



S.V. University::Tirupati

SYLLABUS

Bachelor of Business Administration

(I Semester)

W.E.F. 2016-17

B.B.A - SEMESTER – I

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-1	HVPE (Human Values & Professional Ethics)	50	---	50	2	2
3.	Foundation Course-2	Environmental Science	50	---	50	2	2
4.	DSC* 1A	Management Process	100	25	75	5	4
5.	DSC 2A	Managerial Economics	100	25	75	5	4
6.	DSC 3A	Information Technology for Managers	100	25	75	5	4
7.	DSC 4A	Business Organization Communication	100	25	75	5	4
Total			600	125	475	28	23



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SYLLABUS
BBA – FIRST SEMESTER

5-1-101

MANAGEMENT PROCESS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I :

Introduction : Meaning and importance of Management; Role and responsibilities of top, middle and lower managers. Functions of management. Challenges of Management in the context of new era.

UNIT-II :

Planning: Concept- Significance- Process- Techniques- Problems- Planning Principles.

UNIT-III

Organizing Concept- Significance- Process- Techniques- Problems . Principles of organizing. Formal and informal organizations. Organizational design. Departmentation types: advantages and disadvantages. Span of control. Delegation of authority. Delegation Vs. decentralization. Line and Staff Positions – Committees.

UNIT-IV

Staffing: Meaning and importance of staffing. Recruitment – Selection – interviewing – induction.

Leading: Meaning – importance of leading .Leadership Styles. Developing leadership skills.

Motivating: Meaning– importance of Motivating. Theories of motivation.

Communicating: Meaning – importance – Process – problems of communication. Barriers of Communication – Measures towards effective communication.

UNIT – V

Controlling – Importance – Process - Problems of controlling. Control as a feed back System.

Requirements of effective control. Preventive and overall controls.

RECOMMENDED BOOKS:

1. Pro. D. A. R. Subrahmanyam, & Smt. D. Swapna, A test Book on Principles of Management, Maruthi Book Depot, Gudur.
2. Koontz, H. and Wihrich H, Management, Mc Graw Hill.
3. Stoner, J etc., Management , Pearson Education.
4. Sharma, Principles of Management, Kalyani Publishers, Hyderabad.



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BBA – I SEMESTER

MODEL PAPER

Paper – I : Management Process

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Define Management and its importance?
- b) Levels of Management
- c) Committees
- d) Process of Organizing
- e) Induction
- f) Interviewing
- g) Preventive measures to control
- h) Delegation of authority

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain functions of Management?
(or)
(b) Write a note on management challenges in the context of new era.

Unit - II

3. (a) Define planning? And Explain the steps involved in planning?
(or)
(b) Explain the principles of planning.

Unit - III

4. (a) Explain about the working of formal and informal organizations.
(or)
(b) Discuss how departmentation can be done in an organizations.

Unit - IV

5. (a) Define staffing? And explain the selection function of staffing?
(or)
(b) Define Leadership? Discuss about the stages of Leadership.

Unit - V

6. (a) What is controlling? And explain the process and problems of controlling function.
(or)
(b) Briefly describe the preventive and overall controls.



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BBA – FIRST SEMESTER

5-1-102

MANAGERIAL ECONOMICS

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT –I: Introduction

Economic and not-economic activities; Business – Meaning and its importance in the economy; Economics: Definitions – Distinction between micro and macro economics; Concept of Utility; Cardinal and ordinal utility; Law of Diminishing Managerial utility; Law of substitution.

UNIT – II: Demand , Supply and Market Equilibrium

Demand: Meaning, Importance, Types of Demand; Law of Demand; Elasticity of Demand: Different types of elasticity of demand – Price elasticity, income elasticity, cross elasticity and promotional elasticity – Determinants of elasticity of demand; Supply: Meaning and importance ; law of supply; Market equilibrium; Consumer's surplus.

