



SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE
(AUTONOMOUS)

(Approved by AICTE, New Delhi, Affiliated to JNTUK, Kakinada)

Accredited by NAAC with 'A+' Grade

Recognised as Scientific and Industrial Research Organisation

SRKR MARG, CHINA AMIRAM, BHIMAVARAM – 534204 W.G.Dt., A.P., INDIA

Regulation: R24		II - B.B.A. I - Semester							
BACHELOR OF BUSINESS ADMINISTRATION									
COURSE STRUCTURE (With effect from 2024-25 admitted Batch onwards)									
Course Code	Course Name	Category	L	T	P	Cr	C.I.E.	S.E.E.	Total Marks
B24BB2101	Business Laws	CC	4	0	0	4	30	70	100
B24BB2102	Fundamentals of E-Commerce	CC	3	0	0	3	30	70	100
B24BB2103	Business Environment	CC	3	0	0	3	30	70	100
B24BB2104	Operations Management	CC	4	0	0	4	30	70	100
B24BB2105	Business Ethics	MDE	2	0	0	2	30	70	100
B24BB2106	Management Information system (MIS)	SEC	2	1	0	2	30	70	100
B24BB2107	Information Technology – Lab (Spreadsheet and Tally)	VAC	0	0	4	2	30	70	100
TOTAL			18	1	4	20	210	490	700

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2101	CC	4	--	--	4	30	70	3 Hrs.
BUSINESS LAWS								
(For BBA)								
Course Objectives:								
1.	To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.							
2.	To provide an overview on Negotiable Instruments Act and Partnership Act in India.							
3.	To understand the regulatory framework of companies with reference to various provisions of Companies Act.							
4.	To understand the essentials and execution of Sale contracts.							
5.	To acquire knowledge on Right to Information Act and Consumer Protection Act.							
Course Outcomes: At the end of the course students will be able to								
S.No	Outcome							Knowledge Level
1.	Explain the essentials and special provisions of valid contracts and remedies for breach.							K2
2.	Describe the features of negotiable instruments and the rights and liabilities of partners.							K2
3.	Summarize the legal provisions relating to company formation, documents, meetings, and winding up.							K2
4.	Discuss the rules of property transfer, conditions, warranties, and rights of unpaid sellers.							K2
5.	Outline the provisions of the RTI Act and mechanisms of consumer protection under the 2019 Act.							K2
SYLLABUS								
UNIT-I (10Hrs)	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 Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.							
UNIT-II (10 Hrs)	NEGOTIABLE INSTRUMENTS ACT 1881: Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments: Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.							
UNIT-III (10 Hrs)	COMPANIES ACT, 2013: Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company.							

UNIT-IV (10 Hrs)	SALE OF GOODS ACT: Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners, Auction Sale.
UNIT-V (10 Hrs)	RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT: Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.
Textbooks:	
1.	P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2.	Dr S.N.Maheshwari& Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
Reference Books:	
1.	N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
2.	M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.
3.	Satyanarayana., Corporate Business Law, Discovery Publishing House Pvt. Ltd.,



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2102	CC	3	--	--	3	30	70	3 Hrs.
FUNDAMENTALS OF E-COMMERCE								
(For BBA)								
Course Objectives:								
1.	To give basic knowledge of E-Commerce by studying IT developments, online markets system architectures, and applications for consumers and businesses.							
2.	To learn skills in EDI, online payment systems, digital economy, and security for safe online transactions.							
3.	To Understanding of ethical, social, legal, and policy issues in E-Commerce so learners can handle challenges and use best practices in digital business.							
Course Outcomes: At the end of the course students will be able to								
S.No	Outcome							Knowledge Level
1.	Understand the fundamental concepts, scope, benefits, limitations, and frameworks of E-Commerce, including consumer and business applications.							K2
2.	Apply knowledge of e-retailing models, e-services, and B2B commerce to real-world online business scenarios.							K3
3.	Summarize electronic data interchange (EDI), payment systems, and protocols used in digital transactions.							K2
4.	Apply knowledge of security techniques such as encryption, firewalls, and network protection to safeguard E-Commerce platforms.							K3
5.	Analyze ethical, legal, and social issues in E-Commerce and apply appropriate principles to resolve dilemmas in digital business contexts.							K3
SYLLABUS								
UNIT-I (10Hrs)	Overview of developments in Information Technology and Defining E- Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.							
UNIT-II (10 Hrs)	Consumer Oriented E Commerce-E-Retailing: Traditional retailing and e-retailing, Benefits of e retailing, Key success factors, Models of E- retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information- selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce							
UNIT-III (10 Hrs)	Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment							

	Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net–Electronic Cash, cheques and credit cards on the Internet.
UNIT-IV (10 Hrs)	Security in Ecommerce: Threatsin Computer Systems: Virus, Cybercrime Network Security:Encryption,ProtectingWebserverwithaFirewall,FirewallandtheSecurityPolicy, Network Firewalls and Application Firewalls, Proxy Server
UNIT-V (10 Hrs)	Issues in E Commerce: Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance
Textbooks:	
1.	Elias. M.Awad, "Electronic Commerce", Prentice-HallofIndia PvtLtd.
2.	RaviKalakota,AndrewB.Whinston,"ElectronicCommerce-AManager'sguide", Addison-Wesley
3.	Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.
Reference Books:	
1.	Elias.M Award, "Electronic Commerce from Vision to Fulfillment", 3rdEdition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.
e-Resources	
1.	https://onlinecourses.swayam2.ac.in/imb25_mg70/preview

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2103	CC	3	--	--	3	30	70	3 Hrs.
BUSINESS ENVIRONMENT								
(For BBA)								
Course Objectives:								
1.	Interpret the importance of understanding the business environment.							
2.	Associate the impact of Business Environment on Decision making.							
3.	Illustrate the Government role in developing the Micro, Small and Medium Enterprises							
4.	Restate International trade and Balance of Payments influence on business.							
5.	Paraphrase the role of International institutions in the growth of international business.							
Course Outcomes: At the end of the course students will be able to								
S.No	Outcome							Knowledge Level
1.	Explain the importance of Business Environment.							K2
2.	Illustrate the impact of business environment on business decisions.							K2
3.	Describe the Government role in promoting Micro, Small and Medium Enterprises in India.							K2
4.	Associating the influence of International trade and Balance of payments on business decisions.							K2
5.	Restating the contribution of International Institutions in the growth of global business.							K2
Estd. 1980								
AUTONOMOUS								
SYLLABUS								
UNIT-I (10Hrs)	INTRODUCTION: Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.							
UNIT-II (10 Hrs)	POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS: Elements of Political Environment, Role of Government in Business facilitation. Competition Act 'FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog.							
UNIT-III (10 Hrs)	MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME): Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.							
UNIT-IV (10 Hrs)	BALANCE OF PAYMENTS: International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade							

	regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.
UNIT-V (10 Hrs)	INTERNATIONAL BUSINESS ENVIRONMENT: International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank , BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.
Textbooks:	
1.	Francis Cherunilam, Business Environment-Himalaya Publishing House.
2.	Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
Reference Books:	
1.	Mishra and Puri, Indian Economy, Himalaya Publishing House.
2.	Raj Aggarwal, Business Environment, Excel Books.
3.	Business Environment by C.B. Gupta, Sultan Chand & Sons.
4.	Business Environment by Dr. Simerjit Kaur, KSK Publisher
5.	Business Environment: A Test/Reference Book with Case Studies by N.R. Mohan Prakash



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2104	CC	4	--	--	4	30	70	3 Hrs.
OPERATIONS MANAGEMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Explain the scope, nature, and strategic significance of Operations Management in business organizations.							
2.	Describe modern production systems and their role in achieving operational efficiency.							
3.	Interpret the applications of operations management concepts in solving real-life business and service problems.							
4.	Explain productivity, quality management, and recent trends in operations management.							
5.	Summarize quality principles, ISO standards, and quality control tools.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1.	Contrast production systems and explain modern practices like JIT and lean.							K2
2.	Illustrate layout types and describe design and job measurement techniques.							K2
3.	Summarize forecasting and interpret planning, scheduling, and SCM strategies.							K2
4.	Explain productivity factors and outline job design and work measurement.							K2
5.	Interpret quality dimensions and describe TQM and control chart methods.							K2
Estd. 1980 AUTONOMOUS								
SYLLABUS								
UNIT-I (10Hrs)	Introduction to Operation Management: Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.							
UNIT-II (10 Hrs)	Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.							
UNIT-III (10 Hrs)	Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.							
UNIT-IV (10 Hrs)	Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.							

