

B.B.A. (Bachelor of Business Administration) (Program Code :164)

Program Structure

Course code	Course	Internal Assessment	External Exams	Max Marks	Credits
SEMESTER – I					
Part – I					
101ENG21	English – A Course in Communication and Soft Skills	30	70	100	3
102TEL21	Second Language – Telugu – Pracheena Telugu Kavithvam	30	70	100	3
102HIN21	Second Language – Hindi - Prose				
102SAN21	Second Language – Sanskrit – Prose, Poetry & Grammar				
103LSA21	Life Skill Course : Human Values and Professional Ethics	--	50	50	2
104SDA21	Skill Development Courses : Insurance Promotion	--	50	50	2
Part – II					
105BBA21	Principles of Management	30	70	100	4
106BBA21	Managerial Economics	30	70	100	4
107BBA21	Quantitative Methods for Managers	30	70	100	4
SEMESTER - II					
Part – I					
201ENG21	English – A Course in Reading & Writing Skills	30	70	100	3
202TEL21	Second Language – Telugu – Aadhunika Telugu Sahityam	30	70	100	3
202HIN21	Second Language – Hindi - Prose				
202SAN21	Second Language – Sanskrit – Prose, Poetry & Grammar				
203LSB21	Life Skill Course : Indian Culture and Science	--	50	50	2
204SDB21	Skill Development - Paper – 1: Business Communication	--	50	50	2
205SDC21	Skill Development - Paper – 2 : Advertising	--	50	50	2
Part – II					
206BBA21	Accounting for Managers	30	70	100	4
207BBA21	Fundamentals of Marketing	30	70	100	4
208BBA21	E- Commerce	30	70	100	4
SEMESTER - III					
Part – I					
301ENG21	English – A Course in Conversational Skills	30	70	100	3
302TEL21	Second Language – Telugu- Srujanathmaka Rachana	30	70	100	3
302HIN21	Second Language – Hindi - Poetry				
302SAN21	Second Language – Sanskrit -Drama, Upanishad, Alankara and History of Literature				

303LSC21	Life Skill Course : Personality Development and Leadership	--	50	50	2
304LSD21	Life Skill Course : Environmental Education	--	50	50	2
305SDD21	Skill Development : Online Business	--	50	50	2
Part – II					
306BBA21	Organizational Behavior	30	70	100	4
307BBA21	Human Resource Management	30	70	100	4
308BBA21	Financial Management	30	70	100	4
SEMESTER - IV					
401BBA21	Training and Development	30	70	100	4
402BBA21	Business Law	30	70	100	4
403BBA21	Micro, Small, Medium Enterprise	30	70	100	4
404BBA21	International Business	30	70	100	4
405BBA21	Cost and Management Accounting	30	70	100	4
406BBA21	Financial Services	30	70	100	4
407BBA21	Corporate Internship	--	--	100	4
SEMESTER - V					
Skill Enhancement courses					
501BBE21	Talent Management	30	70	100	4
502BBE21	Global Human Resource Management	30	70	100	4
503BBE21	Export and Import	30	70	100	4
504BBE21	Brand Management	30	70	100	4
505BBE21	Foreign Exchange Management	30	70	100	4
506BBE21	e-Payments System	30	70	100	4
SEMESTER - VI					
	Bachelor of Business Administration	THIRD PHASE of APPRENTICESHIP Entire 5th / 6thSemester			12
	Bachelor of Business Administration	FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP Between 1st and 2nd year and between 2nd and 3rd year (two summer vacations).			4
					4

English Syllabus-Semester-I

English Praxis Course-I

101ENG21- A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to :

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

I. UNIT: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

II. UNIT: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

III. UNIT: Grammar

- a) Concord
- b) Modals
- c) Tenses (Present/Past/Future)
- d) Articles
- e) Prepositions
- f) Question Tags
- g) Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h) Error Correction

IV. UNIT: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing

V. UNIT: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills

బి.ఏ., బి.కా., బి.యస్సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-1

102TEL21 - కోర్సు-1 : ప్రాచీన తెలుగు కవిత్వం

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

✦ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగుసాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనల మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యునిట్-I

రాజనీతి - నన్నయ
మహాభారతం-సభాపర్వం-ప్రథమాశ్వాసం-(26-57 పద్యాలు)

యునిట్-II

దక్షయజ్ఞం - నన్నెచోడుడు *వైకృత కౌప ప్రశ్నలు మూడవవేది.*
కుమారసంభవం-ద్వితీయాశ్వాసం-(49-86 పద్యాలు)

యునిట్-III

ధౌమ్య ధర్మోపదేశము - తిక్కన
మహాభారతం-విరాటపర్వం-ప్రథమాశ్వాసం-(116-146) పద్యాలు

యునిట్-IV

పలనాటి బెబ్బలి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర-ద్విపద కావ్యం పుట 108-112
'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..
..... వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం
ముద్రణ.వి.కె.స్వామి, బెజవాడ 1911.

యునిట్-V

సీతారావణ సంవాదం - మొల్ల
రామాయణము-సుందరకాండము-(40-87 పద్యాలు)

♦వ్యాకరణం

*1036, 1038
1036.*

సంధులు: ఉత్ప, త్రిక, *గ సడద వదో* (దుతప్రకృతిక) ముగాగమ *స వర్ణ, గుణ,* ద్వీరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, *శ్చుత్వ,*
జశ్చ అనునాసీక సంధులు

సమాసాలు: అవ్యయీభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

- అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.
- శబ్దాలంకారాలు : అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

- వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;
- జాతులు : కందం, ద్విపద; ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

Note: I, III, IV యూనిట్ల నుండి మూడవవేది ప్రతిపాఠ్యం తొలగించి, కంప్యూటర్లకు వ్యత్యాసాలు మూడవవేది ఇవ్వాలి.

