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

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DEPARTMENT OF MANAGEMENT STUDIES

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

Semester	Core Courses	Ability Enhance-ment Courses	Multi-Discipli-nary Elective course	Value added Courses	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 Enhance-ment Courses	Multi-Disci-plinary Elective course	Value added Courses	Skill Enhance-ment courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120
BBA (Hon-ours)	70	6	10	8	30	36	160
BBA (Hon-ours with Research)	98	6	6	8	18	24	160

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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER - I

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 Skills	50+50	---	50+50	2+2	2+2
		2. Leadership skills					
		Business Communication-I					
		4. ICT					
4	Multi Disciplinary Courses (One Course)	**1.Introduction to Social Work**	50	---	50	2	2
		Indian Knowledge System					
		2. 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	Fundamentals of Marketing	100	40	60	4	4
	TOTAL		**600**	**160**	**440**	**22**	**22**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester 1

PRINCIPLES AND PRACTICES OF MANAGEMENT

(WEF 2024-25)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

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, Behavioural, 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, behavioural, 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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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 2
FUNDAMENTALS OF MARKETING
(w.e.f admitted batch 2024-25)

Max.Marks:100	External : 60 Marks	Internal : -40

Course Objectives:
1. To enhance students' knowledge as regards to basics of marketing.
2. To make the students understand the need and importance of market segmentation, targeting and positioning.
3. To make students to understand the steps involved in developing a marketing plan.
4. To develop practical insights into application of marketing concepts.
5. To make students know the recent trends in marketing

SYLLABUS

Unit-1:INTRODUCTION TO MARKETING:
Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

Unit-2: SEGMENTATION TARGETING AND POSITIOINING:
.Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

Unit-3: PRODUCT AND PRICING:
Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

Unit-4:PLACING AND PROMOTIONAL STRATERGIES:
Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

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Unit-5 :RECENT TRENDS IN MARKETING:
 Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behaviour. Digital Marketing- Meaning and Importance.

Course Objectives:
1. This will enhance students' knowledge as regards to basics of marketing.
2. The students will understand the need and importance of market segmentation, targeting and positioning.
3. The students will understand the steps involved in developing a marketing plan.
4. The students will develop practical insights into application of marketing concepts.
5. The students will gain knowledge on the recent trends in marketing

Recommended Books:
1. Philip Kotler, Marketing Management, Pearson Education.
2. W.J. Stanton, Michael J. Etzel & Bruce J. Walker, Fundamentals of Marketing, McGraw Hill International.
3. Ramaswamy V.S. & Namakumari S, Marketing Management: Global Perspective – Indian Context, Macmillan.
4. . Tapan K Panda, Marketing Management, Excel Books.

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DEPARTMENT OF MANAGEMENT STUDIES

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:

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

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global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a 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 environmentalmanagement. 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;

1. To understand the concept of Entrepreneurship, its applications and scope.
2. To know how to applies 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. 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 applies 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. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
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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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 behaviour, local leaders etc.)

Reference Books :

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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.

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SYLLABUS

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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; Info graphics, 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

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Collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

COURSE OUTCOMES:

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 analyse 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.
   1. 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 |
   1. https://hbsp.harvard.edu/product/BEP336-PDF-ENG

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BACHELOR OF BUSINESS ADMINISTRATION (BBA) 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, WhatsApp .

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, SwayamPrabha, 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

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forums, docs, spread sheets, 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)

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
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;

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 counseling skills
3. 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:

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 counseling skills.

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3. Students will get to know the skills of working with individuals, groups and communities

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 Pragathipranganam 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,

5. Rawat Publications.

6. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.

7. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications

8. Pasty McCarthy &Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.

9. 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:
1. To know the contributions of scientists for the development of society over a period of time.
2. To understand the Science and Technological developments that lead to human welfare.
3. To appreciate the Science and Technological contributions for the development of various sectors of the economy.
4. 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; Defence 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

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economy.

2. Recognize the values of a wide range of methodologies, conceptual approaches and

   Policiesfor 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 (BBA) 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		

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behaviour. New Delhi:Cengage.
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

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** 2. Marketing skills 3. Investment planning 4. **Analytical skills**	50 + 50	---	50+50	2+2	2+2
4	VAC	Indian Constitution	50	0	50	2	2
5	MAJOR- 1	Fundamentals of Digital Marketing	100	40	60	4	4
6	MAJOR- 2	E-Marketing (BBA-DM)	100	40	60	4	4
7	MINOR- I	Logistics And Supply Chain Management/ HRM/Psychology/Computer application/	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- DIGITAL MARKETING)
SEMESTER II
FUNDAMENTALS OF DIGITAL MARKETING
(w.e.f admitted batch 2024-25)

Max.Marks:100	External : 60 Marks	Internal : 40 Marks

Course objectives:

1. To identify core concepts of marketing and the role of marketing in society.
2. To acquire the ability to collect process and analyze consumer and market data to make informed decisions.
3. To understand digital marketing mix.
4. To understand the importance of digital marketing and its applications.
5. To understand the concepts of blogs

SYLLABUS

UNIT 1- **INTRODUCTION:** 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 2- : Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools

UNIT 3- **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 4- 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 5- What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

Course Outcomes:

1. The students can identify core concepts of marketing and the role of marketing in society.

2. The students will be able to acquire the ability to collect process and analyze consumer and market data to make informed decisions.

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3. The students can understand digital marketing mix.
4. The students can understand the importance of digital marketing and its applications.
5. The students can understand the concepts of 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- DIGITAL MARKETING) SEMESTER II E- MARKETING (w.e.f admitted batch 2024-25)		
Max.Marks:100	External : 60 Marks	Internal : 40 Marks

Course objectives:
1. To understand the lead generation of business, landing pages
2. To understand A/B Testing , steps in lead nurturing
3. To understand the basic concept of E-Marketing
4. To understand the importance of E-marketing and its applications.
5. To understand the Tools of E-Marketing

SYLLABUS

UNIT 1- Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT 2- A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT 3- E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT 4- Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT 5- Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

Course Outcomes:
1. The students can understand the lead generation of business, landing pages
2. The students can understand A/B Testing , steps in lead nurturing
3. The students can understand the basic concept of E-Marketing

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4. The students can understand the importance of E-marketing and its applications.
5. The students can understand the Tools of E-Marketing

Recommended Books

1. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Upper Saddle River,NJ:Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian HalliganandDharmesh Shah.

