SRI Y.N.COLLEGE

(Autonomous)

Affiliated to Adikavi Nannaya University, Rajamahendravaram

Accredited by NAAC with A+ Grade (IV Cycle)

DEPARTMENT OF MANAGEMENT STUDIES

B.B.A
(BACHELOR OF BUSINESS ADMINISTRATION)

SYLLABUS

(with effect from 2023-24 AY)

SRI Y.N.COLLEGE,NARSAPUR

(Autonomous)

Affiliated to Adikavi Nannaya University, Rajamahendravaram Approved by All India Council for Technical Education.,New Delhi

Accredited by NAAC with A+ Grade (IV Cycle)

Department of Management Studies -BBA

(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Bachelor of Business Administration (BBA) Programme:

Programme outcomes

After successful completion of BBA

- The students will gain knowledge and skills, both functional and integrative, in the field of business.

- The students will attain the right views and outlook on the business, leadership and entrepreneurship.

- The students will acquire the most essential theoretical and practical skills which would help in the overall development of them.

- The students will develop key aspects of business understanding and professional ethics.

- The students will achieve a winning career in the field of Business and Corporate Sector

Programme Specific Outcomes of BBA:

After successful completion of BBA

- ❖ The students will be able to identify and define problems and opportunities.
- ❖ The students will demonstrate problem solving skills by gathering and assessing appropriate information.
- ❖ The students will demonstrate use of appropriate techniques to effectively manage business challenges.
- ❖ The students will be able to effectively communicate management concepts, plans and decisions in oral presentations.
- ❖ The students will be able to effectively communicate management concepts, plans and decisions in written reports.
- ❖ The students will demonstrate professional conduct within any team activities.

BBA Programme Structure

Sem	CourseNo	Course Name	Course type (T/L/P)	Hrs./ Week (Arts/ Commerce:5 and Science: 4+2)	Credits (Arts/ Commerce: 4 and Science: 4+1)	Max. Marks Cont/ Internal/Mid Assessment	Max. Marks Sem-end Exam
I SEMESTER							
	Major 1	1. Accounting for Managers	T	4	4	40	60
	Major 2	2. Principles of Management	T	4	4	40	60
		3.English	T	4	3	40	60
		4..T/H/S	T	4	3	40	60
		5.. Skill Enhancement Course (SEC): Introduction to Artificial Intelligence	T	4+2(PRATICE)	4	----	100
		TOTAL			**18**		
II SEMESTER							
	Major 3	1. Business Economics	T	4	4	40	60
	Major 4	2.Business Law	T	4	4	40	60
		3.English	T	4	4	40	60
		4.T/H/S	T	4	4	40	60
		5.Multi Disciplinary Course	T	2	2		50
		6.Skill Enhancement Course (SEC): Application of Artificial Intelligence	T	4+2	2	----	50
		7.Indian Knowledge System	T	2	---	---	----
		8.Community Service Project -Six Weeks		-	4	**100 Marks**	
III SEMESTER							
III	Major 5	Business Law	T	5	4	40	60
	Major 6	Organizational Behaviour	T	5	4	40	60
	Major 7	Business Environment	T	5	4	40	60
	Major 8	Business Statistics and Mathematics	T	5	4	40	60
	Minor 2	Data Base Management Systems		5	4	40	60

Skill Course	Information and Communication Technology	T	2	2	---	50
MULTI DISCIPLINARY COURSE	Health And Hygiene	T	2	2	--	50

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IV	Major 9	Marketing Management	T	5	4	40	60
	Major 10	Human Resource Mgt	T	5	4	40	60
	Major 11	Financial Management	T	5	4	40	60
	Minor 3	Phython Programming	T	5	4	40	60
	Minor 4	Operating Systems	T	5	4	40	60
	Skills Course	Tourism Guidance	T	2	2		50
	MULTI DISCIPLINARY COURSE	Introduction to Nanotechnology	T	2	2		50
		Corporate /Short term Internship – SIX WEEKS	-	-	4	**100 Marks**	

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V	Major 12	Advertising Management	T	4	4	40	60
	Major 13	Labour Legislations	T	4	4	40	60
	Major 14	Financial Markets	T	4	4	40	60
	Major 15	Production and Operations Management	T	4	4	40	60
	Minor 5	Web Programming	T	4	4	40	60
	Minor 6	Web Development Using PHP MySQL	T	4	4	40	60

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VI	**Semester Internship – 15 WEEKS**	**200 Marks**

SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025-26 Admitted Batch)

B.B.A - Semester- I

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	Major 1	Accounting For Managers	100	40	60	4	4
2	Major 2	Principles of Management	100	40	60	4	4
3	First Language	General English	100	40	60	4	3
4	Second Language	(Tel/Hindi/San)	100	40	60	4	3
5	Skill Enhancement Course (SEC):	.. Introduction to Artificial Intelligence	50	-----	50	4+2 (pratice)	4
	Total		**550**	**160**	**440**	**22**	**18**

SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE1: ACCOUNTING FOR MANAGERS

Theory	Credits: 4	4hrs/week Course

Objectives

This course is designed to:

- • Familiarize students with the fundamental principles and concepts of accounting.
- • Equip learners with the skills to prepare and interpret financial statements.
- • Help students utilize accounting information for managerial decision-making.
- • Provide practical exposure to cost and management accounting tools.
- • Develop analytical skills for financial statement analysis and budgeting.

Course Outcomes (COs)

Up on completion of this course, students will be able to:

- **CO1:** Understand the principles of financial and managerial accounting.
- **CO2:** Prepare and interpret basic financial statements.
- **CO3:** Apply cost accounting techniques in managerial contexts.
- **CO4:** Use financial information for decision-making and control.
- **CO5:** Analyze financial statements to assess organizational performance.

Unit I:Introduction to Accounting and Financial Statements

Meaning, Objectives, Functions and Importance of Accounting – Accounting Concepts and Conventions – Users of Accounting Information – Distinction between Financial Accounting, Cost Accounting, and Management Accounting – Introduction to Financial Statements: Trading Account, Profit and Loss Account, and Balance Sheet – Limitations of Financial Statements.

Unit II: Financial Statement Analysis

Meaning and Purpose of Financial Statement Analysis – Types of Analysis: Vertical, Horizontal and Trend Analysis

Unit III: Cost Concepts and Classification

Meaning of Cost and Cost Accounting – Elements of Cost: Direct Material, Direct Labour,Direct Expenses, and Overheads – Cost Classification: Fixed, Variable, Semi-variable – Functional Classification of Costs – Preparation of Cost Sheet

Unit IV: Marginal Costing and Break-Even Analysis

Concept of Marginal Cost and Marginal Costing – Contribution – Profit-Volume Ratio – Break- even Point – Margin of Safety – Cost-Volume-Profit (CVP) Analysis

Unit V:Budgeting and Budgetary Control

Meaning and Objectives of Budgeting – Types of Budgets: Functional Budgets, Cash Budget, Flexible Budget, Master Budget – Preparation of Budgets – Budgetary Control: Meaning, Advantages and Limitations – Zero-Based Budgeting and Performance Budgeting (Conceptual overview only).

Student-Centric Activities

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Create a detailed cost sheet using hypothetical data on materials, labor, and overheads to understand cost classification.
- Use Excel to compute and plot Break-even Charts to analyze cost-volume-profit relationships.
- Form groups to prepare functional budgets (sales, cash, production) and present a comparative analysis of budgeted vs. actual figures.
- Analyze financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.

