

SRI VENKATESWARA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II
W.E.F. 2023-24
(MAJOR)

COURSE STRUCTURE

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Second Language	(Tel/ Hindi/ Urdu/ Sans/ Tamil)	100	25	75	4	3
3.	Skilled Paper 1		50	---	50	2	2
4.	Skilled Paper 2		50	---	50	2	2
6.	Major - Course 3	Business Economics	100	25	75	5	3
7.	Major - Course 4	Principles of Management	100	25	75	5	3
8.	Minor		100	25	75	3	3
9.	Courses with Practical s		50	---	50	2	1

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Course –3 –BUSINESS ECONOMICS

Theory

Credits: 4

4hrs/week

Learning Outcomes:

At the end of the course, the student will be able to;

- ▶ Describe the nature of economics in dealing with the issues of scarcity of resources.
- ▶ Analyze supply and demand analysis and its impact on consumer behaviour.
- ▶ Evaluate the factors, such as production and costs affecting firms behaviour.
- ▶ Recognize market failure and the role of government in dealing with those failures.
- ▶ Use economic analysis to evaluate controversial issues and policies.
- ▶ Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

Syllabus

Unit-I: Introduction: Meaning and Definitions of Business Economics -

Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.

Unit-II: Demand Analysis: Meaning and Definition of Demand Determinants to Demand—Demand Function—Law of Demand— Exceptions to Law of Demand—Elasticity of Demand— Types of Price Elasticity of Demand - Measurement of Price Elasticity of Demand.

Unit—III: Production, Cost and Revenue Analysis: Concept of Production Function— Law of Variable Proportion—Law of Return to Scale— Break Even Analysis—Advantages.

Unit-IV: Market Structure: Concept of Market - Classification of Markets - Perfect Competition—Characteristics—Equilibrium Price—Monopoly—Characteristics—Equilibrium under Monopoly.

Unit-V: National Income: Meaning—Definition—Measurement of National Income—Concepts of National Income— GNP- GDP – NNP - National Income at factor cost— Personal Income -Per capita Income.

References:

1. Business Economics-S. Sankaran, Margham Publications, Chennai.
2. Business Economics-Kalyani Publications.
3. BusinessEconomics-HimalayaPublishingHouse.
4. Business Economics-Aryasri and Murthy, TataMcGrawHill.
5. BusinessEconomics-H.LAhuja,SultanChand&Sons
6. PrinciplesofEconomics-Mankiw,CengagePublications
7. Fundamentals of Business Economics-Mithani, Himalaya Publishing House
8. Business Economics-A.V.R. Chary, Kalyani Publishers, Hyderabad.
9. Business Economics-Dr K Srinivasulu, Seven Hills International Publishers.

SuggestedCo-CurricularActivities:

- ◆ Assignments
- ◆ StudentSeminars
- ◆ Quiz,JAM
- ◆ StudyProjects
- ◆ GroupDiscussion
- ◆ GraphsonDemandfunctionanddemandcurves
- ◆ Learning about markets
- ◆ Theoral andwrittenexaminations(Scheduledandsurprisetests),
- ◆ MarketStudies
- ◆ IndividualandGroupprojectreports,
- ◆ Annualtalkonunionandstatebudget
- ◆ Anysimilaractivitieswithimaginativethinkingbeyondtheprescribedsyllabus

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Model Question Paper
Course 3: BUSINESSECONOMICS

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following 5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

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COURSE 4: PRINCIPLES OF MANAGEMENT

Theory

Credits: 4

4hrs/week

Learning Objectives

The course aims to develop an understanding of principles, functions and challenges of management and contemporary issues in management.

Learning Outcomes:

At the end of the course, the student will be able to;

Understand the concept of Business Management along with the basic laws and norms. Able to understand the terminologies associated with the field of Business Management and control along with their relevance, and to identify the appropriate method and techniques of Business Management for solving different problems. They apply basic Business Management principles to solve business and industry related problems and to understand the concept of Planning, Organizing, Direction, Motivation and Control etc.

Unit 1: Management: Definition & Meaning of Management - Henry Fayol's Principles of Management - Functions of Management - Levels of Management.

Unit 2: Planning: Planning – Nature, importance, Process of Planning and Types of Planning. Decision making – Process.

Unit 3: Organizing: Organizing - Nature & Importance, Principles of Organizing. Delegation & Decentralization. Organizational structure – line & staff organization.

Unit 4: Directing: Functions of Directing - Motivation – Theories of motivation (Maslow's Need and Hierarchy theory). Leadership – Styles of Leadership.

Unit 5: Controlling: Meaning, importance, Process of control – Qualities of good control - coordination and its importance.

Activities:

- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning

- Visit a firm (Individual and Group)
- Group Discussion on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Students can begin different situations and scenarios to start their own business (in terms of capital, liability, the scale of operations, etc.) and are asked to present.
- Students can participate in a role-play activity for describing the various levels of Management and competencies.
- Create a simulation exercise in class to demonstrate various types of authority, delegation, and decentralization of authority.
- Demonstrate various types of Leadership Styles in the form of Role Play by identifying real-life leaders from the corporate world.
- Project work on biography of well-known management thinkers and managers of companies.
- Examinations (Scheduled and surprise tests)

Reference Books:

1. Dinkar Pagare, Principles of management, Sultan Chand & Sons, New Delhi, 2003.
2. C.B. Gupta, Business management, Sultan Chand & Sons, New Delhi, 2000.
3. Koontz, O'Donell, Weirich, Essentials of management, Tata McGraw-Hill Publishing Company, New Delhi 5th Edition (1998)
4. Sherlekar & Sherlekar, Principles of business management, Himalaya Publishing House, New Delhi, 2000.

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Model Question Paper
Course 4: PRINCIPLES OF MANAGEMENT

Time: 3 hrs

Max. Marks

75

Section A

Answer any Five of the following 5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.

18.

19.

20.