

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

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Principles of Management	4	4
	4	Business Economics	4	4
Semester-III	5	Business Law	4	4
	6	Organisational Behaviour	4	4
	7	Business Environment	4	4
	8	Business Statistics and Mathematics	4	4
Semester-IV	9	Marketing Management	4	4
	10	Human Resource Management	4	4
	11	Financial Management	4	4
Semester-V	12	Sales and Distribution (OR) Advertising Management	4	4
	13	Training and Development (OR) Labour Legislation	4	4
	14	Security Analysis and Portfolio (OR) Financial Markets	4	4
	15	Production and Operations Management (OR) Project Management	4	4
Semester-VI	Internship			
Semester-VII	16	Services Marketing (OR) Brand Management	4	4
	17	Financial Derivatives (OR) Financial Services	4	4
	18	Performance Management (OR) Compensation Management	4	4
	SEC			
	19			

	20			
Semester-VIII	21	Global Marketing (OR) Industrial Marketing	4	4
	22	Investment Management (OR) International Financial Management	4	4
	23	Labour Welfare (OR) Industrial Safety	4	4
	SEC			
	24			
	25			

BBA HONOURS
II YEAR - IV SEMESTER

SRI VENKATESWARA UNIVERSITY

BBA - W.E.F. 2024-25

SEMESTER – IV

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 - Course 9	Marketing Management	100	25	75	4	4
4.	Major - Course 10	Human Resource Management	100	25	75	4	4
5.	Major - Course 11	Financial Management	100	25	75	4	4
6.	Minor Paper - 1		100	25	75	4	4
7.	Minor Paper - 2		100	25	75	4	4
8.	Courses with Practicals		50	---	50	2	1

SEMESTER – IV - BBA
COURSE 9 : MARKETING MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

UNIT-I: INTRODUCTION TO MARKETING MANAGEMENT

Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing Mix, Marketing environment.

UNIT-II: SEGMENTATION, TARGETING AND POSITIONING

Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

UNIT-III: PRODUCT

Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial goods. New Product Development process, Product Life Cycle –Stages in PLC and application to marketing. Branding of Products, Packaging and Labeling. Significance of Warranties & Guarantees.

UNIT-IV: PRICING AND DISTRIBUTION

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures , Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels, criteria of selecting a channel.

UNIT-V: PROMOTION

Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix-Advertising, Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of Promotional Mix in marketing decisions.

Reference Books:

1. Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
2. Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context- Mac Millon India Ltd.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - IV

Course 9: MARKETING 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.

SEMESTER – IV - BBA
COURSE 10 : HUMAN RESOURCE MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the stages in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments.

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection.

UNIT-III: TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Executive Development- Concept, significance, Training Vs Development.

UNIT-IV: PERFORMANCE APPRAISAL

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques.

UNIT-V: INDUSTRIAL RELATIONS

Industrial Relations -Definition , Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.

Reference Books:

1. A Text book of Human Resource Management – C. B. Mammoria & S. V. Ghankar. - Himalaya Publishing House.
2. Personnel and Human Resource Management - Text & Cases, P Subba Rao, Himalaya Publishing House.
3. Human Resource Management – P. Jyothi, Oxford University Press.
4. Human Resource Management , R.Wayne Mondy, Robert M, Noe, Pearson Education.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - IV

Course 10: HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

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

Section - B

Answer any Five Questions

(5 ×12 = 60 Marks)

- 11.
- 12.
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- 20.

SEMESTER – IV - BBA
COURSE 11 : FINANCIAL MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course objectives:

- To gain basic knowledge of objectives of Financial Management and its functions.
- To understand the capital budgeting process and risk analysis in capital budgeting.
- To gain familiarization with different financial decisions that impact any organisation.
- Understand decisions relating to dividend policies and their valuation .
- Knowledge regarding significance of working capital management to organisation.

UNIT I: INTRODUCTION

Nature, Scope and Objectives of Financial Management, Functions of Finance - Role of Financial Manager in Modern Business Organizations.

UNIT II: INVESTMENT DECISIONS

Capital Budgeting Process – Cash Flow Estimation and measurement, Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Risk analysis in capital budgeting.

UNIT III: FINANCING DECISIONS

Concept of Leverage, Types of Leverages. Capital Structure, Determinants of Capital Structure - Theories – Net Income approach, Net Operating Income approach. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.

UNIT IV: DIVIDEND DECISIONS

Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, Retained Earnings Policies.

UNIT V: WORKING CAPITAL MANAGEMENT

Concept of Working Capital, Determinants of Working Capital. Determination of Optimum level of Current Assets – Liquidity vs. Profitability, Estimating working capital needs, Financing strategies of working capital. Inventory Management – Inventory Control Techniques.

Reference Books:

1. Brealey, Richard and Myers, Stewart: Principles of Corporate Finance, New York, McGraw Hill India.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugene F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, McGraw Hill India.
6. Khan, M.Y. and Jain, Financial Management, McGraw Hill India.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - IV

Course 11: FINANCIAL MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
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- 7.
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- 9.
- 10.

Section - B

Answer any Five Questions

(5 ×12 = 60 Marks)

- 11.
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