

BBA Course Details

The BBA programme aims at creating transformed, future-ready individuals who can take up any business challenge head-on. With a continuous emphasis on practical knowledge.

BBA Course Subjects & Syllabus

The BBA course syllabus entails an immersive approach towards subjects like accounts, economics, management, behaviour, business laws. Here, we aim to teach them nuances of interplay between various factors in the business sphere. The students are taught to analyse the impact of economy, laws and technology on business.

In the latter half of the programme, BBA subjects are extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media and digital marketing – all are imbibed in the students with theoretical study and practical application.

BBA Elective course Subjects (Skill Enhancement subjects)

Elective courses aim to make the student to become an expert in their chosen specialization. The elective courses are offered in the Fifth Semester of BBA.

BBA Skill Development

Life skills and Skill development subjects are from Semester 1 to III.

Life Skills

Life Skills Subject examination will be held by concern University's.

Skill Development subjects

Skill Development subjects are inserted in the syllabus for the students to learn the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.

Admission

The admission policy and procedure shall be decided from time to time by the APSHCE of the University based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India.

Eligibility for Admission

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 40% Marks

Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

Any act of indiscipline of a student reported to the Principal (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated.

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

Irrespective of the reason for the shortfall of the attendance, a student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory.

The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Principal. Such condonation is permitted only twice for a student in the entire duration of the programme.

The Principal, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Principal deems it fit and deserving, but in any case, the condonation cannot exceed 10%

Examination Assessment Procedure

Every course shall have two components of assessment namely,

Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule with an internal examination of 25 marks.

Attendance	Activities& events	Behavior	Internal Exam
4 marks	4 marks	4 marks	13marks

Total: 25 marks

End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule

Semester end Theory exam	75 Marks
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BBA Internships Guidelines

Social Immersion Internship

All first-year students are required to undergo an internship in an NGO or a company in social development for a period of five to six weeks during the summer vacation at the end of the Second semester of the Program.

The objective of this internship is to help students appreciate the social needs of the society; understand how technology and a good business model can help to address those issues and come up with a self-sustainable solution. The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability.

The internship has a partial credit of 4 and 100 marks. The Placement Office will assist the students in finding suitable summer internships. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They will also be required to make peer group presentations and discuss their learning with their fellow students. A ‘certificate of completion’ from the host organization is an essential requirement. The Social Immersion Internship shall be credited as approved in the curriculum

Sno	Course	Total Marks	Credits
1	Two months Social Immersion Internship	100	04

Marks Break up

- *Attendance 20 Marks
- *Training certificate 20 Marks
- *Report evaluation 10 Marks
- *Report Presentation 10 Marks
- *Viva Voce 40 Marks
- Total 100 Marks

*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated industry related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:

Title Section – This includes the name of the author(s) and the date of report preparation.

Summary – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

Introduction – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

Body – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.

Conclusion – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

Corporate Internship (End of Fourth semester)

At the end of the Fourth Semester every student shall undertake an internship in an organization / company for a period of six to eight weeks during the summer vacation. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously. They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

Sno	Course	Total Marks	Credits
1	Two months Corporate Internship	100	04

MARKS BREAK UP

*Attendance	20 Marks
*Training certificate	20 Marks
*Report evaluation	10 Marks
*Report Presentation	10 Marks
*Viva Voce	40 Marks
Total	100 Marks

*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated Corporate related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:

- **Title Section** – This includes the name of the author(s) and the date of report preparation.
- **Summary** There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- **Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion** – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

Specialization internship (sixth Semester)Sixth Semester:

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty-four weeks in the sixth semester. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

SIX MONTHS ON JOB SPECIALIZATION INTERNSHIP

Sno	Course	Total Marks	Credits
1	SIX Months on Job specialization Training	400	30

MARKS BREAK UP

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voce	100 Marks
Total	400 Marks

PROJECT CONTENTS AND GUIDELINES

Topic	Page No
Certificate	
Acknowledgement	
Executive summary	
Chapter 1: Introduction	
Chapter2: Review of Literature	
Chapter3: Research Methodology	
Chapter 4: Data Reduction, Presentation & Analysis	
Chapter 5: Data Interpretation	
Chapter 6: Summary & Conclusions	
References/ Bibliography	
Appendices	
List of Tables	
List of Figures	

Viva Voce and Report evaluation, Report presentation and project report will be evaluated by the externals nominated by intercollegiate committee.

