



S.V. University::Tirupati

SYLLABUS

Bachelor of Business Administration

(I - IV Semester)

**Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)**

Table-1: B.B.A - SEMESTER – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem.*	Sem. End	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Foundation Course-1	HVPE (Human Values & Professional Ethics)	50	---	50	2	2
3.	Foundation Course-2	Environmental Science	50	---	50	2	2
4.	DSC* 1A	Management Process	100	25	75	5	4
5.	DSC 2A	Managerial Economics	100	25	75	5	4
6.	DSC 3A	Information Technology for Managers	100	25	75	5	4
7.	DSC 4A	Business Organization Communication	100	25	75	5	4
Total			600	125	475	28	23

Table-2: B.B.A - SEMESTER – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem.	Sem. End	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Foundation Course-3	Communication & Soft Skills-1	50	---	50	2	2
3.	Foundation Course-4	ICT-1 (Information & communication Technology)	50	---	50	2	2
4.	DSC 1B	Quantitative Methods for Managers	100	25	75	5	4
5.	DSC 2B	Accounting for Managers	100	25	75	5	4
6.	DSC 3B	Business Environment	100	25	75	5	4
7.	DSC 4B	Financial Services	100	25	75	5	4
Total			600	125	475	28	23

Table-3: B.B.A SEMESTER – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem.	Sem. End	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Foundation Course-5	Entrepreneurship	50	---	50	2	2
3.	Foundation Course-6	Communication & Soft Skills-2	50	---	50	2	2
4.	DSC 1C	Production Management	100	25	75	5	4
5.	DSC 2C	Human Resource Management	100	25	75	5	4
6.	DSC 3C	Organisational Behaviour	100	25	75	5	4
7.	DSC 4C	Management Control Systems	100	25	75	5	4
Total			600	125	425	28	23

Table-4: B.B.A -SEMESTER – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem.	Sem. End	Teaching Hours**	Credits
1.	Foundation Course-7	Communication & Soft Skills-3	50	---	50	2	2
2.	Foundation Course-8	LE (Leadership Education)	50	---	50	2	2
3.	Foundation Course-9	Analytical Skills	50	---	50	2	2
4.	DSC 1D	Financial Management	100	25	75	5	4
5.	DSC 2D	Marketing Management	100	25	75	5	4
6.	DSC 3D	Business Ethics & Corporate Governance	100	25	75	5	4
7.	DSC 4D	Innovation Management	100	25	75	5	4
Total			550	200	900	26	22



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FIRST SEMESTER
MANAGEMENT PROCESS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I :

Introduction : Meaning and importance of Management; Role and responsibilities of top, middle and lower managers. Functions of management. Challenges of Management in the context of new era.

UNIT-II :

Planning: Concept- Significance- Process- Techniques- Problems- Planning Principles.

UNIT-III

Organizing Concept- Significance- Process- Techniques- Problems . Principles of organizing. Formal and informal organizations. Organizational design. Departmentation types: advantages and disadvantages. Span of control. Delegation of authority. Delegation Vs. decentralization. Line and Staff Positions – Committees.

UNIT-IV

Staffing: Meaning and importance of staffing. Recruitment – Selection – interviewing – induction.

Leading: Meaning – importance of leading .Leadership Styles. Developing leadership skills.

Motivating: Meaning– importance of Motivating. Theories of motivation.

Communicating: Meaning – importance – Process – problems of communication. Barriers of Communication – Measures towards effective communication.

UNIT – V

Controlling – Importance – Process - Problems of controlling. Control as a feed back System.

Requirements of effective control. Preventive and overall controls.

RECOMMENDED BOOKS:

1. Pro. D. A. R. Subrahmanyam, & Smt. D. Swapna, A test Book on Principles of Management, Maruthi Book Depot, Gutur.

3. Stoner, J etc., Management , Pearson Eduction.
4. Sharma, Principles of Management, Kalyani Publishers, Hyderabad.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

Paper – I : Management Process

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Define Management and its importance?
- b) Levels of Management
- c) Committees
- d) Process of Organizing
- e) Induction
- f) Interviewing
- g) Preventive measures to control
- h) Delegation of authority

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain functions of Management?
(or)
(b) Write a note on management challenges in the context of new era.

Unit - II

3. (a) Define planning? And Explain the steps involved in planning?
(or)
(b) Explain the principles of planning.

Unit - III

4. (a) Explain about the working of formal and informal organizations.
(or)
(b) Discuss how departmentation can be done in an organizations.

Unit - IV

5. (a) Define staffing? And explain the selection function of staffing?
(or)
(b) Define Leadership? Discuss about the stages of Leadership.

Unit - V

6. (a) What is controlling? And explain the process and problems of controlling function.
(or)
(b) Briefly describe the preventive and overall controls.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FIRST SEMESTER
MANAGERIAL ECONOMICS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT –I: Introduction

Economic and not-economic activities; Business – Meaning and its importance in the economy; Economics: Definitions – Distinction between micro and macro economics; Concept of Utility; Cardinal and ordinal utility; Law of Diminishing Managerial utility; Law of substitution.

UNIT – II: Demand , Supply and Market Equilibrium

Demand: Meaning, Importance, Types of Demand; Law of Demand; Elasticity of Demand: Different types of elasticity of demand – Price elasticity, income elasticity, cross elasticity and promotional elasticity – Determinants of elasticity of demand; Supply: Meaning and importance ; law of supply; Market equilibrium; Consumer's surplus.

UNIT – III : Production and Costs

Concept of Production; Production function; Distinction between short run and long run; Law of variable proportions; Law of Returns to Scale; Concept of cost of production; Cost function: Costs in short run and costs in long run.

UNIT – IV : Market Structures and Pricing

Market structures: Characteristics – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly; Pricing in various market structures during short run and long run; Different types of pricing and pricing strategies.