UNIT-V (10 Hrs)	Quality Management: Quality - Definition, Dimension, Cost of Quality, Quality Circles- Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts - Total Quality Management (TQM).
Textbooks:	
1.	Krajewski & Ritzman (2004). <i>Operation Management - Strategy and Analysis</i> . Prentice Hall of India.
2.	Panner Selvem. <i>Production and Operation Management</i> . Prentice Hall of India.
Reference Books:	
1.	Chunnewals. <i>Production & Operation Management</i> . Himalaya, Mumbai.
2.	Charry, S.N (2005). <i>Production and Operation Management - Concepts, Methods Strategy</i> . John Willy & Sons Asia Pvt Limited.
3.	K. Aswathappa& Sridhar Bhatt. <i>Production & Operations Management</i> . Himalaya, Mumbai.
4.	Satyanarayana (2020). <i>Production and Operation Management</i> . Discovery Publishing House Pvt. Ltd., New Delhi.
e-Resources	
1.	https://nptel.ac.in



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2105	MDE	2	--	--	2	30	70	3 Hrs.
BUSINESS ETHICS								
(For BBA)								
Course Objectives:								
1.	To provide knowledge of ethical concepts, values, and moral principles in business and professional contexts.							
2.	To develop an understanding of ethical corporate behavior, decision-making, and Indian ethos in organizational functioning.							
3.	To familiarize learners with ethics in functional areas, environmental ethics, gender issues, and cross-cultural human values.							
Course Outcomes: At the end of the course students will be able to								
S.No	Outcome							Knowledge Level
1.	Explain the concepts and importance of ethics in business.							K2
2.	Associate ethical corporate behavior with functional systems like markets, environment, trade, and HR.							K2
3.	Describe ethical dilemmas, corporate governance, and Indian ethos.							K2
4.	Summarize ethics application in marketing, finance, HR, and IT.							K2
5.	Interpret environmental ethics, corruption, gender ethics, and human values.							K2
SYLLABUS								
UNIT-I (10Hrs)	Ethics and Business Ethics: Concepts, Values and Ethics, Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business.							
UNIT-II (10 Hrs)	Ethical Corporate Behavior: Its Development, Ethical Leadership. Ethics and Business Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values, System: Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR.							
UNIT-III (10 Hrs)	Ethical Decision-making: Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance. Indian Ethos: Need, Purpose & Relevance; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain.							
UNIT-IV (10 Hrs)	Ethics in Functional Area: Marketing, Finance, Human Resource and Information Technology. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics.							

UNIT-V (10 Hrs)	Environmental Ethics: Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination, Rans-Cultural Human Values in Management Education, Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, work ethics, secular and spiritual value. .
Textbooks:	
1.	Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
2.	S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
Reference Books:	
1.	Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.) 5. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
2.	S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
3.	Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
4.	Human Values By : Prof. A.N. Tripathi New Age International
5.	Wisdom Leadership By : Prof. S.K. Chakraborty Wheeler Publication