Committee is instructed to nominate externals from professionals from organisational /Industry professionals/academia.

If the student is employed during the Job training and unable to attend the Viva voce, Externals are recommended to conduct online evaluation of students to allocate the marks.

MODEL FORMAT FOR QUESTION PAPER RECOMMENDATIONS TO THE PAPER SETTERS

1. The paper setter may him/herself prepare a blue print assigning appropriate weightage to all learning outcomes as per Blooms Taxonomy and specified in the syllabus (if no design is prescribed)
2. All units may be fairly covered and even the learning outcomes may be fairly distributed.
3. Action verbs specific to the learning outcome to be tested may be used.
4. There may be no ambiguity in the question. The wording may be carefully framed.
5. Weightage to the difficulty level may also be determined in such a way that neither the paper is too difficult nor too easy. Even an average learner shall be able to pass the examination with minimum marks.

SECTION - A Write Short Answer for any FIVE of the following Each question carries 5 marks (5 x 5 – 25 Marks)

1	
2	
3	
4	
5	
6	
7	
8	

(Total 8 Questions in Section A)

SECTION – B Answer the following questions Each question carries 10 marks (5 x 10 – 50 Marks)

9	A or B
10	A or B
11	A or B
12	A or B
13	A or B

(Total 10 Questions in Section–B. Internal choice for all questions from 9 to 13 (Two questions given under choice shall be from the same unit))

SYLLABUS FOR SEMESTER - I (BBA)

Principles of Management

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

• Books Recommended

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, 1998
- Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing

SYLLABUS FOR SEMESTER - I (BBA)

Managerial Economics

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:

The object of the course is to enable the students to list the different goals and constraints that firms face and apply the economic way of thinking to individual decisions and business decisions

Use calculus (first and second order derivatives) to solve for an optimum solution

Unit– I Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics
Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

Unit – II Consumer behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit -III Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium
Law of supply, shift in supply curve

Unit– IV Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variable factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economies and diseconomies of scale

Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit – V Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

Recommended Books:

Managerial Economics by Ivan Png, Blackwell Publishers

Managerial Economics in a global economy by Dominick Salvotore, Thomson South Western Publications

Economics by Lipsey, Oxford University Press

Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications

Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons

Managerial Economics, D.N. Dwivedi, Vikas Publishing Co

SYLLABUS FOR SEMESTER I (BBA)

Quantitative Methods for Managers

UNIT I:

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics – Collection of data – Primary and Secondary data – Schedule and questionnaire – Frequency distribution – Tabulation, Diagram and graphic presentation of data – Statistical system in India.

UNIT – II:

Measures of Central Tendency and Dispersion: Definition, objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewnes.

UNIT III:

Measures of Correlation: Meaning, Definition and use of correlation – types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis comparison between Correlation and Regression – Regression Equations – Interpretation of Regression Co-efficient.

UNIT IV:

Set Theory: Set, Subset, Types of Sets – Operations on sets – Venn Diagram Demorgan Laws – Applications of Set theory Laws of indices Arithmetic Progressions Geometric Progressions Harmonic Progressions.

UNIT – V:

Matrix: Meaning and operations – Matrix Algebra – Types of matrices – Matrix addition – Matrix Multiplication Matrix Determinants, Minors and Co-factors Matrix inversion.

RECOMMENDED BOOKS: 1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur. 2. Sancheti and Kapoor V K., Business Mathematics, Sulthan Chand & Sons, New Delhi. 3. D. N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad. 4. Gupta S.C. : Fundamentals of Business Statistics, Sultan Chand, New Delhi. 5. Aggarwal, Business Statistics, Kalyani Publishers, Hyderabad. 6. Reddy C R, Business Statistics, Deep & Deep Publications, New Delhi.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

(w.e.f 2020-21)

Principles of Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

I. Answer any Five from the following.

5x5=25 Marks

1. What are the environmental factors that affect business?
2. Discuss the scope and nature of management.
3. State the principles of effective planning.
4. What are the limitations of line and staff authority?
5. Difference between formal and informal communication.
6. What are the barriers to effective communication?
7. What are the various types of functional budgets?
8. Explain Maslow's theory of motivation.