Recommended Textbooks

1. Maheshwari,S.N.& Maheshwari,S.K.(2022).An Introduction to Accountancy. Vikas Publishing House.
2. Jain,S.P.&Narang,K.L.(2022).Cost and Management Accounting. Kalyani Publishers.
3. Khan,M.Y.& Jain,P.K.(2022).Management Accounting.Mc Graw Hill Education.
4. Tulsian,P.C.(2022).Financial Accounting for Managers. Pearson Education.

Horngren,C.T.,Sundem,G.L.,& Stratton,W.O.(2021).Introduction to Management Accounting. Pearson.

SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE 1: MODEL PAPER: ACCOUNTING FOR MANAGERS

Time: 3 hours   **Max. Marks: 60**

PART – I

Answer any FIVE questions from the following.   **5X4=20M**

1. Objectives of Accounting.
2. Trend analysis
3. Elements of cost
4. Marginal costing.
5. Objectives of Budgeting.
6. Accounting concepts
7. Steps in Preparation of Cost Sheet
8. Features of Zero Based Budget.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Explain the branches of accounting.
10. Journalize the following transactions in the books of Pradeep.
    January 1,2020   Pradeep started business with cash ₹5,00,000
    January 3 Paid into Bank ₹70,000
    January 5, purchased goods for cash₹ 60,000
    January 7 goods sold   to Suresh ₹ 30,000
    January 12 purchased furniture ₹ 15,000
    January 18 sold machinery ₹ 40,000
    January 31 interest received ₹ 1200
    January 31 Paid rent ₹6,000
11. Describe the classification of cost.

12. From the following details calculate
    (a) P/v ratio
    (b) Break Even Point
    © Margin of safety

    Sales   :   ₹ 60,000
    Variable cost   :   ₹ 30,000
    Fixed cost   :   ₹15,000

13. Discuss the marginal cost and its advantages.

14. Describe the functions of Accounting.
15. Prepare final accounts from the following. Trial balance and other adjustments.

Particualars	Dr (₹)	Dr.(₹)
Machinery	78,000	
Furniture	2,000	
Capital	----	1,00,000
Purchases and sales	60,000	1,27,000
Return	1,000	750
Stock	30,000	
Discount	425	
Debtors and creditors	45,000	800
		25,000
Salaries	7,550	
Wages	10,000	
Carriage outwards	1,200	
Provision for bad debts		525
Rent	10,000	
Advertisement	2,000	
Cash	6,900	
	2,54,075	2,54,075

Adjustments:
i) Closing stock ₹34,220
ii) Provision for bad debts is to be kept at ₹ 600
iii) Allow interest on capital at 10% p.a.
iv) Depreciate machinery by 10% and furniture by 5%
v) Outstanding salary ₹ 550.

16. Describe the cost sheet with its proforma.
17. Discuss the BEP analysis with its graphical representation.
18. Analyze budgetary control with its advantages and limitations.

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B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE 1: ACCOUNTING FOR MANAGERS

Time: 3 hours   **Max. Marks: 60**

PART – I

Answer any FIVE questions from the following.   **5X4=20M**

1 .Short Question from Unit - I
2. Short Question from Unit - II
3 .Short Question from Unit -III
4 Short Question from Unit - IV
5. Short Question from Unit - V
6. Short Question from Unit   -I
7. Short Question from Unit -III
8. Short Question from Unit - V

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9.   Essay Question from   Unit-I
10. Essay Question from   Unit-II
11. Essay Question from   Unit-III
12. Essay Question from   Unit-IV
13. Essay Question from   Unit-V

SECTION-B

14. Essay Question from   Unit-I
15. Essay Question from   Unit-II
16. Essay Question from   Unit-III
17. Essay Question from   Unit-IV
18. Essay Question from   Unit-V

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SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE 2: PRINCIPLES OF MANAGEMENT

Theory	Credits: 4	4 hrs/week

Course Objectives:

This Course is designed to
- Teach students the basic Management process and principles
- Make students know about the Planning and Decision making process
- Impart knowledge about organizational structures and issues relating to authority delegation.
- Teach the concepts and issues of Motivation, Leadership and Communication
- Enlighten the students regarding Controlling process & techniques

Course Outcomes (COs)

Up on completion of this course, students will be able to:

- **CO1:** Understand the fundamental nature , principles and functions of Management
- **CO2:** Comprehend the nature and process of Planning and Decision making
- **CO3:** Know different types of Organization Structures , Span of Management ,Delegation of Authority
- **CO4:** Analyze Motivation, Leadership and Communication issues of the Organizations.
- **CO5:** Take cognizance of organizational controls, process and techniques of Controlling.

UNIT-I: INTRODUCTION TO MANAGEMENT : Definitions – Nature of Management- Management as a Science or Art- Management as a profession, Functions of Management, Levels of Management ,F.W Taylor Scientific Management, Henry Foyal's 14 Principles of Management

UNIT -II: PLANNING: Planning – Nature, and Importance of Planning -Types of Plans- Planning process, Concept of Decision making- Types of decisions -Process of Decision Making

UNIT-III: ORGANIZING: Organizing -Types of Organization Structures Functional, Product, Geographical, and Matrix structures - Span of Control / Management - Delegation Authority – Process and Principles of Delegation - Centralization and Decentralization of Authority - Line and Staff Concepts

UNIT -IV: DIRECTING: Elements of Directing - Concept of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Two Factor theory – Leadership Styles –Leaders Traits - Communication Process – Types of Communication - Barriers to Effective communication and ways to overcome them.

UNIT -V: CONTROLLING: Nature and Process of Controlling – Types of Controls, feed forward, concurrent and feedback Controls - Techniques of Controlling – Traditional Controlling techniques, Modern techniques.

Student-Centric Activities

- Case Study Analysis: Students analyze real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.
- Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.
- Group Debate: Conduct structured debates on topics like "Centralization vs. Decentralization" or "Autocratic vs. Democratic Leadership" to foster analytical thinking.
- Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical startup, including vision, mission, goals, and organizational structure.
- Leadership Style Self-Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

Recommended Textbooks

1. Gupta,Sharma,&Bhalla. *Principles of Business Management* .Kalyani Publications,1st Edition.
2. L.M.Prasad. *Principles of Management*.Sultan Chand & Sons, Latest Edition.
3. Koontz, H.,& Weihrich,H.*Essentials of Management*.Tata McGraw-Hill,1998.
4. JosephL.Massie. *Essentials of Management*.Prentice Hall (Pearson), 4thEdition,2003.
5. Tripathi, P.C.,& Reddy,P.N. *Principles of Management*. Tata McGraw-Hill.
6. J.N. Chandan. *Management: Theory and Practice*.
7. J.S.Chandan. *Management: Concepts and Strategies*, Vikas Publishing

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE2: MODEL PAPER: PRINCIPLES OF MANAGEMENT

Time: 3 hours   **Max. Marks: 60**

PART - I

Answer any FIVE questions from the following.   **5X4=20M**

1. Concept of Management.
2. Nature of Planning
3. Decentralization.
4. Elements of Directing
5. Types of Controls
6. Management as a Science and Art
7. Types of Decisions
8. Barriers to Communication.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Explain the Functions of Management.
10. Discuss the Process of Planning.
11. Define Organizing .Explain the Types of Organization structures.
12. Describe Maslow's Need Hierarchy Theory.
13. Explain the Steps in the Controlling Process.

