्यक है।

३.पठित रचनाओं में दर्शित सामाजिक, ऐतिहासिक , सांस्कृतिक आदि संदर्भों का मूल्यांकन कर पाना।

४.धामिक सहिष्णुता,देश प्रेम आदि उत्तम भावनाओं को जागृत कर पाना।

५. हिन्दीसाहित्येतिहास के संक्षिप्त अध्ययन से विविध काल एवं तत्कालीन परिस्थितियों से अवगत होना।

६. व्याकरणिक इकाइयों की समझ एवं प्रभावपूर्ण पत्र लेखन का ज्ञान अर्जित कर सकना।

SANSKRIT

Course Structure

Semester	Course Number	Course Name	No. of Hours / week	No.of Credits
Semester -I	1	Poetry,Prose& Grammar-I	4	3
Semester -II	2	Poetry,Prose& Grammar-II	4	3

Major Subject: SANSKRIT

Course 1: POETRY, PROSE & GRAMMER -I

I **Learning Outcomes:**

1. प्राचीन संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
2. आधुनिक संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
3. मौलिक व्याकरण परिचयः भवति ।

II **Syllabus: (Teaching Hours: 45)**

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. धनुर्भङ्गः - श्रीमद्रामायणे बालकाण्डे 67 सर्गः
2. शरणागतरक्षणम् - श्रीमहाभारते अनुशासनपर्वणि 32 अध्यायः

.Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. महोदयः - मुव्ळपूडि नारयणशास्त्रिणः पुत्रसंजीवन काव्ये 2 सर्गः
2. रामकीर्तिः - सत्यव्रतशास्त्रिणः श्रीरामकीर्ति महाकाव्ये 1 सर्गः

Unit - 3: गद्य साहित्यम् (9h)

1. खलोक्तिः - हितोपदेशे सन्धि परिच्छेदात्
2. लोकमान्यः - श्रीराननाथशास्त्रिकृतः निबन्धः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (देव, कवि, भानु, धातृ, पितृ, गो, रमा, मति)
2. धातवः (भू, गम्, स्था, दृशिर्, लाभ्, मुद्, अस्, भाष्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (अच् - हल् सन्धयः)
2. समासाः (द्वन्द्व, तत्पुरुष, कर्मधारय, द्विगु)

III **Skill Outcomes:**
On successful completion of this course, student shall be able to:

1. साहित्यकार, ऋषि, कवि हृदय विवेचनम् भवति ।
2. मानवीयमूल्यसम्पदनाभिलाषः भवति ।
3. मौलिकव्याकरणज्ञानेन प्रयोगे अर्थात् पठन लेखन वेलासु भाषाशुद्ध्यै प्रयत्नः भवति ।

IV **References:**

1. Prescribed Sanskrit **Text Book I**

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.

SYLLABUS

SEMESTER - II

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C01	**Business Communication-II**	**100**	**1**	**1**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the role of different non-verbal communication types, such as kinesics, proxemics, and paralinguistics, in conveying messages in the workplace	Understanding
CO2	Apply best practices in writing CVs, application letters, and preparing for interviews, including teleconferencing and video conferencing interviews	Applying
CO3	Analyze the impact of social media and public relations efforts on a company's image and communication effectiveness	Analyzing
CO4	Identify best practices for digital communication, including email etiquette, instant messaging, and conducting e-meetings effectively	Applying
CO5	Apply ethical decision-making frameworks to resolve dilemmas in business communication, including internal and external communication	Applying

Course Content:

Unit -I: Non Verbal and Para communication in Business organizations

Definition and Importance of Non-Verbal Communication, Types of Non-Verbal Communication: Kinesics (Body Language), Proxemics (Use of Space), Paralinguistic (Voice and Tone), Haptics (Touch), Appearance and Artifacts, Interpreting and Decoding Non-Verbal Cues, Role of Non-Verbal Communication in Business.

Unit -II:Employment Communication

Key Communication Skills for Employment, Job Search Communication, Writing CVs and application letter, interviews, types of interview, candidates preparation, interviewers preparation, elements of effective Interview for candidates, interviews through teleconferencing and video conferencing, Group Discussions, Structure and process of Group Discussions, objectives and functions, Do's and Don'ts in Group Discussion.

Unit -III: Corporate Communication

Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and public relations, role of social media in communication and public relations,Ethical Considerations in Corporate Communication. Cross culture communication: importance, issues, overcoming the issues.

Unit -IV: Digital Communication

Social media and individual, organizations and amplification; Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes and responsibilities; introduction and importance of personal and organizational websites.

Unit -V: Ethics in communication

Definition and Importance of Ethics in Communication, Principles of Ethical Communication, and Ethical Dilemmas in Communication: Honesty vs. Deception, Privacy and Confidentiality, Ethical Issues in Business Communication: Internal Communication and Ethics, External Communication and Ethics, Crisis Communication and Ethics, Ethical Decision-Making in Communication.

TEXT/REFERENCE BOOKS:

- BusinessCommunication,Raman–Prakash,Oxford
- AnjaneeSethi&BhavanaAdhikari,BusinessCommunication,TataMcGrawHill
- AICTE’s Prescribed – Communication Skills in English, Khanna Book Publishing.
- SathyaSwaroopDebasish, Bhagaban Das” “Business Communication”, PHIPrivate Limited, New Delhi,2009.
- R.K.Madhukar: “Business Communication”, Vikas Publishing House, New Delhi, 2012.
- Kelly M Quintanilla, Shawn T.Wahl:“Business and Professional Communication”, SAGE,New Delhi, 2012.
- Sangita Mehta, NeetyKaushish: “Business Communication”, University Science Press, New Delhi, 2010
- Anjali Ghanekar: “Business Communication Skills”, Everest Publishing House, New Delhi,2011
- Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organisational Communication: The key stone tomanagerial effectiveness.

