BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (AU24 Regulations)

Semester I (First Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	HS	25BENG11T	Communicative English	3	0	0	3
2	PC	25BBBA11T	Principles of Management	3	0	0	3
3	PC	25BBBA12T	Fundamentals of Business Economics	3	0	0	3
4	PC	25BBBA13T	Fundamentals of Accounting	3	0	0	3
5	PC	25BBBA14T	Business Environment & Industrial Law	3	0	0	3
Lab Courses, Skill Enhancement and Value-Added courses							
6	HS	25BENG11L	Communicative English Lab	0	0	2	1
7	SEC	25BBBA15S	Managerial skills Development	2	0	0	2
8	VAC	25BBBA16T	Indian Heritage and Culture	2	0	0	2
9	COM	25BCOM11L	Fundamentals of IT	0	0	3	1.5
			Total credits				**21.5**

Category	Credits
Management Professional Core Courses	12
Humanities and Social Sciences Courses	4
Computer Application Course	1.5
Skill Enhancement Course	2
Value added Course	2
Total Credits	**21.5**

Semester II (First Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	25BBBA21T	Basic Elements of Marketing	3	0	0	3
2	PC	25BBBA22T	Entrepreneurship	3	0	0	3
3	PC	25BBBA23T	Cost Accounting	3	0	0	3
4	BS	25BMAT21T	Business Mathematics	3	0	0	3
5	PC	25BBBA24T	Information Processing and Management	3	0	0	3
6	BS	25BCHE21T	Environmental studies	3	0	0	3
7	PE	25BBBA25T	MOOC's	0	0	12 Weeks	3
Lab Courses, Skill Enhancement and Value-Added courses							
8	SEC	25BBBA26S	Self-Awareness and Personality Development	0	0	2	1
9	VAC	25BENG21T	Constitution of India	2	0	0	2
			Total credits				**24**

Category	Credits
Management Professional Core Courses	12
Management Professional Elective Course (MOOC's)	3
Basic Science Courses	6
Skill Enhancement Course	1
Value added Course	2
Total Credits	**24**

BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (AU24 Regulations)

Semester III (Second Year)

S.No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	25BBBA31T	Organization Behaviour	3	0	0	3
2	PC	25BBBA32T	Work place Dynamics	3	0	0	3
3	PC	25BBBA33T	Business Finance	3	0	0	3
4	PC	25BBBA34T	Rural marketing	3	0	0	3
5	PC	25BBBA35T	E-Business	3	0	0	3
6	PC	25BBBA36T	Indian Financial system	3	0	0	3
7	INT	25BBBA37I	Internship	0	0	8 Weeks	2
Lab Courses, Skill Enhancement and Value-Added courses							
8	SEC	25BENG31S	English for Competitive Exams	2	0	0	2
9	VAC	25BBBA38T	Stress and Anger Management	1	0	0	1
		Total credits					**23**

Category	Credits
Management Professional Core Courses	18
Internship	2
Skill Enhancement Course	2
Value added Course	1
Total Credits	**23**

Semester IV (Second Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	25BBBA41T	Knowledge Management	3	0	0	3
2	PC	25BBBA42T	Elements of taxation and Auditing	3	0	0	3
3	PC	25BBBA43T	Business Research Methods	3	0	0	3
4	PC	25BBBA44T	Business Ethics and Corporate Governance	3	0	0	3
5	PC	25BBBA45T	Essentials of supply chain Management	3	0	0	3
6	PC	25BBBA46T	Operations Management	3	0	0	3
7	CSP	25BBBA47P	Community Service Project	0	0	3 Weeks	2
Lab Courses, Skill Enhancement and Value-Added Courses							
8	SEC	25BBBA48S	Current Business Affairs	0	0	2	1
9	VAC	25BCOM41T	Fundamentals of Artificial Intelligence	2	0	0	2
		Total credits					**23**

Category	Credits
Management Professional Core Courses	18
Social Project	2
Skill Enhancement Course	1
Value added Course	2
Total Credits	**23**

BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION

Semester V (Third Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	25BBBA51T	International Business	3	0	0	3
2	PC	25BBBA52T	Banking and Insurance	3	0	0	3
3	PC	25BBBA53T	Basics of Marketing Communication	3	0	0	3
4	PC	25BBBA54T	Digital marketing for Beginners	3	0	0	3
5	PC	25BBBA55T	Business policies formulation	3	0	0	3
6	PC	25BBBA56T	Event management	3	0	0	3
Lab Courses, Skill Enhancement and Value-Added Courses							
7	SEC	25BBBA57S	Innovation by Design	0	0	3	1.5
			Total Credits				**19.5**

Category	Credits
Management Professional Core Courses	18
Skill Enhancement Course	1.5
Total Credits	**19.5**

Semester VI (Third Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PW	25BBBA61P	Project work	0	0	0	9
			Total Credits				**9**

Category	Credits
Project	9
Total Credits	**9**

ANNAMACHARYAUNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Communicative English
Category: HS
Course Code: 25BENG11T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The primary goal of the Communicative English course is to develop students' listening, reading, speaking, and writing skills, enhancing their comprehension, oral presentation, and reporting abilities. It focuses on improving grammatical structures and vocabulary, equipping students with the proficiency needed for effective communication and preparing them to meet industry standards.

Course Outcomes:

At the end of the course, the student will be able to

1. understand the context, topic, and pieces of specific information from social or transactional dialogues spoken by native speakers of English
2. analyze literary forms, journalistic articles and scientific readings for comprehension and retention
3. demonstrate effective writing and speaking skills
4. apply grammatical knowledge in speech and writing and formulate sentences with accuracy
5. produce coherent and unified paragraphs with adequate support and detail

Unit 1 HUMAN VALUES: The Gift of the Magi (Short Story) 11

Listening: Identifying the topic, the context and specific pieces of information by listening to short audio texts and answering a series of questions.

Speaking: Asking and answering general questions on familiar topics such as home, family, work, studies and interests; introducing oneself and others.

Reading: Skimming to get the main idea of a text; scanning to look for specific pieces of information.

Writing: Mechanics of Writing-Capitalization, Spellings, Punctuation-Parts of Sentences.

Grammar: Parts of Speech, Basic Sentence Structures-forming questions

Vocabulary: Synonyms, Antonyms, Affixes (Prefixes/Suffixes), Root words.

Unit 2 NATURE: The Brook by Alfred Tennyson (Poem) 8

Listening: Answering a series of questions about main ideas and supporting ideas after listening to audio texts.

Speaking: Discussion in pairs/small groups on specific topics followed by short structure talks.

Reading: Identifying sequence of ideas; recognizing verbal techniques that help to link the ideas in a paragraph together.

Writing: Structure of a paragraph - Paragraph writing (specific topics)

Grammar: Cohesive devices - linkers, use of articles and zero article; prepositions.

Vocabulary: Homonyms, Homophones, Homographs.

Unit 3 BIOGRAPHY: Elon Musk 8

Listening: Listening for global comprehension and summarizing what is listened to.

Speaking: Discussing specific topics in pairs or small groups and reporting what is discussed

Reading: Reading a text in detail by making basic inferences -recognizing and interpreting specific context clues; strategies to use text clues for comprehension.

Writing: Summarizing, Note-making, paraphrasing
Grammar: Verbs - tenses; subject-verb agreement; Compound words, Collocations
Vocabulary: Compound words, Collocations

Unit 4 INSPIRATION: The Toys of Peace by Saki 9

Listening: Making predictions while listening to conversations/ transactional dialogues without video; listening with video.
Speaking: Role plays for practice of conversational English in academic contexts (formal and informal) - asking for and giving information/directions.
Reading: Studying the use of graphic elements in texts to convey information, reveal trends/patterns/relationships, communicate processes or display complicated data.
Writing: Letter Writing: Official Letters, Resumes
Grammar: Reporting verbs, Direct & Indirect speech, Active & Passive Voice
Vocabulary: Words often confused, Jargons

Unit 5 MOTIVATION: The Power of Intrapersonal Communication (An Essay) 9

Listening: Identifying key terms, understanding concepts and answering a series of relevant questions that test comprehension.
Speaking: Formal oral presentations on topics from academic contexts
Reading: Reading comprehension.
Writing: Writing structured essays on specific topics.
Grammar: Editing short texts –identifying and correcting common errors in grammar and usage (articles, prepositions, tenses, subject verb agreement)
Vocabulary: Technical Jargons

Prescribed Textbooks:

1. *Pathfinder: Communicative English for Undergraduate Students.* 1st Ed., Orient Black Swan, 2023 (Units 1,2 & 3)

Reference Books:

1. Dubey, Sham Ji & Co. *English for Engineers.* Vikas Publishers, 2020
2. Bailey, Stephen. *Academic writing: A Handbook for InternationalStudents*. Routledge, 2014.
3. Murphy, Raymond. *English Grammar in Use.*4thEd., Cambridge University Press, 2019.
4. Lewis, Norman. *Word Power Made Easy- The Complete Handbook for Building Superior Vocabulary.* Anchor, 2014.

Web Resources:

GRAMMAR:

1. www.bbc.co.uk/learningenglish
2. https://dictionary.cambridge.org/grammar/british-grammar/
3. www.eslpod.com/index.html
4. https://www.learngrammar.net/
5. https://english4today.com/english-grammar-online-with-quizzes/
6. https://www.talkenglish.com/grammar/grammar.aspx

VOCABULARY

1. https://www.youtube.com/c/DailyVideoVocabulary/videos
2. https://www.youtube.com/channel/UC4cmBAit8i_NJZE8qK8sfpA

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Principles of Management
Category: PC
Course Code: 25BBBA11T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: On Completion of the course the student will Understand the basic Principles of management and will acquaint himself with management process, functions and Principles. Student will also get the idea about new developments in Management.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the fundamental concepts, functions, and principles of management, and analyse their relevance in modern organizations.
2. To develop effective plans by applying the principles of planning, decision-making, and problem-solving.
3. Analyze organizational structures and processes, and evaluate the importance of authority, delegation, centralization, and decentralization in management
4. Apply leadership and motivation theories to real-life situations and demonstrate effective communication strategies for managerial success
5. Evaluate and implement control mechanisms, productivity measures, and coordination techniques to improve organizational efficiency and effectiveness.

Unit -1 Introduction to Management **9**

Definition – Management – Concept, nature and scope, importance of management, the management process, hierarchy of management, managerial skills and competencies. Principles of management– Trends and Challenges of management in Global Scenario.

Unit – 2 Planning **9**

Definition – Concept and importance, planning process, Benefits, Essentials of a Good plan, – Planning Process – Types of Plans – decision making-Concept and process, types of Decision-making, Decision-Making Model.

Unit – 3 Organizing **9**

Definition – Concept, nature & scope, span of Management, organizational structure, types of organizational structures and their merits and demerits, process and significance. Authority and responsibility

Unit – 4 Directing **9**

Need for directing, principles and characteristics of directing, Leader Vs Manager – Communication – Types of Communication.

Unit – 5 Controlling and Co-ordination **9**

Controlling- importance of Controlling, characteristics of control, steps, resistance to control, design of effective control system and types. – Cost Control – Purchase Control – Maintenance Control – Co-Ordination.

Prescribed Textbooks

1. L.M Prasad; Principles of management; Sultan Chand and Sons 6th edition

Reference Books:

1. Harold Kooritz& Heinz Weihrich, “Essentials of Management”, Tata McGraw – Hill, 1998
2. Joseph L Massie “Essentials of Management”, Prentice Halla of India, (pearson) 4th edition 2003.
3.Gupta Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of Business Economics
Category: PC
Course Code: 25BBBA12T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: It aims to provide students with a clear understanding of the fundamental concepts and principles of economics and their application in business decision-making. It help students differentiate between micro and macroeconomic perspectives, analyze demand and supply forces, evaluate production processes and cost structures, understand pricing and output decisions under different market structures, and assess the impact of national income, inflation, and business cycles on managerial decisions.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain fundamental concepts of economics and their relevance in managerial decision-making.
2. Apply demand and supply theories to analyze market equilibrium and forecast business demand.
3. Analyze production functions, returns to scale, and economies of scale for efficient resource allocation.
4. Evaluate pricing and output decisions under different market structures and implications of market failures.
5. Assess the impact of national income, inflation, and business cycles on managerial and policy decisions.

Unit -1 Introduction to Managerial Economics 10

Economics-Definition, concepts, micro vs macroeconomics, business economics, economics vs business economics; business decisions in short and long run, role and relevance of economics in decision making

Unit -2 Theory of Demand & Supply 7

Demand-Law of demand, demand function, demand schedule, types of demand, elasticity of demand, measurement of elasticity of demand, demand forecasting, demand forecasting methods. Exceptions to the law of demand. Supply- Law of supply, supply function, elasticity of supply. Market equilibrium.