*CHANDAN
T. Lakshmi B. L. S.
2.2.2022*

ఆధార గ్రంథాలు:

1. శ్రీమదాంధ్ర మహాభారతము : సభాపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. శ్రీమదాంధ్ర మహాభారతము : విరాటపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
3. కుమార సంభవం - నన్నెచోడుడు
4. పలనాటి వీరచరిత్ర - శ్రీనాథుడు
5. రామాయణము - మొల్ల

✦ సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; అయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.
2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన వ్యాసాలు రాయించడం
(సెమినార్/అసైన్ మెంట్)
3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.
4. చారిత్రక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.
5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం. ప్రశ్నాపత్ర నిర్మాతలకు సూచనలు ప్రతిపదార్థ పద్యాలు, కంఠస్థ పద్యాలు “రాజనీతి, దక్షయజ్ఞం, ధౌమ్య ధర్మోపదేశం, సీతారావణ సంవాదం” అనే నాలుగు పాఠ్యాంశాల నుండి మాత్రమే ఇవ్వాలి.

ACHARYA NAGARJUNA UNIVERSITY
Hindi Syllabus from the Academic Year 2020-21
B.A., B.Com., BBA & B.Sc. FIRST YEAR SEMESTER - I
SECOND LANGUAGE - HINDI

102HIN21 - PROSE - 1) GADYA SANDESH - V.L. Narasimha Sinha
2) KATHALOK - Dr. Ghanshyam

Unit-I : गद्य संदेश (Prose)

1. साहित्य की महत्ता - महावीर प्रसाद द्विवेदी
2. मित्रता - आचार्य रामचंद्र शुक्ल
3. वही की वही बात - रमेश बख्शी

Unit-II : कथा लोक (Short Stories)

1. मुक्तिधन - मुन्शी प्रेमचंद
2. उसने कहा था - चन्द्रधर शर्मा गुलेरी
3. पुरस्कार - जयशंकर प्रसाद

Unit-III : अनुवाद (Translation)

कार्यालयीन शब्दावली (Official Terminology)

प्रशासनिक शब्दावली (Administrative Terminology)


(अंग्रेजी से हिन्दी में - English to Hindi)

Unit-IV : व्याकरण (Grammar)

1. लिंग, वचन, काल, वाच्य, कारक
2. विलोम शब्द
3. शब्दों का वाक्यों में प्रयोग

Unit - V : पत्र लेखन (Letter Writing): वैयक्तिक पत्र (Personal letters)

1. हिन्दी सीखने की आवश्यकता को बताते हुए छोटी बहन के नाम पर पत्र।
2. विहार यात्रा का वर्णन करते अपने मित्र के नाम पर पत्र।
3. शुल्क भरने के लिए पैसे भेजने अपने पिता के नाम पर पत्र।


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CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – I

102SAN21 - PAPER – I : POETRY, PROSE & GRAMMAR . (w.e.f. 2020-21)

- UNIT – I OLD POETRY:**
1. "Arya Padukabhishekaha",
Valmiki Ramayanam- Ayodhya Kanda, Sarga-100 Geetha Press,
Gorakhpur.
 2. "YakshaPrasnaha", Mahabharatam of Vedavyasa,
Vanaparva, Adhyaya -313, Geeta Press, Gorakhpur.

- UNIT – II MODERN POETRY:**
1. "Mevada Rajyastapanam" 4th Canto, Srimat Pratapa
Ranayanam, Mahakavyam, Pt.Ogeti Parikshit sarma,
Published by, Pt.Ogeti Parikshitsarma, 10/11,
Sakal nagar, Pune, 1989.

2. "VivekanandaSuktayaha", Vivekanandasuktisudha by
Dr.SamudralaLakshmanaiah, Published by Author, 18-1-84,
Yasoda Nagar, Tirupati. Selected Slokas 25.

- UNIT – III PROSE:**
1. "Atyutkataihi papapunyairihaiva phalamasnute",
Hitopadesaha-Mitralabha 2 & 3 stories, Pages 61-84.
 2. "Sudraka -Veeravarakatha", Hitopadesaha-Vigraham,
8th story, Pages 63-70, Chowkhamba krishadas
academy, Varanasi, 2006.

- UNIT - IV GRAMMAR:**
1. **DECLENSIONS** Nouns ending in vowels
Deva, Kavi, Bhanu, Dhatru, Pitru, Go, Ramaa, Mati.

2. CONJUGATIONS

1st Conjugation - Bhoo, Gam, Shtha, Drusir, Labh, Mud.

2nd Conjugation - As. 10th Conjugation – Bhaash.

- UNIT – V GRAMMAR:**
1. **SANDHI - Swara Sandhi** : Savarnadeergha, ayavayava,
Guna, Vruddhi, yaanadesa.

-**Halsandhi**: Schutva, Stutva, Anunasika. 2. **SAMASA**

Dwandwa, Tatpurusha, Karmadharaya,, Dwigu.

103LSA21 - HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

(SYLLABUS)

Learning Outcome:

On completion of this course, the UG students will be able to

- ✓ Understand the significance of value inputs in a classroom and start applying them in their life and profession
- ✓ Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- ✓ Understand the value of harmonious relationship based on trust and respect in their life and profession
- ✓ Understand the role of a human being in ensuring harmony in society and nature.
- ✓ Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

UNIT: 1 Introduction – Definition, Importance, Process & Classifications of Value Education

- ❖ Understanding the need, basic guidelines, content and process for Value Education
- ❖ Understanding the thought provoking issues; need for Values in our daily life
- ❖ Choices making – Choosing, Cherishing & Acting
- ❖ Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT: 2 Harmony in the Family – Understanding Values in Human Relationships

- ✓ Understanding harmony in the Family- the basic unit of human interaction
- ✓ Understanding the set of proposals to verify the Harmony in the Family;
- ✓ Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- ✓ Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- ✓ Understanding the Problems faced due to differentiation in Relationships
- ✓ Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- ✓ Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyawastha*)- from family to world family.

UNIT: 3 Professional Ethics in Education

- ✓ Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- ✓ Understanding the concepts; Positive co-operation, Respecting the competence of other professions.
- ✓ Understanding about Taking initiative and Promoting the culture of openness.
- ✓ Depicting Loyalty towards Goals and objectives.

Text Books:

R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References:

- Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, U
- E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
- Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
- A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak.
- P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- A N Tripathy, 2003, Human Values, New Age International Publishers.

Mode of Evaluation:

Assignment/ Seminar/Continuous Assessment Test/Semester End Exam.