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C02	**Business Mathematics**	**100**	**1**	**1**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify types of equations and solve linear and quadratic equations involving one variable.	Applying
CO2	Calculate the transpose, determinant, and inverse of matrices, and utilize Cramer's Rule and matrix inversion for solving equations.	Analyzing
CO3	Apply rules of differentiation, including logarithmic and partial differentiation, to solve mathematical problems.	Applying
CO4	Apply differentiation to compute marginal and average cost, marginal revenue, and other economic measures.	Applying
CO5	Evaluate financial strategies using concepts of present value, future value, and annuity analysis.	Evaluating

Course Content:

UNITI:BasicMathematics-TheoryofIndices:Definition,typesofindices,propertiesof indices, basic problems on indices. Equations: Types of equations, solving linear simultaneousequationsandQuadraticequationswithonevariable.PermutationsandCombinations:Definition,basicproblemsonpermutationsandcombinations.

UNIT II: **Matrix Algebra** - Definition, types of matrices, Scalar Multiplication of Matrix,EquatingofMatrices,Matrixoperations:Addition,SubtractionandMultiplication;Transposeof Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule,MatrixInversionmethod,RankofMatrix.

UNITIII:**ElementaryCalculus**-

Differentiation:Definition,rulesofdifferentiation,logarithmicdifferentiation,partialdifferentiationoffirstandsecondorder,maxima&minima.

UNITIV:ApplicationofCalculus-Elasticityofdemand,Averagerevenue,Marginalrevenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of shortperiodandlongperiodinperfectcompetition,Maximumrevenue,MinimumCost.

UNIT V: Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund. Problems will be given from all the units

TEXT/REFERENCE BOOKS:

- R.C.Joshi(2013.),BusinessMathematics,Jalandhar:NewAcademicPublishingCo.
- J.KSingh(2013),BusinessMathematics,Mumbai:HimalayaPublishingHouse.
- Dr.AmarnathDikshit&Dr. JinendraKumar Jain (2011.), BusinessMathematics, Mumbai:HimalayaPublishingHouse.
- Dr.C.SanchetiandV.K.Kapoor(2012),BusinessMathematics,NewDelhi:SultanChand&Sons

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C03	**Introduction to Public Administration**	**100**	**1**	**1**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	**CO Statement**	**Knowledge Level**
CO1	Define the concept of public administration and analyze the significance and role of public administration in nation's growth.	Remembering
CO2	Compare centralized and decentralized administration structures and their effectiveness in various governance scenarios.	Understanding
CO3	Analyze the importance of All India Services in maintaining effective governance and administration across states	Analyzing
CO4	Identify key e-governance initiatives, such as Digital India and the National e-Governance Plan, and their objectives.	Applying
CO5	Interpret the impact of NITI Aayog's administrative reforms on public administration in India.	Understanding

Course Content

Unit–I: Introduction to Public Administration.

Definition, nature and scope of public administration- Significance, Role and importance of Public Administration, Narrow perspective or postcard perspective, Broad perspective, Woodrow Wilson vision of public administration, Distinction between public and private administration. Theories of administration.

Unit – II: Structure and Organization of Public Administration

Structure of government: Executive, Legislature, and Judiciary, Centralized vs. decentralized administration, Functions and powers of the central and state governments in India. Administrative Structures in India: Union Government(Ministries, departments, and public sector organizations). State Government **(**Role of state ministries, departments, and state services).Local Government (Panchayats and Municipalities, their roles in decentralized governance).

Unit–III : All India Service

Central Services: Roles and functions of central government services (e.g., IAS, IPS, IFS)-State Services: Roles and functions of state government services-Importance of All India Services, UPSC; Role, functions, Powers and significance in the recruitment process for civil services. SPSCs Role, functions, Powers and importance in state-level recruitment and administration.

Unit -IV: E-Governance

E-Governance in India, Definition and significance of e-governance, Key initiatives in e-governance in India (Digital India, National e-Governance Plan).Challenges and opportunities of implementing e-governance in India. Good Governance initiatives: Definition of good governance and its key principles (transparency, accountability, responsiveness, participation, etc.).Role of public administration in ensuring good governance, Government initiatives to promote good governance in India.

Unit–V:NITIAayog.

Introduction to N ITIAayog, formation and objectives of NITI Aayog, Evolution of NITI Aayog from Planning Commission, Key roles of NITI Aayog in policy formulation, planning, and monitoring, Major activities and contributions of NITI Aayog, The role of NITI Aayog in fostering cooperative federalism, Administrative Reforms in India.

TEXT/REFERENCE BOOKS:

- PublicAdministrationbyAwasthi&Maheswari
- AdministrativeTheoriesbyMohitBhattacharya
- IndianGovernment&PoliticsbyB.L.Fadia
- ComparativeAdministrationbyMohitBhattacharya

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C04	**Business Organization**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Classify various types of business activities and describe the characteristics, importance, and objectives of a business organization.	Understanding
CO2	Compare different forms of business organizations and their characteristics, merits, and demerits.	Understanding
CO3	Identify and explain factors affecting plant location and the types of layouts in business setups.	Applying
CO4	Evaluate the role of business combinations in achieving economies of scale and addressing market competition.	Evaluating
CO5	Interpret key milestones in the evolution of computers and explain basic components and types of networks in business perspective.	Understanding

Course Content:

Unit–I: Introduction to Business

Concept, Meaning, Features, Stages of development of business and importance of business ClassificationofBusinessActivities.Meaning,Characteristics,Importance and Objectives of Business Organization..Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics

Unit–II: Promotion of Business

Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit–III: Plant Location and Layout:

Meaning, Importance, Factors affecting Plant Location.Plant Layout - Meaning, Objectives.Importance, Types of Layout.Factors affecting Layout. Size of Business Unit -

Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size

Unit–IV: Business Combination

Meaning,Characteristics,Objectives,Causes,FormsandKindsofBusinessCombination.Rationalization:Meaning,Characteristics,Objectives,Principles,Meritsanddemerits,DifferencebetweenRationalizationandNationalization.