Unit -3 Production Analysis 8

Production function with one variable and two variables, Production function, Return to Scale Factor, Economies of Scale – Types of Economies, Dis Economies of Scale

Unit -4 Market Structure 10

Market - Basis for classification of market power, kinds of competitive market, price and output decisions in competitive Markets. Market Failures – public goods, social goods, merit goods, administered prices (ceiling price and floor price) and Externalities – Positive and negative

Unit -5 Macro Economics 10

Macroeconomics- National Income-Concepts of national income, methods of calculating national income. Inflation causes-demand pull and cost push inflation, measures to control inflation, business cycles - phases of business cycles and measures to control business cycles.

Prescribed Textbooks:

1. Varshney, R.L. & Maheshwari, K.L. Managerial Economics – Sultan Chand & Sons.

Reference Books:

1. Salvatore, Dominick. Managerial Economics: Principles and Worldwide Applications – Oxford University Press.
2. Dwivedi, D.N. Managerial Economics – Vikas Publishing House.
3. Petersen, H.C. & Lewis, W.C. Managerial Economics – Prentice Hall of India.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of Accounting
Category: PC
Course Code: 25BBBA13T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable students to understand the fundamentals of accounting, appreciate the importance of final accounts, and develop the ability to analyze the financial performance of business firms.

Course Outcomes:

At the end of the course, the student will be able to

1. Apply the Accounting Concepts, conventions and Principles of Accounting
2. Construct journal entries, ledger Accounts and trail balance
3. Analyze the performance of the organization through Trading, profit &loss, Balance sheet
4. Determine the Depreciation Methods in the Company/ industry
5. Apply appropriate methods to *ascertain* the profit or loss of a business.

Unit 1 Introduction to Accounting **10**

Meaning and Definitions - Need for Accounting –-Objectives of Accounting –Functions- Internal and External for Information- Accounting Concepts and Conventions (GAAP)

Unit 2 Accounting Systems **7**

Book-keeping –Double Entry System- Accounting Cycle- Classification of Accounts –Golden Rules of Accounting- Journal –-Ledger - Trial Balance (Problems and theory)

Unit 3 Final Accounts **8**

Capital and Revenue Expenditure Transactions - Final Accounts; Trading-Purpose, structure and Format, Profit and Loss Account-Purpose, structure and Format and Balance sheet with adjustments (Theory and Problems)

Unit 4 Depreciation **10**

-Meaning – Concept- Causes- Methods of depreciation and valuation -Straight Line Method, Diminishing Balance Method (Problems and Theory)

Unit -5 Basics of Tally **10**

Introduction to Tally - Creation of Company – Creation of Entries & Groups - Pro's and Con's of Tally – Applications of Tally.

Prescribed Textbooks:

1. S.P. Jain, K.L Narang "Financial Accounting", 3rd Edition, Kalyani Publishers, 2020

Reference Books:

1. Shukla, M. "Advanced Accounts" 19th Edition, S Chand Group, 2016
2. Jawahar Lal, Accounting-Principles and Practices: 3rd Edition, S. Chand, Ne
3. Maheswari, S.N., Maheswari," Advanced Accountancy", 10th Edition, Vikas house publication Ltd.,

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: BUSINESS ENVIRONMENT & INDUSTRIAL LAW
Category: PC
Course Code: 25BBBA14T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable the students to develop an understanding on Business environment and various industrial, economic policies, also to acquire knowledge of Indian contract Act and also knowledge about the companies Act, 1956.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamentals of business environment concepts.
2. Analyze the various industrial policies.
3. Describe the economic policies like monetary and fiscal policies.
4. Summarize the Indian contract Act. 1872.
5. Comprehend the companies Act. 1956.

Unit – 1 Introduction to Business Environment **9**

Meaning, Definition, Nature, and Significance of Business Environment – Factors affecting environment to the business – Salient features of Indian Economy

Unit – 2 Industrial Policies **9**

Meaning, objectives, Importance of Industrial Policies – Industrial Policies 1948, 1956, 1977 and 1991 their objectives and importance.

Unit - 3 Economic System **9**

Meaning, Objectives, Advantages, Techniques of Monetary Policy - Meaning, Objectives, Components of Fiscal Policy.

Unit – 4 Introduction to Indian Contract Act, 1872 **9**

Law: Rights, Duties and Liabilities –Mercantile Law, Civil Law and Commercial Law-Meaning, Definition of Contract – Classification of Contract – Fundamental steps are required to valid contract.

Unit- 5 Introduction to Companies Act, 1956 **9**

Evolution of Companies Act, 1956 – Characteristics of Company – Advantages and Disadvantages of Company – How to formation of a Company-Company Documents.

Prescribed Textbooks:

1. Aswathappa, Essential of Business Environment, Himalaya Publishing House.

Reference Books:

1. ND Kapoor, Business Laws, S. Chand Publications.
2. Raj Aggarwal, Business Environment, Excel Books
3. Legal aspects of Business, Akhileswar Patha, TMH, 7th edition, 2019

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Communicative English Lab
Category: HS
Course Code: 24BENG11L
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	2	1

Course Objectives: The main objective of Communicative English Laboratory course is to provide students with a range of self-instructional and learner-friendly methods for enhancing their language skills. This course is designed to train students in fundamental communication abilities and prepare them effectively for job interviews.

Course Outcomes:

At the end of the course, the student will be able to

1. Relate and differentiate the English speech sounds, stress, rhythm, intonation and syllable division for better listening and speaking comprehension
2. Develop effective communication skills through various verbal and non-verbal language learning practices
3. Demonstrate professional skills by actively participating role-plays and descriptions
4. Build an effective resonate and equip themselves with essential employability skills for professional success
5. Enhance public speaking skills and deliver oral presentations with clarity and confidence

List of Topics

1. Phonetics: Vowels & Consonants **4**
2. Just A Minute (JAM) **3**
3. Role Play / Situational Dialogues **3**
4. Oral Presentation/ Poster Presentation **4**
5. Information Transfer **4**
6. Describing people/objects/situations **2**

Suggested Software:

1. Walden Infotech
2. Sky Pronunciation Suite
3. Clarity Pronunciation Power – Part I
4. Learning to Speak English - 4 CDs
5. Loose Your Accent in 28 days, CD Rom, Judy Ravin

Prescribed Textbooks:

1. Meenakshi Raman, Sangeeta-Sharma. *Technical Communication*. Oxford Press.2018.

Reference Textbooks:

1. Grant Taylor. *English Conversation Practice.* Tata McGraw-Hill Education India, 2016
2. Hewing's, Martin. *Cambridge Academic English* (B2). CUP, 2012.
3. T. Balasubramanyam. *A Textbook of English Phonetics for Indian Students.* 3rd Ed., Trinity Press.

Web Resources:

Spoken English:

1. www.esl-lab.com
2. www.englishmedialab.com
3. www.englishinteractive.net

4. https://www.britishcouncil.in/english/online
5. http://www.letstalkpodcast.com/
6. https://www.youtube.com/c/mmmEnglish_Emma/featured
7. https://www.youtube.com/c/ArnelsEverydayEnglish/featured
8. https://www.youtube.com/c/engvidAdam/featured
9. https://www.youtube.com/c/EnglishClass101/featured
10. https://www.youtube.com/c/SpeakEnglishWithTiffani/playlists
11. https://www.youtube.com/channel/UCV1h_cBE0Drdx19qkTM0WNw

Voice & Accent:

1. https://www.youtube.com/user/letstalkaccent/videos
2. https://www.youtube.com/c/EngLanguageClub/featured
3. https://www.youtube.com/channel/UC_OskgZBoS4dAnVUgJVexc
4. https://www.youtube.com/channel/UCNfm92h83W2i2ijc5Xwp_IA

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Managerial Skill Development
Category: SEC
Course Code: 25BBBA15S
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The course aims to facilitate the holistic development of students by enabling them to understand and strengthen their sense of self, enhance self-esteem, and build emotional competence. It focuses on improving critical and creative thinking skills for studentswith effective communication and presentation skills essential for personal and professional growth.

Course Outcomes:

At the end of the course, the student will be able to

1. Analyze their core competencies, self-concept, and learning styles to identify the right personal and professional fit.
2. Evaluate their self-esteem levels using personality mapping tools and apply appreciative intelligence for self-improvement.
3. Apply emotional intelligence principles to manage positive and negative emotions effectively in real-life situations.
4. Develop critical and creative thinking skills by practicing divergent and convergent approaches to problem-solving.
5. Demonstrate effective oral and written communication through presentations, group discussions, and professional etiquette practices.

Unit – 1 Self **6**

Self: Core Competency, Understanding to Self, Components of Self, Self-Identity, Self-Concept, Self-Confidence and Self-Image, Skill Analysis and Finding the right fit. Self-Learning Styles, Attitude towards Change and Applications of Skills.

Unit – 2 Self Esteem **6**

Self Esteem: Meaning & Importance, Components of Self-Esteem, High and Low Self-Esteem, Measuring our Self-Esteem and its effectiveness, Personality Mapping Tests, Appreciative Intelligence.

Unit - 3 Building Emotional Competence **6**

Emotional Intelligence - Meaning, Components, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy Expression of Emotions, The Six-Phase Model of Creativity Thinking, ICEDIP model.

Unit – 4 Thinking Skills **6**

The Mind / Brain / Behavior, Thinking Skills, Critical Thinking and Leaning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotional and Critical Thinking, Creativity: Definition and Meaning of Creativity, The Nature of Creative Thinking, Convergent and Divergent Thinking, Idea Generation and Evaluation (Brain Storming), Image Generation and Evaluation.

Unit- 5 Communication Skills **6**

How to make Oral Presentation, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment writing Debates, Presentations, Role Plays and Group Discussions on Current Topics, Audio and Video Recording of the above exercises to improve the non-verbal Communication and Professionals Etiquettes.

Prescribed Textbooks:

1. Gallagher (2010), Skills Development for Business & Management Students Oxford University Press.

Reference Books:

1. Si SAL Journal - The Management Skills of All Managers.
2. Dr. K. Alex. S. Chaand – Managerial Skills
3. Cynthia Menezes, Prabhu, Pento -Managerial Skills-2 -Print Publishing LLP.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Indian Heritage and Culture
Category: VAC
Course Code: 25BBBA16T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The course on Indian Heritage and Culture aims to introduce students to the richness and diversity of India's cultural traditions and heritage. It provides an understanding of the historical evolution of Indian values, practices, and traditions, while highlighting the nation's contributions in the fields of art, architecture, literature, philosophy, science, and technology. The course also seeks to create awareness about India's composite and pluralistic culture, its relevance in the contemporary global context, and to instil a sense of pride, responsibility, and ethical values rooted in the Indian heritage.

Course Outcomes:

At the end of the course, the student will be able to

1. Demonstrate knowledge of the salient features of Indian culture and civilization.
2. Analyze the influence of Indian heritage on modern business, ethics, and leadership.
3. Appreciate India's cultural diversity and its role in shaping national identity.
4. Apply learning from Indian values and traditions to personal and professional life.
5. Exhibit sensitivity towards cultural heritage and contribute to preserving it in society.

Unit 1 Introduction to Indian Heritage and Culture 6

Definition and concept of culture and heritage-Features and characteristics of Indian culture and heritage, Unity, and diversity in India-Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India.

Unit 2 Art and literature of India 6

Development and evolution of Indian art – Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.,

Unit 3 Philosophy and religion of India 6

Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion – Pilgrimage destinations of important religions and faiths, Important Religious Festivals.

Unit 4 Architecture of India 6

Features and elements of Indian architecture -Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles. -Threats and risks to Indian culture and heritage

Unit 5 Science, Technology, and Education in Ancient India 6

Contributions in mathematics (Aryabhatta, Bhaskaracharya, Brahmagupta)-Developments in astronomy, medicine (Ayurveda, Sushruta, Charaka), and metallurgy-Indian contributions to linguistics and grammar (Panini)-Education in ancient India: Gurukul system, Nalanda, Takshashila, Vikramashila universities-Knowledge transfer and influence on other civilizations.

Prescribed Textbooks:

1. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century-Upinder Singh – (Pearson)

Reference Books:

1. Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
2. Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press
3. The Architecture of India: Hindu, Buddhist, and Jain – Satish Grover, Vikas Publishing

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of IT Lab
Category: COM
Course Code: 25BCOM11L
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objective: To equip students with fundamental knowledge and practical skills in computer applications, enabling them to effectively use word processing, spreadsheets, and presentation tools for academic and business purposes.

Learning Outcomes:

At the end of the course, the student will be able to

1. Describe the basic components, types, and applications of computer systems.
2. Create and format professional documents using MS Word tools.
3. Prepare and manage worksheets by entering, saving, and organizing data in MS Excel.
4. Analyze data using formulas, functions, and cell referencing in Excel for business decision-making.
5. Design and present effective business presentations using MS PowerPoint.

Unit -1 Computer system: An Overview 6

Introduction to computer, block diagram of a computer, input and output devices of computer, GUI, evolution of computer, characteristics, types and classification of computer, application of computer, memory devices.

Unit -2 Word Processing-MS Word 6

Introduction to MS Word, editing a document, previewing a document, printing documents, formatting a document, Find and replace, checking the grammar and spelling, auto correct, word count, handling graphics, table insert and modifications, conversion of table, converting a word document in various format.

