SRI Y.N.COLLEGE (AUTONOMOUS), NARSAPUR
NAAC Accredited 'A' Grade College Affiliated to Adikavi Nannaya University
BACHELOR OF BUSINESS ADMINISTRATION
BBA I Year, 2019-2022 BATCH
(W.e.f. 2019 – 2022 Admitted Batch)
B.B.A Semester- I

S.No.	Subject	Total Marks	Mid Semester Exam *	Semester End Exam	Teaching Hours	Credits
1.	First Language :English	100	25	75	4	3
2.	Second Language: Telugu/Hindi/Sanskrit	100	25	75	4	3
3.	Foundation Course: Human Values & Professional Ethics(HVPE)	50	0	50	2	2
4.	Foundation Course: Environmental Studies	50	0	50	2	2
5.	D S C 1 A (Group Subject – 1)	100	25	75	5	4
6.	D S C 2 A (Group Subject – 2)	100	25	75	5	4
7.	D S C 3 A (Group Subject – 3)	100	25	75	5	4
	TOTAL	600	125	475	27	22

*Two mid semester examinations will be held and the average of those two will be the Mid Semester Exam marks.

Domain Specific Course

1. Management Process
2. Managerial Economics
3. Information Technology for Managers

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BBA I Year, 2019-2022 BATCH
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First Semester

DSC 1A: MANAGEMENT PROCESS

Total Hours: 60

UNIT – I: (15 Hours) Introduction to Management – Definition, Nature and Importance of Management – Functions of Management – F.W. Taylor's Scientific Management – Henry Fayol's Principles of Management – Levels of Management.

UNIT – II: (12 Hours) Planning – Nature, Types and Importance of Planning – Steps in developing Long-Term Plans – Techniques of Forecasting.

UNIT - III: (15 Hours) Steps in Designing an Organizational Structure – Bases/Types of Departmentation – Span of Control & Management – Factors determining Effective Span – Delegation of Authority, Process & Principles of Delegation – Centralization Vs Decentralization.

UNIT - IV: (10 Hours) Staffing **–** Process – Leading - Importance – Motivation – Theory X, Theory Y – Leadership – Characteristics of Leaders – Communication – Types & Process – Barriers.

UNIT – V: (8 Hours) Controlling – Importance & Process of Controlling – Coordination – Types & Techniques of Coordination.

References:

1. Koontz, H and Wihrich.H., Management, McGraw, New York.
2. Stoner, Freeman, Gilbert, Management, Prentice Hall of India.
3. Stephen P.Robbins, Management, Pearson Publications.
4. Tripathi Reddy, Principles of Management, Sage Publications.
5. L.M.Prasad, Principles & Practice of Management, Sultan chand.

DSC 1A: MANAGEMENT PROCESS
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.   5X5=25

1. Definitions of Management.	Unit - 1
2. Nature of Planning.	Unit - 2
3. Departmentation.	Unit - 3
4. Staffing.	Unit - 4
5. Techniques of Coordination.	Unit - 5
6. Levels of Management.	Unit - 1
7. Types of Plans.	Unit - 2
8. Centralization.	Unit - 3

SECTION – B

Answer any Five Questions.   5X10=50

9. Explain the functions of Management.	Unit - 1
10. Describe the steps in developing long term plans.	Unit - 2
11. Explain the factors determining effective span of Management.	Unit - 3
12. Explain Theory –X and Theory – Y.	Unit - 4
13. Describe the process of Controlling.	Unit - 5
14. Briefly explain Henry Fayol's Principles of Management.	Unit - 1
15. Explain the process and principles of Delegation of Authority.	Unit - 3
16. Explain the barriers of Communication.	Unit - 4

First Semester
DSC 2A: MANAGERIAL ECONOMICS

Total Hours: 60

UNIT – I: (10 Hours) Introduction: Definitions of Economics – Micro and Macro Economics; Concept of Utility; Law of Diminishing Marginal Utility; Law of Substitution.

UNIT – II: (15 Hours) Demand, Supply and Market Equilibrium: Demand, Meaning, Importance, Types of Demand, Law of Demand, Elasticity of Demand; Different Types of Elasticity of Demand – Price Elasticity, Income Elasticity, Cross Elasticity and Promotional Elasticity – Determinants of Elasticity of Demand; Supply- Meaning and Importance, Law of Supply, Market Equilibrium, Consumer Surplus.