SECTION-B

14. Write the Henry Foyal's 14 Principles of Management.
15. Explain the Process of Decision Making.
16. Explain the Principles of Delegation of Authority
17 Describe the Leadership Styles.
18. Write about the Traditional Techniques of Controlling

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SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE2: PRINCIPLES OF MANAGEMENT

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Short Question from Unit - I.
2 Short Question from Unit - II
3 Short Question from Unit - III
4 Short Question from Unit- IV
5 Short Question from Unit- V
6 Short Question from Unit - I
7 Short Question from Unit - II
8 Short Question from Unit - IV

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Essay Question from   Unit-I.
10. Essay Question from Unit-. II
11. Essay Question from Unit- III
12. Essay Question from Unit- IV
13. Essay Question from Unit- V

SECTION-B

14. Essay Question from Unit- I
15. Essay Question from Unit- II
16. Essay Question from Unit- III
17 Essay Question from Unit-.IV
18. Essay Question from Unit- V

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SRI Y.N.COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
(w.e.f. 2025 - 26 Admitted Batch)

B.B.A - Semester- II

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	Major 3	Managerial Economics	100	40	60	4	4
2	Major 4	Business Law	100	40	60	4	4
3	First Language	General English	100	40	60	4	3
4	Second Language	(Tel/Hindi/San)	100	40	60	4	3
5	Multi Disciplinary Course					4	2
6	Skill Enhancement Course (SEC): Application of Artificial Intelligence	T			----	4	4+2
7	Indian Knowledge System	T		---	---	----	2
8		Two Months Social Immersion Internship	100				
	Total		**500**	**160**	**240**	**24**	**22**

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE 3: MANAGERIAL ECONOMICS

Theory	Credits: 4	4hrs/week Course

Objectives

This course is designed to:

1. Familiarize students with the application of economic principles to managerial decision-making.
2. Enable students to analyze demand, supply, and consumer behavior using economic tools.
3. Develop the ability to apply optimization techniques (e.g., derivatives) in managerial problem-solving.
4. Provide an understanding of pricing strategies and production decisions under different market conditions.
5. Introduce key macroeconomic indicators relevant to business decisions and policy environments.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

- **CO1:** Understand and apply core concepts of managerial economics in decision-making.
- **CO2:** Analyze consumer behavior, demand elasticity, and supply responses.
- **CO3:** Utilize marginal analysis and optimization techniques in pricing and output decisions.
- **CO4:** Examine cost structures and production behavior in the short and long run.
- **CO5:** Evaluate market structures and Profit Management.

Unit I: Introduction to Managerial Economics
Definition, nature, and scope of managerial economics – Role of managerial economics in decision-making – Microeconomics vs. Macroeconomics – Basic principles: Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective – Application of managerial economics in business problems.

Unit II: Utility Theory and Consumer Equilibrium
Cardinal Utility Approach: Total utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Ordinal Utility Approach: Indifference Curve Analysis – Marginal Rate of Substitution – Budget Line and Consumer Equilibrium – Impact of changes in income and prices on equilibrium.

Unit III: Demand, Supply and Consumer Behavior (Basics)
Law of demand and determinants of demand – Elasticity of demand: Price, Income, and Cross Elasticity – Measurement and interpretation of elasticity – Factors affecting elasticity – Law of supply– Demand forecasting: types and importance (conceptual overview only).

Unit IV: Production, Cost and Market Structures
Production Function – Fixed and Variable Inputs – Laws of Production: Law of Variable Proportion and Returns to Scale – Cost Concepts: Explicit, Implicit, Private, and Social Costs – Cost Curves in Short and Long Run – Economies and Diseconomies of Scale.

Unit V: Market Analysis and Profit Management
Market Structures: Features and Pricing under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly – Nature of Profit – Profit theories – Problems in measuring Profit.

Student-Centric Activities

- **Elasticity Case Study:** Analyze demand elasticity for real-life products.
- **Consumer Choice Simulation:** Model consumer equilibrium using budget lines.
- **Cost Curve Plotting:** Prepare cost curves using sample industry data.
- **Market Structure Role Play:** Enact pricing strategies under different market structures.

Recommended Textbooks and Readings

1. IvanPng (2021).*Managerial Economics*. Black well Publishers.
2. Dominick Salvatore (2022). *Managerial Economics in a Global Economy*. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). *Managerial Economics: Economic Tools for Today's Decision Makers*. Pearson.
4. D.N.Dwivedi (2022).*Managerial Economics*.Vikas Publishing House.
5. L.Varshney & K.L. Maheshwari(2022).*Managerial Economics*. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). *Economics*. Oxford University Press.

SRI Y.N.COLLEGE
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B.B.A I Year Semester-II
(Syllabus w.e.f. 2025 - 26 Admitted Batch)

MAJOR COURSE 3: MODEL PAPER: MANAGERIALECONOMICS

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1 Nature of Managerial Economics

2 Indifference Curve

3 Determinants of Demand

4 Production Function

5. Features of Oligopoly

6. Income Elasticity of Demand

7. Economies of Scale

8. Nature of Profit

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Define Managerial Economics. Explain nature and Scope of Managerial Economics.

10. What is Utility? Explain the law of Diminishing Marginal Utility.

11. What is Price Elasticity of Demand? Explain the types of Price Elasticity of Demand.

12. Describe Law of Variable Proportions with the help of diagram.

13. What is Perfect Competition? What are the features of Perfect Competition?

SECTION-B

14. Differentiate Micro and Macro Economics.

15. Explain how the consumer achieves Equilibrium position with the help of diagram.

16. Describe the methods of Demand forecasting.

17. Explain Short run behavior of Cost Curves.

18. Briefly explain different theories of Profit.

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MAJOR COURSE 3: MANAGERIAL ECONOMICS

Time: 3 hours   **Max. Marks: 60**

PART - I

Answer any FIVE questions from the following.   **5X4=20M**

1 Short Question from Unit - I
2 Short Question from Unit - II
3 Short Question from Unit - III
4 Short Question from Unit - IV
5. Short Question from Unit - V
6. Short Question from Unit - III
7. Short Question from Unit - IV
8. Short Question from Unit - V

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9.   Essay Question from   Unit-I
10. Essay Question from   Unit-II
11. Essay Question from   Unit-III
12. Essay Question from   Unit-IV
13. Essay Question from   Unit-V

SECTION-B

14. Essay Question from   Unit-I
15. Essay Question from   Unit-II
16. Essay Question from   Unit-III
17. Essay Question from   Unit-IV
18. Essay Question from   Unit-V

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SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
(Syllabus w.e.f. 2025 - 26 Admitted Batch)
MAJOR COURSE 4: BUSINESS LAW

Theory	Credits:4	4 hrs/week

Course Objectives (COs)

This course is designed to:

1. Understand the foundational principles of contracts under the *Indian Contract Act, 1872*.
2. Analyze the legal elements that make a contract valid, enforceable, and binding.
3. Develop an understanding of the legal capacity of parties and the rules governing contingent contracts and contract discharge.
4. Examine the relevance of contemporary laws such as the *Sale of Goods Act*, *Consumer Protection Act*, and *Information Technology (IT) Act* in modern business practices.
5. Identify different types of cybercrimes and explain the scope, objectives, and legal provisions of the *IT Act, 2000*.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

- **CO1:** Understand the essential elements and classifications of contracts under the *Indian Contract Act, 1872*.
- **CO2:** Identify and evaluate the legal validity of offer, acceptance, and consideration in contract formation.
- **CO3:** Examine the legal rules related to Discharge and Performance of Contract.
- **CO4:** Analyze the rights and duties under the *Sale of Goods Act* and the mechanisms of consumer protection.
- **CO5:** Understanding about the Companies, its features and formation

Unit I: Law of Contract

Introduction to Business Laws - The Indian Contract Act, 1872 - Meaning and definition of Agreement and Contract – Essential elements of a valid contract – Types of contracts: Valid, Void, Voidable, Executed and Executory Contracts.

