BBA (Bachelor of Business Administration) Programme (to be offered by Affiliated Colleges)
Under
Faculty of Management, Osmania University

	First Year	Max. Marks
Part – I *	1.1 English	100
	1.2 Second Language	100
	1.2 a) Telugu	
	1.2 b) Sanskrit	
	1.2 c) Hindi	
	1.2 d) Urdu	
	1.3 Indian Heritage and Culture	
Part– II	1.4 Principles of Management	100
	1.5 Business Mathematics	100
	1.6 Business Economics and Entrepreneurial Development	100
	1.7 Financial Accounting	100
	Total Marks	**600**

	Second Year	Max. Marks
Part – I *	2.1 English	100
	2.2 Second Language	100
	2.2 a) Telugu	
	2.2 b) Sanskrit	
	2.2 c) Hindi	
	2.2 d) Urdu	
	2.3 Environmental Studies	
Part – II	2.4 Human Resource Management	100
	2.5 Business Statistics	100
	2.6 Fundamentals of Marketing	100
	2.7 Elements of Financial Management	100
	2.8 Business Communication	100
	Total Marks	**700**

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Third Year		Max. Marks
Part – II	3.1 Business Environment	100
	3.2 Management Accounting	100
	3.3 Business and Corporate Law	100
	3.4 Information Technology	100
	3.5 Management Science	100

	3.6 Elective – I (Choose one)
	   3.6.1 (F) Financial Services
	   3.6.2 (M) Sales and Advertising Management
	   3.6.3 (HR) Leadership
		@100

	3.7 Elective – II (Choose one)
	   3.7.1 (F) Investments Management
	   3.7.2 (M) CRM
	   3.7.3 (HR) Change Management
		@100

	3.8 Project Report	Grade **
	3.9 Comprehensive Viva-Voce	Grade **
	3.10 Science and Civilization *	100 (Non Credit)
	Total Marks	**700**

Total Marks: First year 600 + Second Year 700 + Third Year 700 = 2000

*As per common core syllabus at UG level.

** Grade Point Scale

A Grade	= 70% and above
B Grade	= 60% to 69%
C Grade	= 50% to 59%
D Grade	= 36% to 49%
E Grade	= less than 36% (Fail Grade)

Important Note: Rules and Regulations of BBA programme will be the same and on par with other UG courses of Osmania University.

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BBA 1st Year
Principles of Management
Paper 1.4

Unit – I

Management – meaning, nature, and significance – Combination of art and science Management as a profession, Management Vs Administration - Levels of Management - Elements of managerial process – Styles and Roles of managers in organizations. Contributions of Taylor and Fayol. Human Relations and Behavioral School – Hawthorne studies.

Unit – II

Planning – Nature and process of planning Planning and Environmental uncertainties - Types of planning – Advantages and limitations of planning – Decision making – Stages in decision making.

Unit – III

Nature and significance of organization – Authority and Responsibility relationships - Span of control, Process of delegation – Barriers to delegation – Centralization and Decentralization, Concept of Line and Staff – Overcoming Line – staff conflict, Committees, Coordination. Organization structure, types, advantages and disadvantages

Unit – IV

Staffing, motivation and leadership. Scope of staffing function. Theories of motivation – theory X, theory Y and theory Z. Maslows need hierarchy. Leadership's styles.

Unit – V

Communication and control – Process of communication – Verbal and Nonverbal. Barriers to communication. Types, process, and tools of Control. Characteristics of effective Control system – Human Reaction to control system.

References:

1. Harold Koontz & Heinz Weihrich, "Essentials of Management" Tata McGraw Hill 7th ed.
2. Hellriegel, Jackson & Slocum, - Thomson, "Management", 9th ed.
3. Parag Divan – "Management – Principles and Practices", Excel – 2008
4. Stoner – "Management", PHI, 2008
5. Robbins – "Management" –, PHI, 2008
6. T. Ramaswamy, "Principles of Management", Himalaya Publishing House (2008)
7. Dr. Anad Pawar and Prof. Nageswar Rao, "Contemporary Management", 1st edition, 2011, Himalaya Publishing House.

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BBA 1st year- Business Mathematics
Paper : 1.5

Unit – I
Functions:
Introduction – Concept – Types of functions –Linear, Quadratic, Polynomial, Exponential and Logerit.
Special types of functions – Function related to Business and Economics.
Interest- Simple and Compound, Discounts, Annuity and Present value concepts.
Theory of Indices: Laws, Negative, Fractional Indices – Arithmetic, Geometric and Harmonic Progressions.
Applications.

Unit – II
Theory of Sets:
Introduction – Set Theory Definition, Types of sets: Universal, Power, Super, Equal Sets and Venn Diagrams --
Set Operations: Union of Two sets, Intersection of Two sets, Complement of sets, Difference of Two sets –
Theorems: Associative ,Distributive, De Morgan's Laws – Set Relation and Applications: Relations and
Functions – Ordered Pairs – Cartesian products – Number of Elements. - Permutation and combinations,

Unit – III
Differentiation:
Introduction – Concept of Derivative–Physical and Geometrical Meaning -- Increasing and Decreasing function
– Maxima and Minima. Applications of Differentiation, Partial derivative – Total differentiation – Second
orders partial derivative. Applications of Partial Differentiation.

Unit – IV
Concept of Integration:
Introduction – Fundamental formulate – Properties - Method of Integration – Substitution Method.
Simple Applications
Vectors:
Equality – Difference – Inequality special vectors – linear dependence of vectors.

Unit – V
Matrix Algebra: Introduction – Definition – Symbol, Order of a Matrix – Row, Column matrix – Operations of
Matrices – Matrix Multiplication – Determinant of a matrix – Inverse of a Matrix – Application of matrix.
Systems of Linear Equations and their solution using matrices.