Section – B

II. Answer Five questions, one from each unit.

5x10=50 Marks

Unit – I

9.

- a) Define Management. Explain the functions of management
Or
- b) Elucidate the role of a manager in a globalized era.

Unit – II

10.

- a) What do you mean by planning? How does planning helps manager take rational decisions?
Or
- b) Define MBO. Explain the concept and process.

Unit – III

11.

- a) What is Line and Staff Organization Structure? Explain its advantages.
Or
- b) Bring out the factors affecting centralization/Decentralization. Also highlight the merits and de merits of centralization/Decentralization with examples.

Unit – IV

12.

a) Explain different leadership styles.

Or

b) List the components of communication process?

Unit – V

13.

a) What is controlling? Elucidate the controlling techniques employed by managers.

Or

b) Explain the steps involved in implementation of budgetary control.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER
(w.e.f 2020-21)
Managerial Economics

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

I. Answer any Five from the following.

5x5=25 Marks

1. Micro Vs Macro Economics
2. Cross Elasticity of Demand
3. Cardinal Utility and Ordinal Utility.
4. Types of Costs?
5. GDP and GNP
6. Opportunity Cost Principle?
7. Consumer Equilibrium?
8. Fiscal Policy.

Section – B

II. Answer Five questions, one from each unit.

5x10=50 Marks

Unit – I

9.

- a) Describe the nature, scope and objective of managerial economics.

Or

- b) Explain basic principles of managerial economics.

Unit – II

10.

- a) Briefly explain Law of Demand and factors affecting demand?

Or

- b) “Demand is elastic in nature”? Explain.

Unit – III

11.

- a) Elucidate Law of Diminishing Marginal Utility with graphical representation.

Or

- b) Explain Marginal rate of substitution.

Unit – IV

12.

a) Briefly explain the nature of costs in long run.

Or

b) Explain in brief about pricing structure of firm under monopoly.

Unit – V

13.

a) Explain the concept of national Income under modern approach.

Or

b) Brief about national Income and methods to measure national income.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

(w.e.f 2020-21)

Quantitative Methods for Managers

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

I. Answer any Five from the following.

5x5=25 Marks

1. Define “Statistics”.
2. Measures of “Dispersions”.
3. Geometric Progression and Harmonic Progression.
4. Measures of Correlation
5. Find $(A \cup B)$ and $(B \cap C)$ when, $A = \{a, b, c, d\}$, $B = \{a, b, x, y\}$, $C = \{a, c, x, p\}$
6. Inverse Matrix.
7. Quartile Derivation?
8. Types of Matrices.

Section – B

II. Answer Five questions, one from each unit.

5x10=50 Marks

Unit – I

9.

a) Difference between Primary and Secondary data.

Or

b) Draw a pie diagram for the data given below:

Items:	Food	Clothing	Rent	Exp
values	800	240	370	550

Unit – II

10.

a) Estimate Bowley’s Measure of Skewness?

CLASS	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
FREQ	5	6	11	21	35	30	22	18

Or

b) Calculate Mode.

X	0-5	5-10	10-15	15-20	20-25
Y	4	9	17	15	4

Unit – III

11.

- a) Estimate Karl Pearson Correlation

X	1	3	5	7	9	11
Y	12	10	8	6	4	2

Or

- b) Obtain regression Lines from the following:

X	4	6	8	10	12
Y	3	7	11	15	19

Unit – IV

12.

- a) In a Class 120 students, Each student has to take Accountancy or Commerce. If 60 students take Commerce and 40 take both Commerce and Accountancy. How many take Accountancy? Verify answer by “Venn” diagram.

Or

- b) How many terms of the Ap: 24,21,18,..... We must be taken so that their sum is “78”?

Unit – V

13.

- a) Solve $3x-2y+z=20$, $x+2y-3z=5$, $-x-y+z=10$ using the Inverse Method.

Or

- b) Find $(AB)^2$ and $(BA)^2$ when,

$$A = \begin{bmatrix} 2 & 4 & 1 \\ 4 & 2 & 6 \\ 1 & 3 & 5 \end{bmatrix} \quad \text{and} \quad B = \begin{bmatrix} 1 & 3 & 6 \\ 4 & 9 & 7 \\ 2 & 1 & 6 \end{bmatrix}$$