UNIT - III: (15 Hours) Production and Costs: Concept of Production, Production Function, Distinction between Short Run and Long Run, Law of Variable Proportions, Law of Returns to Scale, Concept of Cost of Production, Cost Function, Cost Behaviour in Short Run and Long Run.

UNIT - IV: (10 Hours) Market Structures: Market Structures and their Characteristics – Price-Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

UNIT – V:(10 Hours) National Income and Trade Cycles: National Income: Definition – Measurement – Difficulties in Measurement; Trade Cycles: Phases, Causes and Control of Trade Cycles.

References:
1. D A R. Subrahmanyam and V Hari Leela, A Text Book on Managerial Economics, Maruthi Book Depot, Guntur.
2. G.S.Guptha, Managerial Economics, Tata McGraw-Hill.
3. Mithani DM, Fundamentals of Business Economics, Himalaya Publications.
4. Ahuja, H.L., Advanced Economic Theory, S.Chand.
5. M.L.Seath, Principles of Economics,
6. Varshney and Maheswari, Managerial Economics

First Semester
DSC 2A: MANAGERIAL ECONOMICS
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.   5X5=25

1. Definitions of Economics.	Unit - 1	
2. Giffen's Paradox.	Unit - 2	
3. Cost of Production.	Unit - 3	
4. Oligopoly.	Unit - 4	
5. National Income.	Unit - 5	
6. Cardinal Utility.	Unit - 1	
7. Consumer surplus.	Unit - 2	
8. Differentiate short run and long run costs.	Unit - 3	

SECTION – B

Answer any Five Questions.   5X10=50

9. Explain the differences between Micro & Macro Economics.	Unit - 1
10. Explain the Law of demand.	Unit - 2
11. Explain the Law of Variable Proportions.	Unit - 3
12. Briefly explain the equilibrium under Perfect Competition.	Unit - 4
13. Explain the problems involved in measuring National Income.	Unit - 5
14. Write about Law of Diminishing Marginal Utility.	Unit - 1
15. Explain the degrees of Price elasticity of Demand.	Unit - 2
16. Define Trade cycles and explain its different phases.	Unit - 5

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(W.e.f. 2019 – 2020 Admitted Batch)
First Semester
DSC 3A: INFORMATION TECHNOLOGY FOR MANAGERS
Total Hours: 60

UNIT – I: (10 Hours) IT in Modern Organizations: Basic concepts of Information System – IT support at different organizational levels. Introduction to computer systems – Introduction to computers – Five generations of computers – classification of digital computer system.

UNIT – II: (12 Hours) Computer Hardware: Computer Hardware: CPU, ALU. Memory: Memory organization – RAM, DRAM, SRAM, ROM, registers. Input Devices: Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams and Digital Cameras, OCR, OMR, MICR. Output Devices: Monitor, CRT Monitors, Flat Panel Monitors, Printers: Daisy Wheel, Dot Matrix, Ink Jet Printer, Plotters, Multimedia Projector.

UNIT - III: (15 Hours) Computer Software: Secondary Storage Devices: Magnetic Tapes, Magnetic Disks, HD, Flexible Disks. System Software: OS, Windows, Mobile Device OS and Notebook OS. Application Software: Types of Personal Application Software, Spread Sheets – Data Management – Word Processing. Programming Languages: Assembly Language, Procedural Language, Non-Procedural Language, Natural Programming Language, HTML, Modeling Language, Object Oriented Programming Language.

UNIT - IV: (13 Hours) Telecommunication and Networks: Analog and Digital Signals, Modulation - Need Of Modulation. Communication Processing: Modem, Multiplexers, Front-End Processor. Communication Media and Channel: Cable Media, Broad Cast Media Channels Twisted Pair, Coaxial Cable, Fibres Optical Cable, Micro Wave, Satellite, Radio, Cellular Radio. Networks: LAN, WAN, VAN, Virtual private network (VPN). Internet, Intranet and Extranets: The Evolution of the Internet, Service Provided by the Internet, World Wide Web.

UNIT – V: (10 Hours) New Technologies in Information Technology: Introduction to Hyper Media, Artificial Intelligence and Business Intelligence, Knowledge Discovery in Database: KDD Data Warehouse And Data Marts, Data Mining and OLAP, ERP-Supply Chain Management, CRM-Geographical Information System.

