BBA I SEMESTER
PRINCIPLES & PRACTICES OF MANAGEMENT

CREDITS : 5

Course Objectives:

- To define management, its nature, scope, and dual role as an art and science, and identify managerial roles and functions.
- To examine the evolution of management theories and understand planning types, processes, and decision-making steps.
- To analyze principle so for ganizing, types of organizational structures, authority, responsibility, delegation, and decentralization.
- To study staffing processes, directing techniques, communication channels, and control mechanisms.
- To explore digital transformation, data – driven decision-making, remote work, ethical management, and sustainability.

Course Out comes : Students will be able to

- Explainmanagementconcepts,itsart-scienceduality,andmanagerialroles and functions.
- Assess management theories and apply planning types and decision-making processes.
- Evaluateorganizationalstructuresandimplementauthority,responsibility, delegation, and decentralization.
- Executestaffing,directing,communication,andcontrolprocesseseffectively.
- Addressdigitaltransformation,data-drivendecisions,remotework,ethical practices, and sustainability in management.

Unit I– Introduction to Management

Definition, Nature & Scope of Management; Management as both art and science; distinction between managers and administrators; Managerial Roles& Skills; Functions of Management.

Unit II–Management Thought & Fundamentals of Planning

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems& Contingency approaches; Planning : Importance, Objectives, Steps, Types (strategic, tactical, operational), MBO; Decision-Making: Meaning, Steps in process.

Unit III–Organizing

Organizational Structure : Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line–staff authority, span of control; Authority & Responsibility; Delegation & Decentralization.

Unit IV–Staffing, Directing & Controlling

Staffing: Recruitment, Selection, Induction& Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types of control, Steps and Challenges.

Unit V– Contemporary Challenges & Trends

Digital Transformation in Management: Meaning and Scope; Data Driven Decision Making: Meaning and Significance; Remote Work and Hybrid Teams; Ethics in Management; Sustainability: Meaning and Importance.

Chairman
Board of Studies
Department of

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

Suggested Reference Books

- Koontz, H., & Weihrich, H. (2016). *Essentials of management*. Tata McGraw-Hill.
- Prasad, L. M. (2020). *Principles and practice of management*. Sultan Chand & Sons.
- Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). *Management*. Pearson.
- Ramasamy, T. (2018). *Principles of management*. Mumbai: Himalaya Publishing House.
- Schermerhorn, J. R., & Bachrach, D. G. (2016). *Introduction to management* (13th ed.). Wiley.
- Tripathi, P. C., & Reddy, P. N. (n.d.). *Principles of management*. Tata McGraw-Hill Education.

Chairman
Board of Studies
Department of__________
Telangana University

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

BBA I SEMESTER
BASICS OF BUSINESS ECONOMICS

CREDITS : 5

Course Objectives:

- To define business, profession, and employment, and evaluate sole proprietorship, partnership, Cooperatives and company forms.
- Tooutlinebusinesseconomics,itsscope,andconceptsofscarcity,choice, opportunity cost, and marginalism.
- To analyze demand, its determinants, law of demand, elasticities, and forecasting methods.
- To examine production functions, cost classifications, and break-even analysis.
- To study market structures, pricing strategies, and inflation.

Course Outcomes: Students will be able to

- Distinguish business, profession, and employment, and assess business organization forms.
- Applys carcity, choice, opportunity cost, and marginalism in economic decisions.
- Evaluate demand, its law, elasticities, and fore casting techniques.
- Analyze production, costs, and break – even points.
- Identify market structures, pricing strategies, and inflation effects.

Unit I– Introduction to Business

Concepts of Business, Profession, Employment; Forms of Business Organization: Sole Proprietorship, Partnership, Cooperatives and Company Form – Characteristics, Advantages and Disadvantages.

Unit II– Basic Economic Concepts

Business Economics: Definition, Nature& Scope of Business Economics; Micro vs Macro perspectives, Relationship with other disciplines; Scarcity, Choice, Opportunity cost, Incremental cost, marginalism, equi-marginal principle;

Unit III– Demand Analysis

Demand Concepts: determinants, law of demand, movement vs shift, price/ income/ substitution effects; Elasticities: price, income, cross; Demand Forecasting: Methods.

Unit IV– Production & Cost Analysis

Production Function: short- and long-run concepts, law of variable proportions,returnstoscale;CostConcepts&Classification:fixed/variable, average/ marginal, sunk, opportunity cost; Break-Even Analysis (BEP): Definition.