Unit II: Offer, Acceptance, Consideration and Capacity of the Parties

Definition of a valid offer and its essentials – Legal rules relating to offer and lapse of offer – Valid acceptance and its legal rules – Legal rules regarding consideration - Legal rules regarding agreements with minors, persons of unsound mind, and disqualified persons

Unit III: Discharge and Performance of Contract

Different modes of discharge of contract: performance, breach, agreement, and impossibility – Remedies available for breach of contract including damages, injunction, and specific performance.

Unit IV: Sale of Goods Act, 1930 and Consumer Protection Act,2019

Contract of Sale–Sale vs .Agreement to Sell –Conditions and Warranties –Transfer of property and risk – Rights of an unpaid seller – Introduction to Consumer Protection Act, 2019 – Definitions: Consumer, Goods, Services, Complaint, Consumer Dispute – Consumer Rights and Responsibilities – Consumer Protection Councils and Redressal Forums.

Unit V: Introduction to Companies Act, 2013

Introduction to Companies Act - Definition of Company - Types of Companies – Formation of the Company - Memorandum of Association - Articles of Association – Prospectus - Winding up of a Company

Student-Centric Activities

- **Role Play:** Enact simple business contracts demonstrating all essential elements; classify them as valid, void, or voidable.
- **Case Analysis:** Evaluate real or hypothetical cases regarding the validity of offer and acceptance.
- **Debate:** Engage in a structured debate on the pros and cons of allowing minors to enter into contracts.
- **Complaint Simulation:** Draft and present a mock complaint under the *Consumer Protection Act*.
- **Poster/Presentation:** Design posters or slides highlighting types of cybercrimes, safety tips, and legal remedies.

Recommended Books and References

1. J.Jaysankar– *BusinessLaws*, Margham Publications, Chennai

2. N.D.Kapoor– *Business Laws*, S. Chand Publications

3. V.Balachandran– *BusinessLaw*,Tata McGraw Hill

4. Tulsian–*BusinessLaw*, Tata McGraw Hill

5. Pillai & Bhagavathi–*BusinessLaw*, S.Chand Publication

MAJOR COURSE 4: MODEL PAPER: BUSINESS LAW

Time: 3 hours   **Max. Marks: 60**

PART - I

Answer any FIVE questions from the following.   **5X4=20M**

1. Valid Agreement
2. Agreement with Minors
3. Performance of Contract
4. Contract of Sale
5. Memorandum of Association
6. Valid Offer and Acceptance
7. Rights of the Consumers
8. One Man Company

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. What is Contract? Explain the essentials of Valid Contract.
10. Briefly explain legal rules regarding Valid Offer and Acceptance.
11. What is discharge of contract? Explain different modes of discharge of contract.
12. Differentiate Sale and Agreement to Sell.
13. What is Company? What are the main characteristics of the Company?

SECTION-B

14. How do you classify the Contracts? Explain.
15. Briefly explain legal consequences of agreements with minors.
16. What are the remedies available in breach of contract? Explain.
17. Briefly explain silent features of Consumer Protection Act.
18. Explain various modes of winding up a company.

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MAJOR COURSE 4: BUSINESS LAW

Time: 3 hours   **Max. Marks: 60**

PART - I

Answer any FIVE questions from the following.   **5X4=20M**

1. Short Question from Unit - I
2 Short Question from Unit - II
3. Short Question from Unit - III
4. Short Question from Unit - IV
5. Short Question from Unit - V
6. Short Question from Unit - II
7. Short Question from Unit - IV
8. Short Question from Unit - V

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Essay Question from   Unit-I
10. Essay Question from   Unit-II
11. Essay Question from   Unit-III
12. Essay Question from   Unit-IV
13. Essay Question from   Unit-V

SECTION-B

14. Essay Question from   Unit-I
15. Essay Question from   Unit-II
16. Essay Question from   Unit-III
17. Essay Question from   Unit-IV
18. Essay Question from   Unit-V

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SRI Y.N.COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
Certificate /Value Added Course
(For BBA & BCA – in the II Semester)

Human Values and Professional Ethics
(Syllabus w.e.f. 2023 -24 Admitted Batch)

Course Outcomes: On completion of this course, the students will be able to

- Understand the significance of value inputs in a classroom and start applying them in their lifeand 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 actualizea 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 inRelationships. 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-I and The Body concept

. 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.

SRI Y.N.COLLEGE

(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I1

Certificate /Value Added Course Human Values and Professional Ethics
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MODEL QUESTION PAPER

Time :2hrs.   Max .Marks:50

ANSWER ANY <u>THREE</u> QUESTIONS OF THE FOLLOWING
Section -A   3x10=30

1. What is value education? What is the need and purpose of value education?

2. Write about professional integrity

3. Explain family as a basic unit of human interaction?

5   Write about the position of RESPECT in present situation

6   What is the situation of Harmony with the society today

ANSWER ANY <u>FOUR</u> QUESTIONS OF THE FOLLOWING

Section -B   4x5=20

6. Human interaction

7. Position of RESPECT in present situation

8. Professional integrity

9. Universal human order

10. Professional ethics

11. Value education

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BBA Internships Guidelines

Social Immersion Internship/ Community Service Project
100 Marks

All first-year students are required to undergo an internship in an NGO or a company in social development for a period of **five to six weeks during the summer vacation** at the end of the Second semester of the Program.

The **objectives of this internship** are to help students-

- To appreciate the social needs of the society;
- To understand how technology and a good business model can help to address those issues ,
- To come up with a self• sustainable solution.

   The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability.

The internship has a partial credit of 4 and 100 marks. The Placement Office will assist the students in finding suitable summer internships. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They will also be required to make peer group presentations and discuss their learning with their fellow · students. A 'certificate of completion' from the host organization is an essential requirement. The Social immersion internship shall be credited as approved in the curriculum.

Sno	Course	Total Marks	Credits
1	Two months Social Immersion Internship	100	04

Marks Break up

*Project Log:	20 Marks
*Project Implementation:	30 Marks
*Project Report:	25 Marks
*Project Presentation &	
* Viva Voce	25 Marks
Total: 100 marks	100 Marks

SRI Y.N.COLLEGE
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B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	Major 5	Business Law	100	40	60	5	4
2	Major 6	Organisational Behaviour	100	40	60	5	4
3	Major 7	Business Environment	100	40	60	5	4
4	Major 8	Business Statistics and Mathematics	100	40	60	5	4
5	Minor 2	*Database Management System	100	40	60	5	4
6	Skills Course	• Information and Communication Technology	50	-----	50	2	2
7	MULTI DISCIPLINARY COURSE	• Health And Hygiene	50	-----	50	2	2
	Total		**600**	**200**	**400**	**29**	**24**

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MAJOR COURSE 5: BUSINESS LAW

Theory	Credits: 4	4 hrs/week

Course Objectives:
- To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.
- To provide an overview on Negotiable Instruments Act and Partnership Act in India.
- To understand the regulatory framework of companies with reference to various provisions of Companies Act.
- To understand the essentials and execution of Sale contracts.
- To acquire knowledge on Right to Information Act and Consumer Protection Act.

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 Contract and Remedies for Breach.

UNIT–II: 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-III: INDIAN PARTNERSHIP ACT

Indian Partnership Act, 1932- Definition, Essentials of Partnership, Partnership Deed, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.