Unit–V: Computer Essentials

Milestones of Computer Evolution– Computer, Block diagram, Generations Types of Networks, IP, Domain Name Services, applications. Ethical and SocialImplications-Networkandsecurityconcepts-InformationAssuranceFundamentals, Cryptography-SymmetricandAsymmetric,Malware,Firewalls,FraudTechniques,privacyanddataprotection

TEXT/REFERENCE BOOKS:

- Gupta, C.B., "Business Organisation", MayurPubliction, (2014).
- Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation& Management", KitabMahal, (2014).
- Sherlekar, S.A. &Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
- Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
- Prakash, Jagdish, "Business Organistaton and Management", KitabMahal Publishers
- (Hindi and English)
- Fundamentals of Computers by V. Raja Raman
- Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C05	**Business Economics**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe the nature and scope of business economics and the interface between micro and macroeconomics.	Understanding
CO2	Calculate the elasticity of demand and interpret different types of elasticity in real-world scenarios.	Applying
CO3	Classify various types of costs and apply break-even analysis to make effective decisions in business.	Applying
CO4	Compare various market structures and evaluate their implications for pricing, competition, and market power	Analyzing
CO5	Analyze the benefits of economic liberalization, privatization, and globalization and their impact on national income.	Analyzing

Course Content:

Unit–I: INTRODUCTION

Meaning and Definitions of Business Economics-Nature and Scope of Business Economics Micro and Macro Economics and their Interface. Basic Economic Principles.

Unit–II: DEMANDANALYSIS

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.

Unit–III: PRODUCTION,COSTANDREVENUEANALYSIS

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale Concept of TotalRevenue, Average Revenue and Marginal Revenue. Classification of Costs ,Break Even Analysis, applications of Break-Even analysis.

Unit – IV: MARKETSTRUCTURE

Concept of Market– Classification of Markets. Perfect Competition– Characteristics, EquilibriumPrice,Monopoly–Characteristics, Equilibrium under Monopoly

Unit–V: NATIONALINCOMEANDSTRUCTURALREFORMS

Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning,Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO-Objectives, Functions

TEXT/REFERENCE BOOKS:

- AryasriandMurthy-BusinessEconomics-TataMcGrawHill
- P.C.Chopra-BusinessEconomics–KalyaniPublications
- S.Sankaran-BusinessEconomics-MarghamPublications
- H.LAhuja-BusinessEconomics-SultanChand&Sons.
- Deepasree-BusinessEconomics-HimalayaPublishingHouse.RyanOlson

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C06	**Marketing Management**	**100**	**3**	**1**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe different orientations a company may have toward marketing and distinguish between selling and marketing.	Understanding
CO2	Identify different levels of segmentation, targeting patterns, and positioning strategies in a competitive environment.	Applying
CO3	Interpret the role of branding, packaging, and labeling in product differentiation and customer perception.	Understanding
CO4	Analyze the impact of pricing and distribution decisions on consumer demand and company profitability.	Analyzing
CO5	Evaluate the role of each promotional mix element in influencing consumer decisions and creating brand awareness.	Evaluating

Course Content

Unit–I::INTRODUCTION

Definition, Importance and Scope of Marketing.Core Concepts of Marketing, Company's orientations towards Marketing. Marketing Process, Selling Vs Marketing. Marketing Elements of - Mix, Marketing environment.

Unit–II:: SEGMENTATION,TARGETING AND POSITIONING ANALYSIS

Basis for Segmentation, Process of STP. Levels ofSegmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit–III:: PRODUCT

Product–Characteristics,Benefits.ClassificationofProducts–Consumergoods–Industrialgoods.-NewProductDevelopmentprocess,ProductLifeCycle–StagesinPLCand application to -marketing.Branding of Products, Packaging and Labeling. Significance of Warranties.

Unit –IV :: PRICINGANDDISTRIBUTION

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures-, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of

Marketing Channels,-criteria of selecting a channel

Unit–V::PROMOTION

Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix-Advertising,- Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of-Promotional Mix in marketing decisions.

TEXT/REFERENCE BOOKS:

- Kotler.P, &Keller.K.L.,Koshy&Jha (2020). Marketing Management, 20th edition,Pearson.
- Ramaswamy&Nmakumary-MarketingManagement-GlobalPerspective-IndianContext-Mac Millon India Ltd.
- Saxena,Rajan,MarketingManagement,Tata-McGrawHill,NewDelhi.
- S.A.Sherlekar,R.Krishnamoorthy,MarketingManagement,HimalayaPublishing House

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2L01	**MSExcel**	**100**	**1**	**0**	**2**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Utilize various methods of applying formulas to perform calculations.	Applying
CO2	Distinguish between types of cell references and justify their selection for specific calculations.	Analyzing
CO3	Organize large datasets by sorting and filtering data effectively.	Applying
CO4	Employ statistical functions to interpret data and financial functions for budgeting or financial analysis.	Applying
CO5	Design tables within a database to store data in an organized and accessible manner.	Applying

Course Content:

Unit–I::Basics of MS Excel

The MS Excel interface, Formatting Cells, Data Entry-Inserting, Deleting, Selecting, Copying, Cutting, and Pasting. Methods of applying Formulas.

Unit–II::Calculations

Basic calculations, Conditional Formatting, Cell References & addressing

Unit–III::Filtering data

Conditional functions, IF functions,- Lookup functions, Sorting & Filtering Data

Unit – IV::Statistical functions

Demonstrating Statistical Functions and Financial functions in excel, Different types of Charts preparation and representation.

Unit–V:: Creating tables

MS Access Basics, Interface and components-creating a data base-creating tables.

TEXT/REFERENCE BOOKS:

- Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365),1st Edition BY “Paul McFedries” – Pearson.