References:

1. Ms J.J.L.R Bharathi Devi. A Text Book of IT, Maruthi Book Depot, Guntur.
2. N.V.N Chary and Lalitha S. Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.
3. Turban Rainer Potter: Introduction to Information Technology Wiley India.

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(W.e.f. 2019 – 2020 Admitted Batch)
DSC 3A: INFORMATION TECHNOLOGY FOR MANAGERS
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.   5X5=25

1. Information System.   Unit -1
2. Types of Memory.   Unit - 2
3. Magnetic Tapes and Magnetic Disks.   Unit - 3
4. Various cables used in Networks.   Unit - 4
5. Data Warehouse and Data Marts.   Unit - 5
6. Classification of Digital computers.   Unit - 1
7. CPU & ALU.   Unit -2
8. System software and Application software.   Unit - 3

SECTION – B

Answer any Five Questions   5X10=50

1. Define Computer. Explain about the Five generations of computers.   Unit - 1
2. Write about various Input and Output devices.   Unit -2
3. Define OS. Explain about various kinds of Operating Systems.   Unit -3
4. Explain about different types of Computer Networks.   Unit - 4
5. Describe the various new technologies in Information Technology.   Unit - 5
6. Write in detail the IT support at different organizational levels.   Unit -1
7. Explain about the Computer Hardware units.   Unit -2
8. Write about the classification of Programming Languages.   Unit - 3

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BACHELOR OF BUSINESS ADMINISTRATION
BBA I Year, 2019-2022 BATCH
(W.e.f. 2019 – 2020 Admitted Batch)
Second Semester Syllabus
B.B.A Semester- II

S.No.	Course	Total Marks	Mid Sem Exam	Sem End Exam	Teaching Hours	
1.	First Language (Tel/Hin/Urdu/Sans…)	100	25	75	4	3
2.	Second Language English	100	25	75	4	3
3.	Foundation course – 3 Information & Communication Technology – I	50	0	50	2	2
4.	Foundation course – 4 Communication & Soft Skills – I	50	0	50	2	2
5.	DSC 1 Paper -2	100	25	75	5	4
6.	DSC 2 Paper -2	100	25	75	5	4
7.	DSC 3 Paper -2	100	25	75	5	4
	TOTAL	600	--	--	27	22

Domain Specific Course

1. Accounting for Managers

2. Business Environment

3. Quantitative Methods for Managers

Second Semester
DSC 1B: ACCOUNTING FOR MANAGERS

Total Hours: 60

UNIT - I: (15 Hours) Introduction to Accounting: Need for Accounting – Definition, Objectives, Advantages of Accounting – Book keeping and Accounting – Branches of Accounting – Basic Terminology used – Accounting Concepts – Conventions of Accounting – Accounting Cycle – Double Entry Book Keeping – Merits of Double entry – Classification of Accounts – Rules of Debit and Credit – Journalization – Posting of Ledger – Balancing of Ledger Accounts – Computerized Accounting Meaning – Features, Merits and Demerits of Computerized Accounting.

UNIT - II: (15 Hours) Subsidiary Books and Bank Reconciliation Statement: Sub - Division of Journal – Preparation of Subsidiary Books Including Different Types of Cash Books. Bank Reconciliation Statement – Need and Reasons for Differences Between Cash Book and Pass Book Balances.

UNIT - III: (15 Hours) Trial Balance, Final Accounts, Errors and Rectification: Trial Balance Meaning, Objectives and Methods of Preparation – Final Accounts Meaning and Preparation of Trading Account – Profit & Loss Account and Balance sheet. Errors and Rectification – Types of Errors – Errors Disclosed by Trial Balance – Errors not Discloses by Trial Balance.

UNIT- IV: (8 Hours) Consignment and Joint Venture: Consignment Features – Proforma Invoice – Account Sales – Differences between Consignment and Sale – Types of Commission. Joint Venture – Features – Differences between Joint Venture and Consignment.

UNIT - V: (7 Hours) Depreciation – Provisions and Reserves: Meaning of Depreciation – Causes – Objectives of Providing for Depreciation – Provisions and Reserves – Meaning – Provision Vs. Reserves – Types of Provisions. Types of Reserves.