Co curricular Activities:

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

COMMERCE STREAM

Syllabus of

104SDA21 - **INSURANCE PROMOTION**

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

- 1. Understand the field level structure and functioning of insurance sector and it's role in protecting the risks*
- 2. Comprehend pertaining skills and their application for promoting insurance coverage*
- 3. Prepare better for the Insurance Agent examination conducted by IRDA*
- 4. Plan 'promoting insurance coverage practice' as one of the career options.*

SYLLABUS:

Section I: 06 Hrs

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

Section II: 10 Hrs

Life Insurance plans. Health insurance plans. Products and features. Contents of documents - Sales Promotion methods - Finding prospective customers - Counselling - Helping customers in filing - Extending post-insurance service to customers.

Section III : 10 Hrs

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers - Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned

3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

SYLLABUS FOR SEMESTER - I (BBA)
105BBA21-Principles of Management

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

• **Books Recommended**

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, 1998
- Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing

Dr. K. R. S.

SYLLABUS FOR SEMESTER - I (BBA)

106BBA21- Managerial Economics

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:

The object of the course is to enable the students to list the different goals and constraints that firms face, apply the economic way of thinking to individual decisions and business decisions

Use calculus (first and second order derivatives) to solve for an optimum solution

Unit- I Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics
Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

Unit - II Consumer behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit -III Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium
Law of supply, shift in supply curve

Unit- IV Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variable factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomies of scale

Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit - V Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

Recommended Books:

Managerial Economics by Ivan Png, Blackwell Publishers

Managerial Economics in a global economy by Dominick Salvotore, Thomson South Western Publications

Economics by Lipsey, Oxford University Press

Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications

Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons

Managerial Economics, D.N. Dwivedi, Vikas Publishing Co

Dr. K.P. →

SYLLABUS FOR SEMESTER I (BBA)

107BBA21-Quantitative Methods for Managers

UNIT I:

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics – Collection of data – Primary and Secondary data – Schedule and questionnaire – Frequency distribution – Tabulation, Diagram and graphic presentation of data – Statistical system in India.

UNIT – II:

Measures of Central Tendency and Dispersion: Definition, objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewness.

UNIT III:

Measures of Correlation: Meaning, Definition and use of correlation – types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis comparison between Correlation and Regression – Regression Equations – Interpretation of Regression Co-efficient.

UNIT IV:

Set Theory: Set, Subset, Types of Sets – Operations on sets – Venn Diagram Demorgan Laws – Applications of Set theory Laws of indices Arithmetic Progressions Geometric Progressions Harmonic Progressions.

UNIT – V:

Matrix: Meaning and operations – Matrix Algebra – Types of matrices – Matrix addition – Matrix Multiplication Matrix Determinants, Minors and Co-factors Matrix inversion.

RECOMMENDED BOOKS: 1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur. 2. Sancheti and Kapoor V K., Business Mathematics, Sulthan Chand & Sons, New Delhi. 3. D. N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad. 4. Gupta S.C. : Fundamentals of Business Statistics, Sultan Chand, New Delhi. 5. Aggarwal, Business Statistics, Kalyani Publishers, Hyderabad. 6. Reddy C R, Business Statistics, Deep & Deep Publications, New Delhi.

M. K. R. ✓

English Syllabus-Semester-II

English Praxis Course-II

201ENG21 -A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to :

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

I. UNIT

Prose	: 1. How to Avoid Foolish Opinions Bertrand Russell
Skills	: 2. Vocabulary: Conversion of Words : 3. One Word Substitutes : 4. Collocations

II. UNIT

Prose	: 1. The Doll's House	Katherine Mansfield
Poetry	: 2. Ode to the West Wind	P B Shelley
Non-Detailed Text	: 3. Florence Nightingale	Abrar Mohsin
Skills	: 4. Skimming and Scanning	

III. UNIT

Prose	: 1. The Night Train at Deoli	Ruskin Bond
Poetry	: 2. Upagupta	Rabindranath Tagore
Skills	: 3. Reading Comprehension : 4. Note Making/Taking	

IV. UNIT

Poetry	: 1. Coromandel Fishers	Sarojini Naidu
Skills	: 2. Expansion of Ideas : 3. Notices, Agendas and Minutes	

V. UNIT

Non-Detailed Text	: 1. An Astrologer's Day	R K Narayan
Skills	: 2. Curriculum Vitae and Resume : 3. Letters : 4. E-Correspondence	

బి.ఏ., బి.కా., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-2

202TEL21 - కోర్సు-2 : ఆధునిక తెలుగు సాహిత్యం

యూనిట్ల సంఖ్య:5

పీరియడ్ల సంఖ్య:60

◆ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, దాని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన “వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ”లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితాలక్ష్యాలను గూర్చిన జ్ఞానాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, ఆవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.



CHAIRMAN
TELUGU B.A.-2.

పాఠ్య ప్రణాళిక

యూనిట్-I : ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం- పరిచయం
2. కొండవీడు - దువ్వూరి రామిరెడ్డి
(‘కవికోకిల’ గ్రంథావళి-ఖండకావ్యాలు-నక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం - అనిసెట్టి సుబ్బారావు (‘అగ్నివీణ’ కవితాసంపుటి నుండి)
4. ‘తాతకో నూలుపోగు’ - బండారు ప్రసాదమూర్తి (‘కలనేత’ కవితాసంపుటి నుండి)

యూనిట్-II: కథానిక

5. తెలుగు కథానిక - పరిచయం
6. భయం (కథ) - కాళీపట్నం రామారావు
7. స్వేదం ఖరీదు....? - (కథ) - రెంటాల నాగేశ్వరరావు

యూనిట్-III: నవల

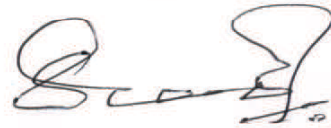
8. తెలుగు ‘నవల’ - పరిచయం
9. రథచక్రాలు (నవల) - మహీధర రామోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) - డా॥ యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్-IV: నాటకం

11. తెలుగు ‘నాటకం’ - పరిచయం
12. యక్షగానము (నాటిక) - ఎం.వి.ఎస్. హరనాథరావు.
13. “అపురూప కళారూపాల విధ్వంసదృశ్యం ‘యక్షగానము’ (సమీక్షా వ్యాసం)”
-డా॥కందిమళ్ళసాంబశివరావు

యూనిట్-V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ - పరిచయం
15. విమర్శ-స్వరూప స్వభావాలు; ఉత్తమ విమర్శకుడు-లక్షణాలు



Chairman

Tel. R. S.