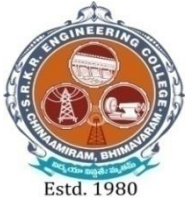
Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2106	SEC	2	1	--	2	30	70	3 Hrs.
MANAGEMENT INFORMATION SYSTEM								
(For BBA)								
Course Objectives: Students are expected to								
1.	Explain the process and development of MIS.							
2.	Illustrate the management of MIS.							
3.	Summarize the different components used for developing MIS.							
4.	Describe decision support system (DSS) and its importance in MIS.							
5.	Restate the steps involved in system design.							
Course Outcomes: At the end of this course, the students will be able to								
S.No	Outcome							Knowledge Level
1.	Explain the process and development of MIS.							K2
2.	Summarize the role and importance of MIS in managerial decision-making and the functions involved in the management of MIS.							K2
3.	Describe the essential components required for developing MIS and classify their roles in supporting organizational information needs.							K2
4.	Outline the concept of DSS and its importance in enhancing the effectiveness of MIS.							K2
5.	Summarize the steps involved in system design and differentiate the roles of each step in developing MIS.							K2
SYLLABUS								
UNIT-I (10Hrs)	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.							
UNIT-II (8Hrs)	Planning, Implementation and Controlling of Management Information System.							
UNIT-III (10Hrs)	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.							
UNIT-IV (8Hrs)	Managerial Decision Making, characteristics and components of Decision Support System							

UNIT-V (10Hrs)	System Design, System design consideration, input/output design, forms design, file organization and data base, date management, file design, program design, control and security.
Textbooks:	
1.	Laudon, K. C. & Laudon J. P. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2.	Coronel, C. & Morris, S. Database systems: design, implementation, & management. Cengage Learning.
Reference Books:	
1.	Olson D. Information systems project management (First; ed). US: Business Expert Press.
2.	Beedle M. ScrumMaster Study Guide. Auerbach Publications.
3.	Patnayakuni R. The Scrum Master Guidebook. A Reference for Obtaining Mastery” CHANDAN LAL PATNAY.
4.	Sutherland J. J. The Scrum Master Guidebook. A Reference for Obtaining Mastery.
5.	Sutherland, J.J. Scrum: The Art of Doing Twice the Work in Half the Time”, Jeff Sutherland.
6.	Stair R.M. & Reynolds G. Fundamentals of information systems. Cengage Learning.
e-Resources	
1.	Enterprise-Wide Business-IT Engagements: Empowered Business-IT for Next-Gen EMEA, Stijn Viaene, Steven De Hertogh. https://hbsp.harvard.edu/product/J1025-PDF-ENG?Ntt=mis
2.	From Products to Product-Service Systems: Rain-Driven Transformation of a Mediterranean Equipment Manufacturer, Jan Marco Leimeister, Helmut Krcmar. https://hbsp.harvard.edu/product/JT0962-PDF-ENG?Ntt=MIS

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2107	VAC	--	--	4	2	30	70	3 Hrs.
INFORMATION TECHNOLOGY – LAB (SPREADSHEET AND TALLY)								
(For BBA)								
Course Objectives:								
1	To develop the ability to create, format, and manage spreadsheets for data analysis and presentation.							
2	To enable learners to apply advanced functions and formulas for problem-solving in business and accounting contexts.							
3	To impart fundamental knowledge of accounting principles and practices, and their application using Tally software.							
4	To provide skills in setting up and managing accounts and inventory systems in Tally for real-world business operations.							
Course Outcomes: At the end of the course students will be able to								
S.No	Outcome							Knowledge Level
1	Apply spreadsheet tools to create, format, and manage data effectively for business applications.							K3
2	Analyze and implement advanced Excel functions including conditional, logical, and date/time functions for decision-making.							K4
3	Apply principles of double-entry accounting and bookkeeping to record business transactions systematically.							K3
4	Create and configure company accounts, ledgers, and groups in Tally for organizational accounting.							K3
5	Analyze and manage stock groups, categories, and inventory masters in Tally to support efficient business operations.							K4
SYLLABUS								
UNIT-1	Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.							
UNIT-2	Ranges and functions: Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.							

UNIT-3	Basic of Accounting: Type of Accounts, Rules of Accounting, Principles of concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.
UNIT-4	Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.
UNIT-5	Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventory Masters for National Traders
Reference Books:	
1	Michael Alexander, Dick Kusleika, John Walkenbach, <i>Excel 2021 Bible</i>, Wiley, 1st Edition, 2021.
2	T.S. Grewal, <i>Financial Accounting</i>, Sultan Chand & Sons, 2022 Edition.





