

ANDHRA KESARI UNIVERTSITY

Programme: B.B.A. Honours (Major)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Principles of Management	4	4
	4	Business Economics	4	4
Semester-III	5	Business Law	4	4
	6	Organisational Behaviour	4	4
	7	Business Environment	4	4
	8	Business Statistics and Mathematics	4	4
Semester-IV	9	Marketing Management	4	4
	10	Human Resource Management	4	4
	11	Financial Management	4	4

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SEMESTER-III

COURSE 5: BUSINESS LAW

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.
- To provide an overview on Negotiable Instruments Act and Partnership Act in India.
- To understand the regulatory framework of companies with reference to various provisions of Companies Act.
- To understand the essentials and execution of Sale contracts.
- To acquire knowledge on Right to Information Act and Consumer Protection Act.

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.

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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.

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SEMESTER-III

COURSE 6: ORGANIZATIONAL BEHAVIOUR

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand individual and group behaviour at work place to improve the effectiveness of an organization.
- To understand different types of personality and learning styles.
- Comprehend concepts relating to group dynamics and conflict management.
- To understand leadership and its impact on group dynamics.
- To understand the process of Change management and issues involved in it.
- To understand organizational culture and organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership , importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups .

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UNIT-IV: MANAGEMENT OF CHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change. Organizational Development – Significance and process of OD.

UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

Reference Books:

1. Robbins, P.Stephen - Organizational Behaviour-Concepts, Controversies & Applications - Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behaviour - Konark Publishers Pvt. Ltd., Delhi.
4. Prasad, L.M - Organizational Theory & Behaviour - Sultan Chand & Sons, New Delhi.

SEMESTER-III

COURSE 7: BUSINESS ENVIRONMENT

Theory

Credits: 4

4 hrs/week

Course objectives:

- To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.
- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of International institutions in the growth of international business.

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.

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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.

SEMESTER-III

COURSE 8: BUSINESS STATISTICS AND MATHEMATICS

Theory

Credits: 4

4 hrs/week

Course Objectives:

- Understand the importance of Statistics in real world business applications.
- Formulate complete, concise and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models, learn and apply the statistical tools to business.
- Create quantitative models to solve real world problems in appropriate contexts.

UNIT I: INTRODUCTION TO BUSINESS STATISTICS

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection– Primary and Secondary data. Tools for Data Collection – Schedule and questionnaire. Frequency distribution, Tabulation of Data , 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 and 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 skewness.

UNIT III: MEASURES OF CORRELATION

Meaning, Definition and use of correlation. Types of Correlation- Karl Pearson’s correlation coefficient, Spearman’s Rank correlation. Probable error , Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients.

UNIT IV: SET THEORY

Set, Subset, Types of Sets. Operations on sets, De Morgan’s Law of Venn Diagram. Applications of Set theory. Laws of Indices, Arithmetic Progressions, Geometric Progressions, Harmonic Progressions.

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UNIT V: MATRIX

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

Reference Books:

1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur.
2. Sancheti and Kapoor V K., Business Mathematics, Sultan 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.

SEMESTER-IV

COURSE 9: MARKETING MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

UNIT-I: INTRODUCTION TO MARKETING MANAGEMENT

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

UNIT-II: SEGMENTATION, TARGETING AND POSITIONING

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

UNIT-III: PRODUCT

Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial goods. New Product Development process, Product Life Cycle –Stages in PLC and application to marketing. Branding of Products, Packaging and Labeling. Significance of Warranties & Guarantees.

UNIT-IV: PRICING AND DISTRIBUTION

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.

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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.

Reference Books:

1. Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
2. Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context- Mac Millon India Ltd.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House.

SEMESTER-IV

COURSE 10: HUMAN RESOURCE MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the stages in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, 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, socialization process.

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. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.

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, Role of Job Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation.

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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.

SEMESTER-IV

COURSE 11: FINANCIAL MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course objectives:

- To gain basic knowledge of objectives of Financial Management and its functions.
- To understand the capital budgeting process and risk analysis in capital budgeting.
- To gain familiarization with different financial decisions that impact any organisation.
- Understand decisions relating to dividend policies and their valuation .
- Knowledge regarding significance of working capital management to organisation.

UNIT I: INTRODUCTION

Nature, Scope and Objectives of Financial Management, Functions of Finance - Profit Maximization vs. Wealth Maximization, Role of Financial Manager in Modern Business Organizations, Risk - Return Trade off.

UNIT II: INVESTMENT DECISIONS

Capital Budgeting Process – Cash Flow Estimation and measurement , Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Capital rationing, Risk analysis in capital budgeting.

UNIT III: FINANCING DECISIONS

Concept of Leverage, Types of Leverages. EBIT – EPS Analysis. Capital Structure, Determinants of Capital Structure - Theories – Net Income approach, Net Operating Income approach. Traditional view – MM Hypothesis. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.

UNIT IV: DIVIDEND DECISIONS

Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, M-M Hypothesis. Retained Earnings Policies, Bonus Shares.

UNIT V: WORKING CAPITAL MANAGEMENT

Concept of Working Capital , Determinants of Working Capital. Determination of Optimum level of Current Assets – Liquidity vs. Profitability, Risk – Return tangle. Estimating working capital needs, Financing strategies of working capital. Inventory Management – Inventory Control Techniques, Receivables Management, Cash Management.

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Reference Books:

1. Brealey, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw Hill India.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugene F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, McGraw Hill India.
6. Khan, M.Y. and Jain, Financial Management, McGraw Hill India.

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ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT
Single Major Programme from the Year 2023-24 Onwards
Programme- B.BA. -Question Paper model,
Second Year-Semester-III & IV

Time: 3 Hours

Total Marks: 75

PART –A

Answer any Five of the following out of Ten Questions

Note: Each Unit Carrying Two Questions

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

PART –B

Answer the following One question from each unit

5x10=50 Marks

11a.

Or

11b.

12a.

Or

12b.

13a.

Or

13b.

14a.

Or

14b.

15a.

Or

15b.

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