ఆధార గ్రంథాలు/వ్యాసాలు:

1. ఆధునిక కవిత్వం-పరిచయం : చూ. 'దృక్పథాలు' పుట 1-22, ఆచార్య ఎస్వీ. సత్యనారాయణ
2. తెలుగు కథానిక-పరిచయం : చూ. మన నవలలు-మన కథానికలు, పుట 118-130,
ఆచార్య రాచపాళెం చంద్రశేఖర రెడ్డి
3. తెలుగు నవల-పరిచయం : చూ. నవలాశిల్పం, పుట 1-17, వల్లంపాటి వెంకటసుబ్బయ్య
4. తెలుగు నాటకం-పరిచయం : చూ. తెలుగు నాటకరంగం, పుట 17-25 ఆచార్య ఎస్.గంగప్ప
5. తెలుగుసాహిత్య విమర్శ-పరిచయం: చూ.తెలుగుసాహిత్య విమర్శ-నాడు,నేడు పుట 213-217
తెలుగువాణి, అయిదవ అఖిలభారత తెలుగు మహాసభల ప్రత్యేక సంచిక
ఆచార్య జి.వి.సుబ్రహ్మణ్యం
6. నూరేళ్ళ తెలుగు నాటక రంగం - ఆచార్య మొదలి నాగభూషణశర్మ
7. నాటకశిల్పం - ఆచార్య మొదలి నాగభూషణశర్మ
8. సాంఘిక నవల-కథన శిల్పం - ఆచార్య సి.మృణాళిని.

✦ సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. ఆధునిక కవిత్వానికి సంబంధించిన కొత్త కవితలను/అంశాలను ఇచ్చి, విద్యార్థులచేత
వాటిమీద అసైన్మెంట్లు రాయించడం
2. పాఠ్యాంశాలకు సంబంధించిన విషయాలపై వ్యాసాలు రాయించడం (సెమినార్/అసైన్మెంట్)
3. తెలుగు సాహిత్యంలోని ప్రసిద్ధ కథలపై, కవితలపై సమీక్షలు రాయించడం.
4. ఆధునిక పద్యనిర్మాణ రచన చేయించడం.
5. విద్యార్థులను బృందాలుగా విభజించి, నాటకలపై/నవలలపై సమీక్షలు రాయించడం.
6. సాహిత్యవ్యాసాలు సేకరించడం, బృందచర్చ నిర్వహించడం, క్షేత్రపర్యటనలు.
7. ప్రసిద్ధుల విమర్శావ్యాసాలు చదివించి, వాటిని విద్యార్థుల సొంత మాటల్లో రాయించడం.
8. పాఠ్యాంశాలపై స్లీయ విమర్శావ్యాసాలు రాయించడం.

ACHARYA NAGARJUNA UNIVERSITY

Hindi Syllabus from the Academic Year 2020-21

B.A., B.Com., BBA & B.Sc. FIRST YEAR SEMESTER - II

SECOND LANGUAGE - HINDI

202HIN21 - PROSE - 1) GADYA SANDESH - V.L. Narasimha Sinha

2) KATHALOK - Dr. Ghanshyam

Unit-I : गद्य संदेश (Prose) :

1. भारत एक है - रामधारी सिंह 'दिनकर'
2. बेईमानी की परत - हरिशंकर परसाई
3. एच.आई.वी. / एड्स - डॉ. प्रकाश भातल बंडे

Unit-II : कथा लोक (Short Stories) :

1. भूख हड़ताल - श्री बालशौरी रेड्डी
2. परमात्मा का कुत्ता - मोहन राकेश
3. वापसी - उषा प्रियंवदा

Unit-III : अनुवाद (Translation)

कार्यालयीन हिन्दी (Functional Hindi)

प्रशासनिक शब्दावली (Administrative Terminology)

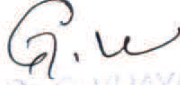
(हिन्दी से अंग्रेजी में) (Hindi to English)

Unit-IV : व्याकरण (Grammar)

1. वाक्यों को शुद्ध कीजिए
2. संधि विच्छेद
3. शब्दों का वाक्यों में प्रयोग

Unit - V : पत्र लेखन (Letter Writing) : शिकायती, आवेदन पत्र

1. नौकरी के लिए आवेदन पत्र।
2. नगर पालिका के अधिकारी के नाम शिकायती पत्र।
3. पुस्तक विक्रेता के नाम पर पत्र।


Dr. G. VIJAYA RATNA KULKARNI
CHAIRMAN
Board of Studies, Hindi & Urdu (U.G.)
Acharya Nagarjuna University
Nagarjuna Nagar-522 510.

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – II

202SAN21 - PAPER – II : POETRY, PROSE & GRAMMAR.

- UNIT – I OLD POETRY:
- 1."Indumateeswayamvaram", Raghuvamsam of kalidasa, 6thcanto, Chowkhamba krishadas academy, Varanasi-2012.
 2. "Deekshaapradanam", Buddacharitam of Aswagosha, 16thcanto. Selected verses.
- UNIT – II MODERN POETRY:
1. "Gangavataranam", Bhojas Champu Ramayanam, Balakanda.
 2. "Mohapanodaha", 4th cant. Dharma Souhrudam by P.Pattabhi Ramarao, , Published by Author, Ramanth Nagar.
 3. "VandeKasmeerabharatam", by Doolypala Ramakrishna from Samskrita pratibha, sahitya academy , New Delhi -2018.
- UNIT – III PROSE:
1. "Avantisundarikatha", 5th Chapter. Dasakumara Charitam, Purva peetika.
 2. "Charudattacharitam", Bhasakathasaraha by Y.Mahalingasastry.
- UNIT - IV GRAMMAR:
1. DECLENSIONS :Nouns ending in vowels
Nadee, Janu, vadhoo, Matru, Phala, Vaari & Madhu.
 2. CONJUGATIONS
III Conjugation- Yudh, IV Conjugation- Ish, VIII Conjugation- Likh, Kru, IX Conjugation-Kreen X, Conjugation-Kath, Ram, Vand.
- UNIT – V GRAMMAR:
1. SANDHI - Halsandhi : Latva, Jastva
-Visarga sandhi: Utva, Visargalopa, Rephadesa, Ooshma.
 - 2.SAMASA
Avyayeebhava, Bahruvrihi.