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Regulation: R24		II - B.B.A. II - Semester							
BACHELOR OF BUSINESS ADMINISTRATION									
COURSE STRUCTURE (With effect from 2024-25 admitted Batch onwards)									
Course Code	Course Name	Category	L	T	P	Cr	C.I.E.	S.E.E.	Total Marks
B24BB2201	Human Resource Management	CC	4	0	0	4	30	70	100
B24BB2202	Research Methodology	CC	3	0	0	3	30	70	100
B24BB2203	Operations Research	CC	4	0	0	4	30	70	100
B24BB2204	Cross culture Management	CC	3	0	0	3	30	70	100
B24BB2205	Public Health Management	VAC	2	0	0	2	30	70	100
B24BB2206	Entrepreneurship Development	SEC	2	1	0	2	30	70	100
B24BB2207	Design of New Start-up (Mini project)	SEC	0	0	4	2	50	--	50
TOTAL			18	1	4	20	230	420	650

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2201	CC	4	--	--	4	30	70	3 Hrs.
HUMAN RESOURCE MANAGEMENT								
(For BBA)								
Course Objectives:								
1.	Explain the nature, scope, and significance of Human Resource Management and the role of HR managers in organizations.							
2.	Describe the processes of human resource planning, recruitment, and selection.							
3.	Illustrate the importance and methods of training and development.							
4.	Explain performance appraisal systems and compensation management practices.							
5.	Describe the concept and importance of industrial relations and collective bargaining.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Explain the functions of HRM and its contribution to organizational objectives.							K2
2.	Describe the stages involved in recruitment, selection, placement, and induction.							K2
3.	Explain different training techniques and evaluate training effectiveness.							K2
4.	Describe appraisal methods and components of compensation.							K2
5.	Explain grievance handling procedures and collective bargaining processes.							K2
SYLLABUS								
UNIT-I (10Hrs)	Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company’s objectives and policies, organizing the HRM Department.							
UNIT-II (10 Hrs)	Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process.							
UNIT-III (10 Hrs)	Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.							
UNIT-IV (10 Hrs)	Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation- Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job Evaluation in wage fixation. Compensation- Introduction to							

	Compensation Management, Objectives of Compensation, Components of Compensation.
UNIT-V (10 Hrs)	Industrial Relations –Definition, Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.
Textbooks:	
1.	Human Resource Management: Text and Cases by K. Ashwathappa& Sadhna Dash (McGraw Hill)
2.	Human Resource Management by L.M. Prasad (Sultan Chand & Sons)
Reference Books:	
1.	A Text book of Human Resource Management – C. B. Mammoria& S. V. Ghankar. - Himalaya Publishing House.
2.	Personnel and Human Resource Management - Text & Cases, P Subba Rao, Himalaya Publishing House.
3.	Human Resource Management – P. Jyothi, Oxford University Press.
4.	Human Resource Management ,R.Wayne Mondy, Robert M, Noe, Pearson Education.
e-Resources	
1.	https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2202	PC	3	--	--	3	30	70	3 Hrs.
RESEARCH METHODOLOGY								
(For BBA)								
Course Objectives:								
1.	Developing the students in Research orientation and to acquaint them with fundamental of research methods							
Course Outcomes: Students can be able to								
S.No	Outcomes							Knowledge Level
1.	Understand the nature, importance, and role of research in business and social sciences by explaining different types of research and ethical issues involved..							K2
2.	Explain the concepts of primary and secondary data, sampling techniques, and measurement scales used in research studies.							K2
3.	Understand survey research designs, fieldwork procedures, data editing, coding, classification, and methods of data presentation							K2
4.	Describe the concepts of hypothesis formulation, null and alternative hypotheses, and the differences between parametric and non-parametric tests.							K3
5.	Apply standard report-writing techniques to prepare and present a clear, logical, and professional research report.							K3
Estd. 1980AUTONOMOUS								
SYLLABUS								
UNIT-I	Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research-Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, ethical issues in business research-Defining Research Problem, Stepsin Research process							
UNIT-II	DataBase: primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.							
UNIT-III	Survey Research and data analysis: Selection of an appropriate surveyre search design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self-administered Questionnaires- Editing–Coding–Classification of Data –Tables and							