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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 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

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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 analyse 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. Analysing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of Info graphics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch

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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:
1. To develop a better appreciation and understanding of the role of marketing in a business organization specifically
2. To understand different strategies for effective design of Marketing Mix
3. 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-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

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-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.

E- Learing Reference:
   1. https://www.udemy.com/course/the-new-manager-managing-people-teamsprocesses/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=_._ag_136108019508_._ad_606494316205_._de_c_._dm__._pl__._ti_kwd295074359507_._li_9302139_._pd__._&utm_term=_._pd__._kw_business+management+and+leadership_._&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8- kEYxoC6W4QAvD_BwE

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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:
1. To make the students familiarize with the concepts of investment
2. 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
1. The students will be able to make the students familiarize with the concepts of investment
2. 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:
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 Inida.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. Pitabas Mohanty Spread sheet 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
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by AbhijitGuha, Tata McGrawHillPublications.
Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

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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

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 bit coin 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.

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

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DEPARTMENT OF MANAGEMENT STUDIES

constitutional commitments, including social and economic justice.

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

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Visakhapatnam.

B.B.A.   SYLLABUS

MINOR SUBJECTS

2024-27

MINOR SUBJECTS

Sl.No:	COURSE
1	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
2	HUMAN RESOURCE MANAGEMENT
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 . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .ofHrs/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:

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:

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.

Unit-2:Logistics System Design:

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

Unit-3:Logistics Strategy and Planning:

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

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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:
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. Analyse 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. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
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

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

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DEPARTMENT OF MANAGEMENT STUDIES

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. 2. JeevanandamC(2002) "Foreign Exchange: Practices Concepts and control" Sultan Chand Publications
3. 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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DEPARTMENT OF MANAGEMENT STUDIES

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:
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:

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

Unit-2::Introduction to Warehousing Concepts:

Role of warehouse-types of warehouse- warehouse location- Need for warehousing- Supply chain trends affecting warehouse –Warehouse functions- Role of warehouse manager Warehouse 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

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

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DEPARTMENT OF MANAGEMENT STUDIES

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 activity control device-impact of the computer technology automatic identification-issues and trends in product transport—Packaging- Pallet - Stretch wraps - Cartons – Labeling- Health and safety Risk 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 management systems.

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DEPARTMENT OF MANAGEMENT STUDIES

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

Max.Marks:100	External : 60 Marks	Internal : -40

Course Objectives:
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 architectures
5. 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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DEPARTMENT OF MANAGEMENT STUDIES

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 Education2017
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:
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; Success

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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DEPARTMENT OF MANAGEMENT STUDIES

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: HUMAN RESOURCE MANAGEMENT

W.E.F . AY 2024-25

COURSE STRUCTURE

Semester	Course Number	Course Name	No .ofHrs/ week	No .of Credits
II	1	PRINCIPLES OF HRM	4	4
III	2	CHANGE MANAGEMENT	4	4
IV	3	TALENT MANAGEMENT	4	4
IV	4	TRAINING AND DEVELOPMENT	4	4
V	5	LABOUR LEGISLATIONS AND COMPENSATION MANAGEMENT	4	4
V	6	ORGANISATIONAL BEHAVIOUR	4	4

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER 2
PRINCIPLES OF HRM
(w.e.f admitted batch 2024-25)

Max.Marks: 100 Marks	External :60 Marks	Internal : - 40 Marks

Course Objectives:
1. To understand the significance of human resource management and role of executives.
2. To acquire knowledge on procurement and development functions.
3. To understand the sources of recruitment and selection process.
4. To gain knowledge on training and development methods.
5. To understand the concept of Industrial relations and its impact on HRM.

SYLLABUS

Unit-1:INTRODUCTION :
Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit-2:PROCUREMENT AND DEVELOPMENT FUNCTIONS:
Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization

Unit-3:TRAINING:
Significance and Importance of Training, Designing of a Training Program, Methods of Training, Evaluation of Training effectiveness. Executive Development: Concept, Techniques, Employee Training Vs. Executive Development.

Unit-4:JOB EVALUATION:
Essentials of Job Evaluation, Methods of Job Evaluation. Performance Appraisal: Importance, Process of Performance Appraisal and Methods of Performance Appraisal, Compensation: Introduction to Compensation Management, Objectives and components of Compensation.

Unit-5 :INDUSTRIAL RELATIONS:
Definition of Industrial Relation, 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.

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DEPARTMENT OF MANAGEMENT STUDIES

Course Outcomes:

1. The students will understand the significance of human resource management and role of executives.
2. The students will acquire knowledge on procurement and development functions.
3. The students will understand the sources of recruitment and selection process.
4. The students will gain knowledge on training and development methods.
5. The students will understand the concept of Industrial relations and its impact on HRM.

Recommended Books:

1) A Text book of Human Resource Management – C. B. Mamoria& S. V. Gankar. Publication - Himalaya Publishing House.
2) Personnel and human Resource management - Text & cases, P Subba Rao, Publication - Himalaya Publishing House.
3) Human resource Management – P. Jyothi, Publication – Oxford University Press.
4) Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication Pearson Education

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) SEMESTER 3 CHANGE MANAGEMENT (w.e.f admitted batch 2024-25)		
Max.Marks 100 Marks	**External :60 Marks**	**Internal : - 40 Marks**

Course Objectives:
1. To impart students the knowledge of Organizational Change.
2. To equip the students with the basic types of change.
3. To provide them with the knowledge on implementing change.
4. To understand the role of HR in Technological Change.
5. To understand the concept of Organizational Development.

SYLLABUS

Unit-1:ORGANISATIONAL CHANGE:
Concept and Significance; Managing Change; Concept of Analysing the different factors in the Environment driving change; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change to organizations.

Unit-2::TYPES OF CHANGE:
Continuous or Incremental Change, Discontinuous or Radial Change, Participative Change and Directive Change; Change agents; Levels of Change- Knowledge Changes, Attitudinal Changes, Individual Behaviour Changes and Organizational Performance Changes

Unit-3:IMPLEMENTING CHANGE:
Steps in the process of change- Establishing a New Direction for the Organization, Setting up of Change Teams, Change agents. Resistance to change – causes of resistance and dealing with resistance to change. Aligning Structure, Systems and Resources, Removing road Blocks. Theory of Force Field Analysis, Absorbing Changes into Organization.