A.P. State Council of Higher Education
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

LIFE SKILL COURSE

203LSB21 - **Indian Culture & Science**

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Understand the evolution of India's culture
2. Analyze the process of modernization of Indian society and culture from past to future
3. Comprehend objective education and evaluate scientific development of India in various spheres
4. Inculcate nationalist and moral fervor and scientific temper

Syllabus:

Unit – I: Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit – II: Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurramJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology: ((09 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: (03 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Visit to a scientific institutions, local heritage sites, museums, industries etc

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K.Thakur, ISRO: History and Acheivements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

A.P.STATE COUNCIL OF HIGHER EDUCATION

B.A.B.Com & B.Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

204SDB21 - BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- 1. Understand the types of business communication and correspondence*
- 2. Comprehend the processes like receiving, filing and replying*
- 3. Acquire knowledge in preparing good business communications*
- 4. Acquaint with organizational communication requirements and presentations.*

SYLLABUS:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

AP STATE COUNCIL OF HIGHER EDUCATION

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Revised CBCS w.e.f 2020-21
SKILL DEVELOPMENT COURSES
COMMERCE STREAM

205SDC21 - **ADVERTISING**

Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

After Successful completion of this course, the students are able to;

1. *Understand the field of Advertising*
2. *Comprehend opportunities and challenges in Advertising sector*
3. *Prepare a primary advertising model*
4. *Understand applying of related skills*
5. *Examine the scope for making advertising a future career*

Syllabus

UNIT I: 06hrs

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs

Role of advertising agencies and their responsibilities - scope of their work and functions -
- Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory
Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI
(Advertising Standard Council of India)

UNIT III: 10hrs

Types of advertising – Basic characteristics of a typical advertisement –Reaching target
groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books and Websites:

1. Bhatia. K. Tej - Advertising and Marketing in Rural India - Mc Millan India

2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. Jethwaney Jaishri & Jain Shruti - Advertising Management - Oxford university Press
Publications of Indian Institute of Mass Communications
4. Websites on Advertising

SEMESTER II
206BBA21- ACCOUNTING FOR MANAGERS

Type of Course:

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I – Introduction to Accounting

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting– Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems). Difference between manual accounts and computerised accounts.

Unit –II: Subsidiary Books:

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

Unit-III- Bank Reconciliation Statement:

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with adjustments (Problems).

Unit-V: Issue of Shares and Debentures: Shares – meaning –types –types of share capital- Issue of shares-forfeiture of shares –reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House

Dr. T. R. S.

SEMESTER II

207BBA21- FUNDAMENTALS OF MARKETING

To study & critically analyse the basic concepts in marketing & to cater the needs of marketing industries

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments -Basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

Unit-V: Promotion mix Advertisement:- Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process..

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Fraim.

Dr. L. K. L.

Semester-II

208BBA21-E-Commerce

Unit-I:

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business.

Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III:

Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

Unit-V:

HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

22.12.21 ✓

బి.ఏ., బి.కాం., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-3

302TEL21 - కోర్సు-3 : సృజనాత్మక రచన

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

✦ అభ్యసన ఫలితాలు:-

- ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.
1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
 2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజికవ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.
 3. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
 4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం, మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
 5. సృజన రంగం, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అపకాశాలను అందిపుచ్చుకోగలరు.
 6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

CHANDRAN
B.S.S. Telugu.

పాఠ్య ప్రణాళిక

యూనిట్-I: వ్యక్తీకరణ నైపుణ్యాలు

1. భాష-ప్రాథమికాంశాలు: భాష-నిర్వచనం, లక్షణాలు, ఆవశ్యకత, ప్రయోజనాలు
2. వర్ణం-పదం-వాక్యం', వాక్య లక్షణాలు, సామాన్య-సంయుక్త-సంశ్లిష్టవాక్యాలు
3. భాషా నిర్మాణంలో 'వర్ణం-పదం-వాక్యం' ప్రాధాన్యత

యూనిట్-II సృజనాత్మక రచన

4. కవితా రచన : ఉత్తమ కవిత - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం-లక్షణాలు

యూనిట్-III: అనువాద రచన

7. అనువాదం-నిర్వచనం, అనువాద పద్ధతులు,
8. అనువాద సమస్యలు-భౌగోళిక,భాషా,సాంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసము : ఆంగ్లం నుండి తెలుగుకు,తెలుగు నుండి ఆంగ్లానికి ఒక పేరాను అనువదించడం

యూనిట్ IV మాధ్యమాలకు రచన-1 (ముద్రణామాధ్యమం/ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం (అచ్చుమాధ్యమం) : పరిచయం, పరిధి, వికాసం
11. వివిధ రకాల పత్రికలు-పరిశీలన, పత్రికాభాష, శైలి, వైవిధ్యం
12. పత్రికా రచన : వార్తా రచన, సంపాదకీయాలు, సమీక్షలు-అవగాహన

యూనిట్ V మాధ్యమాలకు రచన-2 (ప్రసార మాధ్యమం/ఎలక్ట్రానిక్ మీడియా)

13. ప్రసారమాధ్యమాలు : నిర్వచనం, రకాలు, విస్తృతి, ప్రయోజనాలు
14. శ్రవణ మాధ్యమాలు - రచన: రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం
15. దృశ్యమాధ్యమాలు - రచన: వ్యాఖ్యానం (యాంకరింగ్), టెలివిజన్ రచన



ఆధార గ్రంథాలు/వ్యాసాలు:

