

BBA
II YR / IV Sem

ADIKAVI NANNAYA UNIVERSITY
CBCS/SEMSTER SYSTEM
COURSE STRCUTRE (for 2015-16 AB)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	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	Entrepreneurship	50	---	50	2	2
4.	Foundation Course-10	Leadership Education (LE)	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
Total			500	75	425	23	20

*Analytical Skills: To be taught by Maths/Stat Teachers (may be partly by English Teachers)

Entrepreneurship: To be taught by Commerce Teachers

Leadership Education: To be taught by Telugu Teachers

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Foundation Course -7

COMMUNICATION SKILLS AND SOFT SKILLS-3 (CSS -3)

COURSE CONTENT(30 hours)

A current axiom is that hard skills will get a person an interview, but soft skills will get that person the job. Unit I of the course is on soft skills, which are absolutely necessary in the global job market. Writing is considered the most difficult of all the skills. Units II to V help the learner improve their writing skills, especially academic/formal writing.

Unit I: Soft Skills

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

Unit II: Paragraph Writing

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

Unit IV: Letter Writing

1. Letter Writing (Formal and Informal)
2. E-correspondence

Unit V:

1. Resume and CV
2. Cover Letter

SEMESTER-END EXAMINATION

Pattern of the Question Paper for CSS 01

Time: 2 Hours

Maximum Marks: 50

Part - A

1. Comprehension - 5 Marks(Five Multiple Choice Questions)

Part - B

2. Objective Type Questions - 20 Marks (Twenty Multiple Choice Questions)

Part - C

3. One Word Answers - 10 Marks (Ten Questions)

Part - D

4. One Sentence Answers - 10 Marks (Five Questions)

Part - E

5. Matching - 5 Marks (5=6)

Reference Books:

Commissionerate of Collegiate Education, Government of Andhra Pradesh (2015)
JKC -Communication Skills and Soft Skills: Student's Book

Sethi, J., and P.V. Dhamija (1999) *A Course in Phonetics and Spoken English*
New Delhi: Prentice-Hall of India

Daniel Jones (2011)*English Pronouncing Dictionary* (18th Edition) Ed. Peter Roach, Jane Setter, and John Esling

Quirk, Randolph and Sydney Greenbaum (1973) *A University Grammar of English*.
Harlow: Longman. Chapters 2, 3, and 7

White, Goodith (2010) *Listening (Resource Book for Teachers)*. Oxford University Press

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Nageshwar Rao and Rajendra P. Das (2009) *Communication Skills*. Mumbai: Himalaya Publishing House

Burton, S.H. (1983) *Mastering English Language*. The Macmillan Press Limited
Chapter 3: Comprehension

Grellet, Françoise (2007) *Developing Reading Skills*. Cambridge University Press
Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation:
Student's Book*. Oxford: Macmillan Education

Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation:
Study Skills*. Oxford: Macmillan Education

Foundation Course - 9

ENTREPRENEURSHIP

Syllabus, For all Degree Programmes.

w.e.f. 2015-16 (Revised in April, 2016)

Semester – IV

(Total 30 Hrs)

Unit-I: Entrepreneurship: Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations – Role of Entrepreneurship in economic development – Start-ups.

Unit-II: Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

Unit-III: Project Formulation and Appraisal : Preparation of Project Report – Content; Guidelines for Report preparation – Project Appraisal techniques – economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit-iv: Institutions Supporting Small Business Enterprises: Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions – DICs- SFC- SSIDC- Other financial assistance.

Unit-V: Government Policy and Taxation Benefits: Government Policy for SSIs- tax Incentives and Concessions – Non-tax Concessions – Rehabilitation and Investment Allowances.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development – Small Business Enterprises, Pearson, Delhi, 2009

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3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
7. Peter F. Drucker, Innovation and Entrepreneurship.
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities.

Foundation Course - 10

LEADERSHIP EDUCATION

Syllabus, For all Degree Programmes.

w.e.f. 2015-16 (Revised in April, 2016)

Semester – IV

(Total 30 Hrs)

1. Organisation – Management – Leadership – Meaning and Significance – Different theories – Trait Theory, Blake & Mountain Theory – Other functions of Management.
2. Behavioral Concepts – Individual Behaviour – Perception – Learning – Attitude Formation and Change – Motivation – Theories of Motivation – Personality Development.
3. Interpersonal Behaviour – Communication – Leadership – Influencing Relations – Transactional Analysis.
4. Group Dynamics – Roles – Morale – Conflict – Groups – Inter-Group Behaviour – Inter-Group Collaboration and Conflict Management.
5. Team Building and Management – Developing team resources – Designing team – Participation and Repercussion – Team building activities.

Reference Books:

1. Fred Luthans, "Organizational Behaviour", Tata McGraw Hill Publishing Co., New Delhi.
2. Robins, Stephen P, "Organisational Behaviour", 9th Edition, Prentice Hall of India, New Delhi.
3. Koontz and O "Donnell", Essentials of Management, Tata McGraw Hill Publishing Co., New Delhi, 2000.
4. Keith Davis, "Human Behaviour at Work", Tata McGraw Hill Publishing Co., New Delhi.
5. Aswathappa, "Organizational Behaviour", Himalaya Publishing House, Mumbai
6. Stoner Freeman, "Management", Prentice Hall of India, New Delhi.

Foundation Course - 8**ANALYTICAL SKILLS****Syllabus, For all Degree Programmes.****w.e.f. 2015-16 (Revised in April, 2016)****Semester – IV****(Total 30 Hrs)****UNIT – 1**

Data Analysis:-The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analyzed and the questions pertaining to the data are to be answered.

UNIT – 2

Sequence and Series:- Analogies of numbers and alphabets completion of blank spaces following the pattern in A:b::C: d relationship odd thing out; Missing number in a sequence or a series.

UNIT - 3

Arithmetic ability:-Algebraic operations BODMAS, Fractions, Divisibility rules, LCM&GCD (HCF).

Date, Time and Arrangement Problems: Calendar Problems, Clock Problems, Blood Relationship.

UNIT - 4

Quantitative aptitude:- Averages, Ration and proportion, Problems on ages, Time-distance – speed.

UNIT – 5

Business computations:- Percentages, Profit & loss, Partnership, simple compound interest.

Reference Books:

1. Quantitative Aptitude for Competitive Examination by R S Agrawal, S.Chand publications.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude : Numerical Ability (Fully Solved) Objective Questions, Kiran Prakashan, Pratogitaprakasan, Kic X, Kiran Prakashan publishers
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw hill publications.
5. Old question Paper of the exams conducted by (Wipro, TCS, Infosys, Etc) at their recruitment process, source-Internet.

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IV SEMESTER : BBA
W.E.F. 2015-16 ADMITTED BATCH

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. Shares and debentures, types and differences.

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:

1. Bhattacharya, Hrishikesh: Working Capital Management: Strategies & Techniques; PHC, New Delhi.
2. Chandra, Prasanna: Financial Management; Tata McGraw Hill, Delhi.
3. Pandey, I.M.: Financial Management, Prentice Hall of India, New Delhi.
4. Khan M.Y. and Jain P.K.: Financial Management; Tata McGraw Hill, Delhi.
5. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
6. Ravi M Kishore: Fundamentals of Financial Management, Taxman Publications.

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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.

Unit-V: Promotion mix Advertisement:- Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process.

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.
- 4) J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.

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IV SEMESTER : BBA
W.E.F. 2015-16 ADMITTED BATCH
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:

1. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
3. D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
4. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University 46 Press, New Delhi.
5. Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
6. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.