Unit-4:HR AND TECHNILOGICAL CHANGE:
Introduction special features of new technology, organizational implications of technological change, Emerging profile HR in the management of Change. Employee Empowerment, Emotional Intelligence, Managing work stress for enhancing employee productivity

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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :ORGANIZATIONAL DEVELOPMENT:

.Concept and Evolution, significance. OD Interventions- Diagnostic Activities, Team Building, Sensitivity Training, Third Party and Inter Group Interventions, Educational and Structural Interventions. Indian Experiences of OD in Public and Private Enterprises.

Course Objectives:

1. The students will gain the knowledge of Organizational Change.
2. The students will be equipped with the basic types of change.
3. The students will gain the knowledge on implementing change.
4. The students will understand the role of HR in Technological Change.
5. The students will understand the concept of Organizational Development

Recommended Books:

1. Nilakant, V. and Ramnarayan, S., Managing Organisational Change, Response Books, New Delhi.
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions: Managing Complex Change, Addision, - Wesley, Mass.
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York.
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, NewYork .

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) SEMESTER 4 TALENT MANAGEMENT (w.e.f admitted batch 2024-25)		
Max.Marks: 100 Marks	External :60 Marks	Internal : - 40 Marks

Course Objectives:
1) This course focuses on the attraction, acquisition, and retention of talent in organizations.
2) To understand talent acquisition process.
3) To understand the alignment of the talent management process with business strategy, with culture, and with people.
4) To equip students with the basic knowledge of employee engagement.
5) To understand about employee retention.

SYLLABUS

Unit-1:INTRODUCTION TO TALENT MANAGEMENT:
Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Human Resource Planning, Recruitment, Selection, performance monitoring, Retention, Talent vs. knowledge people, Source of Talent, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.

Unit-2:TALENT ACQUISITION:
Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions; Preparing recruitment plan, Selection process, Use of assessment centres, Choosing the types of interviews.

Unit-3:ELEMENTS OF TALENT MANAGEMENT:
The resourcing strategy- Attraction and retention policies and programs – Talent Audit – Role Development – Talent relationship management – Performance management – Total reward - Learning and development - Career management

Unit-4:TALENT MANAGEMENT STRATERGY:
Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development.

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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :EMPLOYEE RETENTION:

Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model Contemporary Talent Management Issues and challenges.

Course Outcomes:

Students will understand the attraction, acquisition, and retention of talent in organizations.

Students will understand talent acquisition process.

Students will understand the alignment of the talent management process with business strategy, with culture, and with people.

Students will understand the basic knowledge of employee engagement.

Students will understand about employee retention.

Recommended Books:

1. Dessler Gary, A Framework for Human Resource Management, Pearson.
2. . Lance A Berger, Dorothy R Berger, Talent Management Hand Book, Mc.Graw Hill.
3. Hasan, M., Singh, A. K., Dhamija, Talent management in India: Challenges and opportunities, Atlantic Publication

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER 4
TRAINING AND DEVELOPMENT
(w.e.f admitted batch 2024-25)

Max.Marks:100 Marks	External :60 Marks	Internal : - 40 Marks

Course Objectives:
1. Understand basic concepts associated with learning process, learning theories, training and development.
2. Understand training needs, identification of training needs, training processes, training methods.
3. To familiarize with evaluation design to asses training program effectiveness.
4. To familiarize with the Emerging trends in training and development.
5. Relevance and usefulness of training expertise in the organizational work environment.

SYLLABUS

Unit-1:TRAINING AND DEVELOPMENT:
Introduction to Training- Scope, Objectives and Importance. Beneficiaries of Training, Factors influencing working and learning. Training Need Analysis, Training practices, Problems in Training process, emerging trends in training.

Unit-2::STEPS IN TRAINING PROGRAM:
.Need for Training and Development, Role of training managers – Administrators, Consultants, Designers and Instructors, Identification of training needs – Potential macro needs, - Designing Competency Based training programs. Evaluation of training programs, Evaluation process, Feedback mechanism, Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

Unit-3: TRAINING DESIGN:
Introduction to Training Design, Factors affecting design of a training program, Designing a training module, Identification of Trainer, deigning the Training Schedule, Preparing content, Study Material. Budgeting for training, types of cost involved in training programs. Identification of alternative methods of instruction. Conduct of the Program- Physical arrangements, Creating climate for learning, tips for effective implementation.

Unit-4:TRAINING METHODS AND TRAINER'S STYLE:
Types of training- On-the-Job methods, Off-the -Job training methods (Job Instruction method, Job Rotation Method, presentation methods, hands on methods, group building methods), choosing a training method. Competence of trainer- Trainer's skills and style , Trainer's roles, Do's and Don'ts for Trainers.

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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :DEVELOPMENT:

Executive Development- Need, importance of Training for Managers. Steps in the organization of Executive Development Programs, Techniques of Development Programs. Difference between Training and Development, Career Development. Counselling- Meaning of Counselling, Process of Counselling. Non- Directive Counselling, Evaluation of Counselling programs, Factors determining Effectiveness of Counselling

Course Outcomes:

1. Students will understand basic concepts associated with learning process, learning theories, training and development.
2. Students will understand training needs, identification of training needs, training processes, and training methods.
3. Students will be familiarized with evaluation design to asses training program effectiveness.
4. Students will be familiarized with the Emerging trends in training and development.
5. Students will Understand the Relevance and usefulness of training expertise in the organizational work environment

Recommended Books:
1. Gary Dessler, Human Resource Management, Pearson Education.
2. Noe, R.A. Employee Training & Development. McGraw-Hill India
3. Aswathappa K, Human Resource to Personnel Management, Tata Mc Graw Hill
4. 4. Mamoria C.B and Mamoria S. Personnel Management, Himalaya Publishing Company.
5. Rolf, P and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER 5
LABOUR LEGISLATION AND COMPENSATION MANAGEMENT
(w.e.f admitted batch 2024-25)

Max.Marks: 100 Marks	External :60 Marks	Internal : -40 Marks

Course Objectives:
1. To impart students with the knowledge of labour legislations in India
2. To comprehend the basic provisions of the Trade Unions Act 1926.
3. To provide them with the knowledge on Social Security Legislations in India.
4. To equip students with the basic knowledge of Employee Compensation and Wage concepts.
5. To enable students with the understanding of wage determinants and wage fixation.

SYLLABUS

Unit-1:LABOUR LEGISLATION:
Concept, Historical Development of Labour Legislation in India, Classification of Labour Legislation, Industrial Jurisprudence and Constitutional Frame Work.

Unit-2:BASIC ACTS IN LABOUR LEGISLATION:
Factories Act 1948- Health, safety and welfare provisions, Prevention of sexual harassment act 2013- Meaning, objectives, measures, Trade unions Act 1926 - Principles, objectives and function of trade unions, weakness and essentials of trade unions.

