

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G. COURSES (A)

(Affiliated To Andhra University)

Bachelor of Business Administration (Digital Marketing)

2024-25



Accredited by NAAC with B++ Grade.

Gayatri Valley, Rushikonda,

Visakhapatnam 530045

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)
Accredited by NAAC with B++ Grade.
Visakhapatnam.**

**B.B.A. SYLLABUS
SEMESTER I**

(Majors, Skill Development and Multi-Disciplinary Courses)

2024-25

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P.G. COURSES (A)
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Visakhapatnam.**

**B.B.A. SYLLABUS
SEMESTER II**

(Majors, Skill Development and Multi-Disciplinary Courses)

2024-25

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Visakhapatnam.**

B.B.A. SYLLABUS

MINOR SUBJECTS

2024-25



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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA [*BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)*] PROGRAM:

Semes ter	Core Courses	Ability Enhance- ment Courses	Multi- Discipli- nary Elective course	Value added Cours es	Skill Enhance- ment courses	Discipline Specific Elective	Total
I	12	4	2	2	-	-	20
II	12	2	2	2	2	-	20
III	12	-	2	2	4	-	20
IV	16	-	-	2	2	-	20
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honours)							
VII	4		4		4	8	20
VIII					8	12	20
BBA (Honours with Research)							
VII	12					8	20
VIII	20						20



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DEPARTMENT OF MANAGEMENT STUDIES

Category- wise distribution*

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120
BBA (Honours)	70	6	10	8	30	36	160
BBA (Honours with Research)	98	6	6	8	18	24	160



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SEMESTER – I BBA- GENERAL

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	GENERAL ENGLISH	100	40	60	4	3
2	Second Language	HINDI	100	40	60	4	3
3	Skill Enhancement Courses (Two Courses)	1. Entrepreneurship Development	50+50	---	50+50	2+2	2+2
		2. Leadership skills					
		3. Business Communication-I					
		4. ICT					
4	Multi Disciplinary Courses (One Course)	1. Introduction to Social Work	50	---	50	2	2
		2. Indian Knowledge System					
		3. Psychology					
5	VAC	Environmental Science and sustainability	50	0	50	2	2
6	Major-1	Principles and Practices of Management	100	40	60	4	4
7	Major-2	Financial Accounting	100	40	60	4	4
TOTAL			600	160	440	22	22



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – Semester 1 PRINCIPLES AND PRACTICES OF MANAGEMENT (w.e.f Admitted Batch 2024-25)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. To understand the basic concepts, principles, and theories of management.2. To examine the essential functions of managers.3. To analyze the impact of globalization, diversity, and ethics on management.4. To develop skills in strategic planning, decision-making, and leadership.		
SYLLABUS		
Unit 1: Introduction to Management Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling		
Unit 2: Planning, Organizing and Staffing Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment		
Unit 3: Leading, Directing Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics;		
Unit 4: Controlling: Meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.		
Unit 5: Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable		



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DEPARTMENT OF MANAGEMENT STUDIES

management practices.

Course Outcomes

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

RECOMMENDED BOOKS:

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 1		
FINANCIAL ACCOUNTING		
(w.e.f Admitted Batch 2024-25)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. To provide an understanding of application of various principles and practice of Accounting.2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.3. To apply the knowledge of systematic maintenance of books of accounts to real life business.4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.		
SYLLABUS		
Unit– I: Introduction to Accounting, Accounting system and process Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.		
Unit – II: Recording transactions and Trial balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors. .		
Unit – III: Final Accounts Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts		
Unit - IV: Company Final Accounts Introduction to company – kinds, share capital, issue		



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DEPARTMENT OF MANAGEMENT STUDIES

of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Unit - V: Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Course Outcomes

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business

RECOMMENDED BOOKS:

1. Jain S.P., & Narang K L. Basic Financial Accounting I, New Delhi, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Bhattacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org



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.BACHELOR OF BUSINESS ADMINISTRATION Semester I ENVIRONMENTAL SCIENCE AND SUSTAINABILITY (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: <ol style="list-style-type: none">1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.2. This course will equip students to make decisions that consider environmental consequences.3. The course helps to understand the importance of business technologies in controlling environmental degradation.4. This course will enable future business graduates to become environmentally sensitive and responsible managers.		
SYLLABUS		
Unit 1: Understanding Environment, Natural Resources, and Sustainability Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.		
Unit 2: Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.		
Unit 3: Environmental Pollution, Waste Management, and Sustainable Development Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a		



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particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit 4: Social Issues, Legislation, and Practical Applications

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

COURSE OUTCOMES:

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socioeconomic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Reference Books:

- Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.
- Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.
- Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester I		
ENTREPRENEURSHIP DEVELOPMENT		
(w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; <ol style="list-style-type: none">1. To understand the concept of Entrepreneurship, its applications and scope.2. To know how to apply the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility3. Know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions		
SYLLABUS		
UNIT-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start ups.		
UNIT-II: : Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis		
UNIT-III: : Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.		



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COURSE OUTCOMES:

1. Students will understand the concept of Entrepreneurship, its applications and scope.
2. Students will know how to apply the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility
3. Students will know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions

Co curricular Activities:

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.

Reference Books :

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester I LEADERSHIP SKILLS (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; 1. Develop comprehensive understanding of personality 2. Know how to assess and enhance one's own personality 3. Comprehend leadership qualities and their importance and to understand how to develop them		
SYLLABUS		
UNIT-I: Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality		
UNIT-II: : Assessment of Personality - Projective& Self Report Techniques - Building Self Confidence – Enhancing Personality Skills		
UNIT-III: Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, PrakasamPantulu, Dr. B. R. Ambedkar&J.R.D.Tata		
COURSE OUTCOMES: 1. The students can develop comprehensive understanding of personality 2. The students can assess and enhance one's own personality and can understand how to develop them 3. The students will be able to comprehend leadership qualities and their importance and can understand how to develop leadership qualities		
Co curricular Activities: 1. Assignments, Group discussions, Quiz etc. 2. Invited Lecture by a local expert 3. Case Studies (ex., on students behavior, local leaders etc.)		
Reference Books : 1. GirishBatra, Experiments in Leadership, Chennai: Notion Press, 2018 2. MiteshKhatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013 3. Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012 4. Hall, C.S., Lindzey. G & Campbell, J.B Theories of Personality. John Wiley & Sons,1998		



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BACHELOR OF BUSINESS ADMINISTRATION Semester I BUSINESS COMMUNICATION-I (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; 1. To understand the concept, process, and importance of Business Communication. 2. To help students in understanding the basic principles and techniques of business communication. 3. To train students to acquire and master written communication for the corporate world. 4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.		
SYLLABUS		
UNIT-I: INTRODUCTION TO COMMUNICATION IN ORGANIZATIONS Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.		
UNIT-II: : WRITTEN COMMUNICATION Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms,negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.		
UNIT-III: INTERPERSONAL COMMUNICATION Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)		
UNIT-IV: DIGITAL COMMUNICATION Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.		
COURSE OUTCOMES:		



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1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

Reference Books :

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>



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BACHELOR OF BUSINESS ADMINISTRATION Semester I INFORMATION AND COMMUNICATION TECHNOLOGY (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; 1. To understand the fundamentals of Internet and develop skills to use various social networking sites 2. To understand the inner workings of e-mail and develop skills to use online forums, docs, spread sheets, etc. 3. To get an overview of Internet Security, learn few GOI digital initiatives in higher Education and acquaint with the emerging concepts of Information Technology.		
SYLLABUS		
UNIT-I: Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, Whats App .		
UNIT-II: E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.		
UNIT-III: Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues. What are GOI digital initiatives in higher education? (SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, eacharya, e-Yantra and NPTEL)		
COURSE OUTCOMES: 1 Students will understand the fundamentals of Internet and develop skills to use various social networking sites 2. Students will understand the inner workings of e-mail and develop skills to use online forums, docs, spreadsheets, etc 3. Students will get an overview of Internet Security, learn few GOI digital initiatives in higher Education and acquaint with the emerging concepts of Information Technology.		
Co curricular Activities: Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)		



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1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
 1. Quiz and Group Discussion
 2. Slip Test
 3. Try to solve MCQ's available online.
 4. Suggested student hands on activities :
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – by Raymond Greenlaw and Ellen Hepp, Publishers : TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester I INTRODUCTION TO SOCIAL WORK (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; <ol style="list-style-type: none">1. Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India.2. Acquaint the process of primary methods of social work and counselling skills3. Get to know the skills of working with individuals, groups and communities		
SYLLABUS		
UNIT-I: Introduction to social work and concepts related to social work Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.		
UNIT-II: Methods of Working with Individuals and Groups Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills. Social Group Work-Definition-scope-the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques..		
UNIT-III: Working with Communities and Field Work in social work Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization - concepts of community development, community participation and community empowerment. Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.		
COURSE OUTCOMES: <ol style="list-style-type: none">1. Students will understand the basic concepts relating to social work practice, values, principles of social work and social problems in India.2. Students will acquaint the process of primary methods of social work and counselling skills3. Students will get to know the skills of working with individuals, groups and communities		



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Co curricular Activities:

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts 5. Visit to a community 6. Assignments, Quiz etc.

Reference Books :

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
6. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications
7. Pasty McCarthy &Carolyn Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
8. Websites on Social work methods.



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BACHELOR OF BUSINESS ADMINISTRATION Semester I INDIAN KNOWLEDGE SYSTEM (w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: 4. To know the contributions of scientists for the development of society over a period of time. 5. To understand the Science and Technological developments that lead to human welfare. 6. To appreciate the Science and Technological contributions for the development of various sectors of the economy. 7. To identify the technological transfer versus economic progress of the countries.		
SYLLABUS		
UNIT-I: Historical Perspective of Science and Technology Nature and Definitions; Roots of Science – In Ancient Period and Modern Period (During the British Period); Science and Society; Role of Scientist in the Society.		
UNIT-II: Policies and Plans after Independence: Science and Technology Policy Resolutions New Technology Fund; Technology Development (TIFAC); Programs aimed at Technological Self Reliance; Activities of Council of Scientific and Industrial Research.		
UNIT-III: Space – The Indian Space Program: India's Geostationary Satellite Services – INSAT System And INSAT Services; Defense Research and Technology – Research Coordination, Research efforts and Development of technologies and Spin-off technologies for civilian use; Nuclear Energy – Effects of a nuclear explosion and India's safety measures.		
COURSE OUTCOMES: 1. To demonstrate knowledge of broad concepts in the history of science, technology ranging over time, space and cultures and appreciate the science and technological contributions for the development of various sectors of the economy. 2. Recognize the values of a wide range of methodologies, conceptual approaches and		



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policies for the development of science and technology.

3. To understand the science and technological advances in critical areas such as space, defence and nuclear power

Reference Books :

1. Kalpana Rajaram, Science and Technology in India, Published and Distributed by Spectrum Books (P) Ltd., New Delhi-58.
2. Srinivasan, M., Management of Science and Technology (Problems & Prospects), East – West Press (P) Ltd., New Delhi



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BACHELOR OF BUSINESS ADMINISTRATION		
Semester I		
PRINCIPLES OF PSYCHOLOGY		
(w.e.f Admitted Batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; 1. Understand the basic concepts relating to psychology, perception and attention 2. Understand the basic concepts of motivation and emotions. 3. Understand the concepts of memory, learning and personality		
SYLLABUS		
UNIT-I: Introduction: Definition, Origin of psychology, Psychology as a scientific study of behavior, applied fields of psychology Biological bases of behaviour Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies		
UNIT-II: Emotion and Motivation: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer. Motivation: Nature and types; Maslow's hierarchy model		
UNIT-III: Individual differences: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement		
COURSE OUTCOMES: 1. The students can understand the basic concepts relating to psychology, perception and attention 2. The students will be able to understand the basic concepts of motivation and emotions. 3. The students can understand the concepts of memory, learning and personality		
Reference Books : 1. Baron, R. A. (2006). Psychology (5th Ed.). New Delhi: Pearson Education. 2. Ciccarelli, S. K., & Meyer, G. E. (2009). Psychology. Delhi: Pearson Education. 3. Coon, D., & Mitterer, J. O. (2007). Introduction to Psychology: Gateway to mind and behaviour. New Delhi: Cengage.		



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4. Gerrig, R. J., & Zimbardo, P. G. (2006). Psychology and Life (17th Ed.). New Delhi: Pearson Education.
5. Singh, A. K. (2009). Uchachtar Samanya Manovigyan. Varanasi: Motilal Banarasi Das.



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SEMESTER II BBA- GENERAL

Sl. No .	Course code	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	I Language	General English	100	40	60	4	3
2	II Language	HINDI	100	40	60	4	3
3	Skill Enhancement Courses	1. Business Communication-II	50 + 50	---	50+50	2+2	2+2
		2. Marketing skills					
		3. Investment planning					
		4. Analytical skills					
4	VAC	Indian Constitution	50	0	50	2	2
5	MAJOR- 1	Human Behaviour and Organization	100	40	60	4	4
6	MAJOR- 2	Business Economics	100	40	60	4	4
7	MINOR- I	Logistics And Supply Chain Management/Psychology/Computer application/ Digital Markerting/	100	40	60	4	4
8		Two Months Community Service Project	100		100		4
Total			750	200	550	22	28



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II HUMAN BEHAVIOUR AND ORGANIZATION (w.e.f Admitted Batch 2024-25)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
1 To develop basic understanding of the concept of human behaviour and organization. 2 To highlight the importance of ob in modern organizations. 3 To understand individual and group behaviour in the workplace to improve the effectiveness of an organization. 4 To critically evaluate leadership styles and strategies.		
SYLLABUS		
Unit 1: Introduction to Human Behaviour and Organization : Meaning, importance, and historical development of organizational behaviour; Factors influencing organizational behaviour; Contributing disciplines of OB; OB models		
Unit 2: Individual Behaviour Foundations of Individual Behaviour; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).		
Unit 3: Group &Team Behaviour Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.		



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Unit 4: Leadership & Power

Leadership: Concept; Trait theories; Behavioural theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Unit 5: Organizational Culture:

Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Course Outcomes

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB

RECOMMENDED BOOKS:

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II BUSINESS ECONOMICS (w.e.f Admitted Batch 2024-25)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. It equips students with fundamental concepts of microeconomics.2. Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.3. It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.4. A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.		
SYLLABUS		
UNIT-1: FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. Scope of Study of Micro-economics and Scope of Study of Macro-economics.		
UNIT-2: DEMAND ANALYSIS: Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.		
UNIT-3: PRODUCER AND CONSUMER BEHAVIOUR Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.		
UNIT-4: ANALYSIS OF MARKET Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly		



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UNIT-5: NATIONAL INCOME AND VARIOUS INDIAN ECONOMY CHALLENGES

Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. A Brief Introduction of Indian Economy - Pre-and Post-Independence. Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic. Business Environment, Trade with Various Nations, Sustainable Economic Development

Course Outcomes

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

1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.
2. To analyze the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy

RECOMMENDED BOOKS:

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II BUSINESS COMMUNICATION-II (w.e.f admitted batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: 1. To understand the concept, process, and importance of business communication with a strategic imperative. 2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills 3. To train students to acquire and master intra and inter organizational communication 4. To train students for communicating effectively for the purpose of gaining employment.		
SYLLABUS		
Unit-I: Written communication: intra organizational/ departmental/ workplace communication Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis- Communication; Managing communication during change; Culture as communication		
Unit-II: Oral Communication, Professionalism and team work Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective		



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Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit-III:

Negotiation Skills and Cross-Cultural Communication

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Unit-IV:

Contemporary Communication

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts. Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Course Outcome

1. Apply the skills for writing various workplace written communications.
2. Effectively analyze and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of Info



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graphics.