UNIT –V : National Income, Trade Cycles and International Trade

National Income; Definition – Measurement – Difficulties and problems in measurement of national income – different concepts of national income; Trade Cycles: Definitions – Causes – Control o Trade Cycles; Monetary policy and Fiscal Policy; International Trade: Meaning, Theories of international trade; Concept of Balance of Payments.

RECOMMENDED BOOKS:

1. Prof. D.A.R. Subrahmanyam, & Dr. V. Hari Leela, A Text book on Managerial Economics, Maruthi Book Depot, Guntur.
2. Gupta G.S. , Managerial Economics, Tata McGraw Hill.
3. Mithani D.M. , Fundamentals of Business Economics, Himalaya Publishing House.
4. A.V.R. Chary, Business Economics Entrepreneurship & Development, Kalyani Publishers, Hyderabad



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

Paper – II : Managerial Economics

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Explain Economic and Non Economic activities.
- b) Explain Elasticity of Demand.
- c) Define Demand and Its Importance?
- d) Define Law of demand?
- e) Explain consumer's Surplus.
- f) Define National Income?
- g) Define Production Function?
- h) What is Perfect Competition?

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Distinguish between micro and macro economics.
(or)
(b) Law of Diminishing Managerial Utility.

Unit - II

3. (a) Explain different Types of Demand.
(or)
(b) Different types of Elasticity of Demand.

Unit - III

4. (a) Distinction between short run and long run
(or)
(b) Explain Law of Returns to Scale.

Unit - IV

5. (a) Explain about Monopoly and its pricing.
(or)
(b) Different types of pricing and pricing strategies.

Unit - V

6. (a) Difficulties in Measurement of National Income.
(or)
(b) Explain concept of Balance of Payments.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS

BBA – FIRST SEMESTER

INFORMATION TECHNOLOGY FOR MANAGERS

No.of.hours per week: 6

Max.Marks

: 100

Semester end examination

: 75

Internal assessment

: 25

Unit I:

IT in the Modern Organization: Basic concepts of Information System – Organizational structure and IT support. IT support at different organizational levels managing information technology in organizations.

Introduction to Computer Systems: Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer Systems.

Unit II:

Computer Hardware: Computer Hardware: Central Processing Unit (CPU). Control Unit. Arithmetic Logic Unit (ALU).

Memory: Memory Organization – Random Access Memory (RAM), Dynamic RAM (DRAM, Static Ram (SRAM). Read only Memory (ROM), Registers.

Factors affecting Processor Speed – Instruction Set, Mechanic Cycle

Secondary Storage Devices: Magnetic Tape, magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

Input Devices: Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OCR, OMR, MICR.

Output Devices Monitor: CRT Monitors, Flat-Panel Monitors – **Printer:** Daisy –wheel, Dot Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

Unit III :

Computer Software: System Software and Application Software. Operating Systems: Windows Operating Systems, Mobile device operating Systems, and Notebook Operating systems.

Introduction to MS-Office:

Importance-features – system requirements – advantages

MS-Word: basic editing, formatting, paragraph formatting, borders & sharing, tables, lists, page formatting, inserting pictures, cliparts, shapes, mailmerge, proofing tools, templates &

Unit IV:

MS-Excel: worksheet, workbook, templates, entering data, formatting, headers, footers, data analysis, charts, names, filters, sort, validation lists, function, macros.

MS-Power Point: Creating basic presentation, master view, slide design, building blocks of presentation, themes and styles, charts, graphs and tables, media clips and animation, transition, slide setup, rehearsal, narrations, macros and customization

Unit V:

Networks: Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN)-Virtual Private Networks (VPN), Network cables.

The internet, intranets and extranets: the evolution of the internet, services provided by the internet, World Wide Web: intranets and extranets.

RECOMMENDED BOOKS:

1. Ms. J.J.L.R. Bharathi Devi, A Text Book on Information Technology, Maruthi Book Depot, Guntur.
2. N.V.N.Chary & Lalitha S., Fundamentals of Informational Technology, Kalyani Publishers, Hyderabad.
3. Turban, Rainer, Potter "Introduction to Information Technology", Wiley India (2nd Edition).
4. Microsoft Office Reference Guide – Tom Bunzel
5. Microsoft office Suite of Applications – Orin Thomas
6. Microsoft Office – The Complete Reference – Stephen Nelson



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

Paper – III : IT for Managers

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Explain basis concepts of Information Technology briefly.
- b) Draw the block diagram of computer and label the parts.
- c) Explain Primary memory, its types.
- d) What is a plotter? Explain its purpose.
- e) What is word processing? Explain.
- f) What is a template? Explain.
- g) What is a Topology? Explain.
- h) What is VPN? Explain.

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain IT support at different organizational levels.

(or)

(b) Explain different generations of computers.

Unit - II

3. (a) Explain different input & output devices with examples.

(or)

(b) Explain about different secondary storage devices.

Unit - III

4. (a) Explain the roles & responsibilities of an operating System as a manager.

(or)

(b) Explain how you incorporate tables, lists headers and footer in an Ms-Word document.

Unit - IV

5. (a) How do you insert a Chart in Excel? Explain different types of Charts and their options.

(or)

(b) Explain about different building blocks of a Power Point Presentation.

Unit - V

6. (a) What is a Network? Explain different types of Network with examples.

(or)

(b) Explain: Internet, Intranet and extranet features with examples.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS

BBA – FIRST SEMESTER

BUSINESS ORGANISATION COMMUNICATION

No.of.hours per week: 6	Max.Marks	: 100
	Semester end examination	: 75
	Internal assessment	: 25

UNIT-I

Importance of Communication- Types- Verbal- Non Verbal- Formal- Informal- advantages-disadvantages.

UNIT-II

Organizational Communication- upward- downward- Horizontal- group communication.

UNIT-III

Public Speaking- Traits of great orators ,Attending and addressing a meeting- Large gathering- time management.

UNIT-IV

Communication to stakeholders- Investors- Creditors- Employees- Customers- Government and societies.