Unit-3:SOCIAL SECURITY:
Concepts of Social Insurance and Social assistance, objectives. Main provisions of The Employees Provident Fund Act 1952, The Payment of Gratuity Act 1972. (Calculation of contributions and benefits

Unit-4:EMPLOYEE COMPENSATION:
Concept and Significance of Wage - CTC, Wage, Salary, Minimum Wage, Fair Wage, Living Wage, Need based minimum Wage. Wage Theories.

Unit-5 :WAGE FIXATION MECHANISMS:
Statutory Wage Fixation, role of Wage Boards, Pay Commission. Main provisions of Minimum Wages Act 1948, Payment of Wages Act 1936, Bonus Act 1965

Course Outcomes:
1. The students will gain knowledge of labour legislations in India
2. The students will comprehend the basic provisions of the Trade Unions Act 1926.

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DEPARTMENT OF MANAGEMENT STUDIES

3. The students will gain knowledge on Social Security Legislations in India.
4. The students will gain basic knowledge of Employee Compensation and Wage concepts.
5. The students will gain understanding of wage determinants and wage fixation

Recommended Books:
1. Dipak Kumar Bhattacharya, Compensation Management, Oxford University Press.
2. Milkovich &NewMan, Compensation, Tata McGraw Hill, New Delhi,
3. Kapoor, N.D., Elements of Labour Law, Sultan Chand and Sons,New Delhi.
4. Singh and Agarwal, Labour Industrial Laws, Pioneer Printers, Agra

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER 5
ORGANISATION BEHAVIOUR
(w.e.f admitted batch 2024-25)

Max.Marks: 100 Marks	External : 60 Marks	Internal : - 40 Marks

Course Objectives:

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

SYLLABUS

Unit-1:ORGANISATIONAL BEHAVIOUR:

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

Unit-2: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 change. Organizational Development – Significance and process of OD.

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DEPARTMENT OF MANAGEMENT STUDIES

Unit-5 :ORGANISATIONAL 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. The students will understand individual and group behavior at work place to improve the effectiveness of an organization.
2. The students will understand different types of personality and learning styles.
3. The students will Comprehend concepts relating to group dynamics and conflict management.
4. The students will understand leadership and its impact on group dynamics.
5. The students will understand the process of Change management and issues involved in it.
6. To understand organizational culture and organizational 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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DEPARTMENT OF MANAGEMENT STUDIES

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: PSYCHOLOGY

W.E.F . AY 2023-26

COURSE STRUCTURE

Semester	Course Number	Course Name	No .ofHrs/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	Counseling 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:
1. To outline the fundamental concepts of psychology
2. To explain the scientific methods to study behavior
3. To examine the basic concepts of emotions .
4. To understand the basic concepts of motivation
5. 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, Behavioural, 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-Bardand Schachter-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. Demonstratetheircompetencyinrememberingterminologiesusedinorigin,scopeandfields of Psychology
2. Understandthescientificbasisofbehaviourandthescientificmethodstostudybehaviour
3. Explain the importance of emotions in human life and the physiology behind emotions
4. Analyze motives which direct behavior 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,14thEdition.
2. Baron. R.A. psychology(2001)-Pearson Educational Inc. NewDelhi.
3. Benjamin& Hopkins(1990)-Psychology. Macmillan Publishing Co.,Newyork.
4. Parameswaran&Beena-InvitationtoPsychology.NeelKamalPublications,Hyderabad.
5. Morgan & King- Introductionto Psychology(2017). Mc.GrawHill, India.
6. S.K.Mangal-GeneralPsychology(2009).SterlingPublishersPvt.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** **APPILED PYSCHOLOGY** **(w.e.f admitted batch 2024-25)**		
Max.Marks: 100	**External :60 Marks**	**Internal : - 40**

Course Objectives:
1. To understand the role of psychologists.☐
2. To enhance students know applications of psychology in industries
3. To make students to understand affect of psychology on health.
4. To make students understand the importance to take measures on mental health
5. To understand the importance of psychology in forensic applications

SYLLABUS

Unit-1: INTRODUCTION:

Meaning,Basicandappliedresearch,Fieldsofappliedpsychology.EducationalApplications:Roleofpsychologistsinschoolsystem:schoolpsychologist,community, psychologist, Educational psychologist:Measurementandevaluation:Assessingeducationalreadiness,assessingeducationalachievement

Unit-2: INDUSTRAL 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 APPLICATONS:
Dealing with health related information, stress and illness, taking active steps to cope with stress, coping with medical care. Life styles and its consequences: Smoking, drinking, overeating, sedentary behaviour and AIDS.

Unit-4: CLINICAL APPLICATIONS:
Cognitive-Behaviour therapy, Psychoanalytic, Behaviour, 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 land Ethical Issues. The Psychology of Lying, Detection of Deception; Deception Techniques: Polygraph Examination, fMRI, Narco-analysis, Forensic Hypnosis, Voice stress Analysis. Eye witness testimony, The Psychologists Expert Witness: Practical and Ethical Issues, The roles of forensic psychologists

PRACTIMUM:
Any 2 pertaining to syllabus

COURSE OUTCOMES:

1. Learn about applications psychology in educational, industrial, health, counseling and forensics

2. Learn about the role of beliefs and attitudes in the health problems of our times
3. understandthemeaningandprocessofcounsellingincludingpersonalandprofessionalaspects

4. Developing knowledge and skills related to employee selection, performance appraisal and job satisfactionn

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RECOMMENDED BOOKS:

1. Anatasi,A.(1979)FieldsofAppliedPsychology(2nd)U.S.A.:McGrawHill.
2. Baron, R.A., Byrne,D.&Branseonube, N.R. (2007).SocialPsychology(11thed.)

3. Baron,R.A.,Byrne,D.&Johnson,B.T.(1998).Exploringsocialpsychology(4thed.)Boston:
4. Allyn&Bacon..
5. Goldstem,A.P. &Krasner,L.(1989).ModernAppliedPsychology.NewYork:

   PergamumPress.Weiten, W. and Iloyd, 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 a report on 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 uunderstand the effects of abnormal psychology in human beings.

3. To know the disfunctions in human beings due to abnormal psychology.

4. To understand 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 Behaviour-The super natural practice, biological practice, psychological practice.