4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
a. <https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG|
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>

Text Books (Latest Edition):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

References:

1. Culture as Communication (2001) by Stever Robbins
<https://hbsp.harvard.edu/product/C0108A-HCB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II MARKETING SKILLS (w.e.f admitted batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: <ol style="list-style-type: none">1. To develop a better appreciation and understanding of the role of marketing in a business organization specifically2. To understand different strategies for effective design of Marketing Mix3. To Know the Sales Skills including effective personal selling skills.		
SYLLABUS		
Unit-I: Introduction to Marketing: Core Marketing Concepts – Company Orientation towards the Marketplace – The Holistic Marketing Concept - Marketing Management Tasks; Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies - Determinants of Consumer Behaviour;		
Unit-II: Marketing Mix: Elements of Marketing Mix - Product, Price, Promotion and Place, 7P's of Service Marketing Mix; Product: Classification of Products - Product Life Cycle - New Product Development – Branding Decisions; Price: Pricing Strategies: Understanding Pricing – Steps in setting the Price - Price Adapting Policies, and Initiating and Responding to Price Changes: Promotion: Marketing Communications, Promotion Mix Elements: Advertising, Sales Promotion, Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; Place: Marketing Channels: Channel Functions and Flows, Channel Management Decisions.		
Unit-III: Nature and Role of Selling: Importance of Selling, Nature and Role of Selling: Importance of Selling – Role in the Context of Organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-		



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product, Competition, Organization, Market, Customer, Territory; Communication Skills, Persuasive Skills. Personal Selling Skills: The opening – Need and problem identification–the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale –follow up.

Course Outcome

1. Students will develop a better understanding of the role of marketing in a business organization specifically.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

Co-Curricular Activities:

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables (ex., Electronic goods, Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region. .

Reference Books:

Text Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileswarJha, Marketing Management -A South Asian Perspective, Pearson Education.
2. Agarwal, P.K., Marketing Management – An Indian perspective, PragatiPrakasham
3. Kazmi SHH, Marketing Management Text and Cases, Excel.
4. Philip Kotler and Armstrong.G., MARKETING, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. &NamaKumari, S., Marketing Management – Planning and Control, Macmillan.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester II		
INVESTMENT PLANNING		
(w.e.f admitted batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives:		
<ol style="list-style-type: none">1. To make the students familiarize with the concepts of investment2. To understand the associated risks along with the regulatory authorities that monitor the capital market.3. To understand the investment options and basic concepts of SEBI		
SYLLABUS		
Unit-I: Investment: Attributes of Investment, Investment and speculation, Features of a good Investment, Investment Process. Investment Avenues – Types. Tax saving options		
Unit-II: Return and Risk: Meaning and Measurement of Security Returns. Meaning and Types of Security Risks- Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds and Shares.		
Unit-III: Portfolio: Choosing the right Investment options, Construction of Investment portfolio, and Portfolio management. Investor Protection Guidelines of SEBI– SEBI Investment Advisors Regulations.		
Course Outcome		
<ol style="list-style-type: none">1. The students will be able to make the students familiarise with the concepts of investment2. The students can understand the associated risks along with the regulatory authorities that monitor the capital market.3. The students can understand the investment options and basic concepts of SEBI		
Co-Curricular Activities:		
<ol style="list-style-type: none">1. Group/Individual presentations on Investment Alternatives (Advantages, Suitability and Limitations).2. Calculation of Stock Return and Risk from historical data of NSE and BSE.3. To make comparative analysis between various stocks using excel.		



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DEPARTMENT OF MANAGEMENT STUDIES

Reference Books:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill.
2. Bhalla VK, Investment Management, S.Chand.
3. Donald E.Fischer, Ronald J.Jordan, Security Analysis and Portfolio Management; Prentice Hall of India.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. PitabasMohantySpreadsheet Skills for Finance Professionals Taxmann Publications



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II ANALYTICAL SKILLS (w.e.f admitted batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: 1. To understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills. 2. To solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus. 3. To understand various data interpretation methods		
SYLLABUS		
Unit-I: Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.		
Unit-II: Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest.		
Unit-III: Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams		
Course Outcome 1. Students can understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills. 2. Students can solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus. 3. Students can understand various data interpretation methods.		
Co-Curricular Activities: Surprise tests / Viva-Voice / Problem solving/Group discussion		
Reference Books: 1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055		



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DEPARTMENT OF MANAGEMENT STUDIES

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| <p>2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.</p> <p>3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata McGrawHill Publications.</p> <p>Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.</p> |
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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester II INDIAN CONSTITUTION (w.e.f admitted batch 2024-25)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives		
<ol style="list-style-type: none">1. To develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.2. To recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.3. To analyse the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.4. To explore the legal history of competing claims between economic development and principles of equity and justice in India.		
SYLLABUS		
Unit1: An Economic History of the Constitution of India : Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice		
Unit 2: Fundamental Rights and Business in India : Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.		
Unit 3: Fiscal Federalism: Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.		



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Unit 4: Constitutional battles that shaped the economy :

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in crypto currencies . crypto currencies

Readings:

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases:

1. Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
2. State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
3. Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
4. Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
5. Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
6. T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
7. Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
8. Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224

Course Outcomes

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

1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business
3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.



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RECOMMENDED BOOKS:

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.



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DEPARTMENT OF MANAGEMENT STUDIES

MINOR SUBJECTS

Sl.No:	COURSE
1	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
2	DIGITAL MARKETING
3	PSYCHOLOGY
4	COMPUTER APPLICATION



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DEPARTMENT OF MANAGEMENT STUDIES

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(w.e.f admitted batch 2024-25)

COURSE STRUCTURE

Semester	Course Number	Course Name	No.of Hrs/week	No.of Credits
II	1	Logistics Concepts and Planning	4	4
III	2	Transportation and Distribution Management	4	4
IV	3	International Trade Documentation Procedures	4	4
IV	4	Procurement, Storage and Warehouse Management	4	4
V	5	Supply Chain Information System	4	4
V	6	Supply Chain Software	4	4



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 2		
LOGISTICS CONCEPTS AND PLANNING		
(w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To understand the scope of logistics and supply chain management in business.2. To explain the core and support activities in logistics.3. To examine logistical integration hierarchy& various issues in logistics integration. To explain the logistical performance cycles, channel participants and supply chain relationships.4. To analyze risks involved in logistics re-engineering.		
SYLLABUS		
Unit-1:: Introduction Logistics: <p>Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships– Channel participants, Channel structure, Basic functions, Risk, power and leadership.</p>		
Unit-2:Logistics System Design: <p>Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy</p>		
Unit-3:Logistics Strategy and Planning: <p>Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy</p>		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-4:Inventory and Purchasing:

Review – Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation.

Unit-5:Location Decisions:

Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis

Course Outcomes:

1. The students will understand the scope of logistics and supply chain management in business.
2. The students will understand core and support activities in logistics.
3. The students will understand logistical integration hierarchy& various issues in logistics integration. To explain the logistical performance cycles, channel participants and supply chain relationships.
4. The students will understand risks involved in logistics re-engineering.

Recommended Books:

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016.
3. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 2009



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 3 TRANSPORTATION AND DISTRIBUTION MANAGEMENT (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none"> 1. To understand distribution techniques and different distribution networks in the supply chain. 2. To Develop the various distribution network models 3. To illustrate on the various modes of transportation and the selection decisions. 4. To examine vehicle routing and scheduling. 5. To identify the issues involved in international transportation. 		
SYLLABUS		
Unit-1: Distribution: Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.		
Unit-2: Planning: Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)		
Unit-3:Transportation: Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling		
Unit-4: International Transportation: International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.		
Unit-5:: Information Technology (It): Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems		



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DEPARTMENT OF MANAGEMENT STUDIES

Course Outcomes:

1. The students will understand distribution techniques and different distribution networks in the supply chain.
2. The students will understand the various distribution network models
3. The students will understand the various modes of transportation and the selection decisions.
4. The students will understand vehicle routing and scheduling.
5. The students will understand the issues involved in international transportation.

Practical Component:

Guest lectures and Seminars can be conducted by inviting subject experts.

- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless
- technologies. Analyze data migration with the related case studies.

Text Books:

1. David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd edition 2016
3. Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.

Recommended Books:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 6th edition 2014.
2. 2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3. 3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, KoganPage Publishers, 2006



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 4		
INTERNATIONAL TRADE DOCUMENTATION PROCEDURES		
(w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: 1. To identify future opportunities and challenges of India's Foreign Trade. 2. To gain the knowledge of Export and Import Documents used in Global Trade. 3. To Explore knowledge in starting an export organization and related procedures. 4. To Understand Finance and Insurance issues relating to Exports. 5.To gain knowledge in Import Procedures, Customs regulations and import clearance formalities etc		
SYLLABUS		
Unit-1: : International Trade: Need and importance of International Trade – Recent Trends in World Trade – Leading players – India's Foreign Trade –Commodity composition and Destination – India's Export and Import position in World merchandise trade and services –Project Exports-Deemed Exports - India's Foreign Trade Policy – India Trade Agreements and tariff benefit		
Unit-2: :Starting an Export Organization: Starting an export firm – Selection of an export product – Market selection –Buyer selection – Registration procedure with Sales Tax, Central Exercise and various Boards and councils – Exim code number – Elements of export contract- Global rules as UCP 600 of ICC, INCOTERMS – Terms of payment and Letter of Credit – Payment settlement of exports and Imports		
Unit-3:Export Documentation: Types of documents – Primary Documents –Regulatory Documents - Transport, Negotiation and Insurance documents –E- Databases and Documents		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-4:Export Finance:

Sources of Finance - Role of commercial bank, EXIM Bank, ECGC SIDBI and others – Export promotion Schemes – Insurance for Export – Types – export credit insurance – Risk Management – Types of risks – mitigation methods

Unit-5: Import Procedure and Documentation:

Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses - Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme –Import formalities for EOUs and SEZs –CEZ - Import Risk Management

Course Outcomes:

1. The students can identify future opportunities and challenges of India's Foreign Trade.
2. The students can gain the knowledge of Export and Import Documents used in Global Trade.
3. The students can gain knowledge in starting an export organization and related procedures.
4. The students will Understand Finance and Insurance issues relating to Exports.
5. The students will gain knowledge in Import Procedures, Customs regulations and import clearance formalities etc

Practical Component:

- The students can identify international trades and opportunities with in global marketing environments. Analyze the prevalent trade environment in your home country and global country
- Examine export and import documentation procedures.
- Analyze India Trade Agreements and tariff.
- Guest lecturers can be arranged by inviting the experts in the field.
- Assignments, class room seminars and group discussions.

Text Books:

1. Aseem Kumar (2007) "Export and Import Management", Excel Books Publications, New Delhi
2. David Stewart (2008)" International Supply Chain Management", Cengage publications,
3. Ram Singh (2008) "Export Management" Indian Institute of Foreign Trade, New Delhi

Recommended Books:

1. P.K.Khurana (2010): Export Management, Galgotia Publication, New Delhi
2. JeevanandamC(2002) "Foreign Exchange: Practices Concepts and control" Sultan Chand



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DEPARTMENT OF MANAGEMENT STUDIES

Publications

3. Foreign Trade Policy (2015-2020): Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 4		
PROCUREMENT, STORAGE AND WAREHOUSE MANAGEMENT		
(w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To understand the procedure of procurement.2. To gain knowledge on various warehousing operations.3. To acquire knowledge on storage of materials, recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording.4. To gain knowledge on warehousing technologies.5. To gain knowledge on Warehouse safety Material handling, Packaging, Labeling, waste management and fire safety mechanism.		
SYLLABUS		
Unit-1:Procurement: <p>Objectives of Procurement System, Principles of Procurement, and history of procurement function: from administrative to strategic, value added role, Procurement Cycle, Procurement Planning, Purchasing Mix: Six Rights, Selecting the right supplier, Source of information and process, Supplier appraisal / vendor capability, Bidding process</p>		
Unit-2:Introduction to Warehousing Concepts: <p>Role of warehouse-types of warehouse- warehouse location- Need for warehousing- Supply chain trends affecting warehouse –Warehouse functions- Role of warehouse managerWarehouse process: e-commerce warehouse- Receiving and put away- Warehouse process – pick up preparation-Receiving - Pre-receipt -In- handling - Preparation - offloading - Checking - Cross-docking -Quality control - Put-away - Pick preparation - Pick area layout – Picking strategies and equipment -order picking methods - Warehouse processes-Replenishment to dispatch- Value adding services - Indirect activities -Security - Returns processing – Dispatch</p>		



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Unit-3::Storage Management system:

Storage Inventory Management –Functions of storage & Inventory - Classification of Inventory Methods of Controlling Stock Levels- Always Better Control (ABC) Inventory system Warehouse Management Systems (WMS) - choose a WMS-the process implementation-cloud computing- Warehouse layout-Data collection-space calculation-aisle width- finding additional space.

Unit-4::Storage and Warehousing Information system:

Storage Equipment: storage option - shuttle technology - very high bay warehouse - warehouse handling equipment - vertical and horizontal movement -Automated Storage/ Retrieval System (AS/RS)-specialized equipment-Technical advancements- Resourcing a warehouse- warehouse costs-Types of cost - Return on Investment (ROI) - Charging for shared-user warehouse service - Logistics charging methods Warehousing. Information System (WIS)- Performance management- outsourcing decisions.

Unit-5::Material Handling and Warehouse safety Material handling:

Product movement- concept- costs-product load activity—dispatch activity unload activitycontrol device-impact of the computer technology automatic identification-issues and trends in product transport—Packaging- Pallet - Stretch wraps - Cartons – Labeling- Health and safetyRisk assessment - Layout and design - Fire safety- Slips and trips – Manual handling - Working at height - Vehicles - Forklift trucks – Warehouse equipment legislation. Warehouse safety check list- Warehouse Environment- Energy production - Sustainable warehouse Management

Course Outcome

1. The students will understand the procedure of procurement.
2. The students will gain knowledge on various warehousing operations.
3. The students will acquire knowledge on storage of materials; recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording.
4. The students will gain knowledge on warehousing technologies.
5. The students will gain knowledge on Warehouse safety Material handling, Packaging, Labeling, waste management and fire safety mechanism.

Practical Components:

- The students can select one warehouse and observe the method of material handling.
- Analyze the procedure of procurement of material in any selected industry and submit a report. Make a visit to one warehouse nearby and examine the inventory



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DEPARTMENT OF MANAGEMENT STUDIES

management systems.

- Observe different technologies used in warehouse management.
- Class room seminar can be conducted.
- All the students are divided into groups. Each group of students has to present a paper on each operation of warehouse.