UNIT-V

Team working – Essentials of a team, formal teams, decision making in team. Conflicts and conflicts management.

References:

1. Raymond V Lesikar etal; “Business Communication” (Tata Mc Graw Hill Education)
2. Courtland L Bovee etal: “Business Communication Today” (Pearson)
3. Norman Lewis; “How to Read Better and Faster” (Binny Publishing House, New Delhi)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – I SEMESTER

MODEL PAPER

Paper – IV : Business Organization Communication

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) NOISE in communication
- b) VERTICAL communication
- c) Stake Holders Expectations
- d) Team – Essential Qualities
- e) Write essentials of a model letter
- f) Conflicts – intra personal
- g) Steps in time management
- h) Importance of communication

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain non-verbal communications.

(or)

(b) What is the process of communication. Explain step by step?

Unit - II

3. (a) General Manager to Workman – type of communication how do you suggest improvement.

(or)

(b) Define Group communication explain the advantages and disadvantages?

Unit - III

4. (a) What do you mean by public speaking? What are the characteristics of a public speaker.

(or)

(b) In a meeting of senior persons, how do you explain the present situation.

Unit - IV

5. (a) Explain the present situation. How do you improve communications with the Junior Stable.

(or)

(b) Role of Employees in performance improvement?

Unit - V

6. (a) Explain steps in decision making in team members.

(or)

(b) What do you mean by formal group? What are the essentials of a group.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

SYLLABUS BBA – SECOND SEMESTER ACCOUNTING FOR MANAGERS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit 1 : Introduction to Accounting:

Need for Accounting – Definition, Features, Objectives, Functions, Systems and Bases and Scope of Accounting – Book Keeping and Accounting – Branches of Accounting – Advantages and Limitations – Basic Terminology Used – Accounting Concepts and Conventions. Accounting Cycle – Accounting Equation – Classification of Accounts – Rules of Double Entry Book Keeping – Identification of Financial Transactions – Journalising – Posting to Ledgers, Balancing of Ledger Accounts- Trial Balance: Meaning, Objectives, Method of Preparation.

Unit 2 : Subsidiary Books and Bank Reconciliation Statement:

Sub Division of Journal – Preparation of Subsidiary Books including Different Types of Cash Books – Simple Cash Book, Cash Book with Cash and Discount Columns. Cash Book with Cash, Discount and Bank Columns, Cash Book with Cash and Bank Columns and Petty Cash Book. Bank Reconciliation Statement – Need – Reasons for Difference between Cash Book and Pass Book Balances – Problems on Favourable and Overdraft Balances.

Unit 3: Final Accounts, Errors and Rectification:

Final Accounts: Meaning, Features, Uses and Preparation of Manufacturing, Trading Account, Statement of Profit and Loss and Balance Sheet – Adjusting and Closing Entries.

Errors: Types of Errors – Rectification of Errors before and after Preparations of Trial balance.

Unit 4: Depreciation:

Meaning of Depreciation – Causes – Objects of Providing for Depreciation – Factors Affecting Depreciation – Accounting Treatment – Methods of Providing Depreciation – Straight Line Method – Diminishing Balance Method.

Unit 5: Computerised Accounting:

Meaning and Features – Advantages and Disadvantages of computerized Accounting of an Organisation – Tally – Creation of Accounts – Types of Vouchers – Voucher Entry – Editing and Deleting of Voucher – Voucher Numbering – Customisation of Vouchers – Internal controls.

RECOMMENDED BOOKS:

1. S.P.Jain & K.L Narang – Kalyani Publishers
2. Principles and Practice of Accounting – R.L.Guptha & V.K Guptha – Sulthan Chand & Sons.
3. Accounting –I, Tulsian, Tata Mcgraw Hill & Co.
4. K. Arun Jyothi, Fundamentals of Accounting – Maruthi Publications



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – II SEMESTER

MODEL PAPER
Accounting for Managers

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Accounting **Concepts**
- b) Trade Discount Vs Cash Discount
- c) Imprest System
- d) Methods of Trial Balance
- e) Importance of Financial Statements
- f) Types of Errors
- g) Computerised Accounting
- h) Bank Reconciliation Statement

Section - B

5 x10 = 50

Answer one question from each unit:

Unit-I

2. (a) Define Double Entry System explain the advantages of Double Entry System.

(Or)

(b) Pass Journal entries for the following transactions.

- a) Kaushal commenced business with a capital of ` 75,000
- b) Opened a bank account for ` 22,000
- c) Goods purchased for cash ` 10,000
- d) Sold goods to Harish Raju on credit ` 16,000
- e) Furniture purchased for ` 6,000 and paid by cheque
- f) Paid staff salary ` 3,500 by cheque
- g) Received from Harish Raju ` 15,900 in full settlement.
- h) Provide depreciation on furniture ` 200

Unit-II

3. (a) Prepare a Three Column Cash Book from the following transactions and bring down the balance for the start of next month.

2011

Apr. 1	Cash in hand	2,500
1	Cash at bank	10,000
2	Paid into Bank	1,000
5	Bought furniture and issued cheque	2,000
8	Purchased goods for cash	500
12	Received from Mohinder	980
	Discount allowed	20
14	Cash sales	4,000
16	Paid to Amarnath by cheque	1,450
	Discount allowed	50

23	Withdrew from Bank for private expenses	600
24	Received cheque from Patel	1,430
	Allowed him discount	20
26	Deposited Patel's cheque into Bank	
28	Withdrew cash from Bank for the office use	2,000
30	Paid rent by cheque	800

(b) Prepare a Bank Reconciliation Statement for the following particulars:

Sunder Lal and Sons find that the Bank Balance shown by their Cash Book on 31st December, 2010 is ` 10,500 (credit), but the Pass Book shows a difference due to the following reasons:

- Cheque No. 51 for ` 540 in favour of A has not yet been presented
- A post-dated cheque for ` 300 has been debited to the bank account in the Cash Book, but it could not be presented for payment.
- Four cheques totaling ` 1,200 sent to the bank for collection have not yet been credited, while a fifth cheque for ` 400 deposited in the account has been dishonoured.
- Fire insurance premium amounting to ` 50 paid by the bank under standing instructions has not been entered in the Cash Book.
- A bill for ` 1,000 was retired by the bank under a rebate of ` 15, but the full amount of the bill was credited in the account in the Cash Book.