Unit V– Market Structures & Pricing Strategies

Market Types: features of perfect competition, monopoly, monopolistic competition, oligopoly; Pricing strategies; Inflation: Definition.

Suggested Reference Books

- Dwivedi, D.N. (1980). *Managerial economics*. Vikas Publishing House.
- Maheshwari, Y.(2012).*Managerial Economics*. PHI Learning Pvt. Ltd..

Chairman
Board of Studies
Department of________
Telangana University

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

- Mehta, P. L. (1995). *Managerial Economics : Analysis, Problems and Cases.* Sultan Chand & Sons.
- Ahuja, H.L.(2017). *Business economics* (9thed.). S.Chand & Company.
- Varshney, R. L., & Maheshwari, K. L. *Managerial economics*. New Delhi: Sultan Chand & Sons.

Chairman
Board of Studies
Department of

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

BBA I SEMESTER
FUNDAMENTALS OF MARKETING

CREDITS:5

Course Objectives:

- To define marketing, its core concepts, and distinguish it from selling, addressing marketing myopia.
- To evaluate micro/macro marketing environments and apply consumer market segmentation, targeting, and positioning.
- To analyze product classifications, life cycle management, and pricing methods.
- To assess integrated marketing communications, distribution channel design, and logistics.
- To examine online marketing, social media, CRM, PRM, and green marketing practices.

Course Outcomes : Students will be able to

- Define marketing, distinguish it from selling, and recognize marketing myopia.
- Analyze marketing environments and execute segmentation, targeting, and positioning.
- Classify products, manage product lifecycles, and apply pricing strategies.
- Implement promotion strategies and design distribution channels and logistics.
- Utilize online marketing, social media, CRM, PRM, and sustainable marketing.

Unit I– Introduction to Marketing

Foundations of Marketing: Definitions, core marketing concepts: Needs, wants and demand, evolution of Marketing; marketing vs selling& Marketing Myopia; Marketing Mix.

Unit II– Marketing Environment and Segmentation

Marketing Environment: Micro/ macro factors; Segmentation: Definition, Bases for consumer market segmentation; Targeting –Definition, Key Factor Considerations & Positioning.

Unit III– Marketing Mix : Product & Pricing Strategies

Product: Product levels, classification; Product Life Cycle Management; Pricing Strategies: setting the price, pricing methods, factors influencing pricing.

Unit IV–Marketing Mix : Promotion & Place decisions

Integrated Marketing Communications (IMC): meaning, elements of IMC; Advertising, Sales promotion, Public relations; Distribution Channels: Role, design, intermediaries; Logistics: Introduction;

Unit V– Emerging Trends in marketing

Online Marketing; Social Media – Role and Significance; CRM, PRM, Experiential Marketing, Green and Sustainable Marketing Practices.

Suggested Reference Books

- Kotler, P., Armstrong, G.,& Agnihotri, P. (2018).*Principles of marketing* (17th ed.). Pearson Education.

Chairman
Board of Studies
Department of
Telangana University

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

- Kotler, P.,Armstrong, G.,Agnihotri, P., & Haque, E.U. *Principles of marketing*. Pearson Education/Prentice Hall of India.
- Saxena, R. *Marketing management*. Tata Mc Graw - Hill.
- Ramaswamy, V.S., & Namakumari, S.(2018). *Marketing management: Global perspective Indian context*. Macmillan Publishers India Limited.
- Lamb, C. W., Hair, J.F., Sharma, D., & Mc Daniel, C.(2016). *Principles of marketing : A South Asian perspective*. Cengage Learning.

Chairman
Board of Studies
Department of
Telangana University

H.O.D.
Dept. of Management
SSR DEGREE COLLEGE

BBA II SEMESTER
FINANCIAL ACCOUNTING

CREDITS : 5

Course Objectives:

- To define financial accounting, its scope, users, characteristics, and GAAP/IFRS principles.
- To outline the accounting cycle, double- entry system, and trial balance with error detection.
- To apply accrual accounting, adjusting entries, and prepare trading, profit & loss, and balance sheet.
- To analyze cash management, depreciation, provisions, reserves, and company accounting.
- To evaluate regulatory reporting, bank reconciliation, cash flow, ratio analysis, and accounting systems.

Course Out comes : Students will be able to

- Define financial accounting and apply GAAP/IFRS principles.
- Execute accounting cycle, journal entries, and trial balance with error correction.
- Apply accrual principles and prepare financial statements.
- Manage cash, depreciation, provisions, and basic corporate accounts.
- Perform regulatory reporting, bank reconciliation, cash flow, and ratio analysis using accounting systems.