Text Books:

1. Gwynne Richards (2014) Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.
2. David E. Mulchy & Joachim Sidon (2008) A Supply Chain Logistics Program for Warehouse Management, Auerbachian Publications

Recommended Books:

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). Supply Chain Logistics Management. (4 th ed.), McGraw Hill/Irwin.
2. Arnold, J.R., Chapman, S.N. (2012). The Introduction to Materials Management. (7thed.), Prentice-Hall. Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013).Managing Supply Chains: A Logistics Approach. (9th ed.), McGraw Hill. Edward, F.(2002).
3. World-Class Warehousing and Material Handling. (International ed.), McGraw-Hill Muller, M. (2011). Essentials of Inventory Management. (2 nd ed.), American Management Association



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 5 SUPPLY CHAIN INFORMATION SYSTEM (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To understand e-SCM, benefits and communication networks.2. To explain about data security in communication networks.3. To explain about the various enterprise information systems and their benefits.4. To examine various information systems development methodologies & enterprise architectures5. To explain the various information system deployment methods.		
SYLLABUS		
Unit-1:Electronic SCM, Communication networks: Introduction e-SCM –e-SCM framework - Key success factors for e-SCM - Benefits of e-SCM Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks –EDI - Data security in supply chain networks - Overview of internet able models.		
Unit-2 Enterprise Information Systems: Overview of enterprise information systems - Information functionality and principles - Introduction enterprise information systems -Classification of enterprise information systems - Information architecture - Framework for managing supply chain information - Describe ion on popular enterprise application packages -Benefits of enterprise information systems		
Unit-3: SCM Systems Development: Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies- Adopting relevant systems development model		
Unit-4 :Deployment and Management: Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value		



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Unit-5: Information Integration:

Enterprise application integration and supply chain visibility - Enterprise application integration -Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems.

Course Outcomes

1. The students will understand e-SCM, benefits and communication networks.
2. The students will understand about data security in communication networks.
3. The students will understand about the various enterprise information systems and their benefits.
4. The students will understand various information systems development methodologies & enterprise architectures
5. The students will understand the various information system deployment methods.

Practical Component:

- The students can identify Electronic SCM and communication networks.
- Information collected and analyze for decision support system.
- A group of students has to analyze Management of risks and value.
- All the students are divided into groups. Each group of students has to develop Supply Chain Management System.
- Guest Lectures can be arranged and Assignments given.

Text Books:

1. Donald Bowersox, David Closs, & Bixby cooper Supply chain Logistical Management
2. R.H. Ballou, and Samir Business Logistics Management, 5th Edition 2014.

Recommended Books:

1. Strauss, Alexa & Frost E-Marketing, Routledge; 8th New edition 2018
2. Statistics for Managers Using MS Excel, 8th Edition Levine & David Pearson Education 2017
3. David B. Grant & Chee Yew Wong Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management Kogan Page; 2nd edition April 3, 201



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 5 SUPPLY CHAIN SOFTWARES (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To Understand ERP, ERP Module, SCM and CRM and its application in business related decisions.2. To Examine Business Process Management.3. To Explain ERP systems and its implementation.4. To Analyze Data migration.5. To Understand future trends in ERP systems		
SYLLABUS		
Unit-1: Overview of enterprise systems: Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.		
Unit-2 Overview of ERP software solutions: Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management et		
Unit-3 : Evaluation and selection of ERP systems: Planning Evaluation and selection of ERP systems-Implementation life cycle – ERP implementation, Methodology and Frame work-Training.		
Unit-4 : Data Migration. People Organization in implementation-Consultants, Vendors and Employees-Case studies. Maintenance of ERP- Organizational and Industrial impact; Succes		
Unit-5:: Extended ERP systems: Extended ERP systems and ERP bolt –on -CRM, SCM, Business analytics etc-Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies.		



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Course Outcomes:

1. The students will Understand ERP, ERP Module, SCM and CRM and its application in business related decisions.
2. The students will Understand Business Process Management.
3. The students will Understand ERP systems and its implementation.
4. The students will Understand Data migration.
5. The students will Understand future trends in ERP systems

Practical Component:

- Guest lectures and Seminars can be conducted by inviting subject experts.
- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies.
- Analyze data migration with the related case studies.

TEXT BOOKS:

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
2. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
5. Summer, ERP, Pearson Education, 2008



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DEPARTMENT OF MANAGEMENT STUDIES

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: DIGITAL MARKETING

(w.e.f admitted batch 2024-25)

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Fundamentals of Digital Marketing	4	4
Semester-III	2	Social Media Marketing	4	4
Semester-IV	3	Affiliate Marketing	4	4
	4	Search Engine Optimisation	4	4
Semester-V	5	Mail Marketing	4	4
	6	Mobile Marketing	4	4



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 2 FUNDAMENTALS OF DIGITAL MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External :60 Marks	Internal : - 40 Marks
Course Objectives: <ol style="list-style-type: none">1. To understand the core concepts of marketing and the role of marketing in society.2. To understand the marketing automations softwares and tools3. To understand the Digital Marketing Mix4. To understand about the Email Marketing5. To gain knowledge about Blogs		
SYLLABUS		
Unit-I: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.		
Unit-II: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.		
Unit-III: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.		
Unit IV: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of Mail Chimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.		
Unit V: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.		
Course Objectives: <ol style="list-style-type: none">1. Students will understand the core concepts of marketing and the role of marketing in society.2. Students will understand the marketing automations softwares and tools3. Students will understand the Digital Marketing Mix4. Students will understand about the Email Marketing		



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5. Students will gain knowledge about Blogs

Recommended Books

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How to Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 3 SOCIAL MEDIA MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal -40 Marks
Course Objectives: <ol style="list-style-type: none">1. To Understand the basic concept of Social Media space and tools2. To analyze the effectiveness of your company's and competitors' social media programs.3. To Design social media programs that directly support business and marketing goals.4. To understand social media Channels and programs.5. To implement a process for planning social media marketing activities		
SYLLABUS		
Unit-I: Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.		
Unit-II: Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.		
Unit-III: Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.		
Unit IV: Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.		
Unit V: Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.		
Course Outcomes: <ol style="list-style-type: none">1. Students will Understand the basic concept of Social Media space and tools2. Students will Understand the effectiveness of your company's and competitors' social		



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media programs.

3. Students can Design social media programs that directly support business and marketing goals.
4. Students will understand social media Channels and programs.
5. Students can implement a process for planning social media marketing activities.

Recommended Books

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 4 AFFILIATE MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none"> 1. To understand basic concepts of affiliate marketing works, affiliate program payment methods etc 2. To understand how to enroll in affiliate marketing program and ways to promote it 3. To understand Types of Affiliate Marketing Search affiliates 4. To understand Strategies to improve affiliate marketing 5. To understand how to set up affiliate marketing program 		
SYLLABUS		
Unit-I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.		
Unit-II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.		
Unit-III: Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.		
Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.		
Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and		



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implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

Course Outcome

1. Students will understand basic concepts of affiliate marketing works, affiliate program payment methods etc
2. Students will understand how to enroll in affiliate marketing program and ways to promote it
3. Students will understand Types of Affiliate Marketing Search affiliates
4. Students will understand Strategies to improve affiliate marketing
5. Students will understand how to set up affiliate marketing program

Recommended Books

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011). Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
3. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 4 SEARCH ENGINE OPTIMISATION (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none"> 1. Gain a comprehensive understanding of how search engines work, including algorithms, indexing, and ranking factors. 2. Acquire knowledge about technical aspects of SEO, including website structure, crawlability, site speed, and mobile optimization. 3. Understand and implement on-page optimization techniques, including optimizing meta tags, headings, URL structures, and content for improved search engine visibility. 4. Acquire skills in using SEO analytics tools to monitor website performance, track key metrics, and generate reports for data-driven decision-making. 5. Cultivate a mindset of continuous learning, staying abreast of industry trends, emerging technologies, and best practices in the dynamic field of SEO 		
SYLLABUS		
Unit-I: Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option		
Unit-II: Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, refreing page, pages with errors, valid pages -Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.		
Unit-III: Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQHow to-Logos- Review snippets-Site Links Search box		
Unit-IV: : Security & Manual Actions: Manual actions-How do I remove Manual Actions inSearch Engine Optimisation-security issues and its report		
Unit-V: Legacy Tools and Reports: Links-settings-submit feedback- about new version. International targeting-messages-URL parameters-web Tools		



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Course Outcome

1. Students should be able to conduct thorough keyword research using relevant tools, identify target keywords, and analyze their competitiveness and search volumes.
2. Students show the ability to implement on-page optimization strategies, including optimizing meta tags, headings, and content to improve search engine rankings.
3. Demonstrate proficiency in technical SEO, including addressing issues related to website architecture, crawling, indexing, and resolving common technical SEO challenges.
4. Exhibit the ability to optimize websites for mobile devices, ensuring a seamless and user-friendly experience for mobile users.
5. Showcase the ability to adapt SEO strategies in response to changes in search engine algorithms, ensuring continued visibility and effectiveness.

References:

TheUltimateGuidetoGoogleSearchConsole2021byAjaFrom@ajavuu,

<https://blog.hubspot.com/marketing/google-search-console>

2.Google searchconsole:Knowledge panel by Sajith Thomo sand Evin Jaison 2016

3.Google SearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

Activities Written

Assignments

- Oral Presentation
- Quiz Programme



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester V E-MAIL MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To understand the concepts of Email Marketing, advantages and disadvantages2. To understand how to design Email Campaign3. To understand various Email Marketing Strategies4. To understand types of Email Marketing5. To understand Best Email Marketing Alternatives		
SYLLABUS		
Unit-I: Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and DisAdvantages of Email Marketing.		
Unit-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line- Why Email automation is required- Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.		
Unit-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Set up and Settings Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.		
Unit-IV: Mail- Chimp: Types of Email Marketing:-Campaigns Creating an Email- What Is the Newsletter -Design a Newsletter Reports –Marketing Automation		
Unit-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign –Hub Spot etc		
Course Outcomes: <ol style="list-style-type: none">1. The students will understand the concepts of Email Marketing, advantages and disadvantages2. The students will understand how to design Email Campaign3. The students will understand various Email Marketing Strategies		



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DEPARTMENT OF MANAGEMENT STUDIES

- | |
|---|
| 4. The students will understand types of Email Marketing
5. The students will understand Best Email Marketing Alternatives |
| Co-curricular Activities: <ul style="list-style-type: none">• Written Assignments• Oral Presentation• Quiz Programme |
| Recommended Books <ol style="list-style-type: none">1. Author: Tom Corson – Knowless, Email Marketing Mastery. TCK Publishing2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018, |



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester V MOBILE MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : - 40 Marks
Course Objectives: <ol style="list-style-type: none"> 1. To understand basic concepts of mobile marketing 2. To understand Supplemental Mobile Products and Service Options Campaign Delivery Options 3. To understand Mobile Marketing Rules and Regulations 4. To understand Mobile Marketing and Social Media 5. To practice Mobile Marketing Buffer soft ware practices 		
SYLLABUS		
Unit-I: Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing		
Unit-II: Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing.		
Unit-III: Mobile Advertising and Search, Mobile Advertising, Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program, Mobile Incentive Opportunities, Mobile Loyalty Programs- Mobile Rules and Regulations- Mobile Marketing Rules and Regulations, Mobile Campaign Compliance		
Unit-IV: Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Face book Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites Mobile Marketing Analytics Mobile Measurement – Careers in Mobile Marketing Mobile Marketing Opportunities.		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-V: Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically.

Course Outcome

1. The students will understand basic concepts of mobile marketing
2. The students will understand Supplemental Mobile Products and Service Options Campaign Delivery Options
3. The students will understand Mobile Marketing Rules and Regulations
4. The students will understand Mobile Marketing and Social Media
5. The students will practice Mobile Marketing Buffer software practices

Co-curricular Activities:

Written Assignments

- Oral Presentation
- Quiz Program

Recommended Books:

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowels
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Social Nomics : How Social Media Trans forms the Way We Live and Do Business– ErikQualman



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DEPARTMENT OF MANAGEMENT STUDIES

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: PSYCHOLOGY

(w.e.f admitted batch 2024-25)

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/w week	No .of Credits
II	1	Foundations of Psychology	4	4
III	2	Applied Psychology	4	4
IV	3	Abnormal psychology	4	4
IV	4	Professional development and ethical issues in Psychology	4	4
V	5	Counselling Psychology	4	4
V	6	Educational Psychology	4	4



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 2 FOUNDATIONS OF PSYCHOLOGY (w.e.f admitted batch 2024-25)		
Max.Marks: 100	External :60 Marks	Internal : - 40
Course Objectives: <ol style="list-style-type: none">1. To outline the fundamental concepts of psychology2. To explain the scientific methods to study behavior3. To examine the basic concepts of emotions.4. To understand the basic concepts of motivation5. To understand and evaluate the psychological aspects by psychological tests		
SYLLABUS		
Unit-1: INTRODUCTION : Origin and development of Psychology, definitions, nature and goals of Psychology, Fields of Psychology, Various Schools of thoughts- Structuralism, Functionalism,Psychoanalytic,Behavioral, humanistic- existential, Gestalt		
Unit-2: METHODS OF STUDYING BEHAVIOUR: Introspection, observation, case study, and experimental method. Biological basis of behavior– Nervous system–Structure of neuron, Central nervous system-Brain and spinal cord, Autonomic nervous system, Hormonal basis of behavior-Major endocrine glands and their functions, Mechanisms of heredity–Chromosomes and genes		
Unit-3: EMOTIONS: Definition and Nature of emotions, Functions of emotions, Theories of emotions-James-Lange, Cannon-Bard and S chachter-Singer theories.		
Unit-4: MOTIVATION: Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).		
Unit-5 :PERSONALITY: Concept and definitions of personality. Theoretical Approaches to personality-psychoanalytic approaches, cognitive-behavioural and humanistic		



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DEPARTMENT OF MANAGEMENT STUDIES

PRACTICUM

Any 2 practicum pertaining to syllabus

COURSE OUTCOMES:

1. Demonstrate their competency in remembering terminologies used in origin, scope and fields of Psychology
2. Understand the scientific basis of behaviour and the scientific methods to study behaviour
3. Explain the importance of emotions in human life and the physiology behind emotions
4. Analyze motives which direct behaviour and how to apply this knowledge to motivate people
5. Classify and assess various types of personalities and try to observe personalities of people around.
6. Develop practical skills to evaluate the psychological aspects by using psychological tests

RECOMMENDED BOOKS;

1. Atkinson & Hilgard (2003) - Introduction to Psychology, Thomson Woodworth, 14th Edition.
2. Baron, R.A. psychology (2001) - Pearson Educational Inc. New Delhi.
3. Benjamin & Hopkins (1990) - Psychology. Macmillan Publishing Co., New York.
4. Parameswaran & Beena - Invitation to Psychology. Neel Kamal Publications, Hyderabad.
5. Morgan & King - Introduction to Psychology (2017). Mc. Graw Hill, India.
6. S.K. Mangal - General Psychology (2009). Sterling Publishers Pvt. Ltd., India.

CO CURRICULAR ACTIVITIES:

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 3		
APPLIED PSYCHOLOGY		
(w.e.f admitted batch 2024-25)		
Max.Marks: 100	External :60 Marks	Internal : - 40
Course Objectives:		
<ol style="list-style-type: none">1. To understand the role of psychologists.2. To enhance students know applications of psychology in industries3. To make students to understand affect of psychology on health.4. To make students understand the importance to take measures on mental health5. To understand the importance of psychology in forensic applications		
SYLLABUS		
Unit-1: INTRODUCTION:		
Meaning, Basic and applied research, Fields of applied psychology. Educational Applications: Role of psychologists in school system: school psychologist, community psychologist, Educational psychologist: Measurement and evaluation: Assessing educational readiness, assessing educational achievement		
Unit-2: INDUSTRIAL APPLICATIONS		
Industrial Applications: Recruitment, Selection and Training, Motivation and job satisfaction, Communication and conflict in work settings, choosing a career, Work-related attitudes, job interviews		
Unit-3: HEALTH APPLICATIONS:		
Dealing with health related information, stress and illness, taking active steps to cope with stress, coping with medical care. Lifestyles and its consequences: Smoking, drinking, overeating, sedentary behaviour and AIDS.		
Unit-4: CLINICAL APPLICATIONS:		
Cognitive-Behavior therapy, Psychoanalytic, Behavior, person-centered therapy, rational emotive therapy, group therapy, Measures to promote mental health		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :FORENSIC APPLICATIONS:

Media and Perception about crime, eye witness testimony, and the Detection of Deception, role of attorneys and judges, defendant characteristics. The Psychologist as Expert Witness: Practical and Ethical Issues.