Unit - III

4. (a) From the following Trail Balance, prepare Trading, Profit and Loss statement for the year ended 31.12.2014 and the Balance Sheet as on that date.

Debit Balances	Rs.	Credit Balances	Rs.
Drawings	4,500	Capital	24,000
Purchases	20,000	Sales	30,500
Returns inwards	1,500	Discount	1,900
Opening Stock	8,000	Sundry creditors	10,000
Salary	4,200	Bills payable	2,500
Wages	1,200		
Rent	350		
Bad debts	400		
Discount	700		
Sundry debtors	14,000		
Cash in hand	260		
Cash at bank	5,940		
Insurance	400		
Trade expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
	68,900		68,900

Adjustments:

- Closing stock Rs. 7,000
- Insurance prepaid Rs. 60
- Outstanding salary Rs. 200 and wages Rs. 200

- d. Make provision for doubtful debts at 5% on sundry debtors
- e. Calculate interest on capital at 5% p.a.
- f. Depreciate machinery at 5% and furniture at 10%
- g. Reserve for discount on creditors at 1%.

(b) Pass Journal entries to rectify the following errors:

- a) ₹ 250 received in respect of a book debt was posted to Sales Account.
- b) Defective goods worth ₹ 200 returned to Patel and Co. were recorded through Sales Returns Book.
- c) Goods sold for ₹ 317 to Uttam Bhandar were returned to us and recorded in the Sales Book.
- d) Goods costing ₹ 500 were sent to Shyam Sunder on sale or return (approval) basis for ₹ 600. These goods had been recorded in the books as actual sales, but no information has been received so far about their acceptance by Shyam Sunder.
- e) A purchase of ₹ 2,100 from P. Basu on the last day of the year was taken in stock, but the invoice was not passed through the Purchases Book.
- f) Materials from stores, ₹ 400, and wages, ₹ 300, were used in making tools for use in own factory, but no adjustments were made in the books.

Unit - IV

5. (a) Explain the causes for Depreciation.
(or)
(b) A machine was acquired on 1.4.2003 at a cost of Rs. 15,000 the cost of installation being Rs. 1,000. It is expected that the scrap value at the end of the working life will be Rs. 2,000. Write up machine account for the first 4 years under the straight line method charging 10% depreciation assuming that financial year is followed.

Unit - V

6. (a) List out the advantages of Using Computers for processing accounting data.
(or)
(b) Explain Types of Vouchers.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – SECOND SEMESTER
QUANTITATIVE METHODS FOR MANAGERS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit 1: Introduction to Statistics and averages.

Meaning – Definition - functions, importance and limitations of statistics. Data Sources of collection, Primary data, Secondary data, Data Collection methods, Data Analysis. Presentation of Data tables, Graphs and diagrams.

Measures of Central Tendency: Mean, Median, Mode.

Unit 2: Correlation

Correlation - Karl Pearson's (direct method), Spearman's rank correlation and **Regression**

Unit 3 : Probability and Time Series

Probability - Laws of probability, Baye's rule and Boole's Inequality

Time series: Definition, estimation of trend values – Least square method (straight Line Trend)

Unit 4: Matrices

Matrix Algebra – Addition, Subtraction & Multiplication of matrix, inverse of matrix, rank of matrix, solution of simultaneous equations

Unit 5: Differentiation and Integration and Linear programs

Differentiation – basic laws of derivatives and maxima and minima of functions.

Integration - Concept, methods, definite integrals, integration by parts.

Linear programming by graphic solution (Method).

RECOMMENDED BOOKS:

1. Business Statistics – S.Chand, Kalyani Publications
2. Introduction Probability – Charles M. Grinstead, J. Laurie Snell
3. Business Statistics – J.K. Sharma
4. Mathematics of Management – N. Raghava Chary



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – II SEMESTER

MODEL PAPER

Quantitative Methods for Managers

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following. 5x5=25

- a) Define Primary and secondary data. What is meant by data and datum; with examples.
- b) Define Average. How many types of average are there? Define them briefly.
- c) Define correlation and write it's methods. Define any one of those method.
- d) Define probability with its axioms. Show that $P(A \cap B^c) = P(B) - P(A \cap B)$.
- e) Define Time Series with its components.
- f) Define Inverse matrix.
- g) Write about Minima and Maxima.
- h) Write about L.P.P

Section – B

Answer Five questions, one from each unit. 5x10=50

Unit - I

2. (a) Draw a pie diagram for the data given below

Items:	Rice	Wheat	Milk	Oil	Vegetables	Misc
Quantities (in Kg)	25	15	20	04	10	08

(or)

(b) Calculate Mode for the given data

C.I:	7-14	14-21	21-28	28-35	35-42	42-49
f:	26	23	19	11	07	03

Unit - II

3. (a) Find out the correlation coefficient by Karl Pearson's Method by direct method.

Age: (Years)	14	17	20	15	18	22
Weights (Kg)	45	49	2	40	45	50

(or)

(b) Estimate the marks in Economics if the marks in statistics is 50.

Marks in Statistics:	40	47	58	45	60
Marks in Economics:	50	40	45	36	55

Unit - III

4. (a) An Urn consist of 4 Red and 3 Black Balls and Another Urn consist of 5 Red and 4 Black Balls. A ball is drawn from I Urn and transferred to II-Urn and a ball is drawn from the II-Urn. What is the probability that the ball drawn from II-Urn is a Red Ball?