UNIT–IV: 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.

UNIT–V: 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.

Reference Books:
1. P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. Dr S.N.Maheshwari & Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year   Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MAJOR COURSE 5: BUSINESS LAW: Model Paper

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Free Consent

2. Conditions and Warranties

3. Partnership Deed

4. Consumer Rights

5. Articles of Association

6. Sleeping Partner

7. Agreement

8. Sale by non-owners

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. What is a Valid Contract? What are the essentials of a Valid Contract ?

10. Differentiate Sale and Agreement to Sell.

11. What is Partnership? How Partnership firm is formed?

12. Discuss the salient features of Consumer Protection Act ?

13. What is a Company? Discuss different kinds of Companies.

SECTION-B

14. Explain various remedies for Breach of Contract.

15. Who is an Unpaid Seller? Discuss the rights of Unpaid Seller.

16 How the Partnership firm is Dissolved? Explain.

17. Explain the Consumer Disputes Redressal Agencies under the Consumer Protection Act.

18. How the Company is Winding Up? Explain.

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SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MAJOR COURSE 6: ORGANIZATIONAL BEHAVIOUR

Theory	Credits: 4	4 hrs/week

Course Objectives:
- To understand individual and group behaviour at work place to improve the effectiveness of an organization.
- To understand different types of personality and learning styles.
- Comprehend concepts relating to group dynamics and conflict management.
- To understand leadership and its impact on group dynamics.
- To understand the process of Change management and issues involved in it.
- To understand organizational culture and organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Conceptof Learning and theories of learning.

UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership , importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid,. Theories of Leadership. Impact of Leadership on effectiveness of groups .

UNIT-IV: MANAGEMENT OF CHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change,role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistanceto change

UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness..

Reference Books:
 1.   Robbins, P.Stephen – O B-Concepts, Controversies & Applications -Prentice Hall of India Ltd., New Delhi.
2.   Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,
3.   Rao, VSP and Narayana, P.S. - Organization Theory & Behaviour - Konark Publishers Pvt. Ltd.,Delhi.

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(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MAJOR COURSE 6: ORGANIZATIONAL BEHAVIOUR: Model Paper

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1 Perception

2 Group Dynamics

3 Leadership traits.

4. Role Conflict.

5 Organizational Climate

6. Determinates of Personality

7. Transactional analysis.

8. Organisational culture.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9.   Explain the nature ,scope and importance of Organizational Behaviour.

10. Explain the reasons for interpersonal conflicts.

11. Define Leadership and describe different Leadership styles.

12. Describe the factors driving Organizational change.

13. Analyse the factors influencing organsational cultural .

SECTION-B

14. Explain the theories of learning.

15. Analyse the Johari Window model.

16 Describe the Managerial Grid theory of leadership.

17. State the reasons for resistance to change.

18. Explain the indicators of Organizational effectiveness.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MAJOR COURSE 7: BUSINESS ENVIRONMENT

Theory   Credits: 4   4 hrs/week

Course objectives:

- To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.
- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of International institutions in the growth of international business.

UNIT – I: Framework of Business Environment

Significance, Concept and Nature of Business Environment; Elements of Environment: Internal and External; Ethics in Business.

UNIT – II: 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: Political and Legal Environment of Business

Elements of Political Environment; Role of Government in Business Facilitation; Legal Environment and Business: Consumerism and Consumer Protection Act; Concepts and Definitions of MSME; The MSME Development Act, 2006.

UNIT - IV: Economic Environment of Business

Elements of Economic Environment; Economic systems; Economic Planning in India; NITI Ayog; Industrial Policy 1991; Fiscal policy, Monetary Policy; EXIM Policy.

UNIT – V: International Business Environment

Elements of International Business Environment; Globalization; Multinational Corporations (MNCs); Components of BOP, Disequilibrium in BOP.

RECOMMENDED BOOKS:
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 .

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
Major Course:7 BUSINESS ENVIRONMENT: Model Paper

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   5X4=20M

1. Elements of External Environment.

2. Vision and Mission

3. Socio-cultural Environment

4. Nature of Technical Environment.

5. Political Environment

6. Consumer Protection means

7. Objectives of Economic planning

8. Globalisation

PART-II

Answer any Five of the following by selecting at least Two from each Section 5x8=40M

SECTION – A

9. Explain the concept and significance of Business Environment

10. Explain the Elements of Socio-Cultural Environment.

11. What do you mean by Consumerism? Explain the salient features of Consumers Protection Act.

12. Explain different economic systems.

13. Write the Dimensions of International Business Environment

SECTION – B

14. Explain micro and macro environment of business.

15. Explain the elements of technological environment.

16. Explain the Salient features of the MSME Development Act.

17. Explain the salient features of present Industrial policy of India

18. What are the components of Balance of Payments? Discuss about the recenttrends in India's

BOP position.

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SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MAJOR COURSE 8: BUSINESS STATISTICS AND MATHEMATICS

Theory	Credits: 4	4 hrs/week

Course Objectives:
- Understand the importance of Statistics in real world business applications.
- Formulate complete, concise and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models, learn and apply the statistical tools to business.
- Create quantitative models to solve real world problems in appropriate contexts.

UNIT I: INTRODUCTION TO BUSINESS STATISTICS

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection– Primary and Secondary data. Tools for Data Collection – Schedule and questionnaire. Frequency distribution, Tabulation of Data , Diagram and graphic presentation of data.

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 and 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: MEASURES OF CORRELATION AND REGRESSION

Meaning, Definition and use of correlation. Types of Correlation- Karl Pearson's correlation coefficient, Spearman's Rank correlation. Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients.

UNIT IV: SET THEORY

Set, Subset, Types of Sets. Operations on sets, De Morgan's Law of Venn Diagram. Applicationsof Set theory.

UNIT V: MATRIX

Meaning and operations, Matrix Algebra. Types of matrices, Matrix addition, MatrixMultiplication.

Matrix Determinants, Minors and Co-factors , Matrix inversion.

Reference Books:

1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur.

2. Sancheti and Kapoor V K., Business Mathematics, Sultan 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.

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B.B.A II Year   Semester-III
(Syllabus w.e.f. 2023-24 Admitted Batch)

MAJOR COURSE 8: BUSINESS STATISTICS AND MATHEMATICS: Model Paper

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Explain Questionnaire Method.

2. Explain the Concept of Co-efficient of variation.

3 Explain Types of Correlation

4. Explain Venn Diagram

5 Explain Matrix Multiplication

6. Explain Frequency distribution

7. Explain the concept of Mode

8. What is the difference between Correlation and Regression Analysis

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. What is Collection of data .Describe the various methods of Collecting Primary Data.

10. Find the Arithmetic Mean for the following Data.

Class Interval	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	6	10	24	28	14	5	3

11. Calculate Karl Pearson's coefficient of Correlation between X &Y from the following data.

X	1	3	4	5	7	8	10
Y	2	6	8	10	14	16	20

12. Define the Concept of Set and explain types of Sets.

13. Find the Inverse of the matrix by using Co-factor method.

$$\begin{pmatrix} 1 & 1 & 1 \\ 1 & 2 & -3 \\ 2 & -1 & 3 \end{pmatrix}$$

SECTION-B

14. Define and explain Tabulation, Diagram and Graphical presentation of Data.

15. Define and explain the measures of dispersion.

16. Obtain the two regression equations from the following data.

X	6 2 10 4 8
Y	9 11 5 8 7

17. If μ= {1, 2, 3, 4, 5, 6, 7, 8 ,9, 10}

    A= { 3, 4, 5, 6, } , B = {1, 2, 3, 4, }, C= {, 2 , 4, }

    Then prove that (i) $(A \cup B)^1 = A^1 \cap B^1$

                (ii) $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$

                (iii) $(A \cup B) \cup C = A \cup (B \cup C)$

18. Explain the types of Matrices.

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SRI Y.N.COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MINOR: COMPUTER APPLICATIONS

MINOR COURSE 2: DATA BASE MANAGEMENT SYSTEM

Theory   Credits: 3   3 hrs/week

Course Objectives:

- Graduateswillhavetheexpertiseinanalyzingrealtimeproblemsandproviding appropriate solutions related to Computer Science & Engineering.
- Graduates will have the knowledge of fundamental principles and innovative technologies to succeed in higher studies and research.
- Graduates will continue to learn and to adapt technology developments combined with deep awareness of ethical responsibilities in profession.