Unit -3 Work Sheets: MS Excel-I 6

Worksheet Basic, creating worksheet, entering data into worksheet, entering text data, dates, alphanumeric and values, saving and quitting worksheet, opening an existing worksheet.

Unit -4 Work Sheet: Using formulas in MS Excel-II 6

Toolbars and menus, keyboard shortcuts, working with single and multiple worksheets, working with formulas and cell referencing, auto sum, copying formulas, working with range, formatting of worksheets.

Unit -5 Presentations using MS PowerPoint 6

MS power point – Creating, saving, and opening presentations, Inserting and formatting slides, applying design themes, inserting images, shapes, SmartArt, and charts, Slide show view, Printing slides

Prescribed Textbooks:

1. P.K. Sinha & P. Sinha – Computer Fundamentals – BPB Publications, 6th Edition, 2020.

Reference Books

1. Curtis Frye – Microsoft Excel 2019 Step by Step – Microsoft Press, 1st Edition, 2019.
2. Joyce Cox, Joan Lambert, & Curtis Frye – Microsoft Office 2019 Step by Step – Microsoft Press, 1st Edition, 2019.
3. R.K. Taxali- MS Office for Everyone: Professional Approach to Office Productivity – Tata McGraw Hill, 2nd Edition, 2019.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Basic Elements of Marketing
Category: PC
Course Code: 25BBBA21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable students to understand the basic marketing concepts, Analytical skills and product decisions and highlight the role of marketing channels.

Course Outcomes:

At the end of the course, the student will be able to

1. Define and apply marketing management concepts to real-world business scenarios.
2. Conduct marketing research and analyse consumer & business markets to capture insights.
3. Classify products, analyse product mix decisions, and design strategies for different stages of the product life cycle.
4. Apply pricing methods and strategies including product mix pricing, promotional and discriminatory pricing.
5. Design and evaluate marketing channels for efficient distribution and conflict resolution.

Unit -1 Introduction to Marketing 9

Understanding Marketing management: Defining market for the new realities - Developing Marketing strategies and plans – creating long term loyalty relationships – Marketing mix, product mix and service marketing mix

Unit -2 Marketing Research 9

Capturing marketing insights: Collecting information and forecasting demand – Conducting marketing research – Connecting with customers – Analyzing Consumer markets – analyzing business markets – Tapping into global Markets –Value chain in Marketing

Unit -3 Market segmentation 8

Consumer market and Industrial market Criteria for effective market segmentation – Target market selection process and strategies new product development stages.

Unit -4 Pricing 9

Setting the price – pricing process – Pricing methods – Adopting pricing – Geographical pricing – Price discounts and allowances – Promotional pricing – discriminatory pricing – Product mix pricing.

Unit -5 Marketing channel and promotion mix 10

The importance of Marketing channel – Channel functions, channel Levels, types of wholesalers, Meaning and objective of Promotion – sales promotion objective and tools – Personal selling process.

Prescribed Textbooks:

1. Marketing Management, Phillip Kotler, Kevin Lane Kellar, 12/e, Pearson, 2007

Reference Books:

1. Marketing– The Core, Kerin, Hartley and Rudelius, McGrawHill, Irwin, 2007.
2. Marketing, Lamb, Hair and McDaniel, 7/e, Thomson Publishers, 2006.
3. Marketing Management, Czinkota & Kotabe, 2/e, South Western Cengage Learning, 2008

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Entrepreneurship
Category: PC
Course Code: 25BBBA22T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course introduces the basic concepts of entrepreneurship and enterprise creation. It equips students with the skills to identify opportunities, prepare business plans, secure funding, and manage new ventures. It also emphasizes entrepreneurial ethics and social responsibility.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamental concepts, traits, and role of entrepreneurs in economic development.
2. Identify business opportunities and develop innovative ideas for new ventures.
3. Prepare and evaluate business plans including marketing, finance, and organizational strategies.
4. Analyze sources of capital and apply financial and managerial skills to run a venture.
5. Evaluate expansion strategies such as mergers, franchising, and joint ventures.

Unit - 1 Introduction to Entrepreneurship 9

Definition - Traits of entrepreneurs -Entrepreneur vs Manager - Entrepreneur vs Intrapreneur - Entrepreneurial decision process -Role of entrepreneurship in economic development - Business Model Canvas - Opportunities in India and abroad - Woman entrepreneurs

Unit - 2 Creating the New Venture & The Business Plan 9

Sources of new ideas - Methods of generating ideas - Creative problems solving - Product planning and development process - Nature and scope – Writing, evaluating and implementing business plans – Marketing, financial and organizational plan - Launching formalities.

Unit - 3 Financing and Managing the New Venture 9

Sources of capital - Record keeping – Recruitment - Motivating and leading teams – Financial controls, marketing and sales controls – E-Commerce and Internet advertising.

Unit - 4 New Venture expansion strategies and Issues 8

Joint ventures - Acquisitions – Mergers - Franchising - Public issues, Rights issues, Bonus issues and Stock splits.

Unit 5 Start Up Management 10

Entrepreneurship – Evolution of Start-Ups – Characteristics of Start-Ups – Differences between Start-Ups and Traditional Businesses – Start-Up Ecosystem – Role of Government and Institutions – Emerging Trends in Start-Ups.

Prescribed Textbooks:

1. Robert D. Hisrich, Michael P. Peters & Dean A. Sheperd: Entrepreneurship, Tata McGraw Hill, 6th edition, 2011.

Reference Books:

1. S.S. Khanka: Entrepreneurship Development, S. Chand Publications, 2006.
2. Mark J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson, 3rd edition, 2002.
3. Donald F. Kuratko& Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Thompson South Western, 7th Edition, 2007.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Cost Accounting
Category: PC
Course Code: 25BBBA23T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The objective of this paper is discussing nature, scope, objectives of cost accounting. Explain the elements of cost, preparation of cost sheet and contract costing, standard costing. To analyze Break Even Point.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamentals of costing.
2. Analyze the elements of cost.
3. Describe the costing techniques.
4. Summarize the Standard Costing.
5. Know the Marginal Costing.

Unit – 1 Introduction to Cost Accounting **9**

Meaning, Definition, Nature, Scope, Objectives, Advantages and Disadvantages of Cost Accounting – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting –Cost Centres – Classification of Cost.

Unit – 2 Elements of Cost **9**

Material Cost – Issue of Material (FIFO, LIFO, Weighted Average Method, Simple Average Method) – Labour Cost – Methods of Wage Payments Premium Plans (Halsay Rowan) -Overheads- Methods for allocating, distributing overheads.

Unit - 3 Cost Accounting Techniques **9**

Cost Sheet – Output Costing – Job Costing – Contract Costing – Process Costing (Simple problems).

Unit – 4 Standard Costing and Variance Analysis **9**

Advantages, Limitations of Standard Costing – Material Variance – Labour Variance – Overhead variance.

Unit- 5 Marginal Costing **9**

Variable or Direct Costing - Absorption Costing – Calculation of Cost-Volume-Profit Analysis – BEP Analysis.

Prescribed Textbooks:

1. S.P. Jain and KL Narng – Cost Accounting – Kalyani Publishers.

Reference Books:

1. J. Madegowda, Cost Accounting, Himalaya Publishing House.
2. M.N. Arora – Introduction to Cost Accounting, Himalaya Publishing House.
3. M.N. Arora – Cost Accounting Principles and Practices, Vikas Publications, 2015.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Mathematics
Category: BS
Course Code: 25BMAT21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The course aims to provide students with a strong foundation in business mathematics by introducing essential concepts of matrices, algebra, arithmetic, progressions, set theory, and calculus. It equips students with problem-solving skills, logical reasoning, and the ability to apply mathematical tools in analysing and solving business-related problems.

Course Outcomes:

At the end of the course, the student will be able to

1. Apply matrix operations to solve business-related problems.
2. Analyse and solve the systems of equations using inverse and determinants.
3. Solve linear and quadratic equations and calculate ratios and proportions in business contexts.
4. Classify and use different operations of sets for solving business problems.
5. Interpret and apply differentiation for solving business-related problems.

Unit – 1 Introduction to Matrices **9**

Matrix: Introduction- Square Matrix – Row Matrix – Column Matrix – Diagonal Matrix, Identity Matrix – Addition – Subtraction & Multiplication of Matrix – Determinant - Transpose of a Matrix – Trace of a Matrix.

Unit – 2 Rank of a Matrix and Solution of Linear system of equations **9**

Rank of a Matrix – Inverse of a Matrix – Solution to a system of linear equations – Solution of simultaneous equations by determinants by Cramer's rule.

Unit - 3 Arithmetic and Numerical Progressions **9**

Linear and quadratic equations – simultaneous equations - Ratio - Proportion – Logarithms – Progressions – Arithmetic, Geometric & Harmonic – Simple Binomial expansions.

Unit – 4 Set Theory **9**

Set theory- Notation of sets – Singleton set – finite set – Infinite set – Universal set, Null set – Subset – Proper Subset – Union of sets – Intersection of Sets – Complement of sets – De morgan's laws (without proof) – Number of elements in a set.

Unit- 5 Differential Calculus **9**

Rules of Differentiation – Standard results – Derivatives of higher order – Maximum and Minimum values of a function – Application of simple derivatives to price elasticity of Demand.

Prescribed Textbook:

1. B.C. Mehta & G.M.K. Madnani – Mathematics for Economists, S. Chand & Sons, 9th Edition, 2008.

Reference Books:

1. Qazi Zameeruddin, Vijay K. Khanna, and S. K. Bhambri - Business Mathematics, Vikas Publishing House, 2nd Edition, 2009.

2. M. Raghavachari, Mathematics for Management: An Introduction, Tata McGraw-Hill Education, 1st Edition, 2011.
3. G. S. Monga, Mathematics and Statistics for Economics, Vikas Publishing House, 2nd Edition, 2001.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course Information Processing and Management
Category: PC
Course Code: 25BBBA24T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: Information systems (IS) have become a vital component of successful business firms and other organizations. They thus constitute an essential field of study in business administration and management. Today, IS, is used extensively to acquire, to develop and communicate information, and, to assist managers with decisions they make. It examines how the management of organizations can be improved by efficient and intelligent computer systems and provides knowledge about analytical approaches for the economic evaluation of organization information systems.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamental elements of information systems and the need to leverage information for business success.
2. Describe the fundamental principles of computer hardware, software, and networking and applications development.
3. Explain why information systems are so important today and how they are transforming organizations and management.
4. Identify various IS applications for supporting different business functions, operations, decisions, and competitive advantage.
5. Understand how organizations develop and manage their information systems. - recognize information security, privacy, ethical and societal issues

Unit -1 Introduction to Information Systems (IS) 9

Evolution and importance of IS, Classification of IS, Difference between IS and IT- An IS framework for business professionals, the fundamental roles of IS in business - Trends in IS, Changing the corporate environment.

Unit -2 Information and Managerial effectiveness 9

New Decision-making scenario - Information as a corporate Resource; Features of information - Managerial effectiveness and information - Information needs and management levels - Types of information - Pervasiveness of information needs - Process of generation of information - Elements of Information Technology (IT) infrastructure - IT resources; Elements of IS.

Unit -3 Business Information Systems (BIS) 10

Introduction - Business IS - Features of Business Information Systems - Performance of Business Information System - Users of Business Information Systems - Shared BIS and Personal BIS - Business Functions and Information Needs of Business - Marketing function and information needs - Finance function and information needs - Production function and information needs - Human Resource Management and Information Needs - Integration of Business Functions.

Unit -4 Types of Information Systems 9

Transaction Processing System, Decision Support System - Management Information System, Office Automation System - Group Decision Support System, Executive Information System - Online Analytical Processing, Artificial Intelligence, Expert Systems - Fuzzy Logic, Intelligent Agents, Knowledge Management - Introduction to Strategic Information Systems - Elements of strategic Management -

Customer Resource life cycle frame work - Frame work global competition.

Unit -5 Security, Ethical and Societal challenges 8

Business challenges of computer viruses - Ethical responsibility of business professionals - Computer crime, Hacking, Cyber Theft, Unauthorized use at work, Piracy of Intellectual Property-
Privacy on the Internet - Tools of Security Management- Internet worked security defenses: Encryption, Firewalls, E-mail monitoring, and Virus defenses - Other security measures: Computer failure controls, Security codes, Backup files, Security monitors, Biometric security, Disaster recovery

Prescribed Textbooks:

1.O'Brien, James A.; Marakas, George M: Introduction to Information Systems, 13th ed., McGraw-Hill, 2007

Reference Books:

1.O'Brien, James A.; Marakas, George M: Management Information Systems, 8th ed., McGraw-Hill, 2008
2.Haag, Stephen: Cummings, Maeve: Information Systems Essentials. 2nd ed. McGraw ¬ Hill /Irwin, 2008
3. Shelly, G.B.; Cashman, T.J.; Vermaat M.E.: Discovering Computers 2009: A Gateway to Information, Thomson, 2008.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Environmental Studies
Category: BS
Course Code: 25BCHE21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course aims to raise awareness among students about the environment and the critical need to protect natural resources. It emphasizes the significance of ecosystems and biodiversity, while sensitizing students to the pollution challenges caused by everyday human activities. Additionally, the course equips students with the skills to identify and address social issues related to the environment.