The Psychology of Lying, Detection of Deception; Deception Techniques: Polygraph Examination, fMRI, Narcoanalysis, Forensic Hypnosis, Voice stress Analysis. Eye witness testimony, The Psychologist as Expert Witness: Practical and Ethical Issues, The roles of forensic psychologists

PRACTICUM:

Any 2 pertaining to syllabus

COURSE OUTCOMES:

1. Learn about applications psychology in educational, industrial, health, counselling and forensics
2. Learn about the role of beliefs and attitudes in the health problems of our times
3. Understand the learning and process of counseling including personal and professional aspects
4. Developing knowledge and skills related to employee selection, performance appraisal and job satisfaction

RECOMMENDED BOOKS:

1. Anatsi, A. (1979) Fields of Applied Psychology (2nd) U.S.A.: McGraw Hill.
2. Baron, R.A., Byrne, D. & Branscombe, N.R. (2007). Social Psychology (11th ed.)
3. Baron, R.A., Byrne, D. & Johnson, B.T. (1998). Exploring social psychology (4th ed.) Boston: Allyn & Bacon.
4. Goldstein, A.P. & Krasner, L. (1989). Modern Applied Psychology. New York: Pergamon Press.
5. Weiten, W. and Lloyd, M.A. (2007). Psychology Applied to modern life (8th ed.) New Delhi: Thomson-

CO CURRICULAR ACTIVITIES

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts
5. Visit an industry or organization and prepare job satisfaction and Work-related attitudes



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester 4		
ABNORMAL PSYCHOLOGY		
(w.e.f admitted batch 2024-25)		
Max.Marks: 100	External :60 Marks	Internal : - 40
Course Objectives: 1. To understand the basics of abnormal psychology 2. To understand the effects of abnormal psychology in human beings. □ 3. To know the disfunctions in human beings due to abnormal psychology. □ 4. To understand the the personal and dissociative disorders due to abnormal psychology □ 5. To understand the addictions due to abnormal psychology		
SYLLABUS		
Unit-1: INTRODUCTION : Meaning of abnormality, criteria of abnormality. Historical Views on Abnormal Behavior-The super natural practice, biological practice, psychological practice. Classification of Disorders- latest edition of DSM&ICD, Causes or etiology of abnormal behavior, Diathesis Stress Model		
Unit-2: PANIC, ANXIETY OBSESSIONS AND THEIR DISORDERS: Specific Phobias, Social phobias-Agaro phobia ,Panic disorder, Generalized Anxiety Disorder, Obsessive-Compulsive and Related Disorders–Clinical picture and dynamics		
Unit-3:SEXUAL VARIANTS ABUSE AND DUSFUNCTIONS: Sexual variants- Paraphilia and Gender Dysphoria- Paraphilia- Sexual Sadism Disorder,Sexual Masochism Disorder, Pedophilic Disorder, Frotteuristic Disorder, Gender Dysphoria –Gender Dysphoria in children, adolescent and adults, Trans sexualism. Sexual abuse- Childhood Sexual Abuse, Pedophilic Disorder incest, rape. Sexual dysfunctions- Sexual Dysfunctions in Men, Female Sexual Interest/Arousal Disorder		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-4:

PERSONALITY DISORDERS:

Cluster A,B,C, Clinical features of personality disorders, Paranoid Personality disorder, anti social personality disorder, Dependent personality disorder

DISSOCIATIVE DISORDERS:

Cluster A,B,C, Clinical features of personality disorders, Paranoid Personality disorder, antisocial personality disorder, Dependent personality disorder

Unit-5

SUBSTANCE RELATED DISORDERS

Clinical picture and causes, alcoholism, nicotine dependency, psychoactive drugs.

EATING DISORDERS: Anorexia Nervosa and Bulimia Nervosa, Binge Eating Disorder

PRACTICUM:

Any 3 pertaining to syllabus

COURSE OUTCOMES:

1. Differentiate normality and abnormality
2. Acquire knowledge about anxiety and related disorders
3. Acquire knowledge about sexual disorders
4. Acquire knowledge about personality and dissociative disorders.
5. Acquire knowledge about substance and eating disorders

RECOMMENDED BOOKS:

1. Butcher, James Neal. Abnormal psychology. 16th ed. / James N. Butcher, University of Minnesota, Jill M.
2. Hooley, Harvard University, Susan Mineka, Northwestern University. Buss, A.H. Psycho pathology, John Wiley new york
3. Carson -Abnormal Psychology., Pearson Education, India. Sarson & Sarson- Abnormal Psychology,
4. Mangal S.K-Abnormal Psychology, Sterling Publishers, New Delhi.
5. Paul, B -Abnormal & Clinical Psychology, Tata Mc Graw Hill, New Delhi

CO CURRICULAR ACTIVITIES:

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts
5. Any two case submissions



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 4 PROFESSIONAL DEVELOPMENT AND ETHICAL ISSUES IN PSYCHOLOGY (w.e.f admitted batch 2024-25)		
Max.Marks: 100	External :60 Marks	Internal : - 40
Course Objectives: <ol style="list-style-type: none"> 1. To understand the ethical issues in psychology□ 2. To Understand the professional health of psychologists□ 3. To know the importance of ethical principles in psychology□ 4. To understand the importance of code of conduct□ 5. To conceptualize the psychological treatment 		
SYLLABUS		
Unit-1: INTRODUCTION TO PROFESSIONAL DEVELOPMENT AND ETHICAL ISSUES IN PSYCHOLOGY Professional Development introduction, Philosophical issues in professional psychology, Role of professional organizations; Licensing of psychologists; Prescriptions privileges of psychologists; mental health law in India		
Unit-2: PROFESSIONAL HEALTH: Professional Health and Well-being for Psychologists, Occupational Hazards of Psychologists, Vulnerability for stress, Potential Consequences of Ignoring Occupational Hazards, Warning Signs of Psychologist's Occupational Stress, Protecting from the Consequences of Occupational Stress		
Unit-3: ETHICAL FOUNDATIONS IN PSYCHOLOGY: Importance of ethical principles, ethical theory, principle-based common morality approach to biomedical ethics, moral framework, unified conceptual framework for professional psychology		
Unit-4: AP ETHICAL PRINCIPLES AND CODE OF CONDUCT: APA ethical standards and principles, Introduction and Applicability, Preamble, General Principles, Standard 1: Resolving Ethical Issues, Standard 2: Competence, Standard 3: Human Relations, Standard 4: Privacy and Confidentiality, Standard 5: Advertising and Other		



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DEPARTMENT OF MANAGEMENT STUDIES

Public Statements, Standard 6: Record Keeping and Fees, Standard 7: Education and Training, Standard 8: Research and Publication, Standard 9: Assessment, Standard 10: Therapy

Unit-5 BIO PSYCHOSOCIAL -TREATMENT PLANNING TO OUTCOME ASSESSMENT:

Conceptualizing Psychological treatment from a bio psychosocial perspective, prevention of public health perspective in behavioral science, APA Assessment Standards, Therapy and counseling ethics, outcome assessment

PRACTICUM:

Any 2 practicum pertaining to the syllabus

COURSE OUTCOMES:

1. The professional behaviors expected from Psychologists
2. Good awareness about their professional health and practices
3. Better understanding of Ethical foundations of the subject
4. Adherence to the Ethical principles, guidelines, and code of conduct

RECOMMENDED BOOKS:

1. APA Practice Organization (2017) Professional Health and Well-being for Psychologists. Mental Health Care Act (2017). The Gazette of India.
2. Melchert, T. P. (2011) Foundations of Professional Psychology: The End of Theoretical Orientations and the Emergence of the Bio psychosocial Approach; Elsevier.
3. Kurpad, S. S., Machado, T., Galgali, R. B., & Daniel, S. (2012). All about elephants in rooms and dogs that do not bark in the night: Boundary violations and the health professional in India. Indian journal of psychiatry, 54(1), 81-87.
4. Pope, K. S., & Vasquez, M. J. (2016). Ethics in psychotherapy and counseling: A practical guide. John Wiley & Sons.
5. Zur, O. (2007). Boundaries in Psychotherapy: Ethical and Clinical Explorations. American Psychological Association.

CO CURRICULAR ACTIVITIES:

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – Semester 5 COUNSELLING PSYCHOLOGY (w.e.f admitted batch 2024-25)		
Max.Marks:100	External :60 Marks	Internal : - 40
Course Objectives: 1. To understand the basics of counselling psychology □ 2. To learn about the process of counselling □ 3. To understand the theories and practices in counselling 4. To analyze the problems and providing counseling to children and adolescents. □ 5. To know the applications of counselling		
SYLLABUS		
Unit-1: INTRODUCTION TO COUNSELLING: Definition, Nature, goals of counseling, Areas of counseling, Differences and similarities between counselling and psychotherapy, Counseling as a profession-training, activities and professional ethics		
Unit-2: COUNSELLING PROCESS: Counselling setup, establishing relationship, stages of counselling, Assessment for counseling, Counselling skills—Attending behavior, listening, questioning, observation, empathy The effective counsel or—Characteristics, skills, self of counselor		
Unit-3: COUNSELLING THEORY AND PRACTICES: Individual counselling theory, Practices, Psychoanalytic, Humanistic, Behavioral, Cognitive, Group practices. Crisis intervention: suicide, grief and sexual abuse		
Unit-4: COUNSELLING CHILDREN AND ADOLESCENTS: Counselling children with behavioural problems, counseling children with special needs, counseling adolescents with emotional and behavioral		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :APPLICATIONS OF COUNSELLING:

Family and couples counselling, School and Career counseling, Workplace counselling

Contemporary Trends - Indian approaches: yoga and meditation, Counselling and technology, Expressive techniques: art, music, dance.

Ethical issues in counselling–Ethical concepts,ethical practices and ethical principles in counselling

PRACTICUM:

Any 2 practicum pertaining to the syllabus

COURSE OBJECTIVES:

1. Understand the meaning and process of counselling including personal and professional aspects of a counsellor
2. Understand the evolution of counselling
3. Understanding of conventional and contemporary approaches to counselling
4. Apply counselling skills in diverse settings

RECOMMENDED BOOKS:

1. Feltham, Cand Horton, I.(2000). Handbook of Counseling and Psychotherapy. London: Sage.
- Gibson, R.L. and Mitchell, M.H.(2003). Introduction to Counseling and Guidance (6th Ed.). New Delhi: Pearson India. Ed.). New Delhi: Pearson India.
2. Gliadding, S.T.(2009). Counseling: A Comprehensive Profession (6th Ed.) New Delhi: Pearson India.
3. Misra, G.(Ed.)(2010). Psychology in India, (Volume 3). Clinical and Health Psychology. New Delhi: Pearson India.
4. Rao, S.(2002). Counseling and Guidance (2nd Ed.) New Delhi: McGraw Hill.

CO CURRICULAR ACTIVITIES:

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts
5. Role plays



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 5 EDUCATIONAL PSYCHOLOGY (w.e.f admitted batch 2024-25)		
Max.Marks: 100	External :60 Marks	Internal : -40
Course Objectives: <ol style="list-style-type: none">1. To understand the fundamentals of educational psychology2. To understand developmental theories3. An overview on law of learning4. To understand the issues faced in educational psychology5. To understand educational implications on personality		
SYLLABUS		
Unit-1: INTRODUCTION : <p>Educational Psychology: Definition, Nature, Scope and importance. Contributions of Psychology to education; 'Child-centered' and 'progressive' education. Methods of educational psychology- Observation method, Classroom Observation, Experimental method, Survey method, Case study</p>		
Unit-2: DEVELOPMENTAL THEORIES AND EDUCATIONAL SIGNIFICANCE: <p>Piaget's cognitive development theory, Erikson's psycho-social development theory, Kohlberg's moral development theory, Vygotsky's social development theory and Bandura's Social Learning Theory</p>		
Unit-3: THEORIES AND LAWS OF LEARNING: <p>Theories and laws of learning and their educational implications: trial and error learning- learning by conditioning- learning by insight, primary laws of learning</p> <p>Motivation, attention and interest in learning- Types of motivation: extrinsic and Intrinsic, Achievement motivation- Methods to motivate learners to learn</p>		
Unit-4: ISSUES IN EDUCATIONAL PSYCHOLOGY: <p>De-constructing childhood; Role of Play in Education; Uses and misuses of psychological testing in education, The IQ controversy; Issues related to Classroom Assessment & Evaluation: grades and grading, alternatives to traditional assessment</p>		



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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :INTELLIGENCE AND PERSONALITY-EDUCATIONAL IMPLICATIONS

Concept of IQ and educational implications, gifted students, Types of intelligence tests, uses of intelligence tests in educational settings

Concept of personality and Educational Implications, Understanding personality, Personality assessment types, Uses of personality assessment in educational settings

Role of School and Education in development of personality

PRACTICALS:

Any 2 practicum pertaining to the syllabus

RECOMMENDED BOOKS:

1. Morris,B.(1966).The contribution of psychology to the study of education. In J. Tibble, The study of education (pp.133-178). London: Routledge & Kegan Paul.
2. Richmond, W. (1975). Education and schooling. London: Methuen & Co. Ltd.
3. Slavin,R.(2006). Educational psychology: Theory and practice. New York: Pearson.
4. arson.S.K.Mangal(1982). Educational psychology. Prakash Brothers Educational publications, Ludhiana.
5. H.R.Bhatia (1977) A text book of educational psychology Macmillan India Ltd.
6. S.N.Rao.(1990) Educational psychology. Wiley eastern Limited.

CO-CURRICULAR ACTIVITIES:

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts



DEPARTMENT OF MANAGEMENT STUDIES

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

SUBJECT: COMPUTER APPLICATIONS

(w.e.f admitted batch 2024-25)

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I	II	1	Office Automation Tools	3	3
			Office Automation Tools Lab	2	1
II	III	2	Database Management System	3	3
			Database Management System Lab	2	1
	IV	3	Python Programming	3	3
			Python Programming Lab	2	1
		4	Operating Systems	3	3
			Operating Systems Lab	2	1
III	V	5	Web Programming	3	3
			Web Programming Lab	2	1
		6	Web Development Using PHP & MySQL	3	3
			Web Development Using PHP & MySQL Lab	2	1



DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester II

OFFICE AUTOMATION TOOLS

(w.e.f admitted batch 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

Course Objectives

1. To introduce the environment of GUI in Ms-Office and its features..
2. To introduce the fundamental concepts using Ms-Word Advanced features to make it more useful.
3. To provide hands-on use of Ms- Excel.
4. To provide concepts of Ms-Excel Advanced Features.
5. To introduce Ms-PowerPoint and its Applications.

SYLLABUS

UNIT1: Introduction to Ms-Office & Ms-Word : MS-Word: Features of MS-Word, MS-Word Window components, working with formatted text, Shortcut keys, Formatting documents: Selecting text, Copying & moving data, Formatting characters, changing cases, Paragraph formatting, Indents, Drop Caps, Using format painter, Page formatting, Header & footer, Bullets & numbering, Tabs, Forming tables. Finding & replacing text, go to (F5) command, proofing text (Spellcheck, Auto correct)

Case Study:

1. Create a document to write a letter to the DM&HO of the district complaining about Hygienic conditions in your area.
2. Create a document to share your experience of your recent vacation with family.