	Graphic Presentation–Preparation and Presentation of Research Report.
UNIT-IV	Formulation of Hypothesis –Tests of Hypothesis - Introduction to Null hypothesis vs. alternative hypothesis, parametric vs.non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, ChiSquaretest.
UNIT-V	Report Writing: Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of aresearch report.
Textbooks:	
1.	C.R.Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2.	Navdeep and Guptha : Statistical Techniques & Research Methodology, Kalyani Publishers
Reference Books:	
1.	Willam G.Zikmund, Adhkari:Business Research Methods
2.	A.N.Sadhu,Amarjitsingh, Research methodology in social sciences,7 th Edition Himalaya Publications.
3.	ABhujangarao,Researchmethodology,ExcelBooks,2008



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Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2203	CC	4	--	--	4	30	70	3 Hrs.
OPERATIONS RESEARCH								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand and analyze managerial problems in industry so that they are able to use resources (capitals, materials, machines etc) more effectively.							
2.	Formulate mathematical models and solve them using simplex method for quantitative analysis of managerial problems in industry.							
3.	Understand the Transportation, Assignment and Sequencing models to optimize industrial resources.							
4.	Predict the strategies of the competitor and simulate various working models to improve the business concerns.							
5.	Generate different PERT and Replacement models to improve the efficiency of the Industrial models.							
Course Outcomes: Upon the successful completion of this course, Students will								
S.No	Outcome							Knowledge Level
1.	Formulate Mathematical models and solve them using Graphical and Simplex methods.							K3
2.	Apply Transportation and Assignment algorithms to optimize industrial resources.							K3
3.	Apply the Sequencing and Replacement procedures to increase the efficiency of the business systems.							K3
4.	Use the Game theory strategies and Simulation processes to use the resources more effectively.							K3
5.	Identify the Critical Path and apply the techniques to optimize the project cost and duration.							K3
SYLLABUS								
UNIT-I (10Hrs)	Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modeling, Graphical method. The Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method.							
UNIT-II (10 Hrs)	Transportation & Assignment Models: Transportation Model: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem. Assignment Model:							

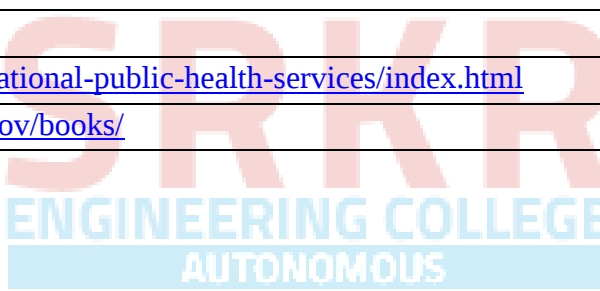
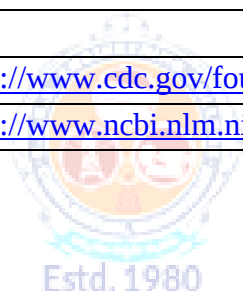
	Introduction-Mathematical formulation of assignment model-Hungarian method of solving assignment problem, Travelling Salesman Problem.
UNIT-III (10 Hrs)	Sequencing & Replacement models: Job Sequencing: Sequencing problem-Terminology, processing n-jobs through two machines, n-jobs through three machines, n-jobs through m-machines. Replacement models: Introduction-Replacement situations- Individual replacement and group replacement
UNIT-IV (10 Hrs)	Game Theory & Simulation: Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods. Simulation: Methodology, advantages, limitations- Monte-Carlo method of simulation- Applications-Simulation for Inventory and Waiting Lines.
UNIT-V (10 Hrs)	CPM and PERT Models: Objectives, Network components, Drawing network diagrams – Critical path algorithm- Floats in Network -Identifying critical path – PERT algorithm- probability of completing the project within given time- optimum cost and optimum duration.
Textbooks:	
1.	V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons.
2.	P. K. Gupta and D.S.Hira, Operations Research S. Chand and company Pvt. Ltd.
Reference Books:	
1.	Kanti Swarup, P K Gupta, and Man Mohan, Operations Research, Sultan Chand & Sons.
2.	S. D. Sharma, Operations Research –Theory, Methods and Applications, Kedar Nath Ram Nath.
3.	Anand Sharma, Operations Research, Himalaya Publishing House, 3. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd..
4.	JK Sharma Operation Research – Theory and Applications, MacMillan.
5.	Richard Bronson & Govindasami Naadimuthu, SCHAUM'S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata McGraw-Hill Edition.