Course Outcomes:

- An ability to apply Knowledge of computing and mathematics in Computer Science & Engineering.
- An ability to analyze a problem, identify and define the computing requirements appropriate to its solution.
- An ability to design, implement and evaluate a computer-based system to meet desired needs with appropriate societal considerations.
- An ability to conduct investigations, interpret data and provide conclusions in investigating complex problems related to Computer Science & Engineering.
- An ability to engage in continuing professional development and life-long learning.

UNIT-I

Overview of Database Systems: Introduction: Database system, Characteristics (Database Vs File System), Database Users, Advantages of Database systems, Database applications.

Data Models: Introduction; types of data models, Concepts of Schema, Instance and data independence; Three tier schema architecture for data independence, Centralized and Client Server architecture for the database.

UNIT-II

Relational Model: Introduction to relational model, concepts of domain, attribute, tuple, relation, constraints (Domain, Key constraints, integrity constraints), concept of keys(super key, candidate key, primary key, surrogate key, foreign key) , relational Algebra & relational calculus.

Normalization: Schema refinement, concept of functional dependency, Normal Forms based on functional dependency(1NF, 2NF and 3 NF),Boyce-codd normal form(BCNF).

UNIT-III

Entity Relationship Model: Introduction, Representation of entities, attributes, entity set, relationship, relationship set, ER Diagram.

BASIC SQL: Database schema, data types, DDL operations (create, alter, drop, rename), DML operations (insert, delete, update), basic SQL querying (select and project) using where clause, arithmetic & logical operations, aggregation.

UNIT-IV

SQL: Nested queries/ sub queries, implementation of different types of joins, Creating tables with relationship, implementation of key and integrity constraints, views, relational set operations, Transaction Control Language: commit, Rollback, Save point , DCL :Grant, Revoke

UNIT–V

PL/SQL: Introduction, Structure, Control Structures, Cursors, Procedure, Function.

Transaction processing Concepts: Transaction State, Implementation of Atomicity and Durability, Concurrent Executions, Serializability, Recoverability, Implementation of Isolation, Testing for Serializability.

Database management systems Text Books

- DatabaseManagementSystems,3rd Edition, Raghurama Krishnan, Johannes Gehrke, TMH
- DatabaseSystemConcepts,5th Edition, Silberschatz, Korth, TMH

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B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MINOR: COMPUTER APPLICATIONS

MINOR COURSE 2: DATA BASE MANAGEMENT SYSTEM : Model paper

Time: 3 Hours   Max.Marks: 60

PART-I

Answer any FIVE questions from the following.   **5X4=20M**

1. Write about Database Applications.

2. Write about BCNF

3. Write about any 5 Basic SQL queries.

4. Write about DCL commands.

5. Write about Functions in PL/SQL.

6. Write about Data Independence.

7. Write a short note on Relational Algebra with examples.

8. Write about Entities and Attributes.

PART–II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Explain the characteristics of Database Systems.

10. Explain the concept of Keys in DBMS.

11. Explain ER Diagram.

12. Explain different types of joins.

13. Explain ACID properties.

SECTION-B

14. Explain various Data Models.

15. Explain 1NF, 2NF and 3NF with examples

16. Explain DDL operations with examples

17. Explain the concept of Views.

18. Explain about Serializability.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester- III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MINOR: COMPUTER APPLICATIONS

MINOR COURSE-2: DATA BASE MANAGEMENT SYSTEM LAB

Practical   Credits:1   2 hrs/week

List of Experiments

SQL:

Cycle-I: Aim: Marketing company wishes to computerize their operations by using following tables.

Table Name: Client-Master

Description: Used to store client information

Column Name	Data Type	Size	Attribute
CLIENT_NO	Varchar2	6	Primary key
NAME	Varchar2	20	Not null
ADDRESS1	Varchar2	30	
ADDRESSS	Varchar2	30	
CITY	Varchar2	15	
PINCODE	Varchar2	8	
STATE	Varchar2	15	
BAL_DUE	Number	10,2	

Table Name: Product_Master
Description: Used to store product information

Column Name	Data Type	Size	Attribute
PRODUCT_NO	Varchar2	6	Primary key
DESCRIPTION	Varchar2	15	Not null
PROFIT_PERCENT	Number	4,2	Not null
UNIT_MEASUE	Varchar2	10	
QTY_ON_HAND	Number	8	
REORDER_LVL	Number	8	
SELL_PRICE	Number	8,2	Not null, cannot be 0
COST _PRICE	Number	8,2	Not null, cannot be 0

Table Name: Salesman_master
Description: Used to store salesman information working for the company.

Column Name	Data Type	Size	Attribute
SALESMAN_NO	Varchar2	6	Primary key
SALESMAN_NAME	Varchar2	20	Not null
ADDRESS1	Varchar2	30	
ADDRESS2	Varchar2	30	
CITY	Varchar2	20	
PINCODE	Number	8	
STATE	Vachar2	20	
SAL_AMT	Number	8,2	Not null, cannotbe0
TGT_TO_GET	Number	6,2	Not null, cannotbe0
YTD_SALES	Number	6,2	Not null
REMARKS	Varchar2	20	

Table Name: SALES- ORDER

Description: Used to store client's orders

Column Name	Data Type	Size	Attribute
ORDER_NO	Varchar2	6	Primary key
CLIENT_NO	Varchar2	6	Foreign Key
ORDER_DATE	Date		
DELY_ADDRESS	Varchar2	25	
SALESMAN_NO	Varchar2	6	Foreign Key
DELY_TYPE	Char	1	Delivery :part(p)/full(f)and default 'F'
BILL_YN	Char	1	
DELY_DATE	Date		Can't be less than order date
ORDER_STATUS	Varchar2	10	Values("In Process", "Fulfilled", "Back Order", "Cancelled.

Table Name: SALES_ORDER_DETAILS
Description: Used to store client's order with details of each product ordered.

Column Name	Data Type	Size	Attribute
ORDER_NO	Varchar2	6	Primary key references SALES_ORDER table
PRODUCT_NO	Varchar2	6	Foreign Key references SALES_ORDER_table
QTY_ORDERED	Number	8	
QTY_ DISP	Number	8	
PRODUCT_RATE	Number	10,2	Foreign Key

Solve the following queries by using above tables.

1. Retrieve the list of names, city and the state of all the clients.

2. List all the clients who are located in 'Mumbai' or 'Bangalore'.

3. List the various products available from the product_ master table.

4. Find the names of salesman who have a salary equal toRs.3000.

5. List the names of all clients having 'a' as the second letter in their names.

6. ListallclientswhoseBaldueisgreaterthanvalue1000.

7. List the clients who stay in a city whose first letter is 'M'.

8. List all information from sales-order table for orders placed in the month of July.

9. List the products whose selling price is greater than 1000and less than or equal to3000.

10. Findtheproductswhosesellingpriceisgreaterthan1000andalsofindthe new selling

price as original selling price 0.50.