UNIT 2: Ms-Word Advanced Features : Difference between Wizard and Template - Customize the Quick Access Tool Bar – Macros: Purpose – Creating Macro – Using Macro – Storing Macro - Inserting pictures: From Computer, Online Pictures – Insert 3d Models - Insert Shapes – Insert Text Box – Insert Equation, Hyperlinks- Tables : Insert tables - Mail merge ,Printing documents, Tables : Insert tables, Mathematical calculations on tables data. Insert Text Box etc.

Case Study:

- Create a document to send a holiday intimation to all the parents at time about Dasara Vacation.



DEPARTMENT OF MANAGEMENT STUDIES

- Create a document to create Time Table of you class using tables.

UNIT 3: Introduction to Ms-Excel & Its Features .MS-Excel: Excel Features, Spread sheets, workbooks, creating, saving & editing a workbook, Renaming sheet, cell entries(numbers, labels, and formulas), spell check, find and replace, Adding and deleting rows and columns Filling series, fill with drag, data sort, Formatting worksheet, Functions and its types, Some useful Functions in excel(SUM,AVERAGE,COUNT, MAX,MIN, IF),

Case Study:

1. Create a worksheet with you class marks displaying total, average, top marks in the class and least marks in the class.
 2. Create a Worksheet with employee no, name, job, salaries of 10 employees, calculate DA,TA,HRA ,Gross Salary and Net Salary.
 - i. Find the sum of HRA's of Total employees.
 - ii. Find the average DA
- Display the Maximum salary of the employee.

UNIT 4: Ms-Excel Advanced Features: Cell referencing (Relative, Absolute, Mixed), What-if analysis, Introduction to charts: types of charts, creation of charts, printing a chart, printing worksheet – Sort – Filters – View Menu- Goal Seek –Scenarios.

Case Study:

1. Prepare a chart with height and weights of you class mates in at least 3 types of charts.
2. Demonstrate the use of Filter with the attendance data of your class.

UNIT 5: Ms-PowerPoint and its Applications :MS-PowerPoint: Features of Power Point, Uses, components of slide, templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide, adding slides, changing color scheme, changing background and shading, adding header and footer, adding clip arts and auto shapes. Various presentation, Working with slide sorter view(deleting, duplicating, rearranging slides),adding transition and animations to slide show, inserting music or sound on a slide, viewing slideshow, Printing slides.

Case Study:

Prepare a presentation with your achievements and experiences in College. Create a Presentation of your organization with pictures, clip arts and animations

Course Outcomes :



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The students will be able:

1. To understand concept of Word Processor and use its features.
2. To use the advanced features of MS-Word to make day to day usage easier.
3. To work comfortably with MS-Excel Environment.
4. To create worksheets and use advanced features of Excel.
5. To create presentations and inserting multimedia items in them.

RECOMMENDED BOOKS:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, KitabMahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson



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SEMESTER-II

COURSE 1: OFFICE AUTOMATION TOOLS

Practical

Credits: 1

2 hrs/week

List of Experiments

1. Design a visiting card for managing director of a company as per the following specification.
 - o Size of visiting card is $3\frac{1}{2} \times 2$
 - o Name of the company with big font
 - o Phone number, Fax number and E-mail address with appropriate symbols.
 - o Office and Residence addresses separated by new line
2. Create a table with following columns and display the result in separate cells for the following
 - o Emp Name, Basic pay, DA, HRA, Total salary.
 - o Sort all the employees in ascending order with the name as the key
 - o Calculate the total salary of the employee
 - o Calculate the Grand total salary of the employee
 - o Find highest salary and
 - o Find lowest salary
- 3) Prepare an advertisement to company requiring software professional with the following
 - o Attractive page border
 - o Design the name of the company using WordArt
 - o Use at least one clipart.
 - o Give details of the company (use bullets etc.)
 - o Give details of the Vacancies in each category of employee's (Business manager, Software engineers, System administrators, Programmers, Data entry operators) qualification required.
- 4) Create a letter head of a company with the following specifications
 - o Name of the company on the top of the page 2 with big font and good style
 - o Phone no, Fax no and E-mail address with symbols.
 - o Main products manufactured by the company
 - o Slogans if any should be specified in bold at the bottom
- 5) Create two pages of curriculum vitae of a graduate with the following specifications
 - o Table to show qualifications with proper headings
 - o Appropriate left and right margins
 - o Format $\frac{1}{2}$ page using two-column approach about yourself
 - o Name on each page at the top right side
 - o Page no. in the footer on the right side.
- 6) Write a macro format document as below



DEPARTMENT OF MANAGEMENT STUDIES

- o Line spacing“2”(double)
- Paragraphindentof0.1
- Justification formatting style
- Arial font andBoldof14pt-size

7) Create a letter as the main document and create 10 records for the 10 persons
Use mail merge to create letter for selected persons among 10.

8) Create an electronic spread sheet in which you enter the following decimal numbers and convert the number to octal, Hexadecimal and binary numbers and vice-versa.

DecimalNumbers:35,68,95,78,165,225,355,375,465

BinaryNumbers:101,1101,11101,11111,10001,11101111

9) Calculate the net pay of the employees following the conditions below.

	A	B	C	D	E	F	G	H	I
1	Employee Number	Employee Name	Basic pay	DA	HRA	GPF	Gross Pay	Income tax	Net pay
2									

- DA:- 16% of the basic pay if Basic pay is greater than 20000 or else 44%.
- HRA:- 15 % of the Basic pay subject to maximum of Rs.4000.
- GPF: -10% of the basic pay.
- INCOMETAX:-10% of basic If Basic pay is greater than20000.
- Find who is getting highest salary & who is get lowest salary?

10) The ABC Company shows the sales of different product For5years.CreateBARGraph, 3D and Pie chart for the following.

A	B	C	D	E	F
S.No.	Year	Pro1	Pro2	Pro3	Pro4
1	1989	1000	800	900	1000
2	1990	800	80	500	900
3	1991	1200	190	400	800
4	1992	400	200	300	1000
5	1993	1800	400	400	1200

11) Create a suitable examination database and find the sum of the marks(total) of each student and respective, class secured by the student.

- ✓ Pass – if marks in each subject ≥ 35
- ✓ Distinction- if average ≥ 75
- ✓ First class - if average ≥ 60 but < 75
- ✓ Second class – if average ≥ 50 but < 60
- ✓ Third class – if average ≥ 35 but < 50
- ✓ Fail: if marks in any subject < 35



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12) Enter the following data in to the sheet.

Name	Department	Salary
Anusha	Accounts	12000
Rani	Engineering	24000
Lakshmi	Accounts	9000
Purnima	Marketing	20000
Bindu	Accounts	4500
Tejaswi	Accounts	11000
Swetha	Engineering	15000
Saroja	Marketing	45000
Sunitha	Accounts	5600
Sandhya	Engineering	24000
Harika	Marketing	8000

- Extract records for department in Accounts and Salary>10000
- Sort the data by salary with the department using “sort commands”.
- Calculate total salary for each department using Subtotals

13) Enter the following data into the sheet.

	Raju	Rani	Mark	Rosy	Ismail	Reshma
English	76	89	43	51	76	87
2ndLang	55	85	78	61	47	33
Maths	65	82	34	58	52	65
Computers	45	91	56	72	49	56
Human Values	51	84	54	64	32	64

Apply the conditional formatting for marks

- 35 below Red
- 35 to 50 Blue
- 51 to 70 Green
- 71 to 100 Yellow

14) Create a presentation using templates.

15) Create a Custom layout or Slide Master for professional presentation.

16) Create a presentation with slide transitions and animation effects.

Create a table in PPT and apply graphical representation



DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester III

DATABASE MANAGEMENT SYSTEM

(w.e.f admitted batch 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

Course Objectives

1. Graduates will have the expertise in analyzing real time problems and providing appropriate solutions related to Computer Science & Engineering.
2. Graduates will have the knowledge of fundamental principles and innovative technologies to succeed in higher studies and research.
3. Graduates will continue to learn and to adapt technology developments combined with deep awareness of ethical responsibilities in profession.
4. To Introduce Structured Query Language (SQL) its features functions and to create tables.
5. To Introduce Data base with Procedural Language / Structured Query Language (PL/SQL) its features functions and creation of tables.

SYLLABUS

UNIT-I: Overview of Database Systems: Introduction: Database system, Characteristics (Database Vs File System), Database Users, Advantages of Database systems, Database application.

Data Models: Introduction; types of data models, Concepts of Schema, Instance and data independence; Three tier schema architecture for data independence; Database system structure, environment, Centralized and Client Server architecture for the database.

Case Study:

1. Describe the differences between Database systems and File based systems
2. Study about database models and their advantages and dis-advantages

UNIT-II: Relational Model: Introduction to relational model, Codd's rules, concepts of domain, attribute, tuple, relation, constraints (Domain, Key constraints, integrity constraints) and their importance, concept of keys (super key, candidate key, primary key, surrogate key, foreign key), relational Algebra & relational calculus.



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Normalization: Purpose of Normalization or schema refinement, concept of functional dependency, normal forms based on functional dependency(1NF, 2NF and 3 NF), Boyce-codd normal form(BCNF)

Case Study:

- Describe Relational model and normalization for database design.

UNIT - III:: Entity Relationship Model: Introduction, Representation of entities, attributes, entity set, relationship, relationship set, constraints, sub classes, super class, inheritance, specialization, generalization using ER Diagrams,

BASIC SQL: Database schema, data types, DDL operations (create, alter, drop, rename), DML operations (insert, delete, update), basic SQL querying (select and project) using where clause, arithmetic & logical operations, aggregation, grouping, ordering.

Case Study:

- Examine issues in data storage and query processing using SQL.
- Create, maintain and manipulate a relational database using SQL

UNIT IV: SQL: Nested queries/ sub queries, implementation of different types of joins, SQL functions(Date, Numeric, String, Conversion functions), Creating tables with relationship, implementation of key and integrity constraints, views, relational set operations, Transaction Control Language: commit, Rollback, Savepoint, DCL :Grant, Revoke

Case Study:

1. Try to convert some sample data to information and show how it can you be used in decision making.



DEPARTMENT OF MANAGEMENT STUDIES

UNIT –V :PL/SQL: Introduction , Structure , Control Structures , Cursors , Procedure , Function , Packages , Exception Handling ,Triggers.

Transaction processing Concepts : Transaction State, Implementation of Atomicity and Durability, Concurrent Executions, Serializability, Recoverability, Implementation of Isolation, Testing for Serializability, Failure Classification, Storage, Recovery and Atomicity, Recovery algorithm.

Case Study:

Outline the role and issues in Transaction management of data such as efficiency, privacy, security. Database management systems Text Books

- Database Management Systems, 3rd Edition , Raghurama Krishnan, Johannes Gehrke, TMH
- Database System Concepts, 5th Edition , Silberschatz, Korth, TMH

Course Outcomes:

1. An ability to apply Knowledge of computing and mathematics in Computer Science & Engineering .
2. An ability to analyze a problem, identify and define the computing requirements appropriate to its solution with the concept of Database Management system PL/SQL.
3. An ability to design, implement and evaluate a computer-based system to meet desired needs with appropriate societal considerations.
4. An ability to conduct investigations, interpret data and provide conclusions in investigating complex problems related to Computer Science & Engineering with various functions and commands in PL/SQL.
5. An ability to engage in continuing professional development and life-long learning .



DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-III

COURSE 2: DATABASE MANAGEMENT SYSTEM

Practical

Credits: 1

2 hrs/week

List of Experiments

SQL :

Cycle-I: Aim: Marketing company wishes to computerize their operations by using following tables.

Table Name: Client- Master

Description: Used to store client information

Column Name	Data Type	Size	Attribute
CLIENT_NO	Varchar2	6	Primary key
NAME	Varchar2	20	Not null
ADDRESS1	Varchar2	30	
ADDRESSSS	Varchar2	30	
CITY	Varchar2	15	
PINCODE	Varchar2	8	
STATE	Varchar2	15	
BAL_DUE	Number	10,2	

Table Name: Product_Master

Description: Used to store product information

ColumnName	Data Type	Size	Attribute
PRODUCT_NO	Varchar2	6	Primary key



SAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

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DESCRIPTION	Varchar2	15	Not null
PROFIT _PERCENT	Number	4,2	Not null
UNIT_MEASUE	Varchar2	10	
QTY_ON_HAND	Number	8	
REORDER_LVL	Number	8	
SELL_PRICE	Number	8,2	Not null, cannot be 0
COST_PRICE	Number	8,2	Not null,cannot be 0

Table Name: Salesman_master

Description: Used to store salesman information working for the company.

ColumnName	Data Type	Size	Attribute
SALESMAN_NO	Varchar2	6	Primary key
SALESMAN_NAME	Varchar2	20	Not null
ADDRESS1	Varchar2	30	
ADDRESS2	Varchar2	30	
CITY	Varchar2	20	
PINCODE	Number	8	
STATE	Vachar2	20	
SAL_AMT	Number	8,2	Not null, cannotbe0
TGT_TO_GET	Number	6,2	Not null, cannotbe0
YTD_SALES	Number	6,2	Not null
REMARKS	Varchar2	20	

Table Name: SALES ORDER

Description: Used to store
client's orders



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ColumnName	Data Type	Size	Attribute
ORDER_NO	Varchar2	6	Primarykey
CLIENT_NO	Varchar2	6	ForeignKey
ORDER_DATE	Date		
DELY_ADDRESS	Varchar2	25	
SALESMAN_NO	Varchar2	6	ForeignKey
DELY_TYPE	Char	1	Delivery:part(p)/full(f)anddefault'F'
BILL_YN	Char	1	
DELY_DATE	Date		Can'tbe lessthanorderdate
ORDER_STATUS	Varchar2	10	Values("InProgress","Fulfilled", "Back Order", "Cancelled.

Table Name: SALES_ORDER_DETAILS

Description:Used to store client's order with details of each product ordered.

Column Name	Data Type	Size	Attribute
ORDER_NO	Varchar2	6	Primary key references SALES_ORDER table
PRODUCT_NO	Varchar2	6	Foreign Key references SALES_ORDER_table
QTY_ORDERED	Number	8	
QTY_DISP	Number	8	
PRODUCT_RATE	Number	10,2	Foreign Key

Solve the following queries by using above tables.

1. Retrieve the list of names, city and the state of all the clients.
2. List all the clients who are located in 'Mumbai' or 'Bangalore'.
3. List the various products available from the product_master table.
4. Find the names of salesman who have a salary equal to Rs.3000.
5. List the names o fall clients having 'a' as the second letter in their names.
6. List all clients whose Baldue is greater than value 1000.
7. List the clients who stay in a city whose first letter is 'M'.



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8. List all information from sales-order table for orders placed in the month of July.
9. List the products whose selling price is greater than 1000 and less than or equal to 3000.
10. Find the products whose selling price is greater than 1000 and also find the new selling price as original selling price 0.50.

Cycle-II Supplier

Aim: A manufacturing company deals with various parts and various suppliers supply these parts. It consists of three tables to record its entire information. Those are as follows.