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2204	CC	3	--	--	3	30	70	3 Hrs.
CROSS CULTURE MANAGEMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand the concept of culture in a business context and how the cultural backgrounds of various business stakeholders influence managerial decisions and organizational behavior.							
2.	Illustratethe role of culture in global management,both Indian and foreign-design communication strategies and build high-performance global teams.							
3.	Describe the negotiation and decision-making across cultures, negotiation processes in multicultural contexts for effective international operations.							
4.	Summarize global HRM practicesand behavior shaping for building high-performance global teams.							
5.	Interpretthe nature of corporate culture and strategies for designing, implementing, and measuring successful culture change in organizations.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Identify the cultural backgrounds of various business stakeholders and these cultural factors influence business interactions and decisions.							K2
2.	Summarize communication strategies used by multinational companies and the cultural implications for effective team building.							K2
3.	Explain the processes involved in cross-cultural negotiation and the skills required for effective multicultural negotiations.							K2
4.	Interpretmethods for developing global managerial talent and strategies for motivating, leading, and retaining employees in global organizations.							K2
5.	Describe the key steps in designing a culture-change strategy and methods for measuring ongoing cultural improvement.							K2
SYLLABUS								
UNIT-I (10Hrs.)	Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.							
UNIT-II (10 Hrs.)	Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.							
UNIT-III	Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed							

(10 Hrs.)	Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.
UNIT-IV (10 Hrs.)	Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.
UNIT-V (10 Hrs.)	Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.
Textbooks:	
1.	Cross-Cultural Management: Essential Concepts — David C. Thomas & Mark F. Peterson, SAGE Publications, 4th Edition (2016)
2.	Cross-Cultural Management Textbook: Lessons from the World Leading Experts in Cross-Cultural Management — Edited by Jerome Dumetz, with contributions from authors such as Fons Trompenaars, Meredith Belbin, Edgar H. Schein and others, CreateSpace / Independent Publishing Platform, 2012
3.	Cross-Cultural Management: A Contemporary Approach — Jasmin Mahadevan, SAGE Publications, 2023
4.	Understanding Cross-Cultural Management — Marie-Joëlle Browaeys & Roger Price, Pearson, (latest edition 2024)
Reference Books:	
1.	Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2.	Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3.	Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi
e-Resources	
1.	https://books.google.com/books/about/Cross_Cultural_Management.html?id=M6_4DQAAQB_AJ
2.	https://vdoc.pub/documents/organizations-and-management-in-cross-cultural-context-1oq7c0ttt380

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2205	VAC	2	--	--	2	30	70	3 Hrs.
PUBLIC HEALTH MANAGEMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand the basic concepts of environmental health.							
2.	Describe the development of health policies and management principles in health services.							
3.	Summarize how social, cultural, and behavioral factors shape health outcomes in individuals and communities.							
4.	Interpret the causes, transmission, risk factors, and basic prevention strategies for infectious and chronic diseases.							
5.	Explain the principles, strategies, and methods used in health promotion and health education.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Explain environmental health concepts and environmental factors influence public health.							K2
2.	Describe health policy processes and healthcare systems, management principles operate in public health.							K2
3.	Illustrate the influence of social and behavioral determinants on health and common behavior change concepts.							K2
4.	Summarize diseases into communicable and non-communicable types and their causes and prevention methods.							K2
5.	Interpret the principles of health promotion and strategies used for improving community health behaviors.							K2
SYLLABUS								
UNIT-I (8Hrs.)	Environmental Health Sciences: Focuses on understanding and preventing environmental health hazards.							
UNIT-II (8Hrs.)	Health Policy and Management: Covers health policy development, healthcare systems, and management principles.							
UNIT-III (8Hrs.)	Social and Behavioral Sciences: Explores the social and behavioral factors influencing health outcomes.							
UNIT-IV (8Hrs.)	Communicable and Non-Communicable Diseases: In-depth study of infectious and chronic diseases.							