Cycle-II Supplier

Aim: A manufacturing company deals with various parts and various suppliers

supplytheseparts.Itconsistsofthreetablestorecorditsentireinformation.Those are as follows.

Supplier(Supplier_No,Sname,City,status)Part(Part_no,pname,color,weight,city, cost)

Shipment (supplier_No, Part_no, city) JX(project_no, project_name, city)

SPJX(Supplier_no, part_no, project_no,city)

1. Get supplier numbers and status for suppliers in Chennai with status>20.

2. Get project names for projects supplied by supplier 'S'.

3. Get colors of parts supplied by supplier S'.

4. Get part numbers for parts supplied to any project in Mumbai.

5. Find the id's of suppliers who supply a red or pink parts.

Cycle–III Employee Database

Aim: An enterprise wishes to maintain a database to automate its operations. Enterprise divided into a certain departments and each department consists of employees. The following two tables describes the automation schemas.

Emp(Empno, Ename, Job, Mgr, Hiredate, Sal, Comm, Deptno)

Dept(Deptno, Dname, Loc)

1. List the details of employees who have joined before the end of September '81.
2. List the name of the employee and designation of the employee, who does
   not report to
   anybody.
3. Listthename,salaryandPFamountofalltheemployees(PFiscalculatedas10%of salary)
4. List the names of employees who are more than 2yearsold in the organization.
5. Determine the number of employees, who are taking commission.
6. Updatetheemployeesalaryby20%, whos experience is greater than 12years.
7. Determine the department does not contain any employees.
8. Create a view, which contains employee name and their manager names working in sales department.
9. Determine the employees, whose total salary is like the minimum salary of any department.
10. List the department numbers and number of employees in each department.

PL/SQL PROGRAMS

1. Write a PL/SQL program to check the given string is palindrome or not.
2. The HRD manager has decide to raise the employee salaryby15% write a PL/SQL block to accept the employee number and update the salary of that employee. Display appropriate message based on the existence of the record in Emp table.
3. Write a PL/SQLprogramtodisplaytop10rowsin Emp table based on their job and salary.
4. Write a PL/SQL program toraisetheemployeesalaryby10%fordepartment number 30 people and also maintain the raised details in the raise table.
5. Createaproceduretoupdatethesalariesof Employeesby20%,for those who are not getting commission

6. Write a PL/SQL procedure to prepare an electricity bill by using following table.

Table used: Elect

Name	Null?	Type
MNNO	NOTNULL	NUMBER(3)
CNAME		VARCHAR2(20)
CUR_READ		NUMBER(5)
PREV_READ		NUMBER(5)
NO_UNITS		NUMBER(5)
AMOUNT		NUMBER(8,2)
SER_TAX		NUMBER(8,2)
NET_AMT		NUMBER(9,2)

7. Create a trigger to avoid any transactions (insert,update,delete)on EMP table on Saturday & Sunday.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
SKILL COURSE
INFORMATION AND COMMUNICATION TECHNOLOGY

Course Duration: 30 Hours   **Credits -2**

Objectives:

This course aims at acquainting the students with basic ICT tools which help them in their day to day andlife as well as in office and research.

Course outcomes:

After completion of the course, student will be able to;

1. Understand the literature of social networks and their properties.
2. Explain which network is suitable for whom.
3. Develop skills to use various social networking sites like twitter, flickr, etc.
4. Learn few GOI digital initiatives in higher education.
5. Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration andresearch.
6. Get acquainted with internet threats and security mechanisms.

UNIT-I: (08 hrs)

Fundamentals of Internet: What is Internet?, Types of Networks, Network topologies, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser–Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II:(08 hrs)

E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management.

G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III:(10 hrs)

Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, eacharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work andshall encourage self/independent and group learning)

1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabuscontent. Shall be individual and challenging)

2. Student seminars (on topics of the syllabus and related aspects (individual activity))

3. Quiz and Group Discussion

4. Slip Test

5. Try to solve MCQ's available online.

6. Suggested student hands on activities :

    a. Create your accounts for the above social networking sites and explore them, establish avideo conference using Skype.

    b. Create an Email account for yourself- Send an email with two attachments to anotherfriend. Group the email addresses use address folder.

    c. Register for one online course through any of the online learning platforms like NPTEL,SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – By Raymond Greenlawand Ellen Hepp, Publishers : TMH

2. Internet technology and Web design, ISRD group, TMH.

3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and CathleenMorin, TMH.

GUIDELINES TO THE PAPER SETTER

BLUE PRINT

Unit No.	Section-I EQ's	Section-II SAQ's
I	2	2
II	2	2
III	1	2

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DEPARTMENT OF MANAGEMENT STUDIES

B.B.A II Year Semester-III

(Syllabus w.e.f. 2023 - 24 Admitted Batch)

SKILL COURSE

INFORMATION AND COMMUNICATION TECHNOLOGY

Model Paper

Time: 2 Hours   **Max. Marks: 50**

SECTION – I

Note: Answer any three of the following. Each one carries 10 Marks. 3 x 10 = 30 M

1. Essay Question from **Unit-1**
2. Essay Question from **Unit-1**
3. Essay Question from **Unit-2**
4. Essay Question from **Unit-2**
5. Essay Question from **Unit-3**

SECTION – II

Note: Answer any Four of the following. Each one carries 5 Marks.   4 X 5=20 M

6. Short Answer Question from **Unit-1**
7. Short Answer Question from **Unit-1**
8. Short Answer Question from **Unit-2**
9. Short Answer Question from **Unit-2**
10. Short Answer Question from **Unit-3**
11. Short Answer Question from **Unit-3**

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B.B.A - Semester- IV

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teachin gHours	Credits
3	Major 9	*Marketing Management	100	40	60	5	4
4	Major 10	*Human Resource Management	100	40	60	5	4
5	Major 11	Financial Management	100	40	60	5	4
6	Minor 3	*Python Programming	100	40	60	5	4
7	Minor 4	* Operating Systems	100	40	60	5	4
8	Skills Course	• Tourism Guidance	50	-----	50	2	2
9	MULTI DISCIPLINARY COURSE	• Introduction to Nanotechnology	50	-----	50	2	2
	Total		**600**	**200**	**400**	**29**	**24**

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MAJOR COURSE 9: MARKETING MANAGEMENT

Theory   Credits: 4   4 hrs/week

Course Objectives:
- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

UNIT-I: INTRODUCTION TO MARKETING MANAGEMENT

Definition, Importance and Scope of Marketing. Core Concepts of Marketing- Production Concept, Product Concept, Selling Concept, Marketing Concept., Selling Vs Marketing, Marketing Management Process , Elements of Marketing Mix, Marketing environment.

UNIT-II: SEGMENTATION, TARGETING AND POSITIONING

Need for Market segmentation ,Bases of Market Segmentation, criteria of effective markets segmentation - Targeting Strategies , Positioning strategies.

UNIT-III: PRODUCT

 Classification of Products – Consumer goods – Industrial goods. New Product Development process, Product Life Cycle –Stages in PLC and application to marketing. Product Mix and Product Lines- Branding of Products, Packaging , Labeling ,Warranties & Guarantees.

UNIT-IV: PRICING AND DISTRIBUTION

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and methods,

Physical Distribution- Importance, various types of Marketing Channels, criteria of selecting a channel.