Supplier (Supplier_No, Sname, City, status) Part(Part_no, pname, color, weight, city, cost)

Shipment (supplier_No, Part_no, city) JX(project_no, project_name, city)

SPJX(Supplier_no, part_no, project_no,city)

1. Get supplier numbers and status for suppliers in Chennai with status>20.
2. Get project names for projects supplied by supplier 'S'.
3. Get colors of parts supplied by supplier S.
4. Get part numbers for parts supplied to any project in Mumbai.
5. Find the id's of suppliers who supply a red or pink parts.

Cycle-III Employee Database

Aim: An enterprise wishes to maintain a database to automate its operations. Enterprise divided into a certain departments and each department consists of employees. The following two tables describes the automation schemas.

Emp(Empno, Ename, Job, Mgr, Hiredate, Sal, Comm, Deptno)

Dept(Deptno, Dname, Loc)

1. List the details of employees who have joined before the end of September '81.
2. List the name of the employee and designation of the employee, who does not report to anybody.
3. List the name,salary and PF amount of all the employees(PF is calculated as10%of salary)
4. List the names of employees who are more than 2 years old in the organization.
5. Determine the number of employees, who are taking commission.
6. Update the employee salary by 20%,whose experience is greater than 12 years.
7. Determine the department does not contain any employees.
8. Create a view, which contains employee name and their manager names working in sales department.
9. Determine the employees, whose total salary is like the minimum salary of any department.
10. List the department numbers and number of employees in each department.



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PL/SQL PROGRAMS

1. Write a PL/SQL program to check the given string is palindrome or not.
2. The HRD manager has decided to raise the employee salary by 15% write a PL/SQL block to accept the employee number and update the salary of that employee. Display appropriate message based on the existence of the record in Emp table.
3. Write a PL/SQL program to display top 10 rows in Emp table based on their job and salary.
4. Write a PL/SQL program to raise the employee salary by 10% for department number 30 people and also maintain the raised details in the raise table.
5. Create a procedure to update the salaries of Employees by 20%, for those who are not getting commission
6. Write a PL/SQL procedure to prepare an electricity bill by using following table. Table used: Elect

Name	Null?	Type
MNNO	NOT NULL	NUMBER(3)
CNAME		VARCHAR2(20)
CUR_READ		NUMBER(5)
PREV_READ		NUMBER(5)
NO_UNITS		NUMBER(5)
AMOUNT		NUMBER(8,2)
SER_TAX		NUMBER(8,2)
NET_AMT		NUMBER(9,2)

Create a trigger to avoid any transactions(insert, update, delete) on EMP table on Saturday & Sunday



DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester IV

PYTHON PROGRAMMING

(w.e.f admitted batch 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

SYLLABUS

Course Objectives

1. Introduction Python Language and its basic operations to Graduates related to Computer Science & Engineering.
2. To introduce different function Looping and Modules in Python.
3. Introduction to Tuples, List operations and Dictionaries.
4. Introduction to arrays and its functions and Data Handling using Pandas.
5. Introduction to Plotting Data using Matplotlib and GUI Programming with Database Connectivity Using Python.

UNIT1: Getting Started with Python: Introduction to Python , Python Keywords , Identifiers , Variables , Comments, Data Types , Operators, Input and Output , Type Conversion , Debugging . Flow of Control, Selection , Indentation , Repetition , Break and Continue Statement , Nested Loops .

Strings- String Operations , Traversing a String , String handling Functions.

Case Study:

1. Study the features that make Python different from Procedural Languages

Unit-II Functions: Functions, Built-in Functions, User Defined Functions, recursive functions, Scope of a Variable

Python and OOP: Defining Classes, Defining and calling functions passing arguments, Inheritance, polymorphism, Modules – date time, math, Packages.

Exception Handling- Exception in python, Types of Exception, User-defined Exceptions.

Case Study:

1. Present a report of how Exception handling is different from JAVA Exceptional Handling.



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Unit-III

List: Introduction to List, List Operations, Traversing a List, List Methods and Built-in Functions.

Tuples and Dictionaries, Introduction to Tuples, Tuple Operations, Tuple Methods and Built-in Functions, Nested Tuples. Introduction to Dictionaries, Dictionaries are Mutable, Dictionary Operations, Traversing a Dictionary, Dictionary Methods and Built-in functions.

Case Study:

1. What are the special features of dictionaries and try to analyze about the same features in any other language.

UNIT IV:

Introduction to NumPy, Array , NumPy Array , Indexing and Slicing , Operations on Arrays , Concatenating Arrays , Reshaping Arrays , Splitting Arrays , Statistical Operations on Arrays.

Data Handling using Pandas , Introduction to Python Libraries, Series, DataFrame, Importing and Exporting Data between CSV Files and DataFrames, Pandas Series Vs NumPy ndarray.

Case Study:

1. Present a paper on advanced features of NumPy and Pandas.

Unit-V

Plotting Data using Matplotlib: Introduction, Plotting using Matplotlib –Line chart, Bar chart, Histogram, Scatter Chart, Pie Chart.

GUI Programming and Database Connectivity Using Python. Graphical User Interfaces. Using the Tkinter Module, Creating Label, Text, Buttons, info Dialog Boxes, Radiobutton, Checkbutton, Getting Input, Importing MySQL for Python , Connecting with a database, Forming a query in MySQL, Passing a query to MySQL.

Case Study:

1. Present a paper on the features and advantages of MySQL compared to other commercial Databases.

RECOMMENDED BOOKS:

1. Mark Lutz, Learning Python, 5th Ed. O'REILLY



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2. Core Python Programming by Dr. R. Nageswara Rao
3. Problem Solving and Python Programming by E. Balaguru Swamy
4. Python programming: using problem solving approach by Reema Thareja.
5. Albert Lukaszewski ,MySQL for Python,Packet Publishing.

Course Outcomes:

1. Graduates gain ability to apply Knowledge of how important Python Language.
2. Gain ability to apply Concept of OOPS, Inheritance and Functions in Python.
3. To Gain Knowlwdge about List operations, Tuples and Distionaries.
4. Graduates with be able to use concept of arrays and data handling functions.
5. An ability to use GUI Programming and work on MySQL.



DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-IV

COURSE 3: PYTHON PROGRAMMING

Practical

Credits: 1

2 hrs/week

Lab Programs

1. Write a Program to check whether given number is Armstrong or not.
2. Write a Program to check whether given number is perfect or not.
3. Write a program to find factorial of given number using recursive function
4. Write a program to implement inheritance and polymorphism
5. Demonstrate a python code to print try, except and finally block statements
6. Write a program to demonstrate String handling functions
7. Write a program to input n numbers from the user. Store these numbers in a tuple. Print the maximum and minimum number from this tuple.
8. Write a program to enter names of employees and their salaries as input and store them in a dictionary
9. Write a program to implement statistical operations on arrays using numPy
10. Write a program to import and export CSV file to DataFrame.
11. Create the DataFrame Sales containing year wise sales and perform basic operation on it.
12. Visualize the plots using matplotlib lib.
13. Create GUI interface with different types button and labels
14. Create GUI interface and connect with MySQL database and perform CRUD(Create, Read, Update and Delete) operations.



DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) –

Semester 1

OPERATING SYSTEMS

(w.e.f admitted batch 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

Course Objectives

1. To learn the Evolution of Operating System, Structure and Overview of Unix OS.
2. To learn the notation of a Process - a Program in Execution, Management, Scheduling.
3. To learn Classic Problems of Synchronization and introduction of Deadlocks and handling approaches.
4. To gain knowledge in various Memory Management Techniques and replacement algorithms in UNIX.
5. To understand Unix Operating System and Various File operations.

SYLLABUS

UNIT1: Introduction: What is Operating System? ,History and Evolution of OS, Basic OS Functions, Computer System Architecture, Operating System Structure.

System Structures: Operating System Services, User Operating System Interface, System Calls, Types of System Calls, Overview of UNIX Operating System, Basic Features of Unix Operating System.

Case Study :

1. Understanding and listing the basic differences between UNIX OS and Windows OS in usage, user interface, features etc.

Unit II

Process Management: Process Concept, Operation on Processes, Communication in Client-Server Systems.

Process Scheduling: Basic Concepts, Scheduling Criteria, Scheduling Algorithms, CPU Scheduling in UNIX.

Case Study:

1. Present your understanding on how CPU Scheduling is different in WINDOWS compared to UNIX/LINUX.



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Unit III

Synchronization: Process Synchronization, Semaphores: Usage, Implementation, The Critical Section Problem., Classic problems of synchronization.

Deadlocks: Introduction, Deadlock Characterization, Necessary and Sufficient conditions for Deadlock, Deadlock Handling Approaches : Deadlock prevention, Deadlock Avoidance and Deadlock detection and Recovery .

Case Study:

1. Present your understanding of Deadlocks and new methodologies available in new Operating Systems released in the market.

Unit IV

Memory Management: Overview, Swapping, Contiguous Memory Allocation, Paging, Paging Examples, Segmentation, Page Replacement Algorithms, Memory management in UNIX.

Case Study:

1. Present a paper on new methods used in Memory management in the present day Operating Systems .

Unit V

Files and Directories in UNIX: Files, Directory Structure, File Operations, File System Implementation: File Allocation Methods, Comparison of UNIX and Windows.

Case Study:

1. Present a Paper on how UNIX treats regular files and directories differently from other operating systems.

Course Outcomes

The students will be able to:

1. Understand the main components and Structure of Operating System & their functions.
2. Analyze various ways of Process Management & CPU Scheduling Algorithms.
3. Evaluate various device and resources like Memory, Time and CPU Management techniques in distributed systems.
4. Apply different methods for Preventing Deadlocks in a Computer System.
5. Create and build an Application/Service over the UNIX operating system.

Activities:

List of Experiments

1. Introducing the LINUX Native editor vi: Working on basics of creating and editing a text file using standard commands of vi.
2. Introduction to UNIX Operating System, Compare with Windows OS. Writing and



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executing simple Hello World C Program in UNIX Environment.

3. Getting hands-on on basic UNIX Commands.
4. Write a program using the following system calls of UNIX OS fork, exec, getpid, exit, wait, close, opendir, readdir ?
5. Write a Simple shell script for basic arithmetic and logical calculations?
6. Write Shell script to check the given number is even or odd?
7. Write a shell script to swap the two integers?
8. Write Shell script to perform various operations on given strings.
9. Write Shell scripts to explore system variables such as PATH, HOME etc.
10. Write a shell script to display list of users currently logged in.
11. Write a shell script to delete all the temporary files.
12. Write a shell script to find the Factorial of a Number ?
13. Write C programs to implement the following Scheduling Algorithms:
 - a) First Come First Serve.
 - b) Shortest Job First.
 - c) Round Robin.
 - d)

Reference Text Books:

1. Brian W. Kernighan and Rob Pike, "The UNIX Programming Environment" Prentice Hall India (Edition available in LRC and in the form of E Book on student resource).
2. Yashwant Kanetkar, "UNIX Shell Programming" BPB Publications (First Edition).

RECOMMENDED BOOKS:

1. Operating System Concepts: Abraham Silberschatz, Peter B. Galvin, Greg Gagne, 8th Edition, Wiley.
2. Unix and shell Programming by B.MH Arwani, OXFORD University Press.
3. Operating System Principles, Abraham Silberchatz, Peter B. Galvin, Greg Gagne 8th Edition, Wiley Student Edition.
4. Principles of Operating Systems by Naresh Chauhan, OXFORD University Press.
5. Tanenbaum A S, Woodhull A S, Operating System Design and Implementation, 3rd edition, PHI 2006.
6. Unix Shell Programming - Yashwant Kanetkar



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SEMESTER-IV

COURSE 4: OPERATING SYSTEMS

Practical

Credits: 1

2 hrs/week

List of Experiments

1. Introducing the LINUX Native editor vi: Working on basics of creating and editing a text file using standard commands of vi.
2. Introduction to UNIX Operating System, Compare with Windows OS. Writing and executing simple Hello World C Program in UNIX Environment.
3. Getting hands-on on basic UNIX Commands.
4. Write a program using the following system calls of UNIX OS fork, exec, getpid, exit, wait, close, opendir, readdir ?
5. Write a Simple shell script for basic arithmetic and logical calculations?
6. Write Shell script to check the given number is even or odd?
7. Write a shell script to swap the two integers?
8. Write Shell script to perform various operations on given strings.
9. Write Shell scripts to explore system variables such as PATH, HOME etc.
10. Write a shell script to display list of users currently logged in.
11. Write a shell script to delete all the temporary files.
12. Write a shell script to find the Factorial of a Number ?
13. Write C programs to implement the following Scheduling Algorithms:
 - a) First Come First Serve.
 - b) Shortest Job First.
 - c) Round Robin.

Reference Text Books:

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2. Yashwant Kanetkar, "UNIX Shell Programming" BPB Publications (First Edition).



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester 1 WEB PROGRAMMING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. Learn the basics of creating a website using HTML.2. Understand HTML5 coding conventions and block elements.3. Understand the philosophy of how HTML and CSS should fit together.4. To learn how to navigate and align the content in CSS using various elements and CSS layout.5. Introduction to JavaScript came to be and to handle functions to Adjust Data manipulation.		
SYLLABUS		
Unit-I: Introduction to Web Programming: Introduction, creating a website, HTML tags, HTML Elements, HTML attributes, CSS Preview, History of HTML, Differences between old HTML and HTML5, how to check your HTML code Case Study: Create a web page of your department using standard HTML tags, HTML elements and HTML attributes		
Unit-II: Coding Standards, Block Elements: HTML coding conventions, Comments, HTML Elements, Should Describe Web Page Content Accurately, Content Model Categories, Block Elements, blockquote Element, Whitespace Collapsing, pre Element, Phrasing Elements, Editing Elements, q and cite Elements, dfn, abbr, and time Elements, Code-Related Elements, br and wbr Elements. Text Elements, and Character References: sup, sub, s, mark, and small Elements, strong, em, b, u, and i Elements, span Element, Character References, Web Page with Character References, and Phrasing Elements. Case Study: Create a web page related to famous water reservoir/ famous tourist spots near by your location using block elements, text elements and character references		
Unit-III:		



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Cascading Style Sheet(CSS) : CSS Overview, CSS Rules, Example with Type Selectors and the Universal Selector, CSS Syntax and Style, Class Selectors, ID Selectors, span and div Elements, Cascading, style Attribute, style Container, External CSS Files, CSS Properties, Color Properties, RGB Values for Color, Opacity Values for Color, HSL and HSLA Values for Color, Font Properties, line-height Property, Text Properties, Border Properties, Element Box, padding Property, margin Property,

Case Study: Description of your City or place with the use of CSS and compare it with previous two case studies

Unit-IV:

Organizing a Page's, Content with Lists, Figures, and Various, Organizational Elements: List, Descendant selector, Figure with picture and caption, Organizational elements, Navigation bar, Header and Footer, User agent stylesheet, Child selector, CSS inheritance

Tables and CSS Layout: Data tables vs Layout tables, Table elements, Format table

Links and Images: Implement a link with the a element, different types of href attribute Values, relative URLs, Implement a link that jumps to a particular location within a web page, element's target attribute, Understand the concepts behind GIF, JPEG, and PNG bitmap image formats, implement bitmap image elements within a web page, implement SVG image elements within a web page

Case Study: Create a web page related to your department time table and images of any activity

Unit-V:

Image Manipulations, Audio and Video: Position an image, how to display a shortcut icon in a browser's tab area, iframe, Create an image sprite file, Implement an audio player using the audio element, Handle different audio file formats, Cover a web page's background with an image, web fonts, Implement a video player using the video element, Center a web page's content, Cover a web page's background with a color gradient

Introduction to JavaScript: Button control with an event Handler, Syntax rules for functions, variables, identifiers, and assignments, Document Object Model(DOM), form with a text control and a button, event-handler attributes, rollover using mouse events

Case Study: Create a webpage involving audio and video of your college day activities



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Course Outcomes:

Upon Completion of the course, the students will be able to

1. Understand the Web Design Process.
2. Apply the HTML tags, elements and attributes
3. Able to use and apply of CSS layout.
4. Apply different types of HTML elements
5. Use of organizational elements, tables and images, audio, video files
6. Apply JavaScript concepts

Activities:

Course Outcomes: On successful completion of this practical course, student shall be able to:

1. Create web pages using HTML.
2. Apply different styles to HTML page.
3. Work with different scripting elements .

WEEK-1

1. Write an HTML code to display your education details in a tabular format.
2. Write an HTML code to display your CV on a web page.

