SRI VENKATESWARA UNIVERSITY

Programme: B.B.A. Honours(Major)

w.e.f. AY 2023-24

COURSESTRUCTURE

Semester	Course Number	CourseName	No. ofHrs/Week	No. ofCredits
Semester-I	1	FundamentalsofCommerce	4	4
	2	BusinessOrganization	4	4
Semester-II	3	PrinciplesofManagement	4	4
	4	BusinessEconomics	4	4
Semester-III	5	BusinessLaw	4	4
	6	OrganisationalBehaviour	4	4
	7	BusinessEnvironment	4	4
	8	Business Statistics andMathematics	4	4
Semester-IV	9	MarketingManagement	4	4
	10	Human ResourceManagement	4	4
	11	FinancialManagement	4	4
Semester-V	12	SalesandDistribution(OR)AdvertisingManagement	4	4
	13	Training and Development(OR)Labour Legislation	4	4
	14	Security Analysis andPortfolio(OR)FinancialMarkets	4	4
	15	Production and OperationsManagement (OR) ProjectManagement	4	4
Semester-VI		Internship		
Semester-VII	16	ServicesMarketing(OR) BrandManagement	4	4
	17	Financial Derivatives (OR)FinancialServices	4	4
	18	PerformanceManagement (OR) CompensationManagement	4	4
		SEC		
	19			

	20			
Semester-VIII	21	GlobalMarketing(OR)I ndustrialMarketing	4	4
	22	Investment Management(OR)Internatio nalFinancialManagement	4	4
	23	LabourWelfare(OR)I ndustrial Safety	4	4
	SEC			
	24			
	25			

BBA HONOURS
II YEAR - III SEMESTER

SRI VENKATESWARA UNIVERSITY

BBA – W.E.F. 2024-25

SEMESTER – III

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	Skill Enhancement Course-1		50	---	50	2	2
2.	Multidisciplinary Course-1		50	---	50	2	2
3.	Major-Course5	Business Law	100	25	75	4	4
4.	Major-Course6	Organisational Behaviour	100	25	75	4	4
5.	Major-Course7	Business Environment	100	25	75	4	4
6.	Major-Course8	Business Statistics and Mathematics	100	25	75	4	4
7.		Minor	100	25	75	4	4
8.		Courses with Practicals	50	---	50	2	1

COURSE 5: BUSINESS LAWS

Theory	Credits: 4	5hrs/week

LearningObjectives:

The objective of this paper is to help students to acquire knowledgeof business lawsandprevisions of contract. To impart awareness on various sales goods Act and consumer protectionAct.To know thr various cyber laws prevailing.

LearningOutcomes:

Attheend ofthe course,the studentwill ableto;

Understandthelegalenvironmentofbusinessandlawsofbusiness,Highlightthesecurityaspectsinthepresentcyber-crimescenario,Applybasiclegalknowledgetobusinesstransactions, Understand the various provisions of Company Law, Engage critical thinking topredict outcomes and recommend appropriate action on issues relating to business associationsandlegal issues andIntegrate concept ofbusinesslawwithforeign trade.

UnitI:Contract:

Meaning and Definition of Contract - Essential Elements of Valid Contract -Valid, Void andVoidableContracts-Indian Contract Act, 1872

UnitII:Offer,AcceptanceandConsideration:

Definition of Valid Offer, Acceptance and Consideration - Essential Elements of a Valid Offer,Acceptance and Consideration.

UnitIII:Capacityof thePartiesandContingentContract:

Rules Regarding to Minors Contracts - Rules Relating to Contingent Contracts - Different ModesofDischargeof Contracts-Rules Relatingto Remedies toBreach of Contract.

UnitIV:Saleof GoodsAct1930andConsumerProtectionAct2019:

Contract of Sale - Sale and Agreement to Sell - Implied Conditions and Warranties - Rights ofUnpaid Vendor- ConsumerProtection Councils -ConsumerDisputeRedressal Mechanism

UnitV:CyberLaw:

OverviewandNeedforCyberLaw-ContractProcedures-DigitalSignature–SafetyMechanisms.

