

Sri Venkateswara University, Tirupati

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2025-26**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
I	I	1	Accounting for Managers	5	4
		2	Principles of Management	4	4
	II	3	Fundamentals of Digital Marketing	4	4
		4	Managerial Economics	4	4
II	III	5	Business Environment	4	4
		6	Social Media Marketing	4	4
		7	Business Communication	4	4
	IV	8	Affiliate Marketing	4	4
		9	Search Engine Marketing	4	4
		10	Financial Management	4	4
III	V	11	Entrepreneurship & Startups Eco System	4	4
		12A	Retail Marketing	4	4
		OR			
		12B	Logistics and Supply Chain Management	4	4
		13A	E-Mail Marketing	4	4
		OR			
		13B	Content Marketing	4	4
	VI	14A	AI in Digital Marketing	4	4

Year	Semester	Course	TitleoftheCourse	No.ofHrs /Week	No. of Credits
		OR			
		14B	Search Engine Optimisation	4	4
		15A	Management & Information Systems	4	4
		OR			
		15B	Content Management System	4	4
IV	VII	16	Mobile Marketing	4	4
		17	Services Marketing	4	4
		18	Training & Development	4	4
	VIII	19	Web Analytics	4	4
		20	Customer Relationship Management	4	4
		21	Business Research Methodology	4	4

Note: In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-I
COURSE 2: PRINCIPLES OF MANAGEMENT

Theory**Credits: 4****4 hrs/week****Course Objectives**

This course is designed to:

- Introduce the fundamental concepts, functions, and principles of management.
- To examine the evolution of management thought and understand classical to contemporary practices.
- Equip students with the knowledge of planning, organizing, leading, and controlling functions.
- Analyze modern management strategies in the context of global challenges.
- Help students apply management theories and concepts to real-life business scenarios.

Course Outcomes (COs)

Upon successful completion of the course, the student will be able to:

CO1: Understand and explain the fundamental principles and practices of management.

CO2: Comprehend and apply the management process including planning, organizing, leading, and controlling.

CO3: Analyze different organizational structures and delegation patterns.

CO4: Evaluate various motivational and leadership theories in organizational contexts.

CO5: Apply managerial control techniques to enhance organizational productivity and quality.

Unit I: Introduction to Management

Definition and nature of management – Evolution of management thought – Principles of management – Functions of management – Levels of management – Roles and responsibilities of managers – Trends and challenges of management in the global scenario – Emerging concepts in modern management.

Unit II: Planning

Nature and significance of planning – Types of planning: strategic, tactical, and operational – Planning process – Objectives and policies – Management by Objectives (MBO) – Strategies and types of strategies – Advantages and limitations of planning

Unit III: Organizing

Nature and purpose of organizing – Principles of organization – Formal and informal organization – Organizational structure: functional, divisional, matrix – Line and staff authority – Centralization and decentralization – Delegation of authority – Recent trends in organizational design.

Unit IV: Directing

Meaning and importance of directing – Motivation: meaning, importance, and theories (Maslow, Herzberg, McGregor) – Leadership: styles and leadership theories (Trait, Behavioral, Contingency) – Communication process – Types of communication – Barriers to effective communication and ways to overcome them.

Unit V: Controlling

Nature and process of control – Types of control: feed forward, concurrent, feedback – Budgetary and non-budgetary control techniques – Productivity management – Cost control – Purchase control – Maintenance control – Quality control – Modern tools of managerial control.

Student-Centric Activities

- ✓ Case Study Analysis: Students analyze real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.
- ✓ Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.
- ✓ Group Debate: Conduct structured debates on topics like “Centralization vs. Decentralization” or “Autocratic vs. Democratic Leadership” to foster analytical thinking.
- ✓ Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical startup, including vision, mission, goals, and organizational structure.
- ✓ Leadership Style Self-Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

Recommended Textbooks

1. Gupta, Sharma, & Bhalla. Principles of Business Management. Kalyani Publications, 1st Edition.
2. L. M. Prasad. Principles of Management. Sultan Chand & Sons, Latest Edition.
3. Koontz, H., & Weihrich, H. Essentials of Management. Tata McGraw-Hill, 1998.
4. Joseph L. Massie. Essentials of Management. Prentice Hall (Pearson), 4th Edition, 2003.
5. Tripathi, P. C., & Reddy, P. N. Principles of Management. Tata McGraw-Hill.
6. J. N. Chandan. Management: Theory and Practice.
7. J. S. Chandan. Management: Concepts and Strategies, Vikas Publishing

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I BBA (Digital Marketing), SEMESTER –I: PAPER - 2

Subject: PRINCIPLES OF MANAGEMENT

BLUE PRINT FOR THE MODEL PAPER

S. No.	Type of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each question	Total Marks	No. of Questions	Marks allotted to each question	Total Marks
1	Section - A (very Short Questions)	10	3	30	5	3	15
2	Section - B (Short Questions)	10	12	120	5	12	60
Total Marks				150	Total Marks		75

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 3 marks	Essay questions 12 marks	Marks allotted to the Chapter
UNIT - I	2	2	30
UNIT – II	2	2	30
UNIT – III	2	2	30
UNIT – IV	2	2	30
UNIT – V	2	2	30
Total No. of Questions	10	10	150

Format of Model Question Paper
Semester-wise Syllabus under CBCS
(w.e.f. 2025-26 Admitted Batch)
SEMESTER - I
COURSE : PRINCIPLES OF MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15M

- 1.Nature of Management
- 2.Role of manager
- 3.Features of planning
- 4.MBO
- 5.Formal organization
- 6.Delegation of Authority
- 7.Importance of Directing
- 8.Verbal communication
- 9.Types of controlling
- 10.Limitations of controlling

Section-B

Answer Five Question. One question from ONE unit

5 ×12=60 M

UNIT-I

- 11.What is meant by Management. Explain the functions of management

(or)

- 12.Discuss about the various levels of management and their roles and responsibility

UNIT-II

- 13.What is planning . Describe the importance of planning in modern business

(or)

- 14.Explain the steps involved in planning process

UNIT-III

15. Define organization . Describe the nature of organization

(or)

16. Explain the different types of organizing structure

UNIT-IV

17. Explain the Maslow's need hierarchy theory of motivation

(or)

18. Explain the remedies to overcome the barriers to communication

UNIT-V

19. Define control . Explain the nature/characteristics of control

(or)

20. Explain the budgetary and Non-budgetary centre techniques