I Year **II** Semester

Code	Course	Marks	L	T	P	C
24BB2C07	**Additionalcourses–Telugu/Sanskrit/Hindi**	**-**	**1**	**1**	**0**	**0***

TELUGU

- **అభ్యసన లక్ష్యాలు**

1. తెలుగు సాహిత్య అభ్యసన నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చడం

విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తింపజేయడం

మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకునేలా జేయడం

తెలుగుబాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని అవగాహన చేసుకోవడం

2. అనువాద రంగంలో నైపుణ్య సంపాదనను కలగజేయడం

3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకునేలా జేయడం

4. వ్యాస రచన ఎలా చేయాలో నేర్పించడం

5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యతను గుర్తించేలా జేయడం

పాఠ్య ప్రణాళిక

I. వ్యక్తీకరణ నైపుణ్యాలు

భాష- నిర్వచనాలు, లక్షణాలు

భాష- ఆవశ్యకత, ప్రయోజనాలు

భాష – ఉత్పత్తి వాదాలు

వర్ణం - పదం – వాక్యం

II. అనువాద రచన

అనువాదం - నిర్వచనాలు, ఆవశ్యకత

అనువాద పద్ధతులు

అనువాద సమస్యలు - భౌగోళ, భాష, సాంస్కృతిక సమస్యలు.

- అభ్యాసం ఆంగ్లంనుంచి తెలుగుకు, తెలుగు నుంచి ఆంగ్లానికి ఒక 'పేరా' అనువాదం చేయడం

III. మాధ్యమాలకు రచన

పత్రికా రచన – వార్తారచన, సంపాదకీయం, సమీక్ష

శ్రవ్య మాధ్యమం – రేడియో రచన (కథ), podcast (డాక్యుమెంటరీ)

దృశ్య మాధ్యమం – టెలివిజన్ (కెమెరా) రచన [రూపకం (Skit), వ్యాఖ్యానం (Anchoring)]

- ముద్రణా మాధ్యమ / శ్రవ్య మాధ్యమ / దృశ్య మాధ్యమ రచన విద్యార్థుల చేత చేయించడం

IV. తెలుగు వ్యాస రచన

తెలుగు వ్యాసం - నిర్వచనాలు, లక్షణాలు

సాక్షి వ్యాసం – స్వభాష

ఉపాధ్యాయ ఉవాచ – మునిమాణిక్యం నరసింహారావు

- విద్యార్థి చేత వ్యాస రచన చేయించడం

V. తెలుగు సాంకేతికత

తెలుగు లిపి పరిచయం - యూనికోడ్

తెలుగు వికీపీడియా

సామాజిక మాధ్యమాల్లో తెలుగు

('ఈ' పత్రికలు, వెబ్సైట్లు, బ్లాగు)

- తెలుగు వికీపీడియాలో మార్పులు చేర్పులు విద్యార్థుల చేత చేయించడం/
- సామాజిక మాధ్యమాల్లో తెలుగు రచనలు చేయించడం

- **ఆధార గ్రంథాలు/వ్యాసాలు**

1. వ్యక్తీకరణ నైపుణ్యాలు - 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు - ఆచార్య పి. ఎస్. సుబ్రహ్మణ్యం
   2. తెలుగు భాషా చరిత్ర – (సం.) ఆచార్య భద్రిరాజు కృష్ణమూర్తి
   3. తెలుగు వాక్యం – ఆచార్య చేకూరి రామారావు,
2. ఉత్తమ కవిత-లక్షణాలు - నవ్యకవిత్వ లక్షణములు - ఆచార్య సి. నారాయణరెడ్డి.
   ఆధునికాంధ్ర కవిత్వము-సంప్రదాయములు, ప్రయోగములు, చతుర్థ ప్రకరణము.
3. ఉత్తమ కథ –లక్షణాలు - కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17.
4. తెలుగు కథానిక – స్వరూప స్వభావాలు – పోరంకి దక్షిణామూర్తి
5. ఉత్తమ వ్యాసం లక్షణాలు - చదువు - సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు
6. తెలుగు వ్యాస పరిణామం - ఆచార్య కొలకలూరి ఇనాక్
7. అనువాద రచన - 1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి (పుటలు 61-75, 85-94)
   2. అనువాదన పద్ధతులు - ఆదరణ సమస్యలు-చేకూరి రామారావు.
   "భాషాంతరంగం", తెలుగు విశ్వవిద్యాలయం ప్రచురణ. (పుటలు 130-146,)
8. ముద్రణా మాధ్యమం - మాధ్యమాలకు రచన (పుటలు 9-12)
   డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
9. పత్రికా భాష - మాధ్యమాలకు రచన (పుటలు 67-74)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

10. పత్రికా రచన - తెలుగు వ్యావహారికాంశాలు (పుటలు 59-69)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

11. ప్రసార మాధ్యమాలు- మాధ్యమాలకు రచన (పుటలు 3-10)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

12. రేడియో రచన - మాధ్యమాలకు రచన (పుటలు 141-148)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

- చూ. మాధ్యమాలకు రచన (పుటలు 141-148)

13. వ్యాఖ్యానం (యాంకరింగ్) - మాధ్యమాలకు రచన (పుటలు 178-181)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

14. టెలివిజన్ రచన - మాధ్యమాలకు రచన (పుటలు 153 -160)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

15. తెలుగు జర్నలిజం - డా॥ బూదరాజు రాధాకృష్ణ.

సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.
2. విద్యార్థులచేత తెలుగు భాషా సాహిత్యాలపై ప్రసంగ వ్యాసం ఇప్పించడం (సెమినార్, అసైన్మెంట్)
3. వ్యాసరచన, లేఖారచన, స్వీయ కవితలు రాయించి తరగతిలో చదివింపచేయడం
4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.
5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion)
6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహింపజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.
7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేసి సంకలనం చేయడం.
8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు, దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/ క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

- **అధ్యయన ఫలితాలు**

ఈ కోర్సు విజయవంతంగా ముగిించాక, విద్యార్థులు క్రింది అధ్యయన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యాసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ వాగ్రూప, లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.
2. అనువాద ఆవశ్యకతను తెలుసుకుంటారు. అనువాద రంగంలో నైపుణ్యం పెరుగుతుంది.
3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
4. భాషానైపుణ్యాలను అలవరచుకోవడంతో పాటు వినియోగించడం నేర్చుకుంటారు. భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు. మంచి వ్యాస రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యత గురించి అవగాహన పొందగలరు.