ClassificationofDisorders-latesteditionofDSM&ICD,Causesoretiologyofabnormal behaviour, Diathesis Stress Model

Unit-2: PANIC, ANXIETY OBSESSIONS AND THEIR DISORDERS:

Specific Phobias, Social phobias-Agarophobia, 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

Unit-4:

PERSONALITY DISORDERS:

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DEPARTMENT OF MANAGEMENT STUDIES

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

DISSOCIATIVE DISORDERS:

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

Unit-5
SUBSTANCE RELATED DISOERDERS Clinical picture and causes, alcoholism, nicotine dependency, psychoactive drugs.

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

PRACTIMUM:
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:
Butcher,JamesNeal.Abnormalpsychology.—16thed./JamesN.Butcher,UniversityofMinnesota,JillM.
Hooley,HarvardUniversity,SusanMineka,NorthwesternUniversity.Buss,
A.H-Psychopathology,JohnWiley newyork
Carson -Abnormal Psychology., Pearson Education,
India.Sarson&Sarson- AbnormalPsychology,
MangalS.K-AbnormalPsychology,SterlingPublishers,NewDelhi.
Paul,B -Abnormal&ClinicalPsychology,TataMcGraeHill,NewDelhi
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 PYSCHOLOGY
(w.e.f admitted batch 2024-25)

Max.Marks: 100	External :60 Marks	Internal : - 40

Course Objectives:

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:

APAethicalstandardsandprinciples,IntroductionandApplicability,Preamble,GeneralPrinciples, Standard 1: Resolving Ethical Issues, Standard 2: Competence, Standard 3: Human Relations, Standard 4: Privacy and Confidentiality, Standard 5: Advertising and Other Public Statements, Standard 6: Record Keeping and Fees, Standard 7: Education and Training, Standard8:ResearchandPublication,Standard9:Assessment,Standard10:Therapy

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DEPARTMENT OF MANAGEMENT STUDIES

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

Conceptualizing Psychological treatment from a bio psycho social perspective, prevention of public health perspective in behavioural science, APA Assessment Standards, Therapy and counselling ethics, outcome assessment

PRACTICUM:
Any2practicumpertainingtothe 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

RECOMMENDE D BOOKS:

APA Practice Organization(2017)Professional Health and Well-being for Psychologists.

Mental HealthCare Act(2017).The Gazette of India.

Melchert,T.P.(2011)FoundationsofProfessionalPsychology:TheEndofTheoreticalOrientationsand the Emergence of the Biopsychosocial Approach;Elsevier.

Kurpad, S. S., Machado, T., Galgali, R. B., & Daniel, S. (2012). All aboutelephants in roomsand dogs that do not bark in the night: Boundary violations and the health professional in India.Indianjournalofpsychiatry,54(1),81-87.

Pope, K.S.,&Vasquez,M. J.(2016).Ethics in psychotherapy and counseling: A practical guide.John Wiley & Sons.

Zur,O.(2007).BoundariesinPsychotherapy:EthicalandClinicalExplorations.AmericanPsychological 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 counsleling to children and adolescents. ☐
5. To know the applications of counselling

SYLLABUS

Unit-1: INTRODUCTION TO COUNSELLING:

Definition, Nature, goals of counseling, Areas of counselling, 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–Attendingbehavior,listening,questioning,observation,empathyTheeffective counselor–Characteristics, skills, self of counselor

Unit-3: COUNSELLING THEORY AND PRACTICES:

Iindividual counselling theory, Practices-Psychoanalytic, Humanistic, Behavioural, 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 behavioural

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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,d ance.

Ethicalissuesincounselling–Ethicalconcepts,ethicalpracticesandethicalprinciplesincounselling.

PRACTICUM:
Any2practicumpertainingtothe syllabus

COURSE OBJECTIVES:

1. Understandthemeaningandprocessofcounsellingincludingpersonalandprofessionalaspe

   cts of a counsellor

2. Underst and the evolution of counselling
3. Understanding of conventional and contemporary approaches to counselling
4. Apply counselling skills in diverse settings

RECOMMENDED BOOKS:

1. Feltham,C and Horton,I.(2000).Handbook of Counseling and Psychotherapy. London: Sage.
2. Gibson,R.L. and Mitchell, M.H.(2003).Introduction to Counseling and Guidance(6thEd.).New Delhi: Pearson India.Ed.).New Delhi: Pearson India.
3. Gliadding,S.T.(2009).Counseling:AComprehensiveProfession(6thEd.)NewDelhi:Pear

   son India.Misra, G.(Ed.)(2010). Psychology in India,(Volume3). Clinical and Health

   Psychology.NewDelhi: Pearson India.

4. Rao,S.(2002). CounselingandGuidance(2ndEd.) NewDelhi: McGrawHill.

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. Roleplays

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER 5
EDUCATIONAL PSYCHOLOGY
(w.e.f admitted batch 2023-24)

Max.Marks: 100	External :60 Marks	Internal : -40

Course Objectives:

1. To understand the fundamentals of educational psychology
2. To understand developmental theories
3. An overview on law of learning
4. To understand the issues faced in educational psychology
5. To understand educational implications on personality

SYLLABUS

Unit-1: INTRODUCTION :

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, Casestudy

Unit-2: DEVELOPMENTAL THEORIES AND EDUCATIONAL SIGNIFICANCE:

Piaget's cognitive development theory, Erikson's psycho-social development theory, Kohlberg's moral development theory, Vygotsky's social development theory Bandura's Social Learning Theory

Unit-3: THEORIES AND LAWS OF LEARNING:

Theories and laws of learning and their educational implications: trial and error learning-learning by conditioning–learning by insight, primary laws of learning

Motivation, attention and interest in learning–Types of motivation: extrinsic and Intrinsic, Achievement motivation–Methods to motivate learners to learn

Unit-4: ISSUES IN EDUCATIONAL PSYCHOLOGY:

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

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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

PRACTICUM:

Any2practicumpertainingtothe syllabus

RECOMMENDED BOOKS:

Morris,B.(1966).Thecontributionofpsychologytothestudyofeducation.InJ.Tibble,Thestudyofeducation(pp.133-178).London:Routledge &KeganPaul.

Richmond, W. (1975). Education and schooling. London: Methuen & Co.

Ltd.Slavin, R.(2006).Educationalpsychology:Theoryandpractice.NewYork:Pearson.

S.K. Mangal(1982).Educationalpsychology.PrakashBrothersEducationalpublications,Ludhiana.

H.R.Bhatia (1977)A text book of educational psychology Macmillan India Ltd.