Course Outcomes: At the end of the course, the student will be able to

1. Explain how natural resources should be utilized with a focus on sustainability.
2. Describe the need to protect ecosystems and biodiversity for future generations.
3. Comprehend major pollution problems related to ecosystems.
4. Apply quantitative reasoning skills in the proper utilization of goods and services.
5. Analyze the interconnectedness of human dependence on Earth's ecosystems.

Unit -1 Multidisciplinary Nature of Environmental Studies 10

Definition, Scope and Importance – Need for Public Awareness. Natural resources: Renewable and non-renewable resources – Forest resources: Uses, deforestation– Water resources: Uses, floods, drought – Mineral resources: Uses, environmental effects of extracting mineral resources – Food resources: Impacts of overgrazing, problems with traditional agriculture, effects of modern agriculture – Land Resources: Land degradation, soil erosion Energy resources: Renewable and non-renewable energy resources.

Unit -2 Ecosystems, Biodiversity and its Conservation 10

Ecosystems: Producers, consumers and decomposers – Food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, lake ecosystem.

Biodiversity and Its Conservation: Definition – Value of biodiversity. Hot-spots of biodiversity – Threats to biodiversity–Conservation of bio diversity.

Unit -3 Environmental Pollution 8

Definition, Causes, effects and control measures of: Air Pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. e-waste: sources and health hazards. Need for e-waste management – recycling.

Unit -4 Social Issues and the Environment 9

Rain water harvesting, Environmental ethics: Issues and possible solutions – global warming, acid rain, ozone layer depletion – Environment Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act.

Unit -5 Human Population and the Environment 8

Population explosion – Family Welfare Programmes – Environment and human health – Value Education – HIV/AIDS – Role of information Technology in Environment and human health, Field work – Visit to a local area to document environmental assets

Prescribed Textbooks:

1. Kaushik, Anubha, and C.P. Kaushik. Perspectives in Environmental Studies. 6th Ed., New Age International Publishers, 2018.

Reference Books:

1. Joseph, Benny. Environmental Studies. 3rd Ed., McGraw Hill Education, 2017.
2. Dhinakaran, A., and B. Sankaran. A Textbook of Environmental Studies. Himalaya Publishing House, 2017.
3. Chawla, Shashi. A Textbook of Environmental Studies. McGraw Hill Education, 2017.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: MOOC'S (Massive Open Online Course)
Category: PE
Course Code: 25BBBA25T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	12 Weeks	3

Course Objectives: To Provide high quality education, that is easily accessible to everyone at free cost.

Course Outcomes:

At the end of the course, the student will be able to

1. Summarize about different aspects of Business.

MOOCs (Massive Open Online Courses) are online courses designed to provide large-scale access to education, often free of charge, to learners around the world. They are offered by universities, educational institutions, and other platforms to make high-quality learning more accessible. Popular platforms offering MOOCs include Coursera, Swayam, NPTEL, edX, Udemy, and Future Learn.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Self-Awareness & Personality Development
Category: SEC
Course Code: 25BBBA26S
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	2	1

Course Objectives: To equip students with essential life and professional skills such as goal setting, time management, stress and emotional control, effective communication, memory enhancement, critical thinking, debating, and social etiquette, enabling them to perform confidently in academic, personal, and workplace environments.

Learning Outcomes:

At the end of the course, the student will be able to

1. Define and illustrate their personal and career goals using creative tools like vision boards or pitches.
2. Classify and prioritize tasks using a time management framework.
3. Demonstrate healthy ways of managing stress and emotions through role play.
4. Deliver and articulate ideas clearly and confidently in front of an audience.
5. Analyse and perform solutions for real-life interpersonal and workplace situations.
6. Construct and recall information by applying associative memory techniques.
7. Evaluate and argue different perspectives logically in a debate setting.
8. Present and explain the importance of chosen etiquette/manner in professional and social contexts.

Activity Areas:

1. Goal Setting **3**

- **Vision Board Creation**: Students create a digital or physical vision board using images, quotes, and words representing their career aspirations and life goals. They explain their board to peers, linking visuals with future plans.
- **Elevator Pitch for Goals:** Students prepare and deliver a 1-minute elevator pitch about their primary career goal as if they were pitching to an employer or mentor. This builds clarity and confidence.

2. Time Management **3**

- **Eisenhower Matrix Game:** Students are given a list of 10–12 mixed tasks (e.g., "exam tomorrow," "watch Netflix," "friend's call," "assignment due"). They must place them into the 4 quadrants: Urgent–Important, Not Urgent–Important, Urgent–Not Important, Not Urgent–Not Important.

3. Stress & Emotional Management **3**

- **Role Play-Emotional Situations**: Divide students into small groups. Give scenarios like *"Exam results are delayed, "Conflict with a friend,"* or *"Job interview stress."* Each group enacts how stress shows up and healthy ways to manage it.

4. Elocution **3**

- **Impromptu Speech:** Students can pick a topic of their own (e.g., Social Issues, Current Affairs & Contemporary Topics, Technology, Business & Economy) and speak for 5-10 minutes.

5. Role Play **2**

- **Situational Role Play:** Students will be divided into pairs or groups of three. Each group will be given a real-life situation related to business or everyday interactions (e.g., job interview, customer complaint, workplace conflict). They will act out the scenario through role play, demonstrating communication, problem-solving, and interpersonal skills in a practical manner.

6. Memory Development **2**

- **Story-Linking Method (Associative Memory):** Students are given a random list of 15–20 unrelated words (e.g., pen, moon, ladder, elephant…). They must create a short story connecting all words in order. They narrate the story to recall the full list.

7. Debate **2**

- **Balloon Debate**: Each student takes on the role of a famous personality/professional (e.g., teacher, doctor, entrepreneur, cricketer). They debate why they should be "saved" if only one can remain in a metaphorical "hot-air balloon" that is losing height.

8. Etiquettes & Manners **2**

- **Etiquette Showcase**: Each student selects one etiquette or manner (e.g., dining etiquette, workplace etiquette, communication manners, digital etiquette) and delivers a short speech or presentation explaining its importance, correct practice, and relevance in daily or professional life.

Prescribed Textbooks:

1. Personality Development and Soft Skills. Barun K. Mitra, Oxford University Press, 3rd Edition, 2023

Reference Books:

1. The EQ Edge: Emotional Intelligence and Your Success. Steven J. Stein & Howard E. Book, Jossey-Bass/Wiley, 2020.
2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz& Paula Lentz – Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill, 2009 (11th Edition)
3. Soft Skills: Know Yourself and Know the World. K. Alex, S. Chand Publishing, 2012.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Constitution of India
Category: VAC
Course Code: 25BENG21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The primary objective of this course is to develop an in-depth understanding of India's constitutional framework, governance, and administrative setup. It aims to familiarize students with the concepts of citizenship, rights, duties, and responsibilities as enshrined in the Indian Constitution. The course also seeks to provide knowledge of the role and functions of the Judiciary, Election Commission, and the electoral process in strengthening democracy. Furthermore, it enables students to appreciate India's rich cultural, social, and political heritage in shaping modern governance. Above all, the course aspires to build responsible citizenship qualities and ethical values among students, aligning them with the spirit of civil society and democratic participation.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the making of the Indian Constitution and its salient features including preamble, objectives, and governance structure.
2. Analyze the roles and responsibilities of the President, Prime Minister, Governor, Chief Minister, and other government functionaries at both Union and State levels.
3. Evaluate the functioning of urban and rural administration including municipalities, municipal corporations, Zilla Parishads, and Gram Panchayats.
4. Analyze the concept of citizenship, duties, rights, and civil society roles in promoting responsible democratic participation.
5. Evaluate the structure and functions of the judiciary and election commission in ensuring constitutional governance and democratic integrity.

Unit -1 Making of Indian Constitution **6**

Constituent Assembly–Composition, Objectives, Preamble and - Salient features of the Indian Constitution.

Unit -2 Governments of India **6**

Union Government: Roles, Powers and positions of President, Prime Minister and Council of Ministers State Government: Roles, Powers and positions of Governor, Chief Minister and Council of Ministers.

Unit -3 Urban and Rural Administration **6**

Role and Importance of District Administrative head - Municipality: Introduction, Mayor role, role and functionality of the Municipal Corporation and Municipalities, Zilla Panchayat and Grama Panchayat

Unit -4 Roles and Responsibilities of citizens under Indian Constitution **6**

Concept of Citizenship, Fundamental duties, Right to Information Act, Citizenship Amendment Act, Civil Society

Unit -5 Judiciary and Electoral Process **6**

Supreme Court and High Court compositions, powers, functions and Judicial Review - Election Commission: Roles and Functions – Overview of the electoral Procedure – Composition powers

Prescribed Textbooks:

1. R.C. Agarwal, (1997) "Indian Political System", S. Chand and Company, New Delhi.

Reference Books:

1.Sharma, Brij Kishore, “Introduction to the Constitution of India”, Prentice Hall of India, New Delhi
2. Durga Das Basu, “Introduction to the Constitution of India “, Prentice Hall of India, New Delhi.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Organization Behaviour
Category: PC
Course Code: 25BBBA31T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: On Completion of the course the student will able to develop a comprehensive understanding of Organizational Behaviour by examining individual, group, and organizational processes that influence behaviour at work. It equips students with the ability to apply behavioural concepts to enhance employee effectiveness, productivity, and quality of work life in organizations.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain the concepts, determinants, models, and interdisciplinary foundations of Organizational Behaviour.
2. Analyse individual behaviour at work with reference to attitudes, personality traits, values, and perception.
3. Apply job design and work attitude concepts to improve employee satisfaction, morale, productivity, and quality of work life.
4. Evaluate organizational conflicts, power structures, and political behaviour and recommend ethical conflict management strategies.
5. Design change and development interventions to manage organizational culture, climate, and effectiveness.

Unit -1 Introduction to Organization Behaviour 9

Organisational Behaviour: Concepts and Determinants - Emergence of organizational behaviour; Contributing disciplines of OB; OB models.

Unit -2 Individual Behaviour 9

Foundations of Individual Behaviour - Attitudes - Components of Attitude - Major Job Attitude- Personality and Values - Personality Determinants - MBTI, Big – Five Model – Values – Formation - Types of Values – Perception - Factors influencing perception.

Unit -3 Work Attitudes, Job Design, and Employee Well-Being 9

Job Satisfaction – Meaning – Factors – Job Simplification- Job Enlargement – Job Enrichment – Job Design – Morale – Employee Attitude and Behaviour – and Their Significance to Employee Productivity – Quality of Work Life.

Unit -4 Organizational Conflict and Power Dynamics 9

Conflict Management-Nature of Conflict - Sources of Organizational Conflict - Modes of Conflict Resolution - Conflict Management - Power & Politics-Difference between Influence, Power & Authority, Sources of power - Organizational Politics - Machiavellian ism - Ethics of Power and Politics in Organizations

Unit -5 Dynamics of Organisational Behaviour 9

Organizational Change - Resistance to change - Steps for planned change - Quality Work Life-Organization Development - Objective and Interventions - Organization Climate and Organizational Effectiveness - Managing Organizational Culture.

Prescribed Textbooks:

1. **Stephen P. Robbins & Timothy A. Judge**, *Organizational Behavior*, 18th Edition, Pearson

Education, 2019.

Reference Books:

1. S.S. Khanka, Organizational Behaviour, 2nd Edition, S. Chand Publishing, 2017.
2. K. Aswathappa, Organizational Behaviour, 12th Edition, Himalaya Publishing House, 2018.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: WORK PLACE DYNAMICS
Category: PC
Course Code: 25BBBA32T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course introduces the basics of workplace environment and employee behavior. It develops communication, teamwork, leadership, and conflict-management skills while promoting professional ethics and adaptability to modern workplace trends.

Course Outcomes:

At the end of the course, the student will be able to

1.Understand the fundamental concepts of workplace dynamics and organizational behavior.
2.Demonstrate effective communication and interpersonal skills in professional settings.
3.Evaluate team dynamics and identify appropriate strategies to work effectively in diverse workplace cultures.
4.Analyze leadership, motivation, and problem-solving skills in organizational situations.
5.Apply ethical practices and emerging workplace trends and technologies for professional adaptability.

Unit 1 Introduction to Workplace Dynamics 9

Meaning, Definition, Scope and Importance of Workplace Dynamics - Nature of Modern Workplaces - Organizational Structure and Roles - Workplace Expectations and Professionalism - Current Workplace Challenges.

Unit 2 Communication and Interpersonal Skills 9

Forms of Communication – Verbal, Non-Verbal, Written - Business Communication Etiquette - Listening and Feedback Skills - Interpersonal Relationships at Workplace - Barriers to Effective Communication.