1. వ్యక్తీకరణ నైపుణ్యాలు - చూ. 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు-ఆచార్య పి.ఎస్.సుబ్రహ్మణ్యం
2. తెలుగు భాషా చరిత్ర - సం.ఆచార్య భద్రరాజు కృష్ణమూర్తి
3. తెలుగు వాక్యం - డా. చేకూరి రామారావు
2. ఉత్తమ కవిత-లక్షణాలు - చూ. నవ్యకవిత్వ లక్షణములు- ఆచార్య సి.నారాయణరెడ్డి
ఆధునికాంధ్ర కవిత్వము-సంప్రదాయములు, ప్రయోగములు: చతుర్థ ప్రకరణము.
3. ఉత్తమ కథ-లక్షణాలు - చూ.కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17
4. ఉత్తమ వ్యాసం-లక్షణాలు- చూ.చదువు-సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు
5. అనువాద రచన - చూ.1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి
పుటలు 61-75, 85-94
2. అనువాదన పద్ధతులు ఆచరణ సమస్యలు-చేకూరి రామారావు
“భాషాంతరంగం”, పుటలు 130-146, తెలుగు విశ్వవిద్యాలయం ప్రచురణ
6. ముద్రణా మాధ్యమం - చూ. మాధ్యమాలకు రచన, పుటలు 9-12
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
7. పత్రికా భాష - చూ. మాధ్యమాలకు రచన, పుటలు 67-74
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
8. పత్రికా రచన - చూ. తెలుగు- మౌలికాంశాలు, పుటలు 59-69
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
9. ప్రసార మాధ్యమాలు - చూ. మాధ్యమాలకు రచన, పుటలు 3-10
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
10. రేడియో రచన - చూ.మాధ్యమాలకు రచన, పుటలు 141-148
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
11. వ్యాఖ్యానం (యాంకరింగ్) - చూ.మాధ్యమాలకు రచన, పుటలు 178-181
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
12. టెలివిజన్ రచన - చూ.మాధ్యమాలకు రచన, పుటలు 153-160
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
13. తెలుగు జర్నలిజం - డా॥ బూదరాజు రాధాకృష్ణ



సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.
2. విద్యార్థులచేత తెలుగుభాషా సాహిత్యాలపై ప్రసంగవ్యాసం ఇప్పించడం (సెమినార్/ అసైన్మెంట్)
3. వ్యాసరచన, లేఖారచన, స్వీయకవితలు రాయించి, తరగతిలో చదివింపజేయడం మొదలైనవి.
4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.
5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion) నిర్వహింపజేయడం.
6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహింపజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.
7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేయించి సంకలనం చేయడం.
8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు , దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

ACHARYA NAGARJUNA UNIVERSITY

Hindi Syllabus from the Academic Year 2021-22

B.A., B.Com., BBA & B.Sc. SECOND YEAR SEMESTER - III

SECOND LANGUAGE - HINDI

302HIN21 - POETRY - KAVYADEEP - B. Radha Krishna Murthy

Unit-I : काव्यदीप (Ancient & Modern Poetry) :

1. साखी - दोहे (1 से 10 तक) - कबीरदास
2. दोहे (1 से 10 तक) - रहीम
3. मातृभूमि - मैथिलीशरण गुप्त
4. तोड़ती पत्थर - सूर्यकांत त्रिपाठी 'निराला'
5. ओ दीपक! बुझने के पहले - प्रो. पी. आदेश्वर राव

Unit-II : हिन्दी साहित्य का इतिहास (History of Hindi Literature) :

भक्तिकाल - निर्गुण भक्ति धारा

1. ज्ञानाश्रयी शाखा - कबीर
2. प्रेमाश्रयी शाखा - जायसी

Unit-III: साधारण निबन्ध (General Essays) :


1. समाचार पत्र
2. बेकारी की समस्या
3. कंप्यूटर
4. पर्यावरण और प्रदूषण
5. साहित्य और समाज

Unit-IV : अनुवाद (Translation) :

अनुवाद (अंग्रेजी से हिन्दी में) (Five Sentences)

Unit - V : प्रयोजनमूलक हिन्दी (Functional Hindi) :

1. परिपत्र (Circular)
2. ज्ञापन (Memorandum)


Dr. G. VIJAYA RATNA KUM.
CHAIRMAN
Board of Studies, Hindi & Urdu (UG)
Acharya Nagarjuna University
Nagarjuna Nagar-522 510.

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – III

PAPER – III : Drama, Upanishad, Alankara and History of Literature.- 302SAN21

UNIT – I : OLD DRAMA

1. "Madhyamavyayogaha". Bhasa Natakachakram.
krishadas academy, Varanasi 1998.

UNIT – II : MODERN DRAMA

"Sankalpabalam" by Prof.G.S.R.Krishna Murthy,
Published by Semushi, R.S.Vidyapeetam, Tirupati-2019.

UNIT – III : UPANISHAD

1. "Sishyanusasanam" – Sikshavalli of Taittireeyopanishad.
2. "Sraddatrayavibhagayoga",
17th Chapter, Bhagavadgita, Geetapress, Gorakhpur.

UNIT - IV : ALANKARAS:

1. Upama 2. Ananvaya 3. Utpreksha 4. Deepakam
5. Aprastutaprasamsa 6. Drushtanta 7. Prateepa.

UNIT – V : HISTORY OF SANSKRIT LITERATURE

1. Panini 2. Kautilya 3. Bharatamuni 4. Bharavi 5. Magha
6. Bhavabhuti 7. Sankaracharya, 8. Jagannatha. 9. Dandi.

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21
LIFE SKILL COURSE

303LSC21 - **Personality Enhancement & Leadership**
Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I:(7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II: (8 hrs)

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:(10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Co-curricular Activities Suggested: (05 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

- Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
- Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
- Carnegie Dale, Become an Effective Leader, New Delhi: Amaryliss, 2012
- Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998

AP State Council of Higher Education

Revised Syllabus under CBCS Pattern

(w.e.f. 2020-'21 Academic Year)

A Mandatory Course for BA/BCom/BSc etc.