(or)

- (b) Find the Trend values using least square method (straight line trend)

Year:	1999	2000	2001	2002	2003
Production (000 ^s):	4	4.9	5.7	7	7.8

Unit - IV

5. (a) Solve $3x-2y+z=20$, $x+2y-3z=5$, $-x-y+z=10$ using the matrix inverse.

(or)

- (b) Solve $3x+3y-z=11$, $2x-y+2z=9$, $4x+3y+2z=24$ by using Cramer's rule.

Unit - V

6. (a) Find the Minima and Maxima of the function $y=2x^3+3x^2-4x+7$.

(or)

- (b) Find the optimum solution by using Graphical method.

$$\text{Max}(z) = 3x_1+4x_2$$

Subject to:

$$8x_1+12x_2 \leq 24$$

$$7x_1+14x_2 \leq 28$$

Where $x_1, x_2 \geq 0$.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – SECOND SEMESTER
BUSINESS ENVIRONMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit - I: Framework of Business Environment

Concept, Significance and Nature of Business Environment; Elements of Environment; Internal and External.

Unit – II : Economic Environment of Business

Elements of economic environment; Economic systems; Economic planning in India; Industrial Policy; Fiscal Policy; Economic Reforms; Economic Liberalization.

Unit – III : Political and Legal Environment of Business

Elements of Political Environment; Government and Business; Legal Environment and Business Competition Act, FEMA, Licensing Policy; Consumerism and Consumer Protection Act

Unit – IV : Socio-Cultural and Technological Environment of Business

Elements of Socio-cultural environment; Elements of Technological environment; Social audit; Research and Development; Patent Laws; Technology Transfer.

Unit – V : International Environment of Business

Elements of International Environment; Multinational Corporations (MNCs); Non-Resident Indians (NRIs) and Indian Corporate Sector; International Economic Institutions; WTO, World Bank and IMF; Foreign Trade Policy.

RECOMMENDED BOOKS:

1. K.V. Sivaiah & V.B.M.Das, Indian Industrial Economy, S. Chand & Company, New Delhi
2. Francis Cherunilam, Business Environment, Himalaya Publications.
3. Suresh Bedi, Business Environment, Excel Books, New Delhi.
4. Raj Agarwal and Parag Diwan Business Environment, Excel Books, New Delhi.
5. Sengupta, N.M., Government and Business in India, Vikas Publication, New Delhi.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – II SEMESTER

MODEL PAPER
Business Environment

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- Differentiate internal and external business environments
- Economic liberalization
- Consumerism
- Patent Laws
- WTO
- Industrial Policy
- Elements of socio-cultural environment
- Balance of Payments

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) "Understanding the business environment is key for success of business". Explain
(Or)
(b) Elucidate the elements of Business Environment.

Unit-II

3. (a) Describe various economic systems.
(Or)
(b) Discuss the impact of economic reforms on business today.

Unit-III

4. (a) Discuss in detail the role of government and political environment on business.
(Or)
(b) Highlight the essentials of FEMA.

Unit-IV

5. (a) " Social Audit is need of hour in business". Comment.
(Or)
(b) Why is it important to explore technological environment for an enterprise ?

Unit- V

6. (a) Outline the essentials of the foreign trade policy.
(Or)
(b) Compare and contrast between MNCs and global companies.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – SECOND SEMESTER
FINANCIAL SERVICES

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit - I

Introduction: Meaning of services -selling of financial services -difference between services- difference between services -products selling- -present situation in Indian Economy.

Unit - II

Merchant Banking: Definition - Functions, Role as lead managers – Qualities of Merchant Bankers-Problems of merchant Bankers.

Unit - III

Credit Management: Credit Cards-Business Credits- Factoring- Forfeiting- fund based and non-fund based financing -role of RBI.

Unit - IV

Security Services: Definitions- primary and secondary markets- registrars and transfer agents- dematerialization- rematerialization- trading of securities- role of SEBI.

Mutual Fund: Meaning-Types- Advantages-NAV-present role in the economy.

Unit - V

Insurance: Meaning – Risk-Type of Risks- Risk management- life insurance and general insurance- essentials of insurance (principles)- insurance contract.



SRI VENKATESWARA UNIVERSITY: TIRUPATI
BBA – II SEMESTER

MODEL PAPER
Financial Services

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Define Financial Services and its scope.
- b) Lead managers and qualities of lead managers.
- c) Factoring.
- d) Credit management.
- e) Role of RBI in financial services.
- f) Differentiate dematerialization and rematerialization.
- g) Forfeiting
- h) Portfolio management

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Explain financial service industry and discuss the various services rendered by it.
(Or)
(b) Critically analyse the present position of the financial service sector in India.

Unit-II

3. (a) "The scope of merchant banking is great in India" Discuss.
(Or)
(b) Discuss the guidelines for merchant bankers issued by SEBI and problems of merchant bankers.

Unit-III

4. (a) Explain the various services rendered by factoring intermediaries.
(Or)
(b) Discuss the fund based and non-fund based activities in modern financial economy.

Unit-IV

5. (a) Discuss the present state of the mutual funds in India and outline the causes of their slow growth.
(Or)
(b) Explain primary and secondary markets in India with regard to financial services.

Unit- V

6. (a) Explain Risk management and classifications of risk.
(Or)
(b) Define Insurance and principles of contract of insurance.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – THIRD SEMESTER
PRODUCTION MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Concept of Production: Definition – System concept of production – productivity – types of production system – role of strategic management in production.

UNIT-II

Production design and Analysis: Introduction – new product development – process planning g- capacity planning – economies of scale – significance of location – types of layouts – cost – benefit analysis – line balancing

UNIT-III

Production Planning & Control: Introduction – phases of production control – impact of strategic – tactical operational decisions on production planning and control – scheduling.

UNIT-IV

Inventory Management: Techniques – ABC analysis – Economic Order quantity (EOQ)- Just-In Time(JIT)-work study – procedure-work measurement techniques – standard time determination.