Unit 3 Team dynamics and Workplace diversity 9

Concept of Teams and Team Roles – Stages of Team Development – Group Behavior and Collaboration - Diversity and Inclusion in Workplace – Cross Cultural Sensitivity and Adaptability.

Unit 4 Leadership and Problem Solving 9

Leadership Styles and Approaches _ Motivation Techniques in Organizations – Decision – Making Models – Critical thinking and Problem –Solving Skills – Employee Engagement Practices.

Unit 5 Ethics, Conflict Management and Future workplace Trends 9

Workplace Ethics and Professional Conduct – Types and Sources of conflict – Conflict Resolution and Negotiation Skills – Digital Workplace, Remote and Hybrid Work –Emerging Technologies and Future Skills.

Prescribed Textbooks:

1. K. Aswathappa – Organizational Behaviour, Himalaya Publishing House, 12th Edition, 2021

Reference Books:

1. Andrew J. DuBrin – Human Relations in Organizations, Pearson, 11th Edition, 2019
2. Lesikar, Flatley & Rentz – Basic Business Communication, McGraw - Hill Education, 14th Edition, 2020.
3. T.V. Rao – HRD Audit: Evaluating the Human Resource Function for Business Improvement, Sage Publications, Revised Edition, 2014.
4. John R. Schermerhorn Jr. – Management, Wiley, 14th Edition, 2021.
5. Stephen P. Robbins & Timothy A. Judge- Organizational Behavior, Pearson Education, 18th edition, 2022.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Finance
Category: PC
Course Code: 25BBBA33T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

To enable the students to develop an understanding on Business finance and various capital budgeting techniques, capitalization and sources of finance, also to acquire knowledge of capital structure approaches and working capital requirements.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamentals of business finance concepts.
2. Analyze the various capital budgeting techniques.
3. Describe the Capitalization and sources of finance
4. Summarize the capital structure theories
5. Comprehend the working capital requirements

Unit – 1 Introduction to Business Finance **9**

Nature, Scope, Significance of Business Finance, Financial Goals, Finance Function, Duties, Responsibilities of a Finance Manager.

Unit - 2 Capital Budgeting **9**

Meaning, definition, Significance, Techniques- Payback Period, Accounting rate of return, Net Present Value, Profitability Index and Internal rate of return.

Unit - 3 Capitalization & Sources of finance **9**

Introduction and Theories. Overcapitalization: Concept, Causes, Effects and Remedies. Undercapitalization: Concept, Causes, Effects and Remedies. Overcapitalization v/s Undercapitalization

Long Term and Short Term, Sources of Capital – Owned and Borrowed, Trade Credit, Bank Credit, Commercial Papers etc.,

Unit - 4 Capital Structure **9**

Concept and Factors influencing capital structure. Types of Leverages and theories of capital structure.

Unit- 5 Working Capital Management **9**

Meaning, Definition, Features, Components, Types, Importance of Working Capital – factors affecting working capital requirements.

Prescribed Textbooks:

1. Fundamentals of Financial Management – Prasanna Chandra (7e – 2023)

Reference Books:

1.Indian Financial System - Bharati Pathak (4e – 2014)
2. Financial Services and Markets - Dr. Punithavathy Pandian -2014
3. Financial Management P.V Kulkarni (14e – 2015)

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Rural Marketing
Category: PC
Course Code: 25BBBA34T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The course aims to Provide an understanding of the nature, characteristics, and structure of the Indian rural market and its distinction from the urban market. Examine the rural consumer lifestyle, buying behavior, and the influence of social, cultural, geographical, and demographic factors. Familiarize students with the concept, evolution, and importance of rural market research**,** including data collection methods and challenges. Develop knowledge of the rural marketing mix**,** new product development, and product life cycle specific to rural markets. Analyze the role of technology, E-Commerce, innovation, and government initiatives in promoting rural marketing and rural economic development.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the nature and dynamics of rural markets in India and differentiate rural consumer behaviour from urban consumer behaviour.
2. Analyze rural consumer lifestyles and behaviour in relation to traditions, customs, culture, education, and living conditions.
3. Apply rural market research techniques**,** including suitable data collection tools, while identifying limitations and challenges in rural areas.
4. Design appropriate rural marketing mix strategies**,** including product development, 4As framework, and rural product life cycle management.
5. Evaluate the impact of E-Commerce, mobile technology, innovation, and cooperative marketingon rural markets and rural development.

Unit 1 Introduction to Rural Marketing **10**

NatureandCharacteristicsofRuralMarket–UnderstandingtheIndianRuralmarket-LifestyleofRuralpeopleandtheirEconomy–DifferencesinconsumerbehaviourinRuralandUrbanmarket.

Unit 2 Rural consumer Life style **10**

Factors influencing rural consumers–Rural consumer behaviour with respect to traditions, customs and cultural aspects –Geographical and demographical issues of rural people and their education –Living conditions–The role of Government in developing rural economy.

Unit 3 Rural market Research **8**

Evolution of Rural Market –Rural market Research & Objectives of rural market–Data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

Unit 4 Rural Marketing Mix **8**

Rural Marketing Mix– 4As of Rural Marketing Mix – New Product DevelopmentforRuralMarket–RuralMarketProductLifeCycle–Objectivesbehindnewproductlaunch– New Product development process.

Unit 5 Role of E-Commerce in rural marketing **9**

Rural Marketing of Consumer products – Role of Mobile Technology in rural consumer behavior-services, social marketing, agricultural marketing, rural industry products-InnovationforRuralMarket–AgriculturalCo–operativeMarketing–RuralMarket Mapping.

Prescribed Textbooks:

1. C.S.G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.

Reference Books:

1. Balram Dogra& Karminder Ghuman, Rural Marketing, TMH,2009.

2.Dinesh Kumar, Punam Gupta, Rural Marketing Challenges and Opportunities, SAGE Publications, 2019.

3. T. P. Gopalaswamy, Rural Marketing, Environment, Problems and Strategies, Vikas Publishing House Pvt. Limited,2010

4. Pradeep Kashyap, Rural Marketing, 3ePearson Education, 2016.

5.Sanal Kumar Velayudhan, Rural Marketing, 2eSage publications, 2012

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: E-Business
Category: PC
Course Code: 25BBBA35T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course aims to build a comprehensive understanding of E-Business and digital business models in today's business environment. It covers the concept, scope, evolution, and distinction of E-Business from traditional commerce, along with business models, electronic markets, online transactions, electronic payment systems, and mobile commerce. The course also addresses e-security, cybercrime, and security measures, while developing the analytical and practical skills needed to evaluate E-Business applications and adapt to the evolving digital economy.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the meaning, features, advantages, limitations, and evolution of E-Business **,** and differentiate it from traditional commerce.
2. Analyze various types of E-Business **,** electronic markets, and online transaction processes in a digital business environment.
3. Evaluate E-Business business models**,** including B2B, B2C, C2C, and value chain–based models.
4. compare traditional and modern payment systems and evaluate various modes of electronic payments—including PC banking, credit cards, debit cards, smart cards, e-cheques, micro-payments
5. To identify and analyze various cyber-crimes affecting E-Business, evaluate E-Business security solutions including e-locking techniques

Unit 1 Fundamentals of E-Business 10

Meaning & Limitations of Conventional Commerce, E-Business Vs Conventional Commerce, Origin & evolution of E-Business, Nature, feature, goals & need of E-Business, Essentials of E-Business, Levels & Procedures of E-Business, Parties to E-Business Transactions

Unit 2 E-Business 7

Advantages & Disadvantages of E-Business, Mobile Commerce(M-Commerce), E-Business & E-Commerce, E-Markets & E-Business, E-Business & Internet.

Unit 3 Business Models for E-Business 8

Meaning, Definition, Importance of E-Business, Models based on the Nature of Transacting Parties (B2B, B2C, B2G) & (C2C, C2G, &G2G), Models based on Nature of Transactions: Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model

Unit 4 E-Payment System 10

Traditional Payment System compared to Modern Payment System, Modes of Modern Payments: PC Banking, Credit Cards, Debit Cards, Smart Cards, e-Cheques/Internet Cheques Micro Payments, e-Cash, Digital Signature: Legal position as to Digital Signature Procedure & working of Digital Signature Technology

Unit 5 E-Security 10

Cyber Crimes, E-Business Security Solutions, e-Locking Techniques, e-Locking Products, e-Locking Services Net-scape Security Solutions.

Prescribed Textbooks:

1. Laudon, K. C., & Traver, C. G. (2021). E-commerce 2021: Business, technology and society (17th ed.). Pearson.

Reference Books:

1.E-Commerce: Concepts, Models, Strategies*. S. Kalakota & Andrew B. Whinston* – Pearson

2.E-Commerce: Business, Technology, Society, *Kenneth C. Laudon & Carol Guercio Traver* – Pearson Education

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Indian Financial System
Category: PPPCC PC
Course Code: 25BBBA36T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

The objective of this paper is discussing nature, scope, objectives of Indian financial system. Explain the money market and capital marketing, role of financial institutions, role of regulatory institutions.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the Indian financial system.
2. Analyze the money market.
3. Describe the capital market.
4. Summarize the financial institutions.
5. Know the regulatory institutions.

Unit – 1 Financial system in India **9**

Meaning of financial system, functions of financial system, structure of financial system, components of financial system, weakness of Indian financial system.

Unit – 2 Money market **9**

Meaning and definition of Money market, futures of Money market, objectives and importance of Money market, components of Money market, players in Money market, recent developments in Indian Money market.

Unit - 3 Capital market **9**

Meaning of capital market, capital market vs money market, functions and importance of capital market, components of capital market, functions of primary, secondary market, participants in capital market.

Unit – 4 Financial institutions **9**

The role of financial institutions in the financial systems, classification of financial institutions, functions of commercial banks, functions of non-banking financial institutions.

Unit- 5 Regulatory institutions **9**

Role and functions of RBI, role and functions of SEBI, role of IRDA in financial system.

Prescribed Textbooks:

1. Financial markets and services – Himalaya publishing house – Gordon and Natarajan 11thedission

Reference Books:

1. Indian financial system, Bharati and Pathak, Pearson publication.
2. Indian financial system, Siddhartha Sankar Saha, Tata Mc Graw Hill.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Internship
Category: INT
Course Code: 25BBBA37I
Branches: MBA
Year: II Year
Semester III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	8 Weeks	2

Course Objectives:

- To provide hands-on experience in a professional setting related to the student's field of study
- To develop practical skills, including problem-solving, communication, and teamwork
- To understand the organizational culture and the dynamics of a business environment.
- To apply theoretical knowledge from coursework to real-world business challenges.
- To build professional networks and gain insights into potential career paths.

Unit 1 PRE-INTERNSHIP PREPARATION10

Overview of the internship program, expectations, and assessment criteria - Students identify specific learning goals and outcomes in consultation with their academic advisor and internship supervisor - Background research on the company/organization and industry.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the nature of Internship. (L2)

Unit 2 DURING THE INTERNSHIP 10

Weekly Progress reports – Mid internship review – Skills Development – Interview.

Learning Outcomes: At the end of the unit, the student will be able to:

- Applies theory/concepts learned in classroom at Work place (L3)

Unit 3 POST-INTERNSHIP 10

Final report – Presentation -Reflection Essay.

Learning Outcomes: At the end of the unit, the student will be able to:

- Builds professional growth and career paths. (L2)

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Demonstrate practical understanding of business operations	L2

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: English For Competitive Exams
Category: SEC
Course Code: 25BENG31S
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives:

This course aims to strengthen students' understanding of sentence structures and grammatical forms, improve clarity in sentence transformation, develop effective writing skills with accurate punctuation usage, and enhance reading comprehension and composition abilities for effective communication.

Course Outcomes: By the end of the course the students will be able to

1. Identify and construct various kinds of sentences based on context.
2. Use various verb and tense forms in spoken and written communication
3. Enhance clarity in transformation of sentences
4. Incorporate various writing techniques and use punctuation marks accurately
5. Analyze key ideas in comprehension and composition

Unit 1 Introduction to Basics of English **6**

Basics of English: Sentence Structures and Types- Clauses –Phrases–Word Formation-Affixes and Root words

Unit 2 Tenses and Voice **6**

Significance and usage of different kinds of Tenses- Active and Passive voice

Unit 3 Degree of Comparison and Transformation of Sentences **6**

Degrees of Comparison: Positive, Comparative and Superlative Transformation of Sentences: Simple, Complex and Compound

Unit 4 Punctuation, Capitalization, Precise Writing And Note Making **6**

Punctuation - Meaning –Importance - Marks of Punctuation and their usage - Use of Capital letters
Précis writing - Note Making

Unit 5 Composition and Comprehension **6**

Paragraph Writing - Essay Writing - Reading Comprehension - Letter Writing - Report Writing

Prescribed Textbook:

1. Wren & Martin, English for Competitive Examinations (Includes Descriptive and Objective Tests). New Delhi: S. Chand Publishers. 2021.