WEEK-2

1. Create a webpage with HTML describing your department. Use paragraph and list tags.
2. Apply various colors to suitably distinguish key words. Also apply font styling like italics, underline and two other fonts to words you find appropriate. Also use header tags.
3. Create links on the words e.g. “Wi-Fi” and “LAN” to link them to Wikipedia pages.
4. Insert an image and create a link such that clicking on image takes user to other page.
5. Change the background color of the page. At the bottom create a link to take user to the top of the page.

WEEK-3

1. Create a table to show your class time-table.
2. Use tables to provide layout to your HTML page describing your university infrastructure.
3. Use and tags to provide a layout to the above page instead of a table layout.
4. Use frames such that page is divided into 3 frames 20% on left to show contents of pages, 60% in center to show body of page, remaining on right to show remarks.
5. Embed Audio and Video into your HTML web page.

WEEK-4

1. Write an HTML code to illustrate the usage of the following:
 - Ordered List



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- Unordered List
- Definition List

WEEK-5

1. Write an HTML code to create a frameset having header, footer, navigation and content sections.

WEEK-6

1. Write an HTML code to demonstrate the usage of inline CSS.
2. Write an HTML code to demonstrate the usage of internal CSS.
3. Write an HTML code to demonstrate the usage of external CSS.

WEEK-7

1. Create a form similar to the one in previous experiment. Put validation checks on values entered by the user using JavaScript (such as age should be a value between 1 and 150).
2. Write a JavaScript program to display information box as soon as page loads.
3. Write a JavaScript program to change background color after 5 seconds of page load.
4. Write a JavaScript program to dynamically bold, italic and underline words and phrases based on user actions.
5. Write a JavaScript program to display a hidden div (e.g. showing stats of a player when user clicks on his name)
6. Write a Java script to prompt for users name and display it on the screen.
7. Design HTML form for keeping student record and validate it using Java script.
8. Write programs using Java script for Web Page to display browsers information.

RECOMMENDED BOOKS:

Prescribed Text Books:

1. Web Programming with HTML5, CSS and JavaScript, John Dean, Jones & Bartlett Learning

Reference Text Books:

1. HTML & CSS: The Complete Reference, 5th Edition, Thomas. A. Powell



DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-V

COURSE 5: WEB PROGRAMMING

Practical

Credits: 1

2 hrs/week

WEEK-1

1. Write an HTML code to display your education details in a tabular format.
2. Write an HTML code to display your CV on a web page

WEEK-2

1. Create a webpage with HTML describing your department. Use paragraph and list tags.
2. Apply various colors to suitably distinguish key words. Also apply font styling like italics, underline and two other fonts to words you find appropriate. Also use header tags.
3. Create links on the words e.g. “Wi-Fi” and “LAN” to link them to Wikipedia pages.
4. Insert an image and create a link such that clicking on image takes user to other page.
5. Change the background color of the page. At the bottom create a link to take user to the top of the page.

WEEK-3

1. Create a table to show your class time-table.
2. Use tables to provide layout to your HTML page describing your university infrastructure.
3. Use and tags to provide a layout to the above page instead of a table layout.
4. Use frames such that page is divided into 3 frames 20% on left to show contents of pages, 60% in center to show body of page, remaining on right to show remarks.
5. Embed Audio and Video into your HTML web page.

WEEK-4

1. Write an HTML code to illustrate the usage of the following:
 - Ordered List
 - Unordered List
 - Definition

WEEK-5

1. Write an HTML code to create a frameset having header, footer, navigation and content sections.



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WEEK-6

1. Write an HTML code to demonstrate the usage of inline CSS.
2. Write an HTML code to demonstrate the usage of internal CSS.
3. Write an HTML code to demonstrate the usage of external CSS.

WEEK-7

1. Create a form similar to the one in previous experiment. Put validation checks on values entered by the user using JavaScript (such as age should be a value between 1 and 150).
2. Write a JavaScript program to display information box as soon as page loads.
3. Write a JavaScript program to change background color after 5 seconds of page load.
4. Write a JavaScript program to dynamically bold, italic and underline words and phrases based on user actions.
5. Write a JavaScript program to display a hidden div (e.g. showing stats of a player when user clicks on his name)
6. Write a Java script to prompt for users name and display it on the screen.
7. Design HTML form for keeping student record and validate it using Java script.
8. Write programs using Java script for Web Page to display browsers information.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester 1

WEB DEVELOPMENT USING PHP & MYSQL

(w.e.f admitted batch 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

Course Objectives

1. Learn the basics of PHP and create sample programme
2. Understand the array, string functions and operations
3. Understand the concept of Object-oriented PHP and writing functions.
4. Learn relational database and MYSQL concepts.
5. Learn PHP Framework development and basics of MVC

SYLLABUS

Unit-I:

Using PHP: PHP Basics: Accessing PHP, Creating Sample Application, Embedding PHP in HTML, Adding Dynamic Content, Identifiers, Variables, Constants, Operators, Data types, Accessing Form Variables, Variable handling Functions, Making Decisions with Conditions, Repeating actions through Iterations, Breaking Out of a Control Structure

Storing and Retrieving Data: Processing Files, opening a File, writing to a File, closing a File, Reading from a File, Other File Functions, Locking Files.

CASE STUDY: Web Based Social Network Application Development

Unit-II:

Arrays: Arrays basics, Types, Operators, Array Manipulations.

String Manipulation and Regular Expressions: Strings Basics, Formatting Strings, Joining and Splitting Strings with String Functions, Comparing Strings, Matching and Replacing Substrings with String Function, Introducing Regular Expressions, Find, Replace, Splitting in regular Expressions

CASE STUDY: Retail E-commerce Application Development for Apparels & Garments

Unit-III:

Reusing Code and Writing Functions: The Advantages of Reusing, Using require () and include (), Using Functions in PHP, Scope, Passing by Reference Versus Passing by Value,



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keyword, Recursion.

Object-Oriented PHP: OOP Concepts, Creating Classes, Attributes, and Operations in PHP, Implementing Inheritance in PHP, Understanding Advanced Object-Oriented Functionality in PHP. **Error and Exception Handling:** Error and Exception Handling, Exception Handling Concepts.

CASE STUDY: e-Commerce Application for Manufacturing Industry

Unit-IV:

Using MySQL: Relational Database Concepts, Web Database Architecture, Introducing MySQL's Privilege System, Creating Database Tables, Understanding MySQL, Identifiers, Database

Operations, querying a Database, Understanding the Privilege System, Making Your MySQL Database Secure, Optimization, Backup, Restore.

CASE STUDY: Custom CMS Website Development

Unit-V:

Introduction of Laravel PHP Framework: Why Lavarel, setting up Lavarel Development Environment, Routing and Controllers: introduction to MVC, the HTTP verbs, and REST, Route Definitions, Route Groups, Signed Routes, Views, Controllers, Route Model Binding, Redirects, Custom Responses

Case Study: E-commerce Business Solution delivered for Groceries Vendor

Course Outcomes :

Upon Completion of the course, the students will be able to

1. Able to Write simple programs in PHP.
2. Understand how to use regular expressions, handle exceptions, and validate data.
3. Apply In-Built functions and Create User defined functions in PHP programming.
4. Write PHP scripts to handle HTML forms.
5. Write programs to PHP Framework with MySQL DB and can write database driven web pages.
6. Gains Knowledge in HTTP, Routing and controllers.

RECOMMENDED BOOKS:

1. Luke Welling, Laura Thomson, "PHP and MySQL Web Development", 5th Edition
2. Matt Stauffer, "Lavarel: Up & Running", 2nd Edition
3. Julie C. Meloni, SAMS Teach yourself PHP MySQL and Apache, Pearson Education (2007).
4. Steven Holzner , PHP: The Complete Reference, McGraw-Hill



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5. Robin Nixon, Learning PHP, MySQL, JavaScript, CSS & HTML5, Third Edition O'reilly, 2014
6. Xue Bai Michael Ekedahl, The web warrior guide to Web Programming, Thomson (2006).



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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-V

COURSE 6: WEB DEVELOPMENT USING PHP & MYSQL

Practical	Credits: 1	2
	hrs/week	

Practical (Laboratory) Syllabus: (30 hrs.)

1. Write a PHP program to Display “Hello”, and today’s date.
2. Write a PHP program to display Fibonacci series.
3. Write a PHP Program to read the employee details.
4. Write a PHP program to prepare the student marks list.
5. Write a PHP program to generate the multiplication of two matrices.
6. Create student registration form using text box, check box, radio button, select, submit button. And display user inserted value in new PHP page.
7. Create Website Registration Form using text box, check box, radio button, select, submit button. And display user inserted value in new PHP page.
8. Write PHP script to demonstrate passing variables with cookies.
9. Write a program to keep track of how many times a visitor has loaded the page.
10. Write a PHP application to add new Rows in a Table.
11. Write a PHP application to modify the Rows in a Table.
12. Write a PHP application to delete the Rows from a Table
13. Write a PHP application to fetch the Rows in a Table.
14. Develop an PHP application to implement the following Operations. Registration of Users. Insert the details of the Users. Modify the Details. Transaction Maintenance. No of times Logged in Time Spent on each login. Restrict the user for three trials only.
Delete the user if he spent more than 100 Hrs of transaction.
15. Write a PHP script to connect MySQL server from your website.
16. Write a program to read customer information like cust-no, cust-name, item purchased, and mob- no, from customer table and display all these information in table format on output screen.
17. Write a program to edit name of customer to “Kiran” with cust-no =1, and to delete record with cust-no=3.
18. Write a program to read employee information like emp-no, emp-name, designation and salary from EMP table and display all this information using table format.
19. Create a dynamic web site using PHP and MySQL.



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BBA(Honours)withSingleMajor																												
Semester	Major*(4 Cr)			Minor(4Cr)			Languages(3Cr)			MultiDisciny'(2Cr)			SkillEnhancement Courses(2Cr)			OOTC			Env.Ed n(2Cr)			Total						
	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr				
Sem1	2*	10	8				2	8	6	1	2	2	2	4	4							7	24	20				
Sem2	2	6+4	8	1	3+2	4	2	8	6				2	4	4							7	27	22				
CommunityServiceProjectof180hourswith4Credits. StudentiseligibleforExitOption-1withtheawardofCertificateinrespecteddiscipline																												
Sem3	4	12+8	16	1	3+2	4				1	2	2	1	2	2							7	29	24				
Sem4	3	9+6	12	2	6+4	8				1	2	2	1	2	2							7	29	24				
Short-TermInternship/Apprenticeship/OJTof180hourswith4Credits. StudentiseligibleforExitOption-2withtheawardofDiplomainrespective majorwithminor																												
Sem5	4	12+8	16	2	6+4	8													1	2	2	7	32	26				
Sem6	SemesterInternship/Apprenticeship/OJTwith12Credits. StudentiseligibleforExitOption-3withtheawardofDegreeinrespective majorwith																											
																			IKS#									
Sem7	3	9+6	12										2*	6+4	8	1	2	2	1	2	0	6	29	22				
Sem8	3	9+6	12										2*	6+4	8	1	2	2	1	2	0	6	29	22				
	21		84	6		24	4		12	3	6	6	10	32	28	2	4	4	2	4	0	47		160				
20AdditionalCreditsfor10monthmandatoryInternship/OJT/Apprenticeship																												
C Course s												H Hour s						C Credits						OO OpenOnlineTransdisciplinary TC y				
IKS# IndianKnowledgeSystems-AuditCourse																												



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Table-1: B.B.A - Semester – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	SKILL ENHANCEMENT COURSE	ENTREPRENEURSHIP DEVELOPMENT	50	---	50	2	2
2	MULTI DISCIPLINARY COURSES	INTRODUCTION TO PUBLIC ADMINISTRATION	50	---	50	2	2
3	COURSE 5	MARKETING MANAGEMENT	100	40	60	4	4
4	COURSE 6	ORGANIZATIONAL BEHAVIOUR	100	40	60	4	4
5	COURSE 7	BUSINESS ENVIRONMENT	100	40	60	4	4
6	COURSE 8	BUSINESS STATISTICS AND MATHEMATICS	100	40	60	4	4
7	MINOR	HUMAN RESOURCE MANAGEMENT / LOGISTICS AND SUPPLY CHAIN MANAGEMENT/PSYCHOLOGY/MARKETING/COMPUTER APPLICATION	100	40	60	4	4
TOTAL			600	200	400	24	24



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester III Course 5: MARKETING MANAGEMENT (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
5 To give an overview of marketing environment. 6 To interpret the link between strategic planning and marketing. 7 To develop a detailed marketing plan. 8 To understand role of intermediaries in marketing activities. 9 To acquire knowledge on various promotional tools in marketing.		
SYLLABUS		
UNIT1: INTRODUCTION TO MARKETING MANAGEMENT: Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing Mix, Marketing environment.		
UNIT2: SEGMENTATION, TARGETING AND POSITIONING: Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.		
UNIT 3: PRODUCT: Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial goods. New Product Development process, Product Life Cycle –Stages in PLC and application to marketing. Branding of Products, Packaging and Labelling. Significance of Warranties & Guarantees.		
UNIT 4: PRICING AND DISTRIBUTION: Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels, criteria of selecting a channel		
UNIT 5: PROMOTION: Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of Promotional Mix in marketing decisions		



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Course Outcomes

1. Students can understand the basic concepts of marketing management.
2. Students will be able to understand the difference between strategic planning and marketing.
3. Students will be able to develop a detailed marketing plan.
4. Students will get a thorough knowledge about the marketing intermediaries.
5. Students will understand the promotional tools and strategies.

RECOMMENDED BOOKS:

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



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester III COURSE 6: ORGANIZATIONAL BEHAVIOUR (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
1. To understand individual and group behaviour at work place, different types of personality and learning styles. 2. Comprehend concepts relating to group dynamics and conflict management. 3. To understand leadership and its impact on group dynamics. 4. To understand the process of Change management and issues involved in it. 5. To understand organizational culture and organizational effectiveness.		
SYLLABUS		
UNIT1: ORGANIZATIONAL BEHAVIOR Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.		
UNIT2: GROUP DYNAMICS Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window		
UNIT 3: LEADERSHIP Definition and Concept of Leadership , importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups .		
UNIT 4:MANAGEMENT OF CHANGE Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to chang. Organizational Development – Significance and process of OD.		