304LSD21 -ENVIRONMENTAL EDUCATION

(Total hours of Teaching – 30 Hrs. @ 02 Hrs. per Week)

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

Learning outcomes: On completion of this course the students will be able to

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit 1: Environment and Natural Resources

06 Hrs.

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and waterresources in India and their importance.

4. Biodiversity : Definition; importance of Biodiversity - ecological,consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: genetic, species and ecosystem diversity.

Unit-2: Environmental degradation and impacts

10Hrs

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.
7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit 3: Conservation of Environment

10 Hrs

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. Solid waste management: Control measures of urban and industrial waste.
4. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
5. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book :

- ErachBarucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
- PurnimaSmarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books :

- Odum, E.P., Odum, H.T. & Andrews, J. (1971) *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. (2011). *Environmental and Pollution Science*. Academic Press.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) *Environment. 8th edition*. John Wiley & Sons.
- Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- Sengupta, R. (2003) *Ecology and economics: An approach to sustainable development*. OUP.
- Wilson, E. O. (2006) *The Creation: An appeal to save life on earth*. New York: Norton.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) *Principles of Conservation Biology*. Sunderland: Sinauer Associates,

A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM

Syllabus of
305SDD21- **ONLINE BUSINESS**
Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- 1. Understand the online business and its advantages and disadvantages*
- 2. Recognize new channels of marketing, their scope and steps involved*
- 3. Analyze the procurement, payment process, security and shipping in online business*
- 4. Create new marketing tools for online business*
- 5. Define search engine, payment gateways and SEO techniques.*

SYLLABUS:

Section-I: 06 Hrs

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business- Challenges- Differences between off-line business, e-commerce and Online Business.

Section-II: 10 Hrs

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Section-III: 10 Hrs

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

B.B.A Semester – III

306BBA21- Organizational Behaviour

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

Unit 3

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

Unit 4: THE GROUP

Foundation of Group Behaviour: Concepts related to Communication, Leadership, Power and Politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

Unit 5 :THE ORGANISATION

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture , Organization Change &Development, Organizational Conflict and Discipline.

Suggested Reading:

Organizational Behavior – Stephen P. Robbins, Timothy A. Judge, Seema Sanghi

Organisational Behaviour – L M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstorm

Management & Organisational Behaviour – Laurie J Mullins

M.L.D.

B.B.A Semester – III

307BBA21-HUMAN RESOURCE MANAGEMENT

Objectives:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

UNIT I

Introduction: History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management vs. HRM.

Case study: Conceptualize and get sacked

UNIT II

Acquisition of Human Resources: Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning.

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification.

Recruitment: Introduction to recruitment, Factors governing Recruitment, Process & Sources of recruitment

Selection: Meaning of Selection, Steps in selection process, Selection Tests & Interviews

Placement, Induction & Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion Policy

Case Study: A tale of Twists and Turns

UNIT III

Training: Concept and importance of training; types of training; methods of training; designing of a training programme; evaluation of training effectiveness

Executive Development: Concept, process and techniques.

Career planning and development: Concept, objectives and process.

Case Study: Vishal Fast Foods Private Ltd.

UNIT IV

Job evaluation: Concept & Essentials of Job Evaluation, Methods of Job evaluation.

Performance Appraisal: Concept, importance, process of performance Appraisal, methods of Performance Appraisal, Job evaluation Vs. Performance Appraisal.

Compensation: Introduction to Compensation Management, Objectives & Components of Compensation.

Case Study: Should Job Evaluation plan be specific or General

P.K. R.

Unit V

International Dimensions of Human Resource Management: Introduction to International Human Resource Management, understanding role of cultural in International Management Practice; HRM Practices as a cultural variable. International HRM on Productivity, Quality of Work Life and Bottom Line

Text Books:

Chhabra, T. N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.

Dr. Gupta, C. B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.

Reference Books:

Lippo, Edwin B., Personnel Management, Tata McGraw Hill.

Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.

Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata

McGraw Hill Publishing Company, New Delhi, 2003

Dessler, Gary; Human Resource Management; Prentice Hall.

D'Enzo, David A & Stephen P. Robbin, Personnel Human Resource Management, Prentice Hall of India.

Beardwell, Ian & Len Holden, Human Resource Management, Macmillan, Delhi.

2016-2017

B.B.A SEMESTER – III
308BBA21-FINANCIAL MANAGEMENT

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Unit-I: Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

Unit-III: Working capital: meaning, significance and types of working capital; determinants of working capital; sources of working capital; management of inventory; management of cash; management of account receivables.

Unit-IV: Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages.

Unit-V: Dividend decisions—Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

SUGGESTED READINGS

Home, James Van Financial Management & Policy

SolomanEzreThe Theory of Financial Management

Hunt William and Donaldson BasIc Business Finance ,

Kuchal, S.C. Financial Management

Bradley Fundamentals of Corporation Finance

Pandey, I.M. Financial Management

Fred, Weston J. The Scope & Methodology of Finance

Weston & Brigham Essentials of Management Finance

Dr. A. J. S.

B.B.A -SEMESTER – IV
401BBA21-TRAINING AND DEVELOPMENT

Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II:

Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.

Unit III:

Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV:

Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V:

Coaching and Counselling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counselling - Special Projects, Committee assignments conferences, Management games.

References:

- 1.P.Subba Rao, VSP, Rao, Human Resource Management, Konark Publishing Houses, Mumbai.
- No index entries found.2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.

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B.B.A -SEMESTER – IV
402BBA21- BUSINESS LAW

Unit-I:

Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contracts, and remedies

Unit-II

Companies Act definition of company, kinds of company, Memorandum of Association, Articles of association, prospectus, meetings and resolutions

Unit-III

Factories act 1948 definition of factory provisions of health, safety, welfare

Unit-IV

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V:

The essential Commodity Act. The Consumer Protection Act, 1986. District forum, state commission, national commission, Consumer councils.

References:

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D. Geet and M.S. Patil: Business Laws
6. S.S. Gulshan: Business Laws. 7. N.M. Wechlakar: Business Laws.

P. K. D.

B.B.A -SEMESTER – IV
MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

403BBA21-

Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II:

Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III:

Management Functions in Small and Medium Enterprises – Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV:

Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V

Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.¹

M.K. R.