Unit I–Foundations & Conceptual Framework

Nature, purpose & scope of financial accounting; Users of accounting information (internal/external); qualitative characteristics; Accounting Principles, concepts, and conventions; overview of GAAP/IFRS; Role of accountants.

Unit II–Accounting Cycle

Accounting Cycle: Concept and Steps; Source documents; Double-entry system: journal entries, ledger posting, and T - accounts; Preparation of trial balance, and detecting errors and their correction.

Unit III–Adjustments & Financial Statement Preparation

Accrual accounting principles: revenue recognition, matching concept; Adjusting entries: prepaid expenses, accrued revenues, depreciation, bad debts; Trading account, Profit & Loss Account and Balance sheet.

Unit IV– Cash, Bank & Special Accounting Issues

Cash and cash equivalents: definitions, internal control, petty cash systems; Depreciation methods and accounting; provision and reserves; Introduction to company accounting: equity and liability transactions, share capital, basic corporate final accounts.

Unit V–Reporting, Analysis & Contemporary Trends

Legal requirements: regulatory reporting, audit basics, and disclosure norms; Bank reconciliation statements, cash flow analysis, and interpreting key financial data; Introduction to ratio analysis, financial performance evaluation; Basics of computerized accounting; Introduction to Accounting Information Systems.

Suggested References books:

- Porter, G.A., & Norton, C.L. (2001). Financial accounting : The impact on decision makers. South Western Publishing.
- Grewal, T.S., & Gupta, S.C. (2003). *Introduction to Accountancy*. S. Chand Publishing.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Accounting for management* (4th ed.). New Delhi: Vikas Publishing House.
- Jain, S.P., & Narang, K.L. *Advanced accountancy*. Kalyani Publishers.
- Narayana swamy, R. (2022).*Financial accounting: A managerial perspective*. PHI Learning Pvt. Ltd.
- Arora, R.K. (2018). *Financial accounting : Fundamentals, analysis and reporting* (2nded.). Wiley.
- Shah, P.(2014). *Basic financial accounting for management*. Oxford University Press.

BBA II SEMESTER
ORGANIZATIONAL BEHAVIOUR

CREDITS: 5

Course Objectives:

- To define organizational behaviour, its scope, and apply autocratic, custodial, supportive, collegial, and system-oriented models.
- To examine personality traits, attitudes, perception, biases, and attribution theories.
- To analyze motivation theories, leadership styles, and ethical leadership.
- To evaluate group dynamics, communication, and conflict processes.
- To assess organizational culture, change management, diversity, and digital-era OB.

Course Outcomes : Students will be able to

- Define OB and apply its models (autocratic, custodial, supportive, collegial, system-oriented).
- Assess personality, attitudes, perception, biases, and attribution theories.
- Apply motivation theories and leadership styles.
- Analyze group formation, communication barriers, and conflict types.
- Evaluate culture, change strategies, diversity, and OB in digital and remote settings.

Unit I– Foundations of Organizational Behaviour

Concept, Nature & Scope of OB; multi disciplinary foundations (psychology, sociology, anthropology) Models of OB: Autocratic, custodial, supportive, collegial, and system-oriented.

Unit II –Individual Behaviour

Personality and Attitudes – Meaning of personality – Traits Theory, MBTI, Big Five, Attitude: Meaning, Components; Johari Window; Perception and Attribution: Nature and importance of Perception – Perceptual Process, Biases, Bounded Rationality; Ethical Dilemmas; Attribution Theories.

Unit III– Motivation & Leadership

Motivation Theories: Maslow, Theory X/Y, ERG, Herzberg, McClelland, Vroom, goal-setting, self-efficacy; Leadership Styles, Transactional Leadership, Transformational Leadership, Servant leadership; Ethical& Responsible Leadership.

Unit IV– Group & Interpersonal Dynamics

Group Behaviour & Teams: Formation stages, roles, norms, cohesiveness, team effectiveness, cross – cultural teams; Communication & Interpersonal Skills: Channels, barriers; Conflict in Organizations: Functional vs dysfunctional conflict, conflict process.

Unit V– Organisational Culture, Change & Contemporary Trends

Culture: Definition, functions, cultural dimensions (Schein, Hofstede); Change Management: Forces/drivers of change, resistance strategies, Lewin's 3-step model; Contemporary Topics: Managing diversity/ inclusion, Role of OB in digital era, Remote Teams; Ethics & Well-Being.

