



**S.V. University::Tirupati**

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**SYLLABUS**

**Bachelor of Business Administration**

**(IV Semester)**

**W.E.F. 2016-17**

W.E.F. 2016-17

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	Analytical Skills	50	---	50	2	2
3.	Foundation Course-9	ICT-2 (Information & communication Technology)	50	---	50	2	2
4.	Foundation Course-10	LE (Leadership Education)	50	---	50	2	2
5.	DSC 1D	Financial Management	100	25	75	5	4
6.	DSC 2D	Marketing Management	100	25	75	5	4
7.	DSC 3D	Business Ethics & Corporate Governance	100	25	75	5	4
8.	DSC 4D	Innovation Management	100	25	75	5	4
<b>Total</b>			<b>600</b>	<b>100</b>	<b>500</b>	<b>28</b>	<b>24</b>



**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**

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**MODEL PAPER**  
**Financial Management**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

1. Answer any five questions of the following: 5x5=25
- a) Functions of Financial Management
  - b) Capital Structure
  - c) ARR – Average Rate of Return
  - d) Debtors turnover ratio
  - e) Right Shares
  - f) Factoring Buy back of shares
  - g) 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.



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**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. Rajendra P. Maheshwari – Marketing Management (Text & Cases)



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**BBA – IV SEMESTER**

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**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.



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**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**

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**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)

Innovation and Entrepreneurship – Peter F.Drucker



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**BBA – IV SEMESTER**

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**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.