B.B.A -SEMESTER – IV
404BBA21-INTERNATIONAL BUSINESS

Unit-I:

Introduction – Need - - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade /international trade

Unit-II:

Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, spot-future forward and option market.

Unit-III:

Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.

Unit-IV:

WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

Unit-V:

Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, recent Exim policy

References:

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.

Dr. P. R. S.

B.B.A -SEMESTER – IV

405BBA21- COST & MANAGEMENT ACCOUNTING

Unit-I:Introduction:Management accounting- nature -scope-functions- Distinguish between Financial Accounting, Cost Accounting and management accounting - Cost Concepts and Classification.

Unit-II: Elements of Cost: Materials: Material control Selective control, ABC technique Methods of pricing issues FIFO, LIFO, Weighted average, (including problems). Labour: Control of labor costs time keeping and time booking Idle time Methods of remuneration labour incentives schemes

Unit-III: Financial statement Analysis: Financial Statements Need for analysis of Financial statements- comparative statements- commonsize statements- Trend analysis.

Unit IV: Ratio Analysis: Meaning – Accounting Ratios – uses – limitations – types of ratios – profit and loss account ratios – balance sheet ratios – mixed ratios.

Unit V: Costing Techniques: Marginal Costing –cost classification- differences between marginal costing and absorption costing – marginal cost equation- contribution- p/v ratio- margin of safety-BEP Analysis – (including problems).

Reference Books

Cost & Management Accounting : Kishore, R. M. 4th ed Taxman Allied Service

Principles & Practice Of Cost Accounting : Bhattacharyya, A. K. 3rd ed PHI

Management & Cost Accounting: Drury, Colin 6th ed Thompson Books

Cost Accounting: Managerial Emphasis: Horngren C. T/ Datar, S. M/ Foster, G. 12th ed Pearson

Dr. K. P. S.

B.B.A -SEMESTER – IV
406BBA21-FINANCIAL SERVICES

Unit-I:

Financial Services: Public Issue –Prospectus-Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II:

Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India.

Unit-III:

Leasing: Lease Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV:

Credit Cards-Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V:

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

References:

- 1.Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
- 2.Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, Mumabi.
- 3.Siddiah, T., Financial Services, Pearson
- 4.TripatyNaliniPrava, Financial Services, Prentice Hall of India, New Delhi.
- 5.Guruswamy.S, Financial Services, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
- 6.V. Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai, 2009.
- 7.Rajesh Kothari, "Financial Services in India", SAGE.

M.A.R. C

B.B.A -Semester – V
501BBE21-Talent Management

Unit-I:

Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II:

Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies -methods of data collection for mapping - Developing competency models from raw data- data recording, analysing the data, content analysis of verbal expression, validating the competency models.

Unit-III:

Performance management and employee development: Personal Development plans, 360degree feedback as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV:

Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V:

Succession planning: Identifying managerial positions which are critical for the business -Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

References:

1. Competence at work - I,yle M. Spencer, Signe M. Spencer, John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.

D. K. P. S.

B.B.A -SEMESTER – V

502BBE21- GLOBAL HUMAN RESOURCE MANAGEMENT

Unit-I:

Introduction to IHRM: Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM, Organizational Processes in IHRM, Challenges of International Human Resource Management.

Unit-II:

Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection..

Unit-III:

Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-IV:

Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V:

International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, compensation practices across the countries, social security systems across the countries, global compensation: emerging issues.

References:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.

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B.B.A -SEMESTER – V
503BBE21- EXPORT AND IMPORT

Unit-I:

Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses Patent, Trade Mark, Copy Right Registrations Confidentiality and NDA.

Unit-II:

Export Sales Selling and Purchasing- Consignment - Leases Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms Export License Import License.

Unit-III:

Export Packaging - Preparation of pre-shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

Unit-IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export Isolated Sales Transactions.

Unit-V:

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export-oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

References:

- 1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
- 3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.

P.K. Khurana

B.B.A -Semester – V

504BBE21- Brand Management

Course Objectives :To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management

UNIT 1 :

Product Management — An Introduction , Corporate Strategy and Product Policy ,.Product line Decisions , Product Life Cycle and Marketing Strategies.

Unit 2

New Product Development and the Techniques of Idea Generation and Screening ,Concept Development and Testing ,Test Marketing ,Launching and Tracking New Product Programmes .

UNIT 3

Organising for New Products ,Introduction to Brand Management and Crafting of Brand Elements , Consumer Brand Knowledge ,Brand Identity, Personality and Brand Associations

Unit 4

Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand Equity

Unit 5

Leveraging Brand Equity , Measurement of Brand Equity

References

Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition by : *John Michael Morgan*

Marketing Management by Philip Kotler and Kevin Lane Keller

Dr. A. R. L.

B.B.A -Semester – V
Foreign Exchange Management - 505BBE21

Unit-I:

Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

Unit-II: I

international financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

Unit-III:

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV:

Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

Unit-V:

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

References:

- 1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.
- 4) Sailaja, G., International Finance, Universities Press.
- 5) Jeff Madura. International Financial Management, Cengage, New Delhi.
- 6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.
- 7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.
- 8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.

M.K. Reddy

B.B.A -Semester – V
506BBE21- e-Payments System

Unit-I:

e-Cash and Virtual Money:Electronic Data Interchange (EDI) -NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies, Bitcoin.

Unit-II:

Automated Clearing and Settlement: Process ofReal Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.

Unit-III:

e-Payment Security and Digital Signature: Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

Unit-IV:

Mobile Payments:Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges – Debit & Credit Cards – RU Pay Card – e-Challan.

Unit-V:

Electronic Invoice and Payment System:Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers - Reconciliation through Bank -Invoice Paper elimination - Scan-based trading (SBT).

References:

1. Domonique Rambure and Alec Nacamuli, "Payment Systems: From the Salt Mines to the Board Room", Palgrave MacMillan.
2. WeidongKou, "*Payment Technologies for E-Commerce*". Springer, Germany.
3. DonalO'Mahony, Michael Peirce and Hitesh Tewari, "Electronic Payment Systems", Artech House, Inc.
4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

M.K. J.