UNIT – V

Modern Production Management tools: Universal problem solving sequence – push /pull production – kanban system – total quality management (TQM) – Business process Re-Engineering (BPR); Lean manufacturing : Steps and components

Reference Books:

1. K. Aswathappa & K. Frither Bhatt: "Production/Operation Management" (Himalaya)
2. Sri Chary: Production/Operations Management (Tata McGraw Hill)
3. R. Paneerselvam: Production & Operations Management (PHI learning)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – III SEMESTER

MODEL PAPER
Production Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- i) Productivity
- j) Economies to scale
- k) ABC analysis
- l) Universal problem Solving sequence
- m) Jobshop
- n) Scheduling
- o) Factors of Production
- p) Kanban System

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) List and explain various types of Production System.
(Or)
(b) "Strategic Management of a firm significantly influences process" Discuss.

Unit-II

3. (a) Elaborate on new product development.
(Or)
(b) Explain various types of facility layouts.

Unit-III

4. (a) Elucidate various phases of production planning and control.
(Or)
(b) State briefly impact of strategic and tactical production planning and control process

Unit-IV

5. (a) Briefly describe various work study procedures.
(Or)
(b) Explain different techniques of Inventory Management.

Unit- V

6. (a) Sketch out the essential elements of business process Re-engineering.
(Or)
(b) Why in total Quality Management considered to be a highly comprehensive task by firm.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – THIRD SEMESTER
HUMAN RESOURCE MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit: I

Introduction to Human Resource Management: Concept-nature-evaluation-HRM functions-role of Hr manager – Job satisfaction – Organizational structure and HRM (Formal and Informal Organization)

Unit:II

Acquisition: Human resource planning – Recruitment – selection – placement – induction – job evaluation.

Unit:III

Performance Appraisal: Meaning – significance – methods of appraisal – errors of appraisal – potential appraisal competency mapping – career planning and development – employee training – management development – evaluation of training program.

Unit:IV

Maintenance: Rewards – compensation management – concept of wage and salary administration – types of incentive plans – employee benefits.

Unit:V

Employee Relations: Grievance handling – disciplinary action – trade union – quality of work life – quality circles – Human Resource Information System (HRIS)

Reference Books:

1. D.Ecenzo Robbins: Personnel/Human Resource Management, Prentice Hall, of India, New Delhi
2. Aswathappa: Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
3. A. Subba Rao: Personnel & Human Resource Management, Himalaya Publication House, Mumbai.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – III SEMESTER

MODEL PAPER

Human Resource Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Distinguish formal and informal organization.
- b) Induction
- c) Potential appraisal
- d) Fringe benefits
- e) HRIS
- f) Line functions Vs Staff functions
- g) Define Quality Circles
- h) BARS

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Describe role of the HR Manager in an organization.
(Or)
(b) Highlight the essential elements of Job Satisfaction.

Unit-II

3. (a) Define recruitment. Elucidate various recruitment methods.
(Or)
(b) Explain HRP Process.

Unit-III

4. (a) Write about various performance appraisal methods.
(Or)
(b) Discuss about training need analysis and its evaluation.

Unit-IV

5. (a) List and explain incentive plan to employees.
(Or)
(b) Define Compensation Management. How it is different from Rewards.

Unit- V

6. (a) What are the essentials of effective Grievance handling mechanism of an organization? Explain.
(Or)
(b) Discuss in detail essential elements determining quality of work life.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – THIRD SEMESTER
ORGANISATIONAL BEHAVIOUR

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT – I

Introduction to OB – Organizational behavior - meaning - importance - historical development of organizational behavior - organization as a social system – factors influencing organizational behavior.

Personality –Meaning-Traits -models–Stages of Personality Development- Learning .

UNIT – II

perception - factors influencing perception - perceptual process – Attribution.

values - attitudes - attitude formation - role behavior - status - sources and problems of status - Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership effectiveness.

UNIT – III

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - Power, Politics.

UNIT – IV

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - introducing change in large organizations - change agents - organizational development - meaning and process.

UNIT – V

Organization Culture - Conflict –organization structure and organization design-Managing stress

References:

Fred Luthans: **Organisation Behaviour** (McGraw Hill)

Stephen P Robbins: **Organisation Behaviour** (Pearson)

Wehrich, Cannice & Koontz: **Management** (Tata McGraw Hill)

Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons Aswathappa. K. -

Organizational behavior



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – III SEMESTER

MODEL PAPER
Organizational Behaviour

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Historical development of OB
- b) Participative Leadership
- c) Group cohesiveness
- d) Change agent
- e) Bench marking
- f) Grievance Vs Conflict
- g) Experiential Learning
- h) Perceptual Stimuli

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Elucidate various factors influencing organizational behaviour
(Or)
(b) Highlight significant Personality Traits

Unit-II

3. (a) Explain perceptual process with suitable example.
(Or)
(b) Describe with appropriate and contemporary examples various characteristics of an effective leader.

Unit-III

4. (a) What are the essential characteristics of groups? How can groups be classified into various categories?
(Or)
(b) Point out the role of power in group dynamics.

Unit-IV

5. (a) List and explain various causes for resistance to change and mention few ways of dealing with such resistance to change.
(Or)
(b) Explain organizational development process.

Unit- V

6. (a) "Organizational culture determines organization success". Discuss.
(Or)
(b) Elucidate various stress management techniques.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – THIRD SEMESTER
MANAGEMENT CONTROL SYSTEM

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit: I

Introduction to Management Control Systems: Introduction- Purpose of management control systems; Organizational context of Management Control Systems; Formal & Informal Control Systems; Subsystems and Components of control systems; Sources of key variables of control systems; Identification & Types of key variables.

Unit:II

Designing & Environment of Management Control Systems: Introduction; Impact of IT on control systems; Designing control systems for managerial styles & corporate culture. ; Managerial behavior & control process; Approaches to Management Control Systems.