References:

1. "Mathematics for Management" – Raghavachary M. Tata McGraw Hill, 2006
2. "Business Mathematics" – J.K. Singh, Published by Himalaya Publishing House Education 2007.
3. "Fundamentals of Mathematics" – Sanchetti, D.C. Kapoor, Sultan Chand & Sons.
4. "Economics" – Paul A. Samuelson, Tata Mc Grow Hills.

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BBA 1st Year
Business Economics and Entrepreneurial Development
Paper 1.6

Objective: This course is meant to sensitize the students about the rationale and principles of business economics as are applicable to business problems.

Unit – I
Business Economics: Basic Concepts, Precepts and Economic rationale of optimization: Nature and scope of Business Economics. Basic problems of an economy; Basic concepts and precepts: Marginalism, Equimarginalism, opportunity cost, time perspective, Discounting, Risk and uncertainity and efficiency, externality and trade off..

Optimization: Constrained and unconstrained optimization, Economics of information.

Unit – II
Utility and Demand Analysis:
Theory of utility. Utility and demand curve, consumers surplus. Determinates of demand. Different concepts of demand. Concepts of elasticity. The relationship between price elasticity and Revenue. Demand forecasting – Forecasting methods.

Unit – III
Production, Cost and Supply Analysis:
The production function, short-run and long-run production function. The laws of diminishing returns and Returns to Scale. The relationship between production and cost. Variable, fixed costs and other cost concepts/Least cost input combination. Economies of scale and scope. The experience curve. Concept of supply, supply curve. Conditions of supply. Elasticity of supply.

Unit – IV
Analysis of Market Structure and Price Determination:
Short run and Long run price determination under perfect, monopoly, monopolistic and oligopoly markets. Critique of pricing under various market structures. Pricing strategies and practices.

Unit – V
Entrepreneur and Entrepreneurial Development:
Concept of entrepreneur; characteristics and functions of entrepreneur; entrepreneur and manager; Concept of entrepreneurship – Functions, growth and problems; Role of entrepreneurship in economic development. Entrepreneurial mindset, motivation and competencies. Developing entrepreneurship; Role of Government

References:

1. Dominik Salvotore, "Managerial Economics" Thomson Asia Pvt Ltd, Singapore, 4th edition, 2001.
2. Dominic Salvotore, "Micro Economics" Theory and practice" Oxford levi press, 4th edition, 2003.
3. Joseph G. Nellis and David Parker, "Principles of Business Economics" Pearson Education Ltd, 2nd edition, , 2009.

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4. H.L. Ahuja, "Business Economics" Sultanchand &Co., 4th edition, 2008.
5. Manab Adhikary, "Business Economics" Excel Books, New Delhi – 2008.
6. S.S Khanka, 2007, "Entrepreneurial Development", S.Chand & Co. Ltd.
7. Madhrimalal & Shikher Sahar, 2008, "Entrepreneurship", Excel Books.
8. Dr. Narayana Reddy, "Entrepreneurship – Text and Cases" 2010, Engage learning, New Delhi

BBA 1st Year
Financial Accounting
Paper 1.7

Unit – I

Financial Accounting – origin, growth, meaning, definition, objectives, functions, limitations; users of accounting information; financial accounting – science or art; book keeping versus Financial Accounting, accounting versus accountancy; branches of accounting – classification of expenditure - Basis of accounting – terms used in financial accounting – assets, liabilities, capital, equity, debtors, creditors, bills of exchanges, revenue, income, expense, expenditure, profit and loss account; Double entry system of accounting and its advantages; types of accounts, rules of accounting, accounting equation; accounting concepts and conventions; accounting standards.

Unit – II

Journal, journalizing, types of journal entries – simple, compound, opening and closing entries; books of prime entry; subsidiary books, cash book, posting of simple cash book, two columnar cash book, three columnar cash book, petty cash book, Purchases book, Purchases Returns book, Sales book, Sales Returns book, Bills Receivable book, Bills Payable book, Bank Reconciliation Statement.

Unit – III

Ledger, ledger account, difference between journal and ledger; ledger posting, balancing; Preparation of trial balance; types of errors, and their rectification; capital profit versus revenue profit, capital loss versus revenue loss; Provisions and reserves; secret reserve, general reserve, specific reserve; Adjustments; Final accounts of sole proprietorships – trading account, profit & loss account, horizontal form of balance sheet.

Unit – IV

Joint stock company – definition, characteristics, types of companies, steps in formation of company; Shares, share capital, rights shares, bonus shares; Accounting entries with respect to – issue of shares at premium or at discount, calls in advance, calls in arrears, forfeiture, surrender, reissue; Debentures, accounting entries with respect to issue of debentures; Company final accounts; Adjustments in company final accounts.

Unit – V

Depreciation, definition, causes, need for providing depreciation; depreciable assets, methods of recording depreciation, depreciation methods – straight line method, diminishing balance method, sum of years digits method, annuity method, depreciation fund method, insurance policy method, machine hour rate method, revaluation method, depletion method; Inventory systems – periodic system, perpetual system; Inventory valuation methods – FIFO,LIFO, simple average, weighted average method;

References:

1. P.C. Tulsian, "Financial Accounting", Pearson Education,2003
2. S.P. Jain, K.L. Narang, "Advanced Accountancy, Principles of Accounting", Volume 1, Kalyani Publishers,2007
3. T.P. Ghosh, "Fundamentals of Accounting", Sultan Chand & Sons
4. S.N. Maheswari, "Financial Accounting", Vikas Publishing Pvt. Ltd., 2005
5. T.S. Grewal, S.C.Gupta, "Introduction to Accountancy", Sultan Chand & CompanyLtd.,2009

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