References:
1. R.L.Gupta and VK.Gupta, Principals and Practice of Accounts , S Chand & Co.
2. S P Jain and K L Narang, Accountancy –I, Kalyani Publishers.
3. T S Grewal, Introduction to Accountancy – S. Chand & Co.
4. S N. Maheswari & V L. Maheswari, Advanced Accountancy –I, Vikas Publishing House.

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Second Semester
DSC 1B: ACCOUNTING FOR MANAGERS
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.

                                                                        5X5=25

1. Advantages of Accounting.   Unit - 1

2. Types of Cash Book   Unit - 2

3. Objectives of Trial Balance.   Unit - 3

4. Types of Commission   Unit - 4

5. Reasons for Depreciation.   Unit - 5

6. Rules of Double entry system.   Unit - 1

7. Bank Reconciliation Statement.   Unit - 2

8. Differentiate Capital expenditure & Revenue expenditure.   Unit - 3

SECTION – B

Answer any Five Questions.

                                                                        5X10=50

9. Explain the concepts and conventions of Accounting.   Unit - 1

10. Explain the reasons for differences between cash book and pass book balances. Unit - 2

11. Explain the various types of errors.   Unit - 3

12 Explain the differences between Joint Venture and Consignm   Unit – 4

13. Describe different types of Provisions and Reserves   Unit - 5

13. Journalize the following transactions   Unit - 1

   2015, Jan 1. Mohan started Business with cash Rs.2,50,000
         "   2. Purchased goods R.50,000.
         "   4. Deposited cash into Bank Rs.20,000
         "   5. Cash sales Rs. 30,000.
         "   7. Bought goods from Pavan Rs.5,000.
         "   10. Purchased furniture from Gupta and Co. Rs. 6,000.
         "   15. Drawings Rs.3,000.
         "   20. Drew from Bank for office use Rs.5,000.
         "   25. Received commission Rs. 2,000.

" 31. Paid salaries by cheque Rs.10,000.

14. Prepare a Three Column Cash Book from the following. (Unit -2)

		Rs.
2015,Jan 1.	Cash balance	15000
"	Bank balance	50000
" 2.	Cash sales	40000
" 5.	Furniture purchased and issued cheque	8000
" 6.	Rent paid by the cheque	5000
" 7.	Cash deposited in the bank	40000
" 8.	Received interest on Investment	4000
" 9.	Paid salaries	5000
" 10.	Received from Vishnu	15000
	Discount allowed	500
"14.	Goods purchased from Gopi for cash	6000
"18.	Cash withdrawn from bank for office use	12000
"20.	Cheque issued to Raja	5800
	Discount Received	200
"24	Cash withdrawn from bank personal use	4000

15. The following are the extracted from the books of Krishna Murthy on 30-09-2015.Prepare Trading & Profit and loss A/c and Balance sheet. (Unit – 3)

Particulars	Debit Rs.	Credit Rs.
Capital		50000
Plant and Machinery	20000	
Furniture	11500	
Sundry debtors and creditors	15000	20000
Bills Receivable and Payable	10000	5000
Opening Stock	20000	
Purchases and Sales	60000	90000
Depreciation	1200	
Outstanding salaries		800
Salaries	10000	
Wages	22000	
Insurance	1000	
Prepaid Insurance	100	
Carriage	400	
10% Loan		5400
	171200	171200

Adjustments:
1. Write off Rs.1000 as bad debts
2. Closing stock was valued at Rs.40000
3. Allow 10% interest on capital.

Second Semester

DSC 2B: BUSINESS ENVIRONMENT

Total Hours: 60

UNIT – I: (10 Hours) Framework of Business Environment Concept , Significance and Nature of Business Environment ; Elements of Environment : Internal and External .

UNIT – II: (10 Hours) Socio – Cultural and Technological Environment of Business Elements of Socio – Cultural environment; Elements of Technological Environment ; Research and Development ; Overview of IPR(Intellectual Property Rights)

UNIT - III: (15 Hours) Political and Legal Environment of Business Elements of Political Environment ; Government and Business ; Legal Environment and Business : Consumerism and Consumer Protection Act .

UNIT - IV: (15 Hours) Economic Environment of Business Elements of Economic Environment; Economic Systems ; Economic Planning in India ; NITI Ayog; Fiscal Policy : Monetary Policy; EXIM Policy.