HINDI

लक्ष्य:

१.कबीर और तुलसी के दोहों में व्यक्त सामाजिक संदेश जो आज के समय में भी प्रासंगिक है, विद्यार्थियों को उनसे परिचित कराना। सूर के पदों की लयात्मकता से परिचित हो पाना।

२. आधुनिक काल के प्रमुख हिन्दी कवियों का योगदान एवं विभिन्न साहित्यिक परंपराओं में उनके योगदान का आकलन कर सकेंगे।

३.निबंध के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की वृद्धि होना।

४. प्रयोजन मूलक हिन्दी के अंतर्गत विद्यार्थी विभिन्न सरकारी पत्रों से अवगत हो पाना।

५.अनुवाद और संक्षेपण ऐसी कलाएँ हैं, जिनके अभ्यास से विद्यार्थी भाषाओं पर निपुणता हासिल कर सकेंगे।

Unit - I

प्राचीन कविता

१. कबीर दास - ५ दोहे

२. सूरदास - बाल वर्णन

३. तुलसीदास - ७ दोहे

Unit - II

आधुनिक कविता

१. मातृभाषा - भारतेंदु हरिश्चंद्र - ५ दोहे

२. भिक्षुक - सूर्यकांत त्रिपाठी निराला

३. मादा भ्रूण - रजनी तिलक

Unit - III

सामान्य निबन्ध

१. विद्यार्थी और अनुशासन

२. विश्व भाषा के रूप में हिंदी

३. पर्यावरण प्रदूषण

प्रयोजन मूलक हिन्दी - परिचय

सरकारी पत्र- परिभाषा एवं पत्र का नमूना

१.परिपत्र

२.ज्ञापन

३.अधिसूचना

Unit - V

१. अनुवाद - अंग्रेजी से हिन्दी(४ - ५ पंक्तियाँ)

तेलुगू से हिन्दी (४ - ५ पंक्तियाँ)

२. संक्षेपण

परिणाम: द्वितीय सत्र के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१.प्राचीन कविता के अध्ययन से विद्यार्थियों में सामाजिक चेतना जागृत होगी, काव्यगत विशेषताओं से परिचित होंगे।

२.आधुनिक काल की विविध प्रक्रियाओं का आकलन तथा विश्लेषण।

३.विभिन्न निबंधों के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की श्रीवृद्धि।

४.प्रयोजन मूलक हिन्दी का ज्ञान प्राप्त कर विद्यार्थी सरकारी तथा गैर सरकारी संगठनों में अनुवादक पद केलिए अपने आप को तैयार कर पायेंगे।

५.अनुवाद अभ्यास जो साहित्यिक एवं अनुप्रयुक्त माध्यम से करवाया जाता है, यह विद्यार्थियों केलिए उपयोगी सिद्ध होगा। संक्षेपण कला के अभ्यास से भाषाई निपुणता प्राप्त कर सकते हैं।

संदर्भ ग्रंथ

१. गद्य संदेश - डॉ नरसिंहम शिवकोटि

२.कथालोक- डॉ घनश्याम

३.काव्य दीप- श्री बी राधाकृष्ण मूर्ति

४. आधुनिक हिन्दी व्याकरण और रचना - डॉ वासुदेव नंदन प्रसाद

SANSKRIT

Major Subject: SANSKRIT

Course 2: POETRY, PROSE & GRAMMER -II

I Learning Outcomes:

1. संस्कृत पद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
2. संस्कृत गद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
3. व्याकरणज्ञानात् लेखनशुद्धिः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. पाणिग्रहणम् - रघुवम्शमहाकाव्ये 7 सर्गः
2. पत्रार्चानम् - नानाग्रन्थेभ्यः

.Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. पन्नाधात्री – श्रीमत्प्रतापरणायने मेवाडकाण्डे 13 सर्गः
2. सुखवर्गः – धम्मपदम् (Sanskrit Version of Prof. P.Sriramachandrudu)

Unit - 3: गद्य साहित्यम् (9h)

1. अमोघदर्शनम् - बाणस्य कादंबरीतः
2. चारुचेष्टितम् - कविकोपकलापतः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (नदी, तनु, वधू, मातृ, वन, फल, वारि, मधु)
2. धातवः (इष्, लिख्, कृत्, क्रीज्, चुर्, रम्, वन्द्, युध्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (हल् सन्धिः – विसर्गसन्धिः)
2. समासाः (अव्यायीभावः, बहुव्रीहिः)

III Skill Outcomes:
On successful completion of this course, student shall be able to:

1. संस्कृतकवीनां पदवाक्यप्रयोगसरगेरयगतिः भवति ।
2. संस्कृतकवीनां भावगम्भीर्य परिज्ञानम् भवति ।
3. वक्यरचनायाम् दोषराहित्यप्राप्तिः भवति ।

IV References:

1. Prescribed Sanskrit Text Book II

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.

SYLLABUS

SEMESTER - III

SYLLABUS

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C01	**Business Laws**	**100**	**4**	**0**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Find the essentials of a valid contract and apply legal principles to identify remedies in cases of contract breaches.	Remembering
CO2	Identify the legal applications of negotiable instruments and partnership laws in business dealings.	Applying
CO3	Describe the types of companies, statutory documents, and legal doctrines governing company operations	Understanding
CO4	Interpret the legal rules relating to transfer of property, conditions, warranties, and rights of unpaid sellers.	Applying
CO5	Summarize the provisions of the Right to Information Act and the Consumer Protection Act to recognize their importance in business law	Understanding

Course Content:

Unit- I: LAW OF CONTRACT

Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.

Unit-II: NEGOTIABLE INSTRUMENTS ACT 1881

Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.

Unit- III: COMPANIES ACT, 2013

Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company.

Unit- IV: SALE OF GOODS ACT

Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners , Auction Sale.

Unit-V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT

Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.

