### Dr. B. R. AMBEDKAR UNIVERSITY-SRIKAKULAM

**B.B.A SYLLABUS**

**STRUCTURE UNDER CHOICE BASED CREDITS SYSTEM**

**REVIEWED SYLLABUS w.e.f. 2016-17**

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#### Table-3: II B.B.A Semester – III

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Second Language (Tel/Hindi/Urdu/Sans)</td>
<td></td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Foundation Course-5</td>
<td>ICT-2 (Information &amp; communication Technology)</td>
<td>50</td>
<td>---</td>
<td>50</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>Foundation Course-6</td>
<td>Communication &amp; Soft Skills-2</td>
<td>50</td>
<td>---</td>
<td>50</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>DSC 1C</td>
<td>Operations Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>DSC 2C</td>
<td>Human Resource Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>DSC 3C</td>
<td>Organization Behaviour</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
<td><strong>475</strong></td>
<td><strong>27</strong></td>
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#### Table-4: B.B.A -Semester – IV

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<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Foundation Course-7</td>
<td>Communication &amp; Soft Skills-3</td>
<td>50</td>
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<td>50</td>
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<td>2.</td>
<td>Foundation Course-8</td>
<td>Analytical Skills</td>
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<table>
<thead>
<tr>
<th></th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>LEC</th>
<th>TOT</th>
<th>WC</th>
<th>Total</th>
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<tbody>
<tr>
<td>3</td>
<td>Foundation Course-9</td>
<td>Entrepreneurship</td>
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<tr>
<td>4</td>
<td>Foundation Course-10</td>
<td>Leadership Education (LE)</td>
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<td>50</td>
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<td>2</td>
</tr>
<tr>
<td>5</td>
<td>DSC 1D</td>
<td>Financial Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>DSC 2D</td>
<td>Marketing Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>DSC 3D</td>
<td>Business Ethics &amp; Corporate Governance</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>500</td>
<td>75</td>
<td>425</td>
<td>23</td>
<td>20</td>
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</table>
Unit-I: Operations management - meaning, definitions, scope and objectives- interaction of operations management with other areas - manufacturing and non-manufacturing operations and their characteristics.


Unit-III: Capacity planning - estimation of capital requirements - maintenance management— types of maintenance -work study - time and method study - work measurement, meaning, scope and importance.


Unit-V: Operations control - Meaning, Importance and objectives - Techniques of operations control.

References:

DSC 2C: Human Resource Management


Unit-II: HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.


Unit-V: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development, Evaluation of Training and Management Development.

References:

DSC 3C: Organizational Behavior

Unit-I: Focus and Purpose: Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.


References:

SEMESTER-IV

DSC 1D: Financial Management

Unit-I: Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions, - investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

Unit-III: Working capital: meaning, significance and types of working capital; financing of working capital; sources of working capital; management of inventory; management of cash; management of account receivables; optimum credit policy; credit collection; factoring service; various committee reports on bank finance; dimensions of working capital management.

Unit-IV: Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages; measurement of leverages; effects of operating and financial leverages on profit.

Unit-V: Dividend decisions—Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

References:

DSC 2D: Marketing Management.

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need of marketing in Business Sector - Non-profit sector and Government sector - Marketing environment - Identifying market segments - Basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, Branding and Brand decisions, packing and labeling decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.


References:

1) Philip Kotler and Armstrong, Principles of Marketing, PHI

2) Philip Kotler, Marketing Management, PHI

3) V.S Ramaswamy and S. Namakuari, Marketing Management.

DSC 3D: Business Ethics and Corporate Governance

**Unit- I:** Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders’ Protection, Corporate Governance and Business Ethics.

**Unit- II:** Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, Initiatives in India.

**Unit- III:** Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

**Unit- IV:** Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, Corporate Governance in Public Sector Undertakings.

**Unit- V:** Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

**References:**