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

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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 holiday intimation to all the parents at time about Dasara Vacation.
● 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 Publiction, (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 SystemsApproach Mumbai", Himalaya Publishing House, (2000).

4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.

5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindiand English)

6. Fundamentals of Computers by V. Raja Raman

7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

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DEPARTMENT OF MANAGEMENT STUDIES

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 Sizeofvisitingcardis3½×2
   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, Faxno 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 ½pageusingtwo-columnapproachabout 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

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- 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 l<60

✓ Third class – if average >=35 but <50
✓ Fail: if marks in any subject <35

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

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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, Save point , 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.

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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

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	
ADDRESSS	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
DESCRIPTION	Varchar2	15	Not null
PROFIT _PERCENT	Number	4,2	Not null

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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

ColumnName	Data Type	Size	Attribute

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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("InProcess","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.

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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'.
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

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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.

PL/SQL PROGRAMS

1. Writea PL/SQL program to check the given string is palindrome o rnot.
2. The HRD manager has decide 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 10rows 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

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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
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.

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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 matplot 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.

Reference Text Books:

1. Brian W. Kernighanand Rob Pike,"The UNIX Programming Environment" Prentice Hall India (Edition available in LRCandin the form of E Book on student resource).
2. Yashwant Kanetkar,"UNIXShellProgramming"BPBPublications(FirstEdition).

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RECOMMENDED BOOKS:

1. Operating System Concepts: Abraham Silberschatz, Peter B. Galvin, GregGagne, 8th Edition,Wiley.

2. Unix and shell Programming by B.MH Arwani, OXFORD University Press.

3. Operating System Principles, Abraham Silberchatz, PeterB.Galvin, GregGagne 8thEdition, WileyStudentEdition.

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-YashwantKanetkar

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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:

1. Brian W. Kernighanand Rob Pike,"The UNIX Programming Environment" Prentice Hall India (Edition available in LRCandin the form of E Book on student resource).
2. Yashwant Kanetkar,"UNIXShellProgramming"BPBPublications(FirstEdition).

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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

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:

Cascading Style Sheet(CSS) : CSS Overview, CSS Rules, Example with Type Selectors

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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 style sheet, 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 and to apply Java scripts

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

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, and Passing by Reference Versus Passing by

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Value, 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 and to Gain 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).

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4. Steven Holzner , PHP: The Complete Reference, McGraw-Hill
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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EVALUATION

Type	Internal	External	Total
Theory	40	60	100
Community Service Project	50	50	100
Short-Term Internship/Apprenticeship/OJT	50	50	100
Semester Internship/Apprenticeship/OJT	100	100	200
OOTC*	0	50	50
Languages	40	60	100
Multi-Disciplinary Courses	0	50	50
Skill Enhancement Courses**	0	50	50

* If a student passes in the OOTC exam conducted by external agencies like Swayam/NPTEL the marks obtained will be considered as external mark or if he fails the department will conduct an exam and award the final marks. Internal marks will be awarded based on viva-voce/written exam or any other manner deemed fit.

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QUESTION PAPER TEMPLATE AND MARKS DIVISION

Internal examination Model Question Paper

Question Number	Distribution	Total Marks
1	3 Questions, 2 marks each	6
2 and 3	2 Questions, 7 marks each	14
Total		20

External Model Question Paper

Question Number	Distribution	Total Marks
1	5 Questions, 2 marks each	10
2 to 11	5 Questions, 10 marks each	50
Total		60

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For Skill Enhancement and Multidisciplinary Courses

Question Number	Distribution	Total Marks
1	4 Questions, 5 marks each	20
2 and 3	3 Questions, 10 marks each	30
Total		50

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MID EXAMINATION, MODEL PAPER BLUE PRINT w.e.f 2023-24 ADMITTED BATCH

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I/IV B. Sc./B.Com./BBA/BCA MID I Examinations (R-23)

Branch: **Semester –I**

Course Title		MID-I	Course Code	
Date			Academic Year	
Time	*90 min*		Max. Marks	*20*

	PART-A	3*2=6M
1 a)		2M CO 1
b)		2M CO 2
c)		2M CO 1
	PART-B	2*7=14M
2 a)		7 M CO 1
	or	
b)		7 M CO 1
3 a)		7 M CO 2
	or	
b)		7 M CO 2
b)		3 M CO 2

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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER END EXAMINATION, MODEL PAPER BLUE PRINT FOR w.e.f 2023-24 ADMITTED BATCH

Subject with Course code :
Year and Semester :
Time : 3 hours   **Total Max.Marks: 60**

PART-A(2x5=10 Marks) PART-B(5x10=50 Marks)
First Question is compulsory
Answer ONEquestion from each unit of PART – B
All parts of the questions must be answered at one place only

1.		PART – A		
	a.		CO 1	2 M
	b.		CO 2	2 M
	c.		CO 3	2 M
	d.		CO 4	2 M
	e.		CO 5	2 M
		PART – B		
2	a.		CO 1	10 M
		OR		
	b.		CO 1	10M
3	a		CO 2	10M
		OR		
	b.		CO 2	10 M
4	a.		CO 3	10 M
		OR		
	b.		CO 3	10M
5	a.		CO 4	10 M
		OR		
	b.		CO 4	10 M
6	a.		CO 5	10 M
		OR		
	b.		CO 5	10 M

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BBA(Honours)withSingleMajor																							
Semester	Major*(4Cr)			Minor(4Cr)			Languages(3Cr)			MultiDisny'(2Cr)			SkillEnhancement Courses(2Cr)			OOTC			Env.Edn(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-1withtheawardofCertificateinrespectivediscipline																								
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-2withtheawardofDiplomainrespectivemajorwithminor																								
Sem5	4	12+8	16	2	6+4	8													1	2	2	7	32	26
Sem6	SemesterInternship/Apprenticeship/OJTwith12Credits. StudentiseligibleforExitOption-3withtheawardofDegreeinrespetivemajorwith																							
																		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 Courses	**H** Hours	**C r** Credits	**OO TC** OpenOnlineTransdisciplinary
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	SOCIAL MEDIA MARKETING	100	40	60	4	4
4	COURSE 6	SEARCH ENGINE MARKETING	100	40	60	4	4
5	COURSE 7	SEARCH ENGINE OPTIMIZATION	100	40	60	4	4
	COURSE 8	WEB ANALYTICS	100	40	60	4	4
	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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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester III
Course 5: SOCIAL MEDIA MARKETING
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1 To give an overview of digital and social media marketing.
2 To understand how to handle social media content
3 To understand how to design social media programs.
4 To understand the channels of social media.
5 To acquire knowledge on various socal media marketing activities.