UNIT-V (8Hrs.)	Health Promotion and Education: Strategies to promote healthy behaviors and lifestyles.
Textbooks:	
1.	Public Health Management: Principles and Practice – Sunder Lal, Vikas – CBS Publishers
2.	Public Health Education, Management, System and Practices in the Context of the Indian Subcontinent – Krishnendu Sarkar, Reeti Debnath, Pinaki Sensarma (Editors) – Cambridge Scholars Publishing
3.	An Introduction to Community & Public Health – James F. McKenzie, Robert R. Pinger – Jones & Bartlett Learning
4.	Health Systems in Transition: India – Sanjay Zodpey, Prashant Mathur – WHO / NHP India
Reference Books:	
1.	Social and Behavioral Foundations of Public Health – Jeanne M. McLain, Gilbert K. Lee – Cengage Learning
2.	Environmental Health Science – Morton Lippmann – Oxford University Press
3.	Noncommunicable Disease Prevention: Best Buys – World Health Organization – WHO Publications
e-Resources	
1.	https://www.cdc.gov/foundational-public-health-services/index.html
2.	https://www.ncbi.nlm.nih.gov/books/



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2206	SEC	2	1	0	2	30	70	3 Hrs.
ENTREPRENEURSHIP DEVELOPMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Interpret what entrepreneurship is and how it has impacted the world and their country.							
2.	Explain about opportunity discovery, prototyping, Feasibility analysis and competition analysis.							
3.	Convert their business idea into the Business Model Canvas and will use it to further refine as bootstrapping.							
4.	Summarize the Problems encountered channels and customer acquisition, business model and plan finalization, efficiency and growth processes.							
5.	Associate advanced concepts such as Innovation management in franchising, renewal, and profit maximization.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1.	Describe entrepreneurship concepts, theories, types, and key entrepreneurial skills.							K2
2.	Illustrate idea generation, design thinking, prototyping, and feasibility analysis to develop business ideas.							K2
3.	Explain business planning, government programs, institutional support, and financial assistance for entrepreneurs.							K2
4.	Interpret operational, financial, and managerial problems in startups and discuss possible solutions.							K2
5.	Explain innovation strategies, new product development, and management of intellectual property rights.							K2
SYLLABUS								
UNIT-I (10Hrs)	Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis.							
UNIT-II (10Hrs)	Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. - Idea Evaluation: - Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation. - Feasibility Analysis: - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial							

	feasibility analysis- Understanding legal requirements, and compliance issues.
UNIT-III (10 Hrs)	Development Processes: Translate Business Model into a Business Plan, Visioning for venture- Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Supporting organizations- Govt. Incentives and facilities, Financial Institutions support- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell.
UNIT-IV (10 Hrs)	Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability- understanding of market size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Market- Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival, Bank Syndications.
UNIT-V (10 Hrs)	Introduction to Innovation management, Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.
Textbooks:	
1.	Robert D. Hisrich & Michael P. Peters – Entrepreneurship (McGraw Hill, 2023)
2.	Satyanarayana (2018) – Entrepreneurship Management (Discovery Publishing House, New Delhi)
Reference Books:	
1.	Holt – Entrepreneurship: New Venture Creation (Prentice-Hall, 1998)
2.	Tushman & Lawrence – Managing Strategic Innovation & Change (Oxford, 1997)
3.	Nina Jacob – Creativity in Organisations (Wheeler, 1998)
4.	Dollinger M. J. – Entrepreneurship (Prentice-Hall, 1999)
5.	Jones T. (2003) – Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability (Butterworth-Heinemann, U.K.)
e-Resources	
1.	https://nptel.ac.in/
2.	https://swayam.gov.in/