Unit:III

Process & Tools of control systems: Strategic Planning and its significance; Strategic Planning Process; Budget as an instrument of control systems; Advantages of budgets; Types of budgets; Formulation of budgets.

Unit:IV

Management Control of Operations: Introduction; Information use in control of operations; Total Quality Approach in control systems; Continuous Process Improvement methods of controlling (target costing & Benchmarking).

Unit:V

Corporate Audit: Audit Rationale; Audit Process; Audit tools & techniques; Follow up & Continuous improvement through audit; Action Planning.

Reference Books:

1. Management Control Systems: Joseph A. Marciariello and Kirby J Calvin, Prentice Hall of India Pvt. Ltd
2. Management Control Systems: Subhash Sharma, TATA McGraw Hill Publishing Co., Ltd
3. Modern Management Control Systems, Text & Cases: Kenneth A. Merchant, Prentice Hall of India Pvt. Ltd



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – III SEMESTER

MODEL PAPER
Management Control System

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Informal Control Systems
- b) Role of IT on control system designing
- c) Goals and objectives of as control tools
- d) Advantages of budgets
- e) Bench marking
- f) Corporate Culture as key variables of MNC's
- g) Participative type of management
- h) Action planning

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Explain various sub-system and components of control system.
(Or)
(b) What are the different types of key variable?

Unit-II

3. (a) Explain the impact on Information Technology
(Or)
(b) Discuss various approaches to designing management control system.

Unit-III

4. (a) Elucidate "Strategic Planning Process".
(Or)
(b) "Budget is an effective tool in controlling" comment.

Unit-IV

5. (a) Elaborate on "Total Quality approach in control system".
(Or)
(b) Discuss the role of DSS in controlling the business.

Unit- V

6. (a) Highlight the rationale behind corporate Audit as an controlling tool.
(Or)
(b) List and explain briefly various audit tools and techniques.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FOURTH SEMESTER
FINANCIAL MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Introduction to Financial Management: Scope – Importance – objectives- functions- sources of short term and long term finance - Interface between finance and other functions.

UNIT-II

Cost of Capital & Capital functions: Meaning – Costs of different sources of finance – cost of debt – cost of preference capital – cost of equity capital-weighted average cost of capital (WACC).

Capital structure : Definition – Optimum Capital structure.

UNIT-III

Capital Budgeting & Working Capital Management: Significance, Capital Budgeting Process – Capital Budgeting Techniques – Traditional methods and Discounted techniques – cash management – receivables management – estimation of working capital.

UNIT-IV

Ration Analysis: Introduction – significance-advantages –types of ratios – liquidity ratios – profitability ratios – turnover ratios.

UNIT – V

Dividend Policy: Forms of dividend; dividend policy in practice; buy back of shares; introduction to corporate finance; corporate finance environment.

Reference Books:

1. I.M. Pandey – Financial Management (Vikas)
2. M.Y.Khan and P.K.Jain: Financial Management (McGraw-Hill)
3. Prasanna Chandra: Financial Managemetn (McGraw – Hill)
4. James C. Van Home: Financial Management Policy (Pearson)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – IV SEMESTER

MODEL PAPER
Financial Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- Functions of Financial Management
- Capital Structure
- ARR – Average Rate of Return
- Debtors turnover ratio
- Right Shares
- Factoring Buy back of shares
- Corporate finance environment

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Explain various sources of Finance.

(Or)

(b) Discuss briefly the independency between finance and other functions of a firm.

Unit-II

3. (a) How does a firm determine its WACC.

(Or)

(b) What is optimum capital structure of a firm. Explain.

Unit-III

4. (a) Explain detail about estimation of working capital of a firm.

(Or)

(b) A firm has a proposal to invest ` 2,50,000 in home health care business. The business called home health care plan of offer home therapy in the home care services to surgery patients. Funds would be used to lease a delivery vehicle, purchase supplies and provide working capital terms of the proposal are that the XYA firm would receive ` 50,000/- at the end of each year in interest with full ` 2,50,000/- to repaid at the end of 10 years period. Assuming 10% required rate of return, calculate the PV of cash flows and XPV of proposed investment.

Unit-IV

5. (a) Highlight the significance, advantages and limitations of Ratio analysis.

(Or)

(b) In the annual report to share holders, the CEO of a company wrote "1997, was a good year for the firm with respect to our ability to meet our short term obligations. We had higher liquidity largely due to an increase in highly liquid current assets. Is the CEO correct? Explain with relevant examples in your analysis.

Unit- V

6. (a) Elaborate on forms of dividend?

(Or)

(b) Discuss briefly few contemporary dividend policies.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FOURTH SEMESTER
MARKETING MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT – I

Definition of marketing – Marketing concepts – concept of customer value – Marketing environment – Marketing Strategy- Marketing Mix.

UNIT – II

Consumerism – Consumerism in India - Consumer Behavior – Factors influencing consumer behavior – Buying Process – Customer Relationship management.

UNIT – III

Marketing Segmentation – Targeting - Product Management -Types of products – Product mix and Product line – Introducing new products - Product life cycle – Positioning – Packaging – Branding.

UNIT – IV

Distribution Management: Marketing Channels – Retailing – Distribution logistics and supply chain management – Direct and on-line marketing.

UNIT – V

Pricing methods – Concept of Promotion - Advertising management – Sales promotion and personnel selling – Marketing information system – Marketing Research.

References:

1. V.S. Ramaswamy and S. Ramakumar : Marketing Management (Macmillan)
2. Philip Kotler :Marketing Management (Prentice-Hall)
3. Rajiv Lal, John A. Emelch and Kasturi Rangan: Marketing Management (McGraw-Hill)
4. M.J. Kavier : Marketing in the new Millennium (Vikas)
5. Raiendra P. Maheshwari – Marketing Management (Text & Cases)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – IV SEMESTER

MODEL PAPER
Marketing Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Define Marketing and its concepts
- b) 4D's of marketing
- c) Consumerism in India
- d) Targeting
- e) Classification of products
- f) Branding
- g) Direct Marketing
- h) Consumer promotion tools

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Define Marketing? Explain in detail about Marketing Environment.
(Or)
(b) Analyse in detail about the Marketing Stages?