UNIT – III : Production and Costs

Concept of Production; Production function; Distinction between short run and long run; Law of variable proportions; Law of Returns to Scale; Concept of cost of production; Cost function: Costs in short run and costs in long run.

UNIT – IV : Market Structures and Pricing

Market structures: Characteristics – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly; Pricing in various market structures during short run and long run; Different types of pricing and pricing strategies.

UNIT –V : National Income, Trade Cycles and International Trade

National Income; Definition – Measurement – Difficulties and problems in measurement of national income – different concepts of national income; Trade Cycles: Definitions – Causes – Control o Trade Cycles; Monetary policy and Fiscal Policy; International Trade: Meaning, Theories of international trade; Concept of Balance of Payments.

RECOMMENDED BOOKS:

1. Prof. D.A.R. Subrahmanyam, & Dr. V. Hari Leela, A Text book on Managerial Economics, Maruthi Book Depot, Guntur.
2. Gupta G.S. , Managerial Economics, Tata McGraw Hill.
3. Mithani D.M. , Fundamentals of Business Economics, Himalaya Publishing House.
4. A.V.R. Chary, Business Economics Entrepreneurship & Development, Kalyani Publishers, Hyderabad



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BBA – I SEMESTER

MODEL PAPER

Paper – II : Managerial Economics

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Explain Economic and Non Economic activities.
- b) Explain Elasticity of Demand.
- c) Define Demand and Its Importance?
- d) Define Law of demand?
- e) Explain consumer's Surplus.
- f) Define National Income?
- g) Define Production Function?
- h) What is Perfect Competition?

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Distinguish between micro and macro economics.
(or)
(b) Law of Diminishing Managerial Utility.

Unit - II

3. (a) Explain different Types of Demand.
(or)
(b) Different types of Elasticity of Demand.

Unit - III

4. (a) Distinction between short run and long run
(or)
(b) Explain Law of Returns to Scale.

Unit - IV

5. (a) Explain about Monopoly and its pricing.
(or)
(b) Different types of pricing and pricing strategies.

Unit - V

6. (a) Difficulties in Measurement of National Income.
(or)
(b) Explain concept of Balance of Payments.



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BBA – FIRST SEMESTER

5-1-103 R

INFORMATION TECHNOLOGY FOR MANAGERS

No.of.hours per week: 6	Max.Marks	: 100
	Semester end examination	: 75
	Internal assessment	: 25

Unit I:

IT in the Modern Organization: Basic concepts of Information System – Organizational structure and IT support. IT support at different organizational levels managing information technology in organizations.

Introduction to Computer Systems: Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer Systems.

Unit II:

Computer Hardware: Computer Hardware: Central Processing Unit (CPU). Control Unit. Arithmetic Logic Unit (ALU).

Memory: Memory Organization – Random Access Memory (RAM), Dynamic RAM (DRAM, Static Ram (SRAM). Read only Memory (ROM), Registers.

Factors affecting Processor Speed – Instruction Set, Mechanic Cycle

Secondary Storage Devices: Magnetic Tape, magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

Input Devices: Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OCR, OMR, MICR.

Output Devices Monitor: CRT Monitors, Flat-Panel Monitors – **Printer:** Daisy –wheel, Dot Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

Unit III :

Computer Software: System Software and Application Software. Operating Systems: Windows Operating Systems, Mobile device operating Systems, and Notebook Operating systems.

Introduction to MS-Office:

Importance-features – system requirements – advantages

MS-Word: basic editing, formatting, paragraph formatting, borders & sharing, tables, lists, page formatting, inserting pictures, cliparts, shapes, mailmerge, proofing tools, templates & macros.

Unit IV:

MS-Excel: worksheet, workbook, templates, entering data, formatting, headers, footers, data analysis, charts, names, filters, sort, validation lists, function, macros.

