



S.V. University::Tirupati

SYLLABUS

Bachelor of Business Administration

(III Semester)

W.E.F. 2016-17

Table-3: B.B.A SEMESTER – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem.	Sem. End	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Foundation Course-5	Entrepreneurship	50	---	50	2	2
3.	Foundation Course-6	Communication & Soft Skills-2	50	---	50	2	2
4.	DSC 1C	Production Management	100	25	75	5	4
5.	DSC 2C	Human Resource Management	100	25	75	5	4
6.	DSC 3C	Organisational Behaviour	100	25	75	5	4
7.	DSC 4C	Management Control Systems	100	25	75	5	4
Total			600	125	425	28	23

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SYLLABUS
BBA – THIRD SEMESTER
PRODUCTION MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Concept of Production: Definition – System concept of production – productivity – types of production system – role of strategic management in production.

UNIT-II

Production design and Analysis: Introduction – new product development – process planning
g- capacity planning – economies of scale – significance of location – types of layouts – cost – benefit analysis – line balancing

UNIT-III

Production Planning & Control: Introduction – phases of production control – impact of strategic – tactical operational decisions on production planning and control – scheduling.

UNIT-IV

Inventory Management: Techniques – ABC analysis – Economic Order quantity (EOQ)- Just-In Time(JIT)-work study – procedure-work measurement techniques – standard time determination.

UNIT – V

Modern Production Management tools: Universal problem solving sequence – push /pull production – kanban system – total quality management (TQM) – Business process Re-Engineering (BPR); Lean manufacturing : Steps and components

Reference Books:

1. K. Aswathappa & K. Frither Bhatt: "Production/Operation Management" (Himalaya)
2. Sri Chary: Production/Operations Management (Tata McGraw Hill)
3. R. Paneerselvam: Production & Operations Management (PHI learning)



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BBA – III SEMESTER

MODEL PAPER
Production Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Productivity
- b) Economies to scale
- c) ABC analysis
- d) Universal problem Solving sequence
- e) Jobshop
- f) Scheduling
- g) Factors of Production
- h) Kanban System

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) List and explain various types of Production System.
(Or)
(b) "Strategic Management of a firm significantly influences process" Discuss.

Unit-II

3. (a) Elaborate on new product development.
(Or)
(b) Explain various types of facility layouts.

Unit-III

4. (a) Elucidate various phases of production planning and control.
(Or)
(b) State briefly impact of strategic and tactical production planning and control process

Unit-IV

5. (a) Briefly describe various work study procedures.
(Or)
(b) Explain different techniques of Inventory Management.

Unit- V

6. (a) Sketch out the essential elements of business process Re-engineering.

(Or)

(b) Why in total Quality Management considered to be a highly comprehensive task by firm.



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SYLLABUS
BBA – THIRD SEMESTER

5-3-102

HUMAN RESOURCE MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit: I

Introduction to Human Resource Management: Concept-nature-evaluation-HRM functions- role of Hr manager – Job satisfaction – Organizational structure and HRM (Formal and Informal Organization)

Unit:II

Acquisition: Human resource planning – Recruitment – selection – placement – induction – job evaluation.

Unit:III

Performance Appraisal: Meaning – significance – methods of appraisal – errors of appraisal – potential appraisal competency mapping – career planning and development – employee training – management development – evaluation of training program.

Unit:IV

Maintenance: Rewards – compensation management – concept of wage and salary administration – types of incentive plans – employee benefits.

Unit:V

Employee Relations: Grievance handling – disciplinary action – trade union – quality of work life – quality circles – Human Resource Information System (HRIS)

Reference Books:

1. D.Ecenzo Robbins: Personnel/Human Resource Management, Prentice Hall, of India, New Delhi
2. Aswathappa: Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
3. A. Subba Rao: Personnel & Human Resource Management, Himalaya Publication House, Mumbai.


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BBA – III SEMESTER

MODEL PAPER
Human Resource Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Distinguish formal and informal organization.
- b) Induction
- c) Potential appraisal
- d) Fringe benefits
- e) HRIS
- f) Line functions Vs Staff functions
- g) Define Quality Circles
- h) BARS

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Describe role of the HR Manager in an organization.
(Or)
(b) Highlight the essential elements of Job Satisfaction.

Unit-II

3. (a) Define recruitment. Elucidate various recruitment methods.
(Or)
(b) Explain HRP Process.

Unit-III

4. (a) Write about various performance appraisal methods.
(Or)
(b) Discuss about training need analysis and its evaluation.

Unit-IV

5. (a) List and explain incentive plan to employees.
(Or)
(b) Define Compensation Management. How it is different from Rewards.

Unit- V

6. (a) What are the essentials of effective Grievance handling mechanism of an organization? Explain.