SYLLABUS

UNIT1: 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.

UNIT2: 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 3: 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 4: Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media

UNIT 5: Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

Course Outcomes

1. Understand the Social Media space and tools
2. Analyze the effectiveness of your company's and competitors' social media programs.
3. Design social media programs that directly support business and marketing goals.

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DEPARTMENT OF MANAGEMENT STUDIES

4. Channels and programs.
5. 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 III
COURSE 6: SEARCH ENGINE MARKETING
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To give an over view on Search Engine marketing
2. To comprehend concepts relating to PPC Campaigns.
3. To understand bidding strategies and concepts.
4. To create effective landing pages by understanding web users' behavior
5. To understand SEM management and its techniques

SYLLABUS

UNIT1: Search Engine Marketing Overview: Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

UNIT2: PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups

UNIT 3: Bid Management Plan: Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns.

UNIT 4: Effective landing pages and user psychology importance of UI/UX design, call-to-action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals define performance metrics and monitor ppc activity with Google analytics.

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DEPARTMENT OF MANAGEMENT STUDIES

UNIT 5: SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

Course Outcomes
1. Students can understand the basic concepts Search Engine Marketing
2. Students will understand the basic concept of PPC Campaigns
3. Students will have knowledge on bidding strategies.
4. Students will get a thorough knowledge about creating effective landing pages.
5. Students will understand the SEM management techniques.

RECOMMENDED BOOKS:
1.Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela, Joseph Kerschbaum
2.Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBM Press) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.
3. A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Riman (2020)
4. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester III
COURSE 7: SEARCH ENGINE OPTIMIZATION
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To enable the students to understand the concept of Search Engine Optimization.
2. To help them understand how a website need to be structured.
3. To develop an understanding of the SEO content optimization.
4. To know how to attract inbound Links from other Web Sites.
5. To understand more about web 2.0

SYLLABUS

UNIT1: Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages

UNIT2: Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Sub domains, Alexa ranking, Image optimization, Search Engine Optimisation analysis, crawler issues, remove URLs, sitemap submission .

UNIT 3: On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT 4: Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three- way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

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UNIT 5: Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places.

Course Outcomes
1. Students can understand the basic concepts of Search Engine Optimization.
2. Students will understand how a website needs to be structured.
3. Students will have knowledge about SEO content optimization
4. Students will get a thorough knowledge about how to attract inbound Links from other Web Sites.
5. Students will be able to understand more about web 2.0

RECOMMENDED BOOKS:
1. Search Engine Optimization:Your Visual Blueprint for effective
2. Internet marketing,3 Edition(MISL-Wiley)-Kristopher B Jones
3. Search Engine Optimization:An Hour a Day-Jennipegrappone,Gradiva Cousin-Wiley.

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DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester III
COURSE 8: WEB ANALYTICS
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To understand the concept of web analytics.
2. To understand Ecommerce Analysis & App Analytics .
3. To understand the fundaments of Google Tag Manager .
4. To understand various traffic sources.
5. To understand the concept of Unser Generated Contents.

SYLLABUS

UNIT1: Getting started with Web Analytics-The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data- Collecting actionable data with Google Analytics-Navigating Google Analytics reports -Navigating Conversions reports

UNIT2: Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior

UNIT 3: Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager- Collecting data using the Data Layer, variables, and events-Usingadditionaltagsformarketingandremarketing-FacebookAnalytics-Twitter Insights

UNIT 4: Traffic sources - Direct, referring, and search traffic- Campaigns- Ad Words, Ad sense Content - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search Visitors- Unique visitors-Geography candy language information Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics Reports and tools - Finding action able night s- Getting the organization involvedCreating a data-driven culture- Resources

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UNIT 5: Social Analytics & User Generated Contents – Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main weblistening platformsFree tool sfor web listening analysis

Course Outcomes
1. The students will understand the concept of web analytics.
2. The students will understand Ecommerce Analysis & App Analytics .
3. The students will understand the fundaments of Google Tag Manager .
4. The students will understand various traffic sources.
5. The students will understand the concept of Unser Generated Contents.

Software to be used:
 Google Analytics, Talk walker Platform, Face book Analytics Twitter Insights, YouTube Analytics

RECOMMENDED BOOKS:
1.WebAnalyticsStrategiesforInformationProfessionals(English,Paperback,FarneyTaba tha)
2.Web Analytics Action Hero: Using Analysist
 oGainInsightandOptimizeYourBusiness: Brent Dykes
3. CompleteWebMonitoring:AlistairCrollandSeanPower

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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;

1. To understand the concept of Entrepreneurship, its applications and scope.
2. To know how to applies 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. 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.

COURSE OUTCOMES:

1. Students will understand the concept of Entrepreneurship, its applications and scope.
2. Students will know how to applies 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. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
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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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

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Reference Books :

1. Public Administration by Awasthi&Maheswari
2. Indian Administration by Maheswari
3. Administrative Theories by Mohit Bhattacharya
4. Comparative Administration by Mohit Bhattacharya
5. Indian Government & Politics by B.L.Fadia

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Table-2: B.B.A -Semester – IV

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**	AFFILIATE MARKETING	100	40	60	4	4
4	**COURSE 10**	SEARCH ENGINE OPTIMISATION	100	40	60	4	4
5	**COURSE 11**	SEMRush	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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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester IV
COURSE 9: AFFILIATE MARKETING
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To understand the concept if affiliate marketing and its functions.
2. To understand how to create and use an affiliate website.
3. To understand the types of affiliate marketing.
4. To understand the strategies to improve affiliate marketing.
5. To understand how to set up affiliate marketing program.

SYLLABUS

UNIT1: 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 2: 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 3:   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 4: 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.

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UNIT 5: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and 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 Outcomes
1. The students will understand the concept if affiliate marketing and its functions.
2. The students will understand how to create and use an affiliate website.
3. The students will understand the types of affiliate marketing.
4. The students will understand the strategies to improve affiliate marketing.
5. The 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).
3. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
4. 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 IV
COURSE 10: SEARCH ENGINE OPTIMISATION
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To get an idea about URL inspection
2. To understand about indexes.
3. To understand the enhancement functions
4. To gain knowledge on security and manual actions
5. To understand the Legacy Tools and Reports

SYLLABUS

UNIT1: Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT2: Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages -Sitemaps-add new sitemap,submitted sitemaps, type, submitted, last read, status, discovered URLs.