Activities:
- SeminaronBasicsof IndianContractAct,1872
- Quizprograms

- Co-operativelearning
- SeminaronCyberLaw
- GroupDiscussions
- DebateonOffer,Agreement,andContract
- CreationofContractbyabidingrulesofIndianContractAct,1872
- Makingasale byabiding rules of Saleof GoodsAct,1930
- Guestlecturebya Lawyer/Policeofficer
- Celebratingconsumers daybycreatingawarenessamongthe students
- Identify components of valid contracts present in the rent agreement/ saledeed/appointmentlettersused or seen in day-to-daylife.
- Identify and enumerate types of damages in case of breach of contract under different reallifesituations.
- Analyzesomecasestudieswhere'caveatvenditor'isapplicable.
- Examinations(Scheduledandsurprisetests)
- Anysimilaractivitieswithimaginative thinkingbeyondtheprescribedsyllabus

ReferenceBooks:
1. J.Jaysankar,Business Laws,MarghamPublication.Chennai.
2. NDKapoor, Business Laws,SChandPublications.
3. BalachandramV,Businesslaw,TataMcGrawHill.
4. Tulsian,Business Law,TataMcGrawHill.
5. PillaiBhagavathi,BusinessLaw,SChand Publications.
6. Business Law,Seven HillsPublishers,Hyderabad.
7. KCGarg,Business Law,KalyaniPublishers.

Model Question Paper 2024-25

SEMESTER – III
COURSE 5: BUSINESS LAWS
<u>Section A</u>
Answer any Five of the following   **5X 3=15M**

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<u>Section–B</u>
Answer any Five Questions   **5X 12=60M**

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Theory   Credits: 4   5hrs/week

CourseObjectives:

- Tounderstandindividualandgroupbehaviouratworkplaceto improvethe effectiveness ofanorganization.

- Tounderstand different types ofpersonalityand learningstyles.

- Comprehendconceptsrelatingtogroupdynamicsandconflictmanagement.

- Tounderstandleadershipanditsimpactongroup dynamics.

- Tounderstandthe processof Changemanagementand issuesinvolved init.

- Tounderstandorganizationalcultureandorganizationaleffectiveness.

UNIT-I:ORGANIZATIONALBEHAVIOR

Organizationalbehavior-

Meaning,significance,evolution.Factorsinfluencingorganizationalbehavior- Perception – concept and process of perception, Factors influencing perception. Personality - Stages of personality development, Determinants of personality.

UNIT-II:GROUPDYNAMICS

Meaning ofgroups andgroup dynamics, Stages in the Formation of groups, Characteristics

andTypesofgroups.Factorsinfluencinggroupeffectiveness,Groupdecisionmaking.

Conflicts in groups- reasons for conflicts,ManagementofConflict.

UNIT-III:LEADERSHIP

Definition and Concept of Leadership, importance of Leadership, characteristics of an EffectiveLeader. Styles of Leadership. Theories of Leadership.ImpactofLeadershipon effectivenessofgroups.

UNIT-IV:MANAGEMENTOFCHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change, roleofChange Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change.OrganizationalDevelopment– Significance andprocess of OD.

UNIT-V:ORGANIZATIONALCULTURE

Concept of Organizational Culture, Significance of understanding organizational culture,

Distinctionbetweenorganizationalcultureandorganizationalclimate.Factorsinfluencing OrganizationalCulture.OrganizationalEffectiveness-

Indicatorsoforganizationaleffectiveness,achievingorganizationaleffectiveness.

ReferenceBooks:

1. Robbins,P.Stephen-OrganizationalBehaviour-

Concepts,Controversies&Applications-PrenticeHall ofIndiaLtd., New Delhi.

2. LuthansFred–Organizational Behaviour-McGrawHillPublishersCo. Ltd.,NewDelhi,

3. Rao,VSPandNarayana,P.S.-OrganizationTheory&Behaviour-

KonarkPublishersPvt.Ltd.,Delhi.

4. Prasad,L.M-Organizational Theory&Behaviour-SultanChand&Sons,NewDelhi.

Model Question Paper 2024-25

SEMESTER – III
COURSE6 :ORGANISATION BEHAVIOUR
<u>**Section A**</u>
AnsweranyFiveof thefollowing   **5X 3=15M**

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<u>**Section–B**</u>
Answer any Five Questions   **5X 12=60M**

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COURSE 7: BUSINESS ENVIRONMENT

Theory	Credits: 4	5hrs/week

Courseobjectives:

- ToenablethestudentstodevelopanunderstandingonIndianBusinessEnvironmentand variousfactors impacting the business.

- Tohelpthem makeeffective decisionsbased onanalysisofbusiness environment.

- Todevelopan understandingoftheMSMEsector and challengestherein.

- Tofamiliarizethestudentswithinternationaltradeandissuesrelated to BalanceofPayments.

- TocomprehendtheroleofInternationalinstitutionsinthegrowthofinternationalbusiness.

UNIT-I:INTRODUCTION

Business Environment-Concept, Significance and Nature of Business Environment; Elements ofEnvironment- Internal and External. Salient features of Indian Economy.