(Or)

(b) Discuss in detail essential elements determining quality of work life.



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BBA – THIRD SEMESTER

5-3-103

ORGANISATIONAL BEHAVIOUR

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT – I

Introduction to OB – Organizational behavior - meaning - importance - historical development of organizational behavior - organization as a social system – factors influencing organizational behavior.

Personality –Meaning-Traits -models–Stages of Personality Development- Learning .

UNIT – II

perception - factors influencing perception - perceptual process – Attribution.

values - attitudes - attitude formation - role behavior - status - sources and problems of status - Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership effectiveness.

UNIT – III

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - Power, Politics.

UNIT – IV

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - introducing change in large organizations - change agents - organizational development - meaning and process.

UNIT – V

Organization Culture - Conflict –organization structure and organization design-Managing stress

References:

Fred Luthans: **Organisation Behaviour** (McGraw Hill)

Stephen P Robbins: **Organisation Behaviour** (Pearson)

Weihrich, Cannice & Koontz: **Management** (Tata McGraw Hill)

Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons Aswathappa. K. -

Organizational behavior

S.S. Khanka - Organizational Behavior



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BBA – III SEMESTER

MODEL PAPER
Organizational Behaviour

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- a) Historical development of OB
- b) Participative Leadership
- c) Group cohesiveness
- d) Change agent
- e) Bench marking
- f) Grievance Vs Conflict
- g) Experiential Learning
- h) Perceptual Stimuli

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

2. (a) Elucidate various factors influencing organizational behaviour
(Or)
(b) Highlight significant Personality Traits

Unit-II

3. (a) Explain perceptual process with suitable example.
(Or)
(b) Describe with appropriate and contemporary examples various characteristics of an effective leader.

Unit-III

4. (a) What are the essential characteristics of groups? How can groups be classified into various categories?
(Or)
(b) Point out the role of power in group dynamics.

Unit-IV

5. (a) List and explain various causes for resistance to change and mention few ways of dealing with such resistance to change.
(Or)
(b) Explain organizational development process.

Unit- V

6. (a) "Organizational culture determines organization success". Discuss.
(Or)
(b) Elucidate various stress management techniques.



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BBA – THIRD SEMESTER

5-3-104

MANAGEMENT CONTROL SYSTEM

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit: I

Introduction to Management Control Systems: Introduction- Purpose of management control systems; Organizational context of Management Control Systems; Formal & Informal Control Systems; Subsystems and Components of control systems; Sources of key variables of control systems; Identification & Types of key variables.

Unit:II

Designing & Environment of Management Control Systems: Introduction; Impact of IT on control systems; Designing control systems for managerial styles & corporate culture. Managerial behavior & control process; Approaches to Management Control Systems.

Unit:III

Process & Tools of control systems: Strategic Planning and its significance; Strategic Planning Process; Budget as an instrument of control systems; Advantages of budgets; Types of budgets; Formulation of budgets.

Unit:IV

Management Control of Operations: Introduction; Information use in control of operations; Total Quality Approach in control systems; Continuous Process Improvement methods of controlling (target costing & Benchmarking).

Unit:V

Corporate Audit: Audit Rationale; Audit Process; Audit tools & techniques; Follow up & Continuous improvement through audit; Action Planning.

Reference Books:

1. Management Control Systems: Joseph A. Marciariello and Kirby J Calvin, Prentice Hall of India Pvt. Ltd
2. Management Control Systems: Subhash Sharma, TATA McGraw Hill Publishing Co., Ltd
3. Modern Management Control Systems, Text & Cases: Kenneth A. Merchant, Prentice Hall of India Pvt. Ltd



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BBA – III SEMESTER

MODEL PAPER
Management Control System

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any five questions of the following:

5x5=25

- Informal Control Systems
- Role of IT on control system designing
- Goals and objectives of as control tools
- Advantages of budgets
- Bench marking
- Corporate Culture as key variables of MNC's
- Participative type of management
- Action planning

Section - B

5 x 10 = 50

Answer one question from each unit:

Unit-I

- (a) Explain various sub-system and components of control system.
(Or)
(b) What are the different types of key variable?

Unit-II

- (a) Explain the impact on Information Technology
(Or)
(b) Discuss various approaches to designing management control system.

Unit-III

- (a) Elucidate "Strategic Planning Process".
(Or)
(b) "Budget is an effective tool in controlling" comment.

Unit-IV

- (a) Elaborate on "Total Quality approach in control system".
(Or)
(b) Discuss the role of DSS in controlling the business.

Unit- V

6. (a) Highlight the rationale behind corporate Audit as an controlling tool.
(Or)
(b) List and explain briefly various audit tools and techniques.