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UNIT 5: ORGANIZATIONAL CULTURE

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

Course Outcomes

1. Students can understand the basic concepts of organisational behaviour, personality and learning.
2. Students will understand the basic concept of group dynamics.
3. Students will have knowledge on leadership theories
4. Students will get a thorough knowledge about the concept of change management
5. Students will understand the organisational culture and effectiveness

RECOMMENDED BOOKS:

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



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester III

COURSE 7: BUSINESS ENVIRONMENT

(WEF 2023-24)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

Course Objectives

1. To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
2. To help them understand the political, legal and economic environment of business
3. To develop an understanding of the MSME sector and challenges therein.
4. To familiarize the students with international trade and issues related to Balance of Payments.
5. To comprehend the role of International institutions in the growth of international business.

SYLLABUS

UNIT1: INTRODUCTION

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

UNIT2: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS:

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

UNIT 3: MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME :)

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

UNIT 4: BALANCE OF PAYMENTS:

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



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UNIT 5: INTERNATIONAL BUSINESS ENVIRONMENT:

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

Course Outcomes

1. Students can understand the basic concepts of business environment and factors affecting the same.
2. Students will understand the political, legal and economic environment of business
3. Students will have knowledge about MSME sector
4. Students will get a thorough knowledge about International trade.
5. Students will be able to comprehend the role of international institutions in international business

RECOMMENDED BOOKS:

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



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BACHELOR OF BUSINESS ADMINISTRATION (BBA) – Semester III COURSE 8: BUSINESS STATISTICS AND MATHEMATICS (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. Understand the importance of Statistics in real world business applications. Formulate complete, concise and correct mathematical proofs.2. Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.3. Build and assess data-based models, learn and apply the statistical tools to business.4. Create quantitative models to solve real world problems in appropriate contexts.5. To understand the concept of Matrix		
SYLLABUS		
UNIT1: INTRODUCTION TO BUSINESS STATISTICS: Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection– Primary and Secondary data. Tools for Data Collection – Schedule and questionnaire. Frequency distribution, Tabulation of Data , Diagram and graphic presentation of data. Statistical System in India.		
UNIT2: MEASURES OF CENTRAL TENDENCY AND DISPERSION: Definition, objectives and characteristics of Measures of Central Tendency – Types of Averages – Arithmetic Mean, Geometric Mean, Harmonic Mean. Median, Mode, Quartiles, Deciles and percentiles. Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation. Co-efficient of variation. Definition and objectives of Skewness – Karl Pearson’s and Bowle’s measures of skewness.		
UNIT 3: MEASURES OF CORRELATION: Meaning, Definition and use of correlation. Types of Correlation- Karl Pearson’s correlation coefficient, Spearman’s Rank correlation. Probable error , Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients		



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DEPARTMENT OF MANAGEMENT STUDIES

UNIT 4: SET THEORY :

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

UNIT 5: MATRIX:

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

Course Outcomes

1. The students will understand the importance of Statistics in real world business applications. Formulate complete, concise and correct mathematical proofs.
2. The students can frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
3. The students can build and assess data-based models, learn and apply the statistical tools to business.
4. The students can create quantitative models to solve real world problems in appropriate contexts.
5. The students can understand the concept of Matrix

RECOMMENDED BOOKS:

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



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester I		
ENTREPRENEURSHIP DEVELOPMENT		
(w.e.f Admitted Batch 2023-24)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to;		
4. To understand the concept of Entrepreneurship, its applications and scope.		
5. To know how to apply the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility		
6. Know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions		
SYLLABUS		
UNIT-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start ups.		
UNIT-II: : Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis		
UNIT-III: : Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.		



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COURSE OUTCOMES:

4. Students will understand the concept of Entrepreneurship, its applications and scope.
5. Students will know how to apply the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility
6. Students will know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions

Co curricular Activities:

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.

Reference Books :

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION Semester III INTRODUCTION TO PUBLIC ADMINISTRATION (w.e.f Admitted Batch 2023-24)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; 1. Understand the concept and scope and evolution of public administration. 2. Understand the relationship between public administration and public policy. 3. Develop critical thinking and analytical skills to evaluate public administration practices.		
SYLLABUS		
UNIT-I: Introduction to Public Administration - Woodrow Wilson - Definition and nature and scope of public administration - Significance - Distinction between public and private administration		
UNIT-II: : All India Services - Central Services - State Services - Importance of All India Services UPSC & SPSCs Powers and Functions - NITI Aayog		
UNIT-III: Accountability of Administration in India - Legislative - Executive – Judiciary - Judicial Activism - E-Governance in India - Good Governance initiatives – Functions and roles of Administrators		
COURSE OUTCOMES: 1. Awareness about the evolution and growth of the discipline of Public Administration. 2. Familiarity with the constitutional framework on which Indian Administration is based. 3. Understanding the in-built		
Co curricular Activities: 1. Class participation and discussions 2. Field trips to government offices 3. Individual or group assignments 4. Student's projects – Individual and group 5. Quizzes or Slip tests. 6. Presentations 7. Research papers		
Reference Books :		



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DEPARTMENT OF MANAGEMENT STUDIES

- | |
|---|
| <ol style="list-style-type: none">1. Public Administration by Awasthi&Maheswari2. Indian Administration by Maheswari3. Administrative Theories by Mohit Bhattacharya4. Comparative Administration by Mohit Bhattacharya5. Indian Government & Politics by B.L.Fadia |
|---|

Table-2: B.B.A -Semester – IV



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Sl. No.	Course code	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	SKILL ENHANCEMENT COURSES	DESIGN THINKING	50	---	50	2	2
2	MULTI DISCIPLINARY COURSE	INDIAN PHILISOPHY	50	---	50	2	2
3	COURSE 9	BUSINESS LAW	100	40	60	4	4
4	COURSE 10	HUMAN RESOURCE MANAGEMENT	100	40	60	4	4
5	COURSE 11	FINANCIAL MANAGEMENT	100	40	60	4	4
6	MINOR	HUMAN RESOURCE MANAGEMENT / LOGISTICS AND SUPPLY CHAIN MANAGEMENT/PSYCHOLOGY/MARKETING/COMPUTER APPLICATION	100	40	60	4	4
7		ONE MONTH SHORT TERM INTERSHIP	100		100		4
Total			600	160	440	20	24



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester IV COURSE9: BUSINESS LAW (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none"> 1. To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations. 2. To provide an overview on Negotiable Instruments Act and Partnership Act in India. 3. To understand the regulatory framework of companies with reference to various provisions of Companies Act. 4. To understand the essentials and execution of Sale contracts. 5. To acquire knowledge on Right to Information Act and Consumer Protection Act 		
SYLLABUS		
UNIT1: LAW OF CONTRACT : Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.		
UNIT2: NEGOTIABLE INSTRUMENTS ACT 1881: Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments- Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.		
UNIT 3: COMPANIES ACT, 2013: Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company		
UNIT 4: SALE OF GOODS ACT: Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners, Auction Sale.		



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DEPARTMENT OF MANAGEMENT STUDIES

UNIT 5: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT :

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

Course Outcomes

1. The students will understand the concept of Contract Act and its application to various business situations.
2. Students will get an idea about Negotiable Instruments Act and Partnership Act in India.
3. Students will understand the regulatory framework of companies.
4. Students can comprehend the Sales of Goods Act.
5. Students can acquire knowledge on Right to Information Act and Consumer Protection Act

RECOMMENDED BOOKS:

1. P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. DrS.N.Maheshwari&DrS.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M. C. Kuchhal and VivekKuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester IV COURSE 10: HUMAN RESOURCE MANAGEMENT (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
1. To understand the significance of human resource management and role of HR Executives. 2. To acquire knowledge on procurement and development functions. 3. To understand the sources of recruitment and the stages in selection process. 4. To gain knowledge on performance management and compensation. 5. To understand the concept of Industrial relations and its impact on HRM.		
SYLLABUS		
UNIT1: INTRODUCTION: Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company’s objectives and policies, organizing the HRM Department.		
UNIT2: PROCUREMENT AND DEVELOPMENT FUNCTIONS: Human Resource Planning , Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process		
UNIT 3: TRAINING AND DEVELOPMENT: Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.		
UNIT 4: PERFORMANCE APPRAISAL AND COMPENSATION: Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation.		



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DEPARTMENT OF MANAGEMENT STUDIES

UNIT 5: INDUSTRIAL RELATIONS:

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

Course Outcomes

1. The students will understand the concept of Human Resource Management
2. Students will acquire knowledge on procurement and development functions.
3. Students will understand the process of recruitment and selection.
4. Students can understand the concept of performance management and compensation
5. Students can understand the concept of Industrial relations

RECOMMENDED BOOKS:

1. A Text book of Human Resource Management – C. B. Mammoria & S. V. Ghankar. - Himalaya Publishing House.
2. Personnel and Human Resource Management - Text & Cases, P SubbaRao, Himalaya Publishing House.
3. Human Resource Management – P. Jyothi, Oxford University Press.
4. Human Resource Management ,R.WayneMondy, Robert M, Noe, Pearson Education.



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Semester IV COURSE 11: FINANCIAL MANAGEMENT (WEF 2023-24)		
Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
<ol style="list-style-type: none">1. To gain basic knowledge of objectives of Financial Management and its functions.2. To understand the capital budgeting process and risk analysis in capital budgeting.3. To gain familiarization with different financial decisions that impacts any organisation.4. Understand decisions relating to dividend policies and their valuation .5. Knowledge regarding significance of working capital management to organisation.		
SYLLABUS		
UNIT1:INTRODUCTION Nature, Scope and Objectives of Financial Management, Functions of Finance - Profit Maximization vs. Wealth Maximization, Role of Financial Manager in Modern Business Organizations, Risk - Return Trade off.		
UNIT2: INVESTMENT DECISIONS Capital Budgeting Process – Cash Flow Estimation and measurement , Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Capital rationing, Risk analysis in capital budgeting.		
UNIT 3: FINANCING DECISIONS Concept of Leverage, Types of Leverages. EBIT – EPS Analysis. Capital Structure, Determinants of Capital Structure - Theories – Net Income approach, Net Operating Income approach. Traditional view – MM Hypothesis. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.		
UNIT 4: DIVIDEND DECISIONS Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, M-M Hypothesis. Retained Earnings Policies, Bonus Shares. .		



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DEPARTMENT OF MANAGEMENT STUDIES

UNIT 5: WORKING CAPITAL MANAGEMENT

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

Course Outcomes

1. The students will understand the concept of Financial management
2. Students will acquire knowledge on the basic concept of capital budgeting
3. Students will familiarize with various financial decisions
4. Students can understand the various dividend decisions
5. Students can understand the concept of working capital management

RECOMMENDED BOOKS:

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



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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)		
Semester IV		
INDIAN PHILOSOPHY		
(w.e.f Admitted Batch 2023-24)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; <ol style="list-style-type: none">1. Understands what Philosophy is and its significance in human life.2. Examine the rational character of Indian theories of knowledge.3. Appreciates the ethical insights of ancient thinkers		
SYLLABUS		
UNIT-I: Introduction to Philosophy – Metaphysics, Epistemology and Ethics - Indian Philosophical Tradition – Vedas – Philosophical Speculations of Upanishads – Darsanas – Orthodox and Unorthodox Systems of Philosophy – Metaphysical Diversity – Overview		
UNIT-II: Indian Epistemology – Knowledge – Sources of Knowledge (Pramanas) – Perception (Pratyaksha) – Inference (Anumana) – Sabda (Testimony) – Other Pramanas – Theories of Error – Nyaya Philosophy		
UNIT-III: Ethics – Morality and Ethics – Significance of Ethics in Indian Philosophy - Rita – Hedonism of Materialists - Dharma – Karma – Moksha - Ethics of Renunciation – Nirvana – PamchaVratas – Purusharthas - Duties of a Student - Varna and Asrama - Ethics of Bhagavad-Gita – Nishkama Karma – Sthithaprajna		
COURSE OUTCOMES: <ol style="list-style-type: none">1. Students will have awareness about Indian Philosophy and its significance in human life.2. Students will understand the Indian theories of knowledge.3. Students can understand the ethical insights of ancient scholars		
Co curricular Activities: <ol style="list-style-type: none">1. Group Discussions2. Debates3. Assignments4. Essay Writing5. PPT Presentation6. Charts/Poster presentation		



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Reference Books :

1. An Introduction to Indian Philosophy by SatishchandraChatterjee and DM Dutta, MotilalBanarsidass Publishers, 2016
2. The Essentials of Indian philosophy by M. Hiriyanna, MotilalBanarsidass Publishers, 1995
3. A Source Book in Indian Philosophy by Dr. SarvepalliRadhakrishnan, Princeton University Press, 2014
4. A History of Indian Philosophy by SurendranathDasgupta, the University of California, 1922
5. A Critical Survey of Indian Philosophy by ChandradharSarma, MotilalBanarsidass Publishers, 2000.
6. The Six Ways of Knowing by D. M. Datta, Open Source, 1960

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester IV

DESIGN THINKING



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(w.e.f Admitted Batch 2023-24)		
Max.Marks:50	External : 50 Marks	Internal : -
Course Objectives: The student will be able to; <ol style="list-style-type: none"> 1. To understand the principles and fundamentals of Design Thinking as a problemsolving methodology. 2. To foster creative thinking and ideation techniques to generate innovative solutions. 3. To learn rapid prototyping methods for iterative testing and refinement of design concepts. 		
SYLLABUS		
UNIT-I: INTRODUCTION TO DESIGN THINKING: Definition and history of Design Thinking, Core principles and mindset, Applications in various fields (e.g., product design, service design, social innovation).		
UNIT-II: EMPATHIZING WITH USERS: Techniques for understanding user needs and behaviors, Conducting interviews and observations, Creating user personas. Defining the Problem: Problem statement formulation, Identifying root causes and reframing problems, Stakeholder analysis and prioritization.		
UNIT-III: IDEATION AND CREATIVITY: Brainstorming techniques and exercises, Divergent and convergent thinking, Idea selection and evaluation. Prototyping and Testing: Rapid prototyping methods (low-fidelity and high-fidelity), Conducting user tests and feedback collection, Iterative design and refinement. Collaboration and Teamwork: Effective teamwork in Design Thinking projects, Roles and responsibilities within multidisciplinary teams, Communication and presentation skills.		
COURSE OUTCOMES: <ol style="list-style-type: none"> 1. Students will understand the basic concept of design thinking. 2. Students will be able to foster creative thinking and ideation techniques 3. Students can learn rapid prototyping methods 		
Co curricular Activities: <ol style="list-style-type: none"> 1. Active engagement in discussions, exercises, and group activities. 2. Individual and Group Assignments: Reflections, problem-solving tasks, and project deliverables. 3. Design Thinking Project: A comprehensive project applying Design Thinking principles to address a real-world problem. 		



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4. Presentations: Presenting design concepts, prototypes, and project outcomes.

Text Books:

1. "Design Thinking: A Paradigm Shift in Design" by Prateek Harne and Aman Vohra.
2. "Design Thinking: An Indian Perspective" by Pooja Khati.
3. "Design Thinking: A Manual for Innovation" by Joana N. Vasconcelos.
4. "Design Thinking in India: The Next Big Leap" by Yatin Sethi.

Reference Books:

1. "Design Thinking: Understanding How Designers Think and Work" by Nigel Cross.
2. "Design Thinking: Process and Methods Manual" by Robert Curedale.
3. "Design Thinking for Visual Communication" by Gavin Ambrose and Paul Harris.
4. "Design Thinking: A Guide to Creative Problem Solving for Everyone" by Bruce Hannah.
5. "101 Design Methods: A Structured Approach for Driving Innovation in Your Organization" by Vijay Kumar.