Reference Books:

1. P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. Dr S.N.Maheshwari & Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.
5. Satyanarayana., Corporate Business Law, Discovery Publishing House Pvt. Ltd.

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C02	**Fundamentals of E-Commerce**	**100**	**3**	**0**	**0**	**3**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Summarize the scope, benefits, limitations, and frameworks of E-Commerce.	Understanding
CO2	Compare traditional retailing with e-retailing and evaluate different models of e-services and e-retailing.	Analyzing
CO3	Illustrate the use of EDI technologies, electronic payment systems, and digital economy practices.	Understanding
CO4	Explain various threats in computer systems and security measures like encryption, firewalls, and proxy servers.	Understanding
CO5	Identify ethical, social, political, and legal issues in e-commerce including privacy and intellectual property rights.	Applying

Course Content:

Unit- I: INTRODUCTION

Overview of developments in Information Technology and Defining E-Commerce: The scope of E-commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E-Commerce Architecture.

Unit-II: CONSUMER ORIENTED E-COMMERCE

E-Retailing: Traditional retailing and e-retailing, Benefits of e retailing, Key success factors, Models of E- retailing, Features of e-retailing. E-services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e-entertainment, and other specialized services. Business to Business Electronic Commerce

Unit- III: ELECTRONIC DATA INTERCHANGE

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Unit- IV: SECURITY IN E-COMMERCE

Threats in Computer Systems: Virus, Cyber Crime, Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server

Unit-V: ISSUES IN E-COMMERCE

Understanding Ethical, Social and Political issues in E Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance

Suggested Reading:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, ―Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
4. Elias M Award, ―Electronic Commerce from Vision to Fulfilment‖, 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, ―E-Marketing‖, 3RDEdition, Pearson Education.

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C03	**Business Environment**	**100**	**3**	**0**	**0**	**3**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the concept, significance, and elements of business environment and describe the salient features of the Indian economy.	Understanding
CO2	Analyze the impact of political, legal, and economic factors on business practices.	Analyzing
CO3	Identify the government policies and schemes to address issues faced by MSMEs.	Applying
CO4	Illustrate the structure and causes of disequilibrium in the Balance of Payments.	Understanding
CO5	Examine the role of international institutions and FDI in shaping global business opportunities.	Analyzing

Course Content:

Unit-I: INTRODUCTION

Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.

Unit -II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS

Elements of Political Environment, Role of Government in Business facilitation. Competition Act _FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog.

Unit -III: MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.

Unit –IV: BALANCE OF PAYMENTS

International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.

Unit –V: INTERNATIONAL BUSINESS ENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank, BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.

Reference Books:

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.
4. Raj Aggarwal, Business Environment, Excel Books.

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C04	**Operations Management**	**100**	**4**	**0**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the nature, scope, and recent trends in operations management, including different production systems and lean practices.	Understanding
CO2	Analyze product design stages and evaluate facility layout decisions for efficient operations.	Analyzing
CO3	Apply forecasting methods and capacity planning techniques to optimize production and supply chain decisions.	Applying
CO4	Examine the factors affecting productivity and demonstrate the use of job design, process flow charts, and work measurement.	Analyzing
CO5	Assess quality management approaches such as TQM, Kaizen, ISO standards, and statistical quality control techniques.	Analyzing

Course Content:

Unit-I: INTRODUCTION TO OPERATION MANAGEMENT

Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

Unit -II: PRODUCT DESIGN & PROCESS SELECTION

Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

Unit- III: FORECASTING & CAPACITY PLANNING

Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit- IV: PRODUCTIVITY

Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

Unit -V: QUALITY MANAGEMENT

Quality- Definition, Dimension, Cost of Quality, Quality Circles- Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts - Total Quality Management (TQM).

References:

- Krajewski & Ritzman (2004). Operation Management -Strategy and Analysis. Prentice Hall of India.
- Panner Selvem, Production and Operation Management, Prentice Hall of India.
- Chunnawals, Production & Operation Management Himalaya, Mumbai
- Charry, S.N (2005). Production and Operation Management- Concepts, Methods Strategy. John Willy & Sons Asia Pvt Limited.
- K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai.
- Satyanarayana (2020), Production and Operation Management - Discovery Publishing House Pvt. Ltd., New Delhi

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C05	**Business Ethics**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the concepts, values, and principles of ethics in business and their role in moral decision-making.	Understanding
CO2	Analyze the role of ethical leadership and human values in shaping corporate behavior across different functional systems	Analyzing
CO3	Examine ethical dilemmas, corporate social responsibility, and the relevance of Indian ethos in managerial decision-making.	Analyzing
CO4	Identify the ethical principles to decision-making in marketing, finance, HR, and IT, and interpret codes of professional conduct.	Applying
CO5	Examine environmental ethics, gender issues, and cross-cultural human values in management practices.	Analyzing

Course Content:

Unit I: Ethics and Business Ethics, Concept of Values and Ethics. Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business.

Unit-II: Ethical Corporate Behavior and Its Development, Ethical Leadership- Role of leaders in shaping ethical culture and guiding organizational values. Ethics and Business, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Unit III: Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance. Indian Ethos: Need, Purpose & Relevance Indian Ethos: Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain).

Unit IV: Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology. Holistic Approach for Managers in Decision Making. Professional ethos and code of professional ethics.

Unit V: Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination. Trans - Cultural Human Values in Management Education, Psychological and Aesthetic Values, work ethics, secular and spiritual value.

Recommended Books:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
3. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
4. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
5. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
6. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
7. Human Values By : Prof. A.N. Tripathi New Age International
8. Wisdom Leadership By : Prof. S.K. Chakraborthy Wheeler Publication.
9. Corporate Governance2/e, MacMallin, OUP
10. The Management and ethics Omnibus- Chakraborty, OUP
11. Values and Ethics for Organizations, Chakraborty, OUP/OIP

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3C06	**Management Information System (MIS)**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Find the process and explain organizational role of MIS in supporting managerial functions.	Understanding
CO2	Examine the process of planning, implementing, and controlling MIS for effective business management.	Analyzing
CO3	Describe the fundamentals of data processing, computer components, and system conversion from manual to computer-based operations.	Understanding
CO4	Identify the decision support system concepts to enhance managerial decision-making.	Applying
CO5	Analyze system design considerations including input/output, database, file organization, and security requirements.	Analyzing

Course Content:

Unit –I The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

Unit – II Planning-Concept, importance and Approaches in MIS planning, Steps in MIs planning process. Implementation – Stages and challenges in MIS Implementation, Role of end-users in implementation. Controlling - significance of control in MIS, Tools and techniques for monitoring MIS performance.