Suggested Reference Books

- Robbins, S.P., Judge, T.A., & Vohra, N.(2019). *Organizational behavior by Pearson 18e*. Pearson Education India.
- Luthans, F. *Organizational behavior*. Mc Graw-Hill.
- Rao, V.S.P., & Narayana, P.S. *Organization theory and behavior*. Konark Publishers.
- Prasad, L.M. *Organizational theory and behavior*. Sultan Chand & Sons.
- Aswathappa, K. *Organizational behavior*. Himalaya Publishing House.
- Hitt, M.A. (2009). *Management*. Pearson Education India.
- Luthans, F.(2009). *Organizational behavior* (10thed.). Mc Graw - Hill.
- Mc Shane, S.L., & Von Glinow, M.A. (2008). *Organizational behavior* (3rded.). Tata Mc Graw-Hill.
- Nelson, D.L., & Quick, J.C. (2008). *Organizational behavior* (3rded.). Thomson Learning.

BBA II SEMESTER
BUSINESS STATISTICS

CREDITS:5

Course Objectives:

- To define statistics, its scope, limitations, and applications, and construct frequency distributions and graphical presentations.
- To calculate measures of central tendency, dispersion, skewness, and kurtosis.
- To analyze correlation types and apply simple linear regression using the least squares method.
- To examine time series components and estimate trends, and construct price and quantity index numbers.
- To introduce basic probability concepts, Central Limit Theorem, and sampling techniques.

Course Outcomes : Students will be able to

- Explain statistics, Its applications, and create frequency distributions and graphical representations.
- Compute mean, median, mode, geometric mean, harmonic mean, dispersion measures, skewness, and kurtosis.
- Evaluate correlation and apply simple linear regression for best – fit lines.
- Analyze time series trends and calculate Laspeyres, Paasche, and Fisher indices.
- Apply probability concepts, Central Limit Theorem, and sampling techniques.

Unit I– Introduction, Data Collection & Presentation

Meaning, scope, limitations, applications of statistics; Population vs. Sample; Need for data, Types of data, primary & secondary data; survey vs. census; Data classification and tabulation; constructing frequency distributions; Graphical presentation : bar, pie, line, histograms, frequency polygons.

Unit II – Measures of Central Tendency & Dispersion

Central tendency : Mean (simple/weighted), median, mode, geometric mean, harmonic mean; partition values (quartiles); Dispersion measures: Range, interquartile range, quartile deviation, mean deviation, variance, standard deviation, coefficient of variation; skewness and kurtosis.

Unit III – Correlation & Regression Analysis

Correlation: scatter plots, types (positive/negative), Karl Pearson's r, Spearman's rank correlation, coefficient of determination; Simple linear regression: Least Square Method; lines of best fit, slope/intercept interpretation.

Unit IV – Time Series & Index Numbers

Time series analysis: components—trend, seasonal, cyclical, irregular; Trend estimation methods : moving averages, semi - average, least-squares trend line; Index numbers : price, quantity, indices; Laspeyres, Paasche, Fisher.

Unit V– Introduction to Probability & Sampling

Basic probability concepts: Events, Types, Conditional, Marginal, Joint Probability; Central Limit Theorem; Addition and multiplication Theorem; Bayes' theorem (introduction – no problems); Sampling techniques.

Suggested Reference Books

- Gupta, S.P. (2018). *Statistical methods*. Sultan Chand & Sons.
- Gupta, C.B. (2009). *An introduction to statistical methods*. Vikas Publishing House.
- Gupta, S.C., & Kapoor, V.K. (2020). *Fundamentals of mathematical statistics*. Sultan Chand & Sons.
- Sharma, J.K.(2012). *Business statistics*. Pearson Education India.
- Gupta, S.C. (2019). *Fundamentals of statistics* (7thed.). Himalaya Publishing House.
- Sharma, J.K. (2007). *Business statistics* (2nded.). Pearson Education.
- Arora, P.N., Arora, S., & Arora, A. (2009). *Managerial statistics* (1sted.).S. Chand.
- Sharma, J.K. (n.d.). *Business statistics*. Pearson Education.
- Keller, G. *Statistics for management and economics*. Cengage Learning.
- Bhardwaj, R.S. *Business statistics*. Excel Books.
- Singh, J.K. *Business mathematics*. Himalaya Publishing House.