UNIT – V: (10 Hours) International Business Environment Elements of International Environment; Globalization; Modes of Entry; Multinational Corporations (MNCs);

References:

1. K .V .Sivaiah&V . B.M Das , Indian Industrial Economy , S .Chand & Company , New Delhi .
2. Francis Cherunilam , Business Environment , Himalaya Publications .
3. Suresh Bedi , Business Environment , Excel Books , New Delhi .

Second Semester
DSC 2B: BUSINESS ENVIRONMENT
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.   5X5=25

1. Concept of Environment.   Unit - 1
2. Technological Environment.   Unit - 2
3. Consumerism.   Unit - 3
4. Monetary Policy.   Unit - 4
5. MNCs.   Unit - 5
6. Internal Environment.   Unit - 1
7. Intellectual Property Rights.   Unit - 2
8. Political Environment.   Unit - 3

SECTION – B

Answer any Five Questions.

5X10=50

9. Explain the nature and significance of Business Environment.   Unit - 1
10. Explain the elements of socio cultural environment.   Unit - 2
11. Explain the rights of consumers.   Unit - 3
12. Write down the salient features of Mixed Economy.   Unit - 4
13. Explain the advantages and disadvantages of Globalization.   Unit - 5
14. Discuss the contents of contents of the new Consumer Act.   Unit - 3
15. Explain the Procedure of Fiscal Policy.   Unit - 4
16. Explain the modes of entry into International Business.   Unit -5

Second Semester

DSC 3B: QUANTITAIVE METHODS FOR MANAGERS
Total Hours: 60

UNIT - I: (10 Hours) 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 (One Dimensional and Frequency Curves)

UNIT - II: (15 Hours) 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:

UNIT - III: (15 Hours) Measures of Correlation And Regression: Meaning, Definition and use of Correlation-Types of Correlation – Carl Pearson's Correlation Co-efficient-Spearman's Rank Correlation –Probable error- Meaning Utility of Regression Analysis- Comparison between Correlation and Regression.

UNIT- IV: (10Hours) Set Theory: Set, Subset, Types of Sets- Operations on sets- Venn Diagram – DeMorgan's Laws- and its applications.

UNIT - V: (10 Hours) Matrix: Definition-Examples--Types of Matrices- Matrix Addition-Multiplication Determinant of Matrices- Minors - Co-factors-Inverse of a Matrix.

References:
1. Sivayya K.V. and Satya Rao, Business Mathematics, Saradhi publication, 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 Statisticvs, Kalyani Publishers, Hyderabad.
6. Reddy C R, Business Statistics, Deep&Deep Publications, New Delhi.

DSC 3B: QUANTITAIVE METHODS FOR MANAGERS
MODEL QUESTION PAPER

Time: 3 Hours   **Max. Marks: 75**

SECTION – A

Answer any Five Questions.

                                                                                                              5X5=25

1. Define Questionnaire.	Unit - 1	
2. Weighted Arithmetic Mean.	Unit -2	
3. Types of Correlation.	Unit - 3	
4. Venn Diagram.	Unit - 4	
5. Types of Matrices.	Unit - 5	
6. Tabulation & Graphic presentation of data.	Unit - 1	
7. Coefficient of Variation.	Unit -2	
8. Applications of Regression Analysis.	Unit - 3	

SECTION – B

Answer any Five Questions.

                                                                                                              5X10=50

9. Write a detailed note on data collection methods.   Unit - 1

10. Explain the Measures of Dispersion.   Unit - 2

11. Distinguish between Correlation Analysis and Regression Analysis.   Unit - 3

12. Explain the types of Sets and DeMorgan's Laws.   Unit – 4

13. Solve $3x + 3y - z = 11$, $2x – y + 2z = 9$, $4x + 3y + 2z = 24$

   by using Cramer's rule.   Unit – 5

14. Calculate Mean from the following.   Unit - 1

X	20	30	40	50	60	70
f	8	12	20	10	6	4

15. Calculate Karl Pearson's co-efficient of correlation from the following.   Unit - 3

X	50	50	55	60	65	65	65	60	60	50
Y	11	13	14	16	16	15	15	14	13	13

16. If $S = \{1,2,3,4,5,6,7,8,9\}$, $A = \{1,2,3,4,5\}$, $B = \{1,4,5\}$ then apply De Morgan Laws to

   set theory.   Unit - 4