Unit – III Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

Unit–IV Managerial Decision Making, Role of information systems in improving decision quality. Decision Support System- Definition, purpose and Key characteristics of Decision support system, components of DSS.

Unit–V System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

References:

1. Management Information Systems by Laudon & Kennelh C- Prentice Hall
2. Management Information Systems by Jaiswal Mahadeo, OXFORD
3. Management Information Systems by Waman S Jawadekar, Mc-Grawhill.
4. Management Information Systems by D P Goyal Mc-Grawhill
5. Management Information Systems: Managing the Digital Firm – *K. C. Laudon & J. P. Laudon*
6. Introduction to Information Systems: Enabling and Transforming Business – *R. Kelly Rainer & Casey G. Cegielski*
7. Fundamentals of Database Systems – *Ramez Elmasri & Shamkant B. Navathe*
8. Using MIS – *David M. Kroenke*
9. Management Information Systems by S Sadagopan, PHI Learning Pvt Ltd, Newdelhi.

II Year I Semester

Code	Course	Marks	L	T	P	C
24BB3L01	**Information Technology – Lab (Spreadsheet and Tally)**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the creation, formatting, and calculation of data in spreadsheets using functions, references, and formulae.	Applying
CO2	Apply named ranges and functions to perform conditional, statistical, and time-based calculations in spreadsheets.	Applying
CO3	Illustrate the principles of accounting and execute company creation and transaction recording in Tally	Applying
CO4	Construct accounting masters by configuring features and setting up account heads in Tally.	Applying
CO5	Develop inventory masters by creating stock groups, categories, and godowns for business transactions in Tally.	Applying

Course Content:

Unit-I Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.

Unit -II Ranges and functions: Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.

Unit- III Basic of Accounting: Type of Accounts, Rules of Accounting, Principles of accounting - concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.

Unit- IV Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.

Unit- V Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventory Masters for National Traders.

SYLLABUS

SEMESTER - IV

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C01	**Human Resource Management**	**100**	**4**	**0**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the concept of HRM and summarize the evolving role of HR in achieving organizational objectives.	Understanding
CO2	Analyze the processes of human resource planning, recruitment, and selection, and differentiate among their techniques.	Analyzing
CO3	Design a training program by selecting appropriate methods and evaluate its effectiveness in enhancing employee performance.	Analyzing
CO4	Apply various performance appraisal and job evaluation techniques to determine fair compensation structures.	Applying
CO5	Examine industrial relations frameworks and interpret the processes of dispute resolution, grievance handling, and collective bargaining.	Analyzing

Course Content:

Unit-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Contribution to Company‘s objectives and policies, organizing the HRM Department.

Unit-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates.

Unit-III: TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Executive Development- Concept, significance.

Unit-IV: PERFORMANCE APPRAISAL AND COMPENSATION

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation- Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, - Introduction to Compensation Management, Objectives of Compensation,

Unit-V: INDUSTRIAL RELATIONS

Industrial Relations -Definition , Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining-Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.

Reference Books:

1. A Text book of Human Resource Management – C. B. Mammoria & S. V. Ghankar. -Himalaya Publishing House.

2. Personnel and Human Resource Management - Text & Cases, P Subba Rao, Himalaya Publishing House. 3. Human Resource Management – P. Jyothi, Oxford University Press.

4. Human Resource Management , R.Wayne Mondy, Robert M, Noe, Pearson Education.

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C02	**Research Methodology**	**100**	**3**	**0**	**0**	**3**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe the nature, types, and ethical issues of business research and outline the steps in the research process.	Understanding
CO2	Identify sources of data, apply sampling techniques, and develop questionnaires.	Applying
CO3	Select suitable survey methods, manage fieldwork, and present data using tables and graphs.	Applying
CO4	Formulate hypotheses and apply statistical tests such as t-test and Chi-square to analyze research problems.	Analyzing
CO5	Construct well-structured research reports by integrating research design, data analysis, and findings into appropriate formats.	Applying

Course Content:

Unit -I INTRODUCTION

Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research-, ethical issues in business research- Defining Research Problem, Steps in Research process.

Unit-II DATA BASE

Primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire.

Unit -III SURVEY RESEARCH AND DATA ANALYSIS

Selection of an appropriate survey research design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self- administered Questionnaires.

Unit -IV FORMULATION OF HYPOTHESIS –TESTS OF HYPOTHESIS

Introduction to Null hypothesis vs. alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

Unit -V REPORT WRITING

Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of a research report.

References

- C.R. Kothari: Research Methodology, methods and Techniques New Age International Publisher.
- A.N. Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
- A Bhujanga rao , Research methodology, Excel Books, 2008.

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C03	**Operations Research**	**100**	**4**	**0**	**0**	**4**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Solve business problems using linear programming models and apply the graphical and simplex methods for decision-making.	Applying
CO2	Apply and evaluate transportation and assignment models to determine the optimal allocation of resources in business scenarios.	Applying
CO3	Analyze and compute job sequencing problems and determine replacement policies for effective time and cost management.	Analyzing
CO4	Examine and apply game theory strategies, including pure and mixed strategies, to solve competitive business decision-making problems.	Analyzing
CO5	Construct project networks using CPM and PERT techniques to estimate project duration, critical path, and cost optimization.	Applying

Course Content:

Unit – I: Introduction to Operation research: Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modeling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau.

Unit II: Transportation, Assignment Models: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem, the Assignment Model, Travelling Salesman Problem.