UNIT-II:POLITICAL,LEGAL ANDECONOMICENVIRONMENTOFBUSINESS

Elements of Political Environment,Role of Government in Business facilitation. Competition

Act'FEMA,LicensingPolicies.ElementsofEconomicEnvironment.Industrial Policy1991.

UNIT-III:MANGEMENTOFMICRO, SMALL&MEDIUMENTERPRISE (MSME)

ConceptsandDefinitionsofMSME,TheMSMEDevelopmentAct,2006.GovernmentPolicyInitiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role ofClustersin PromotingMSME.

UNIT–IV:BALANCEOFPAYMENTS

InternationalTrade,ComponentsofBOP,DisequilibriuminBOP,Reasonsfordisequilibrium.Measures to bring back equilibrium in BOP –trade regulation, Exchange Control, Convertibility ofCurrency,Current Account and CapitalAccountconvertibility.

UNIT–V:INTERNATIONALBUSINESSENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International MonetaryFund, Objectives and Evolution of GATT, Objectives and Functions of World Trade Organization.

ReferenceBooks:

1. FrancisCherunilam,BusinessEnvironment-HimalayaPublishingHouse.

2. Aswathappa,EssentialsofBusinessEnvironment,HimalayaPublishingHouse.

3. MishraandPuri,Indian Economy, HimalayaPublishingHouse.

4. RajAggarwal,BusinessEnvironment,ExcelBooks.

SEMESTER – III
COURSE7 :BUSINESS ENVIRONMENT
<u>Section A</u>
AnsweranyFiveof thefollowing   **5X 3=15M**

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<u>Section–B</u>
Answer any Five Questions   **5X 12=60M**

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COURSE8: BUSINESS STATISTICS AND MATHEMATICS

Theory	Credits:4	4hrs/week

CourseObjectives:

- UnderstandtheimportanceofStatisticsin realworldbusinessapplications.

- Formulatecomplete,concise andcorrectmathematicalproofs.

- Frameproblemsusingmultiplemathematicalandstatisticaltools,measuringrelations hipsbyusingstandard techniques.

- Buildandassess data-basedmodels, learn and applythe statisticaltoolsto business.

- Createquantitativemodels tosolverealworld problemsin appropriatecontexts.

UNITI:INTRODUCTIONTOBUSINESSSTATISTICS

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods ofDataCollection–PrimaryandSecondarydata.Frequency distribution, Diagram and graphic presentation of data.

UNITII:MEASURESOFCENTRALTENDENCYAND DISPERSION

Definition, objectives and characteristics of Measures of Central Tendency – Types of Averages – ArithmeticMean,GeometricMean,HarmonicMean.Median,Mode,Quartiles,Decilesandp ercentiles.Propertiesofaveragesandtheirapplication.Meaning,definitions,objectivesofDis persion, Range Quartile Deviation, Mean deviation, Standard Deviation. Co-efficient of variation.DefinitionandobjectivesofSkewness–KarlPearson'sandBowle's measures of skewness.

UNITIII:MEASURESOFCORRELATION

Meaning,Definitionanduseofcorrelation.TypesofCorrelation-

KarlPearson'scorrelationcoefficient, Spearman's Rank correlation. Probable error.

UNITIV:SETTHEORY

Definition of Set- Types of Sets-Union of Sets-Intersection of Sets-Venn diagrams-Operations on Sets-Complement of Set-Distributive Laws-De'Morgan's Laws.

UNITV:MATRIX

Meaningandoperations,MatrixAlgebra.Typesofmatrices,Matrixaddition,MatrixMultiplica tion.MatrixDeterminants, Minors and Co-factors, Matrixinversion.

ReferenceBooks:

1. SivayyaK. V.andSatyaRao,BusinessMathematics,SaradhiPublications,Guntur.

2. SanchetiandKapoor V K., BusinessMathematics,SultanChand&Sons,NewDelhi.

3. D.N.Elhance:FundamentalofStatistics,KitabMahal,Allahabad.

4. GuptaS.C.Fundamentals ofBusinessStatistics,SultanChand, NewDelhi.

5. Aggarwal,BusinessStatistics,KalyaniPublishers,Hyderabad.

6. ReddyCR,BusinessStatistics,Deep&DeepPublications,NewDelhi.

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SEMESTER – III
COURSE 8: BUSINESS STATISTICS AND MATHEMATICS
<u>**Section A**</u>
Answer any Five of the following   **5X 3=15M**

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<u>**Section–B**</u>
Answer any Five Questions   **5X 12=60M**

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