Reference Books:

1. Murphy, Raymond. English Grammar in Use, Fourth Edition, Cambridge University Press, 2019.
2. Lewis, Norman. Word Power Made Easy- The Complete Handbook for Building a Superior Vocabulary. Anchor, 2014.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Stress And Anger Management
Category: VAC
Course Code: 25BBBA38T
Branches: BBA
Year: II Year
Semester: III Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
1	0	0	1

Course Objectives:

Provide students with a clear understanding of the concepts, types, and sources of stress and anger in personal, academic, and workplace contexts. This course aims to help students understand the causes, symptoms, and consequences of unmanaged stress and anger on health, behavior, and performance. It equips them with practical stress management techniques, including time management, relaxation methods, and cognitive strategies. The course also develops effective anger management skills such as emotional regulation, assertive communication, and conflict resolution. Overall, it enables students to apply stress and anger management strategies to enhance emotional well-being, improve productivity, and foster a healthy workplace environment.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the causes and effects of stress and anger
2. Identify personal stress and anger triggers
3. Apply practical techniques to manage stress effectively
4. Use anger management strategies in workplace situations
5. Develop emotionally balanced and professional behavior

Unit 1 Introduction to Events: 3

Meaning and concept of stress-Types of stress: Eustress and Distress-Sources of stress: Personal, academic, and workplace-Meaning and nature of anger-Difference between stress and anger-Impact of stress and anger on health and performance

Unit 2 Causes and Symptoms of Stress and Anger 3

Internal and external causes of stress-Workplace stressors and academic pressure-Causes of anger in personal and professional life-Physical, emotional, and behavioural symptoms-Effects of unmanaged stress and anger on individuals and organizations

Unit 3 Stress Management Techniques 3

Time management and goal setting-Relaxation techniques: Deep breathing, meditation, mindfulness-Physical exercise and healthy lifestyle-Cognitive techniques for stress reduction-Work–life balance strategies

Unit 4 Anger Management Strategies 3

Understanding anger triggers-Techniques to control anger at workplace-Communication skills for anger management-Conflict resolution and assertiveness-Emotional regulation and self-control practices

Unit 5 Application of Stress and Anger Management in Workplace 3

Stress and anger management for employees and managers-Role of emotional intelligence in managing stress and anger-Stress management for leadership effectiveness-Developing positive workplace behavior-Creating a stress-free and emotionally healthy work environment

Prescribed Textbooks:

1. Fred Luthans (2011), Organizational Behavior, McGraw-Hill Education, New Delhi.

Reference Books:

1. Daniel Goleman (2006), Emotional Intelligence: Why It Can Matter More Than IQ, Bantam Books, New York.
2. Madan Mohan Singh (2012), Stress Management, Excel Books, New Delhi.
3. John M. Ivancevich, Robert Konopaske & Michael T. Matteson (2014), Organizational Behavior and Management, McGraw-Hill Education.
4. UdaiPareek (2015), Understanding Organizational Behaviour, Oxford University Press, India.
5. Stephen R. Covey (2004), The 7 Habits of Highly Effective People, Simon & Schuster, New York.
6. Stephen P. Robbins & Timothy A. Judge (2017), Organizational Behavior, Pearson Education, India.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Knowledge Management
Category: PC
Course Code: 25BBBA41T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

This course aims to build a clear understanding of the concepts of data, information, and knowledge, and to provide a strong conceptual foundation of Knowledge Management (KM). It explores KM frameworks, foundations, and practical solutions while examining the role of organizational structure, culture, communities, and information technology as key enablers of KM practices. The course also evaluates the impact of Knowledge Management on overall organizational performance.

Unit 1 INTRODUCTION TO KNOWLEDGE 9

Meaning of Data, Information, Knowledge and Expertise – Meaning of Epistemology – Types of Knowledge; Subjective & Objective Views of Knowledge, Procedural Vs. Declarative, Tacit Vs. Explicit, Generals, Specific – Types of Expertise – Associational, Theoretical Characteristics of Knowledge – Explicitness, Teach Ability.

Unit 2 INTRODUCTION TO KNOELEDGEMENT (KM) 9

Meaning of KM – Relevance of KM in Today's Dynamic Complex Environment – Forces Driving KM Organizational – Issues in KM Systems & Their Role – Emergent KM Practices – Factors influencing KM.

Unit – 3 KM FOUNDATIONS AND SOLUTIONS 9

KM foundations: Infrastructure, Mechanisms, Technologies – KM Solutions and Components: Processes (Discovery, Capture, Sharing and Applications) – Knowledge Utilization Process.

Unit -4 KM INFRASTRUCTURE 9

Organizational Structure – Organizational Culture Communities of Practice – Information Technology enabler and Infrastructure Common Knowledge

Unit -5 ORGANIZATIONAL IMPACT OF KM 9

Dimensions of KM Impact – People, Processes, Products & Organizational Performance Factors influencing impact – universalistic & contingency view Leadership and Assessment of KM Leadership– Barriers to KM and IT Dissemination.

Prescribed Textbooks:

1. Knowledge Management in Organizations by Donald Hislop, Oxford 2nd Edition.

Reference Books:

1. Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal (2004). Knowledge Management Challenges, Solutions, and Technologies. Prentice Hall. ISBN: 0-13-109931-0.
2. Elias M. Awad, Hassan M. Ghaziri (2004). Knowledge Management. Prentice Hall. ISBN: 0-13-034820-1.
3. Ian Watson (2002). Applying Knowledge Management: Techniques for Building Corporate Memories. Morgan Kaufmann. ISBN: 1558607609.
4. Madanmohan Rao (2004). Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions. Butterworth-Heinemann. ISBN: 0750678186.
5. Knowledge Management by Ganesh Natarajan and Sandhya Shekhar.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Elements Of Taxation and Auditing
Category: PC
Course Code: 25BBBA42T
Branch: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

1. This course aims to familiarize students with the fundamental provisions of the Income Tax Act, 1961 and Goods & Services Tax (GST). It develops the ability to compute taxable income under various heads and understand basic compliance under GST law.
2. To provide knowledge of the Indian Income Tax Act, including definitions, scope of total income, residential status, and assessment procedures.
3. To familiarize students with computation of taxable income under different heads of income and determination of tax liability of individuals and business entities.
4. To develop practical skills in tax computation and filing, including deductions, exemptions, rebates, and tax planning within the legal framework.
5. To impart understanding of indirect taxes, particularly GST, including levy, registration, input tax credit, returns, and compliance.

Unit 1 INCOME TAX IN INDIA 9

Basic concepts –Income, Agricultural Income, Casual Income, Assessed, Assessment Year, Previous Year, Gross Total Income, Total Income; Tax Evasion, Tax Avoidance and Tax Planning – Concepts and Differences; Residential Status – Types and Relevance, Ta Incidence Based on Residential Status; Computation of Income from House Property and Income from Business or Profession.

Unit 2Computation of Taxable Salary Income 9

Income under the Head Salaries – Meaning and Components; Allowances- Taxable and Exempted; Perquisites – Meaning and Valuation (Rent-free Accommodation, Car, etc.,); Provident Fund – Types and Tax Treatment; Deductions under Section 16; Computation of Taxable Salary Income, Deductions under Chapter VI-A (80C to 80U – Overview); Computation of Gross Total Income and Total Taxable Income

Unit 3 Company Audit 9

Meaning and Significance of Company Audit – Audit Programme – Audit Note Book – Working Papers – Commencement of New Audit – Qualifications, disqualifications, appointment and removal of company auditor, duties and rights of a company auditor, Audit in CIS (Computerized Information System) Environment.

Unit 4 Audit Report 9

Meaning of Audit report, form of audit report, contents of audit report, types of audit report, differences between unqualified report and modified report, qualified report, adverse report.

Unit 5 GST in India 9

Goods and services of Tax (GST) Meaning and Need for GST, features and advantages of GST, Types of GST – CGST, SGST, IGST, UTGST; taxable event- Supply under GST, Composition scheme under GST; Registration under GST – Who is liable, Threshold Limit, Process and Cancellation; Concept of Input Tax Credit (ITC); GST Returns – types and due dates (Overview Only)

Prescribed Textbooks:

1. Dr. H.C. Mehrotra & Dr. S.P. Goyal – Income Tax Law and Accounts

Reference Books:

1. P N Reddy &Appannaiah, Auditing, HPH
2. TR Sharma, Auditing, Sahitya Bhavan
3. T.N. Manoharan & G.R. Hari – Direct Taxes – Laws and Practice
4. V.K. Singhania – Students Guide to GST and Customs Law
5. Ahuja & Gupta – Systematic Approach to Income Tax
6. Datey, V.S., Indirect Taxes: Law and Practice, Taxmann

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Research Methods
Category: PC
Course Code: 25BBBA43T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: "To enable students to understand and apply the fundamentals of research methodology**,** including research design, sampling, data collection, measurement, basic data analysis, and research report writing in management studies.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamental concepts, processes, and designs of research in management Accounting.
2. Apply appropriate sampling techniques for business research.
3. Analyze measurement scales, attitude measurement, and questionnaire design for empirical studies.
4. Perform basic data preparation, analysis, and interpretation
5. Develop the ability to prepare, evaluate, and present research reports in a structured and ethical manner.

Unit 1 Introduction to Research methodology 8

Meaning and Definitions – Nature and Scope - Objectives –Types of research in Management - Process of Research and Limitations - Formulating the Research Problem

Unit 2 Research Design & Sampling 10

Choice of Research Design - Types of Research Design - Sources of Experimental Errors – Advantages and limitation of Sampling – Sampling Process- Types of Sampling -

Unit 3 Measurement Levels 10

Levels of Measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative Scaling Techniques, Non-Comparative Scaling Techniques

Unit 4 Data Collection Methods 10

Primary, Secondary Data Collection, Observation Methods and Survey Method

Unit -5 Report Writing 7

Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for Evaluating a Report-

Prescribed Text books:

1. O.R. Krishnaswamy; Research methodology in Social Sciences, HPH, 2020

Reference Books:

1. Cooper: Business Research Methods 6th edition, MC Graw Hill,
2. Tripathi P. C:A Textbook of Research Methodology, Sultan Chand & Sons, 2000
3. C.R. Kothari, Research Methodology, Vikas Publications

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Ethics & Corporate Governance
Category: PC
Course Code: 25BBBA44T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The course aims to the fundamental concepts of ethics and human values, including the nature of ethics, ethical theories, stages of ethical consciousness, and the relationship between ethics, law, trust, and business practices involving stakeholders. Enable students to understand the concept of an ethical organization and develop awareness of corporate codes of ethics, with special emphasis on ethical issues in marketing, operations, and purchasing functions.

Course Outcomes:

At the end of the course, the student will be able to

1. Apply human values, ethics and objectives of ethics.
2. Analyze the importance of ethics in conducting business and Gender equity.
3. Build Ethical organization and its corporate code.
4. Make use of Corporate social responsibility and ethical dilemmas at work place.
5. Build Corporate governance – Codes and Laws.

Unit 1 Introduction **10**

Ethics-Meaning &Definition of Human Values and Ethics- Nature of Ethics- Business Ethics –Nature of Business Ethics– Relationship between ethics and business –Different views of ethics – Stages of Ethical Consciousness. Importance of Ethics in Business – Ethical theories

Unit 2 Ethics in Marketing and Operations **10**

Ethical Organization and its corporate code –Implementation of Corporate Code- Ethical issues in Marketing: Marketing Mix, Ethical issues in Operations – Role of Operations Manager, Quality Control, Purchase Code of Ethics.

Unit 3 Ethics in HRM and Finance **8**

Equality of Opportunity- Principles of Ethical Hiring, Promotion- Ethics in remuneration and retrenchment – Downsizing workforce –Protection against harassment. Ethical Issues in Finance – Ethics in Financial Markets – Investor protection measures.

Unit 4 Corporate Social Responsibility **8**

Corporate Social Responsibility – Meaning & Definition of CSR-Historical perspective of CSR from Industrial Revolution to Social Activism – CSR towards Stake Holders– Corporate expectations of Society -CSR-Legislation in India & the world- Current CSR Practices of firms in India.

Unit 5 Corporate Governance **9**

Ethical Dilemmas at work place &Corporate Governance –Ethical dilemmas in decision making - Ethical Leadership, Committees of Corporate Governance– Cadbury committee – OECD committee – KM Birla committee on Corporate Governance.

Prescribed Textbooks:

1. Business Ethics – An Indian Perspective by Francis, TMH 2010.

Reference Books:

1. LaRue Tone Hosmer - The Ethics of Management, Universal books.
2. Ethics in Business & Corporate Governance by Mandat, TMH, 2010.
3. Business Ethics and Corporate Governance – ICFAI Publications.
4. R.C. Shekar - Ethical Choices in Business.
5. Sadri – Business Ethics Concepts and Cases, TMH, 1998.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Essentials Of Supply Chain Management
Category: PC
Course Code: 25BBBA45T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

1. Understand the fundamental concepts, structure, and strategic role of Supply Chain Management in organizations.
2. Analyze supply chain dynamics, sourcing, outsourcing, and logistics decisions affecting cost and performance.
3. Apply quantitative, technological, and analytical tools to improve supply chain efficiency and coordination.
4. Evaluate the role of information technology and strategic fit in achieving competitive advantage through supply chains.