Unit – III: **Sequencing and Replacement Model:** Job Sequencing – Definition, assumptions and solutions of sequencing problems - Processing n jobs through Two machines- Processing n jobs through Three machines - Replacement models comprising single replacement and group replacement.

Unit – IV : **Game Theory**: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods.

Unit – V: **CPM and PERT**: Drawing networks – identifying critical path – probability of completing the project within given time- optimum cost and optimum duration.

References:

1. Winston, Operations Research, Cengage, ND
2. Operations Research by A M Natarajan, P Balasubramanie, A Tamilarasi- Pearson.
3. Anand Sharma, Operations Research, Himalaya Publishing House,
4. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd.,
5. Mcleavey & Mojena, Principles of Operations Research for Management, AITBS publishers,
6. V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons,
7. Richard Bronson & Govindasami Naadimuthu, SCHAUM_S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata Mc Graw-Hill Edition,
8. JK Sharma Operation Research – Theory and Applications, MacMillan.

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C04	**Cross Culture Management**	**100**	**3**	**0**	**0**	**3**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the concept of culture in a business context and analyze its impact on different stakeholders.	Understanding
CO2	Examine cultural influences on global management and develop communication strategies for multicultural teams and organizations.	Analyzing
CO3	Demonstrate negotiation skills and evaluate decision-making approaches in multicultural business contexts.	Applying
CO4	Formulate staffing, training, and motivation strategies to manage expatriates and global teams effectively.	Applying
CO5	Assess organizational culture, design strategies for culture change, and measure improvements in performance.	Analyzing

Course Content:

Unit – I Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.

Unit – II Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures, High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

Unit – III Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base , International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

Unit – IV Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Developing the values and behaviors necessary to build high-performance organization personnel.

Unit – V Corporate Culture – The Nature of Organizational Cultures, Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

References:

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C05	**Public Health Management**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify environmental health hazards and explain strategies to prevent their impact on public health.	Understanding
CO2	Examine health policy frameworks and apply management principles to strengthen healthcare systems.	Analyzing
CO3	Analyze social and behavioral factors that influence individual and community health outcomes.	Analyzing
CO4	Compare communicable and non-communicable diseases and interpret their effects on public health.	Understanding
CO5	Develop strategies for health promotion and design educational programs to encourage healthy lifestyles.	Applying

Course Content:

Unit I: Environmental Health Sciences:

Concept and scope of environmental health. Types of environmental health hazards: physical, chemical, biological, and social/environmental determinants. Air, water, and soil pollution: causes, consequences, and prevention strategies. Occupational health hazards and safety measures. Preventive strategies and policies to reduce environmental health risks.

Unit -II: Health Policy and Management:

Concepts and objectives of health policy and health care systems. Overview of Indian healthcare system – public and private sector. Key national health policies and programs (e.g., National Health Policy, Ayushman Bharat). Role of WHO in health policy and management- Principles of health management – planning, organizing, staffing, directing, and controlling in healthcare.

Unit III: Social and Behavioral Sciences:

Influence of social, cultural, and economic factors on health behavior. Behavioral and lifestyle factors affecting health outcomes: nutrition, addiction, physical activity, and stress. Theories and models of health behavior change (Health Belief Model, Social Cognitive Theory, etc.). Role of community participation in health programs.

Unit IV: Communicable and Non-Communicable Diseases:

Definition, causes, and prevention of communicable diseases (tuberculosis, malaria, HIV/AIDS, COVID-19). Epidemiology and control measures for major communicable diseases in India. Non-communicable diseases (NCD): causes, risk factors, and management - and lifestyle interventions for NCD prevention. National and global programs for communicable and non-communicable disease control.

Unit V: Health Promotion and Education:

Concept and importance of health promotion, Principles and approaches of health education, Designing effective health communication strategies, Role of mass media, social media, and ICT in health promotion. School and workplace health promotion programs. Monitoring and evaluation of health promotion programs.

References:

- Public Health Management Principles and Practice by sunder Lal & Vikas, CBS Publishers and Distributors Pvt. Ltd.
- Public Health: Principles and Practices by Dr. Neelam Kumari, Cengaege Learning
- Park's Textbook of Preventive and Social Medicine by Author K Park, Banarsidas Bhanot Publishers

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C06	**Entrepreneurship Development**	**100**	**2**	**0**	**0**	**2**

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the concepts of entrepreneurship and Identify the traits and decision-making skills required to become an entrepreneur.	Understanding
CO2	Generate business ideas, evaluate their feasibility, and apply design thinking to create value propositions and customer insights.	Applying
CO3	Develop a business plan by integrating government initiatives, institutional support, and financial assistance for entrepreneurial ventures.	Applying
CO4	Identify challenges faced by startups and propose strategies to overcome various problems in business operations.	Applying
CO5	Examine how innovation and technology support entrepreneurship and design strategies for managing new products and intellectual property.	Analyzing

Course Content:

Unit-I Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking.

Unit-II Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. -Idea Evaluation: - Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation.

Unit-III Development Processes: Translate Business Model into a Business Plan, Visioning for venture-Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell

Unit-IV Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability- understanding of market size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Markets-Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival.

Unit-V Introduction to Innovation management: Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation.

References:

1) Robert D Hisrich & Michael P Peters (2023) Entrepreneurship –McGraw Hill

2) Nina Jacob, -Creativity in Organisations (Wheeler, 1998)

3) Jonne & Ceserani-Innovation & Creativity(Crest) 2001.

4) Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)

5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.

6) Singh P&Bhanderkar A-Winning the Corporate Olympiad: The Renaissan cearadigm (Vikas)

7) Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).

8) Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford .

9) Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butter work Heinemann, U. K.

10) Satyanarayana (2018) Entrepreneurship Management - Discovery Publishing House Pvt. Ltd., New Delhi

11) Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy: The Kanawakening. Butterwork-Heinemann, New Delhi, India.

II Year II Semester

Code	Course	Marks	L	T	P	C
	Design of New Start–up / industry oriented Mini project / internship		**0**	**0**	**0**	**2**