Unit-II

3. (a) Explain the concept of consumerism.
(Or)
(b) What is CRM? Explain how it builds the Relationship between the markets and customers?

Unit-III

4. (a) Discuss how segmentation can be takes place in the marketing.
(Or)
(b) Elaborate the concept of new product development.

Unit-IV

5. (a) Define distribution and explain the how of physical distribution of products.
(Or)
(b) Describe the supply chain management.

Unit- V

6. (a) What is promotion? Give a note on advertising in promotion mix?
(Or)
(b) Discuss about marketing information system.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FOURTH SEMESTER
BUSINESS ETHICS AND CORPORATE GOVERNANCE

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Corporate Governance: Issues - need of corporate governance code - Code of Corporate Practices - Social Responsibility of Corporate - Corporate Social Reporting - Corporate Governance and the Role of Board (BOD) - Corporate Governance System Worldwide - Corporate Disclosure and Investor Protection in India

UNIT-II

Values – Importance – Sources of Value Systems – Types – Values – Loyalty and Ethical Behaviour – Values across Cultures – Business Ethics – Nature – Characteristics and Needs – Ethical Practices in Management.

UNIT-III

Ethics impact in Business: Ethical Issues in Capitalism and market systems - Ethics and social responsibility - Ethics and marketing - Ethics in finance, Ethics and human resource - Ethics and Information Technology. Intellectual property rights like designs – patents - trademarks - copy rights,

UNIT-IV

The Ethical Value System – Universalism – Utilitarianism – Distributive Justice – Social Contracts – Individual Freedom of Choice – Professional Codes – Culture and Ethics – Ethical Values in Different Cultures – Culture and Individual Ethics.

UNIT – V

Law and Ethics – Relationship between Law and Ethics – Other Bodies in enforcing Ethical Business Behavior, Impact of Law on Business Ethics – Social Responsibilities of Business – Environmental Protection, Fair Trade Practices – Safeguarding Health and well being of Customers.

Suggested Readings:

- 1) S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
- 2) Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
- 3) S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
- 4) Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
- 5) Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
- 6) Mathur UC – Corporate Governance & Business Ethics (Mc Millan).



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – IV SEMESTER

MODEL PAPER

Business Ethics and Corporate Governance

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

- 1. Answer any five questions of the following:** **5x5=25**
- a) Corporate social reporting
 - b) Cross culture values
 - c) Patents
 - d) Utilitarianism
 - e) Fair Trade Policies
 - f) Code of ethics
 - g) Role of Board on corporate governance
 - h) Ethics & IT

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Discuss the significance of corporate governance and various issues involved.
(Or)
(b) Sketch out the status of corporate governance system world wide?

Unit-II

3. (a) Explain various sources of value system while discussing various types of values.
(Or)
(b) Elucidate various ethical practices in management.

Unit-III

4. (a) Highlight the impact of ethics in finance functional area.
(Or)
(b) "Customer centric marketing contributes to organizational ethical behavior".
Comment.

Unit-IV

5. (a) Write a short note on Distribution Justice and Social contracts.
(Or)
(b) "Ethics differ across cultures". Discuss

Unit- V

6. (a) Describe the impact of law on ethics.
(Or)
(b) Elaborate on social responsibilities of business.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS
BBA – FOURTH SEMESTER
INNOVATION MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT – I

Concept of Innovation – Need for innovation – Ways to innovate – Innovation opportunities
Corporate Innovation Process-Integrated Strategic Planning for Innovation

UNIT – II

What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent
Thinking and Generation of Creative Ideas - Thinking Hats Methods

UNIT-III

Intuition- Logical thinking-Heuristics and models-Tools that prepare the mind for creative
thought – Levels of model of innovation – Model of innovation - Industrial design.

UNIT-IV

Idea generating techniques-Brainstorming – Lateral thinking - Synectics-Nominal groups-
Quality Circles-Suggestion systems-Attribute listing- Redefinition technique-Random-
stimulus-Thinking Hats-Idea sensitive area-Ishikawa diagram-Principles behind techniques.

UNIT-V

Developing and applying creativity-Designing Creative Society and Organization-Creativity
Training-Applications: Process redesign-Reengineering-Creative bench marking.

References:

White/Bruton : **The Management of Technology and Innovation** (Cengage)

Paul E Plesk: **Creativity Innovation and Quality** (Prentice-Hall)

Pradip N-Khandawalla: **Fourth Eye** (A.H.Wheeler)

Shlomo Maital and D.V. Scshadri: **Innovation Management** (Response)

C.K Prahalad and MS Krishnan : **New Age of Innovation** (Tata McGraw Hill)

Judy Estrin : **Closing the Innovation Gap** (Tata McGraw Hill)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – IV SEMESTER

MODEL PAPER
Innovation Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Need for innovation
- b) Convergent Thinking
- c) Heuristics
- d) Ishikawa diagram
- e) Creative Bench Marking
- f) Brain Maps
- g) Synaptic
- h) Attribute Listing

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) State and explain various ways to innovate.

(Or)

(b) How can innovation be integrated with strategic planning process of the firm?

Unit-II

3. (a) What are the different initiatives an organization can focus on, in order to inculcate creating thinking?

(Or)

(b) Distinguish between individual creativity from group creativity.

Unit-III

4. (a) Discuss various tools that prepare mind for creative thought.

(Or)

(b) Elucidate levels of models of innovation.

Unit-IV

5. (a) Write a short note on Brain Storming.

(Or)

(b) Describe the role of quality circles in the organization.

Unit- V

6. (a) "Developing and applying creativity is essential in today's competitive markets". Explain.

(Or)

(b) Elaborate on process re-design and re-engineering.