MS-Power Point: Creating basic presentation, master view, slide design, building blocks of presentation, themes and styles, charts, graphs and tables, media clips and animation, transition, slide setup, rehearsal, narrations, macros and customization

Unit V:

Networks: Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN)-Virtual Private Networks (VPN), Network cables.

The internet, intranets and extranets: the evolution of the internet, services provided by the internet, World Wide Web: intranets and extranets.

RECOMMENDED BOOKS:

1. Ms. J.J.L.R. Bharathi Devi, A Text Book on Information Technology, Maruthi Book Depot, Guntur.
2. N.V.N.Chary & Lalitha S., Fundamentals of Informational Technology, Kalyani Publishers, Hyderabad.
3. Turban, Rainer, Potter "Introduction to Information Technology", Wiley India (2nd Edition).
4. Microsoft Office Reference Guide – Tom Bunzel
5. Microsoft office Suite of Applications – Orin Thomas
6. Microsoft Office – The Complete Reference – Stephen Nelson



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MODEL PAPER

Paper – III : IT for Managers

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) Explain basis concepts of Information Technology briefly.
- b) Draw the block diagram of computer and label the parts.
- c) Explain Primary memory, its types.
- d) What is a plotter? Explain its purpose.
- e) What is word processing? Explain.
- f) What is a template? Explain.
- g) What is a Topology? Explain.
- h) What is VPN? Explain.

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain IT support at different organizational levels.
(or)
(b) Explain different generations of computers.

Unit - II

3. (a) Explain different input & output devices with examples.
(or)
(b) Explain about different secondary storage devices.

Unit - III

4. (a) Explain the roles & responsibilities of an operating System as a manager.
(or)
(b) Explain how you incorporate tables, lists headers and footer in an Ms-Word document.

Unit - IV

5. (a) How do you insert a Chart in Excel? Explain different types of Charts and their options.
(or)
(b) Explain about different building blocks of a Power Point Presentation.

Unit - V

6. (a) What is a Network? Explain different types of Network with examples.
(or)
(b) Explain: Internet, Intranet and extranet features with examples.



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5-1-104

BUSINESS ORGANISATION COMMUNICATION

No.of.hours per week: 6	Max.Marks	: 100
	Semester end examination	: 75
	Internal assessment	: 25

UNIT-I

Importance of Communication- Types- Verbal- Non Verbal- Formal- Informal- advantages- disadvantages.

UNIT-II

Organizational Communication- upward- downward- Horizontal- group communication.

UNIT-III

Public Speaking- Traits of great orators ,Attending and addressing a meeting- Large gathering- time management.

UNIT-IV

Communication to stakeholders- Investors- Creditors- Employees- Customers- Government and societies.

UNIT-V

Team working – Essentials of a team, formal teams, decision making in team. Conflicts and conflicts management.

References:

1. Raymond V Lesikar etal; “Business Communication” (Tata Mc Graw Hill Education)
2. Courtland L Bovee etal: “Business Communication Today” (Pearson)



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MODEL PAPER

Paper – IV : Business Organization Communication

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) NOISE in communication
- b) VERTICAL communication
- c) Stake Holders Expectations
- d) Team – Essential Qualities
- e) Write essentials of a model letter
- f) Conflicts – intra personal
- g) Steps in time management
- h) Importance of communication

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain non-verbal communications.

(or)

(b) What is the process of communication. Explain step by step?

Unit - II

3. (a) General Manager to Workman – type of communication how do you suggest improvement.

(or)

(b) Define Group communication explain the advantages and disadvantages?

Unit - III

4. (a) What do you mean by public speaking? What are the characteristics of a public speaker.

(or)

(b) In a meeting of senior persons, how do you explain the present situation.

Unit - IV

5. (a) Explain the present situation. How do you improve communications with the Junior Stable.

(or)

(b) Role of Employees in performance improvement?

Unit - V

6. (a) Explain steps in decision making in team members.

(or)

(b) What do you mean by formal group? What are the essentials of a group.