Unit 1 OVER VIEW OF SUPPLY CHAIN MANAGEMENT 9

Introduction, Definition, The Objective of a Supply Chain, The Importance of Supply Chain Decisions, Decision Phases in a Supply Chain, Process Views of a Supply Chain, Examples of Supply Chains.

Unit 2 SUPPLY CHAIN DYNAMICS 9

Introduction, Coping with Dynamics in Supply chain. Bullwhip effect, Analysis of Bullwhip Effect, Impact of Lead time, Inventory management and Supply chain dynamics, offshoring and outsourcing Effect on SC dynamics and cost.

Unit 3 SOURCING OF SUPPLY AND SUPPLY CHAIN PERORMANCE 9

Importance of Source Selection, Responsibilities for Source Selection, evaluating a potential supplier, the criticality of Qualifying Sources, Achieving Strategic Fit, Expanding Strategic Scope.

Unit 4 TRANSPORTATION & WAREHOUSING 9

Introduction, Transportation mode choice, Transport operator decisions, Trucking sectors in India, Rail transport, Air Transport, Water transport, Transport network, Storage and warehousing, types of warehousing, risk pooling.

Unit 5 INFORMATION TECHNOLOGY IN SUPPLY CHAIN 9

The Role of IT in a Supply Chain, The Supply Chain IT Framework Customer Relationship Management, Internal Supply Chain Management, Supplier Relationship Management, The Transaction Management Foundation, The Future of IT in the practice.

Textbooks:

1. Supply Chain Management – An Integrated Approach – *by Piyush Shah & Elias (Lee) Kirche*

Reference Books

1. Supply Chain and Logistics Management: An Integrated Approach – *by Rajat Baisya*
2. The Palgrave Handbook of Supply Chain Management – *Edited by Joseph Sarkis*
3. Supply Chain Management: Text and Cases – *2nd Edition*

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Operations Management
Category: PC
Course Code: 25BBBA46T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: On Completion of the course the student will able to understand the fundamental concepts of operations management and its facility location and layout. It aims to awareness about the production process, Inventory management and emerging trends in operations management.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain the operations management basic, Historical and role of technology in operations management.
2. Identify the elements of operations management and various transformation processes to enhance productivity
3. To comprehend Facility Location, Layout and for operational activities in an effective way.
4. To manage the inventory control techniques.
5. To apply for Emerging Trends in Operations Management

Unit -1 Introduction to Operations Management 9

Introduction to Operations Management: Definition and importance of Operations Management, Role of operations manager, Operations strategy and competitiveness, Historical development of Operations Management, Overview of production system, Production Planning, Role of technology in operations management

Unit -2 Production Process, Manufacturing and Service Operations 9

Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non-manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operationsas conversion process, characteristics of modern manufacturing process.

Unit -3 Facility Layout and Plant Layout 9

Facility Location and Plant Layout: Meaning of Plant location, types of locations, Factors affecting facility location decisions, Meaning of Plant Layout, Characteristics of a Good Layout, Objectives of layout, Types of layouts.

Unit -4 Inventory Management 9

Inventory Management: Meaning and Objectives of Inventory Management, Importance and Types of Inventories, Inventory Control Techniques- Economic Order Quantity (EOQ) Model, Classification- ABC, VED, FSN, Just-In-Time (JIT) Inventory.

Unit -5 Emerging Trends in Operations Management 9

Emerging Trends in Operations Management: Impact of Technology and Innovation, Sustainability and Green Operations, Globalization and its Effect on Operations, Future Directions in Operations Management

Prescribed Textbooks:

1.K Aswathappa, K Shridhar Bhat -Production and operation management- Himalaya publishing house, 2nd edition, 2021.

Reference Books:

1.Operations Management for Competitive Advantage – Richard B. Chase, F. Robert Jacobs, & Nicholas J. Aquilano

2.Production and Operations Management – S. N. Chary

3.Inventory Management Explained: A Focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems – Graham Clark

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course Community Social Project
Category CSP
Course Code 25BBBA47P
Branch BBA
Year II Year
Semester IV semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3 Weeks	2

Course Objectives:

- To make the students familiar to apply the knowledge gained from the theoretical subjects in the entire course.

Students are required to take up a project work, in which the student can choose any specific problem of industry or industry-based project work. Alternatively, it can be secondary source based or field-based project work. Before the commencement of the project work, each student is required to submit a synopsis indicating the objectives, methodology and frame work for analysis. The project should have an internal faculty has guide. The student can initiate the project work in the penultimate semester of the course

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
Will be able to apply the various concepts in real time scenarios	L4

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Current Business Affairs
Category: SEC
Course Code: 25BBBA48S
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	2	1

Course objectives:

1 Provide students with up-to-date knowledge of current business, economic, and financial developments at national and global levels.
2 Develop the ability to analyze business news and policy changes affecting industries and markets.
3 Enhance decision-making, analytical, and critical thinking skills through discussion of real-world business events.
4 Build financial and economic awareness relevant for careers, competitive exams, and entrepreneurship.
5 Improve communication, presentation, and professional skills through activity-based learning.

Unit – 1 Introduction to Business Environment **3**

Meaning and importance of current business affairs, components of business environment: economic, political, social, technological – role of business news in managerial decision-making-
Sources of business information: Newspapers, business magazines, reports, digital media.

Unit – 2 Indian Economy – Current Trends **3**

Recent trends in Indian GDP, Inflation, fiscal deficit, and growth indicators-Union Budget highlights and policy measures- Monetary policy updates (RBI repo rate, inflation control), Government initiatives: Make in India, Startup India, Digital India, Atma nirbhar Bharat

Unit – 3 Corporate and Financial Market Affairs **3**

Recent corporate developments: Mergers, acquisitions, IPOs, buybacks, Stock market trends: Sensex, Nifty, market indices, Role of SEBI and recent regulatory changes- Corporate governance issues and cases.

Unit – 4 Banking, Finance, and Fin Tech Updates **3**

Recent developments in banking sector (NPAs, recapitalization, digital banking)- FinTech innovations; UPI, digital wallets, block chain, AI in finance- Insurance and pension sector updates, financial inclusion initiatives.

Unit – 5 Emerging Issues in Business **3**

ESG (Environmental, Social, Governance) and sustainable business, green finance and climate –related business risks- Startups, unicorns, and entrepreneurship trends – Ethical issues and corporate social responsibility (CSR).

Prescribed Textbooks:

1.Yearly Current Affairs Edition – (e.g., Disha *the Yearly Current Affairs 2025*).

Reference Books:

- Business Skills for the 21st Century (SAGE India)
- Doing Business in 21st Century India by *Gunjan Bagla*
- Annual / Quarterly Current Affairs Compilations by educational publishers.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals Of Artificial Intelligence
Category: VAC
Course Code: 25BCOM41T
Branches: BBA
Year: II Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: On Completion of the course the student will able to understand the fundamental concepts of Artificial Intelligence and its growing role in modern business and management. It aims to build basic awareness about how AI supports managerial decision-making and support business system in contemporary organizations.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain the basic concepts, evolution, and scope of artificial intelligence in business contexts.
2. Describe core AI concepts and their relevance to managerial decision-making.
3. Illustrate how AI is applied across various management functions such as marketing, HR, finance, and operations.
4. Analyze ethical, legal, and social issues arising from the use of AI in business organizations.
5. Evaluate future trends, strategic relevance, and managerial challenges of AI-driven businesses

Unit -1 Introduction to Artificial Business 6

Meaning and Definition of Artificial Intelligence - Evolution and History of AI in Business - Artificial Business: Concept and Scope - Difference between Traditional Business Systems and AI-Enabled Business - Role of AI in Modern Organizations

Unit -2 Core Concepts of AI for Managers 6

Intelligence: Human vs Artificial Intelligence - Types of AI: Narrow AI, General AI, and Applied AI - Machine Learning: Concept and Business Meaning - Data, Information, and Knowledge in AI Systems - Decision Support Systems and AI - AI-Driven Business Models

Unit -3 AI Applications in Management Functions 6

AI in Marketing: Customer Insights, Personalization, and Forecasting - AI in Human Resource Management: Recruitment, Training, and Performance Evaluation - AI in Finance: Risk Analysis, Fraud Detection, and Financial Planning - AI in Operations and Supply Chain Management - AI in Strategic Management and Business Planning

Unit -4 AI, Ethics, and Business Responsibility 6

Ethical Issues in Artificial Business - Bias and Fairness in AI-Based Decisions - Data Privacy and Security Concerns - Responsible Use of AI in Organizations - Impact of AI on Employment and Workforce - Legal and Social Challenges of AI Adoption

Unit -5 Future of Artificial Business 6

Emerging Trends in AI-Driven Business - AI and Digital Transformation - AI and Entrepreneurship - AI in Small and Medium Enterprises (SMEs) - Opportunities and Challenges of AI for Future Managers - Role of Managers in an AI-Enabled Business Environment

Prescribed Textbooks:

1. Artificial Intelligence Basics – Tom Taulli, *Artificial Intelligence Basics: A Non-Technical Introduction*, Apress, 1st Edition, 2019.

Reference Books:

1. Artificial Intelligence in Practice – Bernard Marr, *Artificial Intelligence in Practice: How 50 Successful*

Companies Used AI to Solve Problems, Wiley, 1st Edition, 2019.
2. Competing in the Age of AI – Iain M. Cockburn, Rebecca Henderson & Scott Stern, *competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World*, Harvard Business Review Press, 1st Edition, 2020.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: International Business
Category: PC
Course Code: 25BBBA51T
Branches: BBA
Year: III Year
Semester: IV Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The course aims to Introduce students to the fundamental concepts, nature, scope, and importance of International Business in the globalized economy. Develop an understanding of the drivers of globalization, business environment, and various modes of entry into international markets. Familiarize students with classical and modern theories of international trade and their relevance to contemporary global trade. Explain the concept of economic integration**,** regional economic groupings, and international trade agreements**.** Provide knowledge of India's foreign trade, FDI, balance of payments**,** and international trade policy. Enable students to understand international business strategies, operations, and functional areas such as marketing, finance, production, and human resources.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the concept, scope, need, and evolution of International Business**,** and distinguish between domestic and international business operations.
2. Analyze the drivers of globalization**,** international business environment, opportunities, challenges, and impediments affecting global business activities.
3. Interpret and apply classical and modern international trade theories to real-world trade practices and policy decisions.
4. Evaluate India's foreign trade performance, foreign direct investment trends, and balance of payments in the context of the global economy.
5. Describe the process and levels of economic integration**,** regional economic groups, and the role of multilateral trade institutions such as WTO, TRIPS, and TRIMS.

Unit 1 Introduction to International Business 9

Definition, Need & scope of International Business, Distinction between Domestic and International Business, Drivers of Globalization, Environmental Analysis, Approaches to International Business, Modes of entering International Business, Impediments in international Business, Opportunities and Challenges of International Business.

Unit 2 International Trade Theories 9

Classical theories: Mercantilism, Absolute Advantage Theory, Comparative Advantage Theory and Factor endowment Theory; Modern theories: Country Similarity Theory, New Trade Cycle Theory and National Competitive advantage theory. India's Foreign Trade, Foreign Direct Investment in India and Balance of Payments.

Unit 3 International Business and Economic Integration 9

Economic Integration & its levels: Free Trade Agreement (FTA), Customs Union, Common market, Economic Union and Political Union. International Trade Policy of India.

Unit 4 Economic Groups & Trade Agreements 9

Regional Economic Groups: European Union, NAFTA, ASEAN, SAARC. Multilateral Trade agreements: GAAT, WTO, TRIPS, TRIMS

Unit 5 International Business Strategy & Operations 9

International Business Strategy, types of strategies, strategy implementation process. International Production: Sourcing and vertical Integration; International Marketing: Brand Decisions;

International Financial management: Forex market, International Monetary System, International financial markets and Export Financing; International HR Activities: HR Planning, Recruitment and selection of expatriates.