UNIT 3: Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ How to-Logos- Review snippets-Site Links Searchbox

UNIT 4: Security & Manual Actions: Manual actions-How do I remove Manual Actions inSearch Engine Optimisation-security issues and its report

UNIT 5: Legacy Tools and Reports: Links-settings-submit feedback- about new version, International targeting-messages-URL parameters-web Tools

Course Outcomes

1. The students will get an idea about URL inspection
2. The students will understand about indexes.
3. The students will understand the enhancement functions
4. The students will gain knowledge on security and manual actions

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5. The students will understand the Legacy Tools and Reports
Activities : Written Assignments OralPresentation QuizProgramme
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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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester IV
COURSE 11: SEMRush
(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks

Course Objectives

1. To understand how to do keyword search using SEMRush.
2. To understand how to track and rank keywords.
3. To gain familiarization with the concept of link building using SEMRush..
4. To understand about Social Media and Local SEO.
5. To know about analysis and competitor research

SYLLABUS

UNIT1: Keyword Research: Analyze Search Intent Instantly with Semrush Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research

UNIT2: Keyword Ranking: How to Track Your Keywords on Google (with Semrush)-Search Engine Ranking: How to Use Sem rush to Track Keywords and Positions-How To Measure SEO, Share of Voice on Sem rush-How To Use Semrush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position

UNIT 3: LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Sem rush-Sem rush Back links Update 2021: How We Built a New Back links-Fastest Back link Discovery Tool as A sem rush

UNIT 4: Social Media and Local SEO: How to Use the Free Semrush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush –How To Improve Your Local SEO

UNIT 5: Analysis and Competitor Research: How to Target and Win SERP Features- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4Steps:How -How to Analyze Competitor Website Traffic with. Trends-Competitor Insights

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Course Outcomes

1. The students will understand how to do keyword search usinf SEMRush.
2. The students will understand how to track and rank keywords.
3. The students will gain familiarization with the concept of link building using SEMRush..
4. The students will understand about Social Media and Local SEO.
5. The students will know about analysis and competitor research

Activities:

1. Written Assignments
2. Oral Presentation
3. Quiz Programme

RECOMMENDED BOOKS:

1. SEM rush for Advanced Digital Marketing Strategy byJustinWomack2017,Publisher-Packt
2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017Publisher: Matthe w Powell

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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;

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:

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:

1. Group Discussions
2. Debates
3. Assignments
4. Essay Writing
5. PPT Presentation

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6. Charts/Poster presentation

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

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Semester IV
DESIGN THINKING
(w.e.f Admitted Batch 2023-24)

Max.Marks:50	External : 50 Marks	Internal : -

Course Objectives:

The student will be able to;

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:

1. Students will understand the basic concept of design thinking.
2. Students will be able to foster creative thinking and ideation techniques
3. Students canlearn rapid prototyping methods

Co curricular Activities:

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DEPARTMENT OF MANAGEMENT STUDIES

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

Text Books:

1. "Design Thinking: A Paradigm Shift in Design" by PrateekHarne and AmanVohra.
2. "Design Thinking: An Indian Perspective" by PoojaKhati.
3. "Design Thinking: A Manual for Innovation" by Joana N. Vasconcelos.
4. "Design Thinking in India: The Next Big Leap" by YatinSethi.

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.

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DEPARTMENT OF MANAGEMENT STUDIES

EVALUATION

Type	Internal	External	Total
Theory	40	60	100
Community Service Project	50	50	100
Short-Term Internship/Apprenticeship/OJT	50	50	100
Semester Internship/Apprenticeship/OJT	100	100	200
OOTC*	0	50	50
Languages	40	60	100
Multi-Disciplinary Courses	0	50	50
Skill Enhancement Courses**	0	50	50

* If a student passes in the OOTC exam conducted by external agencies like Swayam/NPTEL the marks obtained will be considered as external mark or if he fails the department will conduct an exam and award the final marks. Internal marks will be awarded based on viva-voce/written exam or any other manner deemed fit.

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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION PAPER TEMPLATE AND MARKS DIVISION

Internal examination Model Question Paper

Question Number	Distribution	Total Marks
1	3 Questions, 2 marks each	6
2 and 3	2 Questions, 7 marks each	14
Total		20

External Model Question Paper

Question Number	Distribution	Total Marks
1	5 Questions, 2 marks each	10
2 to 11	5 Questions, 10 marks each	50
Total		60

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DEPARTMENT OF MANAGEMENT STUDIES

For Skill Enhancement and Multidisciplinary Courses

Question Number	Distribution	Total Marks
1	4 Questions, 5 marks each	20
2 and 3	3 Questions, 10 marks each	30
Total		50

![Gayatri Vidya Parishad logo]

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DEPARTMENT OF MANAGEMENT STUDIES

MID EXAMINATION, MODEL PAPER BLUE PRINT w.e.f 2023-24 ADMITTED BATCH

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

I/IV B. Sc./B.Com./BBA/BCA MID I Examinations (R-23)

Branch: **Semester –I**

Course Title		MID-I	Course Code	
Date			Academic Year	
Time	*90 min*		Max. Marks	*20*

PART-A		**3*2=6M**
1 a)		**2M CO 1**
b)		**2M CO 2**
c)		**2M CO 1**
PART-B		**2*7=14M**
2 a)		**7 M CO 1**
or		
b)		**7 M CO 1**
3 a)		**7 M CO 2**
or		
b)		**7 M CO 2**

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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER END EXAMINATION, MODEL PAPER BLUE PRINT FOR w.e.f 2023-24 ADMITTED BATCH

Subject with Course code :
Year and Semester :
Time : 3 hours   Total
Max.Marks: 60
PART-A(2x5=10 Marks) PART-B(5x10=50 Marks)
First Question is compulsory
Answer ONEquestion from each unit of PART – B
All parts of the questions must be answered at one place only

1.		PART – A		
	a.		CO 1	2 M
	b.		CO 2	2 M
	c.		CO 3	2 M
	d.		CO 4	2 M
	e.		CO 5	2 M
		PART – B		
2	a.		CO 1	10 M
		OR		
	b.		CO 1	10M
3	a		CO 2	10M
		OR		
	b.		CO 2	10 M
4	a.		CO 3	10 M
		OR		
	b.		CO 3	10M
5	a.		CO 4	10 M
		OR		
	b.		CO 4	10 M
6	a.		CO 5	10 M
		OR		
	b.		CO 5	10 M

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