Prescribed Textbooks:

1. K. Ashwatappa, International Business,6e, McGrawHill, 2015.

Reference Books:

1.Michael R.Czinkota, Ilkka A.Ronkainen, MichaelH. offett, International Business,8e, Wiley,2011.
2. S.N. Chary, Elements of International Business,2e, Wiley,2016.
3. Ehud Menipaz, Amit Menipaz & ShivSTripathi, International Business, Sage,2017.
4. Carles W.LHill, G.Thomas MHult, Rohit Mehtani, International Business,11e, Mc GrawHill,2019
5.P. Subba Rao, International Business, 5e, Himalaya Publications, 2021

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Banking And Insurance
Category: PC
Course Code: 25BBBA52T
Branches: BBA
Year: III Year
Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The primary objective of this course is to develop an in-depth understanding of the fundamentals of banking and insurance systems with special reference to the Indian financial environment. It aims to familiarize students with the concepts of risk, risk management, and the role of insurance in economic stability. The course seeks to provide comprehensive knowledge of life and general insurance products, their principles, and regulatory frameworks. Further, it introduces students to the structure and functioning of the Indian banking system, including the role of RBI, commercial, rural, and cooperative banks. The course also focuses on banking risks, Basel norms, and recent developments such as e-banking, mobile banking, ALM, and AML. Above all, the course aspires to equip students with analytical and practical skills required to understand contemporary issues in banking and insurance sectors and their importance in financial inclusion and economic development.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the concepts of risk, types of risk, risk management process**,** and the relationship between risk and insurance.
2. Describe the principles, products, and regulatory aspects of life insurance**,** including term insurance, endowment policies, pensions, and group insurance.
3. Analyze the structure and functions of the Indian banking system**,** including the role of RBI, commercial banks, rural banks, and cooperative banks.
4. Explain the general insurance like product file, marine, motor vehicles, public utility, third party insurance, group insurance and claim settlements.
5. Illustrate the credit, liquidity, market, operation, interest rate solvency, Universal Banking, E-banking, Mobile banking and ALM Process.

Unit 1 Overview Of Banking Industry 9

Banking structure in India- RBI, Commercial, Rural and Cooperative banks their role and significance, functions, SLR, CRR: Concepts, Banking Ratios

Unit 2 Banking Risks and Recent Developments 9

Credit, liquidity, market, operation, interest rate solvency, Universal Banking, E-banking, Mobile banking. ALM Process. AMI.

Unit 3 General Insurance 9

Principles, products fire, marine, motor vehicles, public utility, third party insurance, group insurance, burglary insurance. Claims Settlements

Unit 4 Life Insurance 9

Life – Principles, products term insurance endowment, insurance, pensions, group insurance, IRDA.

Unit 5 Risk And Insurance 9

Defining risk, nature and types of risk, risk management process, Risk and its relation with insurance. Concept and significance of insurance, classification of insurance life and non-life, general principles of insurance.

Prescribed Textbooks:

1. Banking & Insurance *K. C. Shekhar &Lekshmy Shekhar* – Vikas Publishing House.

Reference Books:

1.Principles of Banking: Indian Institute of Banking & Finance (IIBF)
2.Insurance Operations, Regulation & Statutory Laws: Insurance Institute of India (III)
3. Principles and Practice of Insurance, *M. N. Mishra & S. B. Mishra* – S. Chand.
4. Indian Banking System, *T. N. Chhabra* – Dhanpat Rai & Co.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Basics Of Marketing Communication
Category: PC
Course Code: 25BBBA53T
Branches: BBA
Year: III Year
Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

The objective of this paper is discussing nature, and importance of marketing communication process of communication and communication mix, advertising process impact of advertising and sales promotion.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the marketing communication.
2. Analyze communication mix.
3. Describe the advertising process.
4. Summarize the impact of advertising.
5. Know the sales promotion techniques.

Unit – 1 Introduction to marketing communication 9

Meaning of communication nature and importance of marketing communication process of communication models barriers to marketing communication.

Unit – 2 Communication mix 9

Meaning of communication mix need and objectives of communication mix communication in retail management communication in service marketing communication in retail marketing communication in international marketing.

Unit - 3 Advertising process 9

Meaning and definition, objectives of advertising importance and process of advertising budget legal ethical and economic aspect of advertisement.

Unit – 4 Impact of advertising 9

Advertising agency vs advertising department relationship with clients measuring advertising effectiveness.

Unit- 5 Sales promotion 9

Meaning nature types functions and limitations of sales promotion techniques of sales promotions.

Prescribed Textbooks:

1. Dr. Niraj Kumar, Marketing communication – Himalaya publishing house – 2009.

Reference Books:

1.Srinivasan, Integrated marketing communication, Himalaya publishing house.

2. Philip Kotler, Kevin Len Keller, Marketing Management, 12/e, Pearson, 2007

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Digital Marketing for Beginners
Category: PC
Course Code: 25BBBA54T
Branches: BBA
Year: III
Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: On Completion of the course the student will able to understand digital marketing concepts, tools, and platforms, including websites, SEO, PPC, social media, email marketing, and analytics, and how they are used to plan, implement, and evaluate marketing activities.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain about the basic concepts of digital marketing.
2. Describe the effective digital marketing strategies using SEO&PPC.
3. Comprehend display advertising and email marketing strategies for successful marketing
4. Summarize the role of mobile and social media marketing and its platforms in marketing function.
5. Evaluate the key performance indicators and metrics used.

Unit -1 Introduction to Digital Marketing 10

Introduction to Internet; History and its Working – Digital Marketing and Digital Marketing Strategy; Definitions and History – Internet in the Traditional Marketing Mix – Crafting a Digital Marketing Strategy – Building Effective Website

Unit -2 SEO & PPC 10

SEO; Introduction, On-Page Optimization and Off-Page Optimization, Search Engine Result Page Positioning, Search Behavior.

PPC; Introduction, History, How PPC Works, Types of Adverts, Targeting Adverts, Behavioral and Demographic Targeting, Pros and Cons.

Unit -3 Display Advertising & Email Marketing 10

Display Advertising; History, Types and Formats, Types of Display Campaigns, Planning and Targeting Display Campaigns, Campaign measurement

Email Marketing; History, Email List Capture, Email Content, Email Marketing Performance Metrics, Avoiding Spam Filters, Do's and Don'ts of Email Marketing.

Unit -4 Mobile &Social Media Marketing 10

Mobile Marketing; Mobile Ad Formats, & Key Tips, Proximity Marketing, SMS Marketing.

Introduction to social media, History – Traditional Media vs social media – Social Media Plan – Meta Advertising – X Advertising – YouTube Advertising – LinkedIn Advertising

Unit -5 Analytics and Reporting 5

What are Analytics – Tools and Technology of Analytics – Attribution Modelling

Prescribed Textbooks:

1. Simon Kingsnorth, *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Kogan Page, 2020.

Reference Books:

1. Joe Pulizzi, Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers, McGraw-Hill, 2013.

2. Gary Vaynerchuk, Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World, Harper Business, 2013.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Policies Formulation
Category: PC
Course Code: 25BBBA55T
Branches: BBA
Year: III Year
Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course provides an in-depth understanding of business policy formulation and strategic management processes. It equips students to analyze organizational goals, evaluate internal and external environments, and implement strategic decisions for sustainable competitive advantage

Course Outcomes:

At the end of the course, the student will be able to

1. Understand planning, distinguish policy and strategy, and identify mission, vision, objectives, and goals.
2. Evaluate organizational strengths and weaknesses using PESTLE, ETOP.
3. Analyze multi-business strategies and strategic alliances for effective strategic decision-making.
4. Evaluate strategic techniques and selection criteria and assess the role of strategic leadership in choosing appropriate strategies.
5. Apply strategy implementation through appropriate structure and processes

Unit 1 Business Policy 8

Meaning, Nature, Scope, and Importance; Policy vs. Strategy – Distinctions and Relationship; Organizational Purpose – Mission, Vision, Objectives, and Goals; Types of Plan

Unit 2 Strategic Planning 10

Concept, Process, and Importance; Strategic Management – Nature and Components; McKinsey's 7S Framework – Hard and Soft Elements; PESTLE Analysis – External Environmental Analysis; ETOP (Environmental Threat and Opportunity Profile); SAP (Strategic Advantage Profile);

Unit 3 Business Formulation 10

Process and Considerations; Strategic Alternatives – Growth, Stability, Retrenchment, Combination; Business-Level Strategies – Cost Leadership, Differentiation, Focus; Multi-Business Strategies – Diversification (Related and Unrelated); Strategic Alliances

Unit 4 Business Evaluation 7

Techniques and Criteria for Selection; Role of Strategic Leadership in Strategy Choice

Unit -5 Corporate Portfolio Analysis 10

BCG Matrix, GE Nine-Cell Matrix, Ansoff's Product-Market Grid; Gap Analysis – Identifying Strategic Gaps and Bridging Methods; Strategy Implementation – Through Structure, Processes, Leadership, and Culture; Functional Implementation – Marketing, Finance, HR, and Operation

Prescribed Textbooks:

1. Azhar Kazmi, Business Policy and Strategic Management, HPH, 2020

Reference Books:

1.Ramaswamy & Namakumari, Strategic Planning for Corporate Success.
2. McCarthy, Minichiello & Curran Business Policy and Strategy Vikas Publications.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Event Management

Category: PC

Course Code: 25BBBA56T

Branches: BBA

Year: III Year

Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

This course provides an understanding of the fundamentals, types, and importance of events and event management. It develops practical skills in event planning, organizing, leadership, and operations. Students gain knowledge of MICE and its role in tourism and economic development, along with event marketing, promotion, media relations, customer service, and ethical practices. The course also examines tourism and travel fairs and analyzes national and international event case studies to build strategic and professional competence.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the concepts, types, scope, and importance of events and event management.
2. Apply event planning, organizing, leadership, time management, and crowd management techniques in real event situations.
3. Describe the concept of MICE and analyze its role in tourism and economic development.
4. Demonstrate knowledge of event marketing, promotion, media relations, customer care, and ethical practices.
5. Identify major tourism and travel fairs and analyze national and international event case studies.

Unit 1 Introduction to Events: 9

Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event - Event Planning and organizing.

Unit 2 The Dynamics of Event Management: 9

Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management – Problem Identification, Solving and Crisis Management – Crowd Management Plan – Legal Compliances

Unit 3 Introduction To MICE 9

Planning MICE, Components of The Conference Market, Characteristics of Conferences and Conventions, MICE as a Supplement to Tourism - The Nature and Demand of Conference Markets- The Economic and Social Significance of Conventions, Process of Convention Management – MICE and Social Responsibility

Unit 4 Event Marketing and Promotion 9

Event Marketing – Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Coordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Ethics in Event Management – Case Studies of Events of National and International Importance.

Unit 5 Tourism and Travel Fairs 9

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CIIEvents, PATA Travel Mart.

Prescribed Textbooks:

1.Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

Reference Books:

1. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
2. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
3. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
4. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
5. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.
6. Van der Wagen, L. (2010). Event management. Pearson Higher Education AU.
7. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Innovation by Design
Category: SEC
Course Code: 25BBBA57S
Branches: BBA
Year: III Year
Semester: V Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objectives: This course introduces the basics of innovation and design thinking, helping students develop creative problem-solving skills, generate practical solutions, and apply ethical and sustainable design practices in real-world contexts.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the principles of innovation and design thinking processes.
2. Analyze user problems and identify opportunities for creative solutions.
3. Apply design tools and techniques to develop prototypes and models.
4. Evaluate innovative ideas based on feasibility, sustainability, and impact.
5. Demonstrate teamwork, communication, and ethical responsibility in innovation projects

Unit 1 Introduction to Innovation and Design Thinking 6

Meaning and Importance of Innovation - Types of Innovation - Design Thinking Process - Creativity and Ideation Techniques - Innovation Ecosystem.

Unit 2 User Research and Problem Identification 6

Empathy Mapping - User Interviews and Surveys - Problem Framing - Customer Journey Mapping - Needs Analysis.

Unit 3 Ideation and Concept Development 6

Brainstorming Methods - Mind Mapping and SCAMPER - Concept Screening - Value Proposition Design - Collaborative Innovation.

Unit 4 Prototyping and Testing 6

Low Fidelity and High-Fidelity Prototypes - Design Tools and Software - Usability Testing Feedback and Iteration - Product Validation.

Unit 5 Innovation Management and Ethics 6

Innovation Strategy - Intellectual Property Basics - Sustainable and Social Innovation Entrepreneurial Thinking - Future Trends in Design and Innovation.

Prescribed Textbooks:

1. Tim Brown – Change by Design, Harper Business, Revised Edition, 2019,

Reference Books:

1. Clayton M. Christensen – The Innovator's Dilemma, Harvard Business Review Press,2016.
2. Eric Ries – The Lean Startup, Crown Business,2011.
3. Tom Kelley & David Kelley – Creative Confidence, Crown Business,2013.
4. Nigel Cross – Design Thinking: Understanding How Designers Think and Work, Berg Publishers 2011.
5. Jeanne Liedtka – Design Thinking for the Greater Good, Columbia University Press, 2018.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course Comprehensive Project Work
Category PW
Course Code 25BBBA61P
Branch BBA
Year III Year
Semester VI Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	9	9

Course Objectives:

- To make the students familiar to apply the knowledge gained from the theoretical subjects in the entire course.

Students are required to take up a project work, in which the student can choose any specific problem of industry or industry-based project work. Alternatively, it can be secondary source based or field-based project work. Before the commencement of the project work, each student is required to submit a synopsis indicating the objectives, methodology and frame work for analysis. The project should have an internal faculty has guide. The student can initiate the project work in the penultimate semester of the course

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
apply the various concepts in real time scenarios	L3