UNIT-V: PROMOTION

Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Personal Selling, and Sales promotion. Significance of Promotional Mix in marketing decisions.

Reference Books:

1. Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
2. Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-
3. Mac Millon India Ltd.
4. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
5. S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House.

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MAJOR COURSE 9: MARKETING MANAGEMENT: Model Paper

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Selling Vs. Marketing

2. Market Segmentation

3. Product Branding

4. Objectives of Pricing

5. Promotion Mix

6. Product Life Cycle

7. Classification of Channels

8. Publicity

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Define Market, Marketing and Marketing Management. Explain the importance
   of Marketing .

10. What is Market Segmentation? Explain the bases of Market Segmentation.

11. Explain the steps in the developing of New products.

12. Describe Various methods of pricing?

13. Analyse the elements of Promotion Mix.

SECTION-B

14. Explain the concepts of Marketing.

15. Explain the targeting Strategies.

16. Describe the phases of Product Life Cycle.

17. Analyse the criteria for selecting Marketing channels.

18. Discuss various types of Advertising.

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MAJOR COURSE 10: HUMAN RESOURCE MANAGEMENT

Theory	Credits: 4	4 hrs/week

Course Objectives:

- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the stages in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

Unit-I: Introduction to Human Resource Management:

Introduction, Concept of Human Resource Management, Scope of Human Resource Management, Evolution of Human Resource Management, Personnel Management Vs. HRM; Functions of Human Resource Management.

Unit-II: Acquisition of Human Resource:

Concept of Human Resource Planning; Process of HR Planning, Job Analysis, Job Description, and Job Specification. Concept of Recruitment, Source of Recruitment; Meaning of Selection, Steps in Selection Process; Placement and Induction of new candidates.

Unit-III: Training and Development:

Meaning and importance of Training, Methods of Training, Evaluation of Training Effectiveness; Concept of Executive Development, Techniques of Executive Development Programmes, Career Planning and Development.

Unit-IV: Job Evaluation and Compensation:

Concept of Job Evaluation; Methods of Job Evaluation; Concept and Importance of Performance Appraisal, Methods of Performance Appraisal; Concept of Compensation Management, Objectives and Components of Compensation, Wage Fixation Methods, Wage Payment Methods.

Unit-V: Industrial Relations:

Definition and Importance of Industrial Relations, Employees Participation in Management; Collective Bargaining, Types of Collective Bargaining, Process of Collective Bargaining; Introduction to International Human Resource Management.

References:

1. P. Jyothi & D.N.Venkatesh, HRM, Oxford University Press, NewDelhi.
2. Biswajeet Pattanayak, Human Resource Management, Prentice-Hall of India, New Delhi.
3. P.Subba Rao, Human Resource Management, Himalaya Publishing House, Mumbai.
4. D'Cenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, New Delhi.
5. Dessler, Garry, Human Resource Management, Prentice Hall of India. Department of Commerce, University of Delhi 20

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MAJOR COURSE 10: HUMAN RESOURCE MANAGEMENT: Model Paper

Time: 3 hours   **Max. Marks: 60**
PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Define the term Human Resource

2. Personnel Management Vs. HRM

3. Job Analysis

4. Induction

5. Training and Development means

6. Career Planning

7. Components of the Compensation

8. Employees Participation in Mgt.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Explain briefly the objectives and functions of Human Resource

    Management?

10. Explain the process of HR Planning?

11. What is the role of training in the organization. Write various methods of training?

12. Explain the procedure for evaluating Employee Performance? Analyze the various methods

    of   Performance Appraisal?

13. Define Industrial Relations and describe the Importance of the IR?

SECTION – B
14. Explain briefly the significance of Human Resource Management

15. Enumerate the various Selection Methods

16. What is Management Development? Explain the techniques of Management

    Development Programmes?

17. Define Compensation? What are the methods of Wage & Salary Fixations?

18. What are the conditions required for the success of Collective Bargaining

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(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MAJOR COURSE 11: FINANCIAL MANAGEMENT

Theory	Credits: 4	4 hrs/week

Course objectives:

- To gain basic knowledge of objectives of Financial Management and its functions.

- To understand the capital budgeting process and risk analysis in capital budgeting.

- To gain familiarization with different financial decisions that impact any organisation.

- Understand decisions relating to dividend policies and their valuation .

- Knowledge regarding significance of working capital management to organisation.

UNIT I: INTRODUCTION

Nature, Scope and Objectives of Financial Management, Functions of Finance - Profit Maximization vs. Wealth Maximization, Role of Financial Manager in Modern Business Organizations, Risk - Return Trade off.

UNIT II: INVESTMENT DECISIONS

Capital Budgeting Process – Cash Flow Estimation and measurement , Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Capital rationing, Risk analysis in capital budgeting.

UNIT III: FINANCING DECISIONS

Concept of Leverage, Types of Leverages. EBIT – EPS Analysis. Capital Structure, Determinants of Capital Structure - Theories – Net Income approach, Net Operating Income approach. Traditional view– MM Hypothesis. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.

UNIT IV: DIVIDEND DECISIONS

Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, M-M Hypothesis. Retained Earnings Policies, Bonus Shares.

UNIT V: WORKING CAPITAL MANAGEMENT

Concept of Working Capital , Determinants of Working Capital. Determination of Optimum level of Current Assets – Liquidity vs. Profitability, Risk – Return tangle. Estimating working capital needs, Financing strategies of working capital. Inventory Management – Inventory Control Techniques, Receivables Management, Cash Management.

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Reference Books:

1. Brealey, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw HillIndia.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugene F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, McGraw Hill India.

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MAJOR COURSE 11: FINANCIAL MANAGEMENT: Model Paper

Time: 3 Hours   **Max. Marks: 60**

PART – I

Answer any FIVE questions from the following.   **5X4=20M**

1 Scope of Financial Management

2 Investment Criterion

3 Net Income Approach

4. Dividend

5 Concept of Working Capital

6. Objectives of Financial Management

7. Capital Rationing

8. Working capital needs

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Analyze the profit maximization Vs wealth maximization.

10. What is meant by capital budgeting? Explain the methods of capital budgeting.

11. Define capital structure and explain the determinants of capital structure.

12. Explain the dividend théories.

13. Discuss the determinants of working capital.

SECTION-B

14. Describe the role of Financial Manager in modern business organizations

15. What is meant by risk analysis and explain the risk analysis of capital budgeting

16. Discuss the cost of capital along with its types

17. Explain the retained earnings policies

18. Describe the financial strategies of working capital.

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MINOR : COMPUTER APPLICATIONS

MINOR COURSE 3: PYTHON PROGRAMMING

Theory   Credits: 3   3 hrs/week

Unit-I

Getting Started with Python: Introduction to Python, Python Keywords , Identifiers , Variables , Comments, Data Types , Operators, Input and Output , Type Conversion , Debugging. Flow of Control, Selection, Indentation , Repetition , Break and Continue Statement , Nested Loops .

Strings-String Operations.

Unit-II

Functions: Functions, Built-in Functions, User Defined Functions, recursive functions, Scope of a Variable.

Python and OOP: Defining Classes, Defining and calling functions passing arguments, Inheritance, polymorphism, Modules – date time, math, Packages.

Exception Handling- Exception in python, Types of Exception, User-defined Exceptions.

Unit-III

List: Introduction to List, List Operations, Traversing a List, List Methods and Built-in Functions.

Tuples and Dictionaries, Introduction to Tuples, Tuple Operations, Tuple Methods and Built-in Functions. Introduction to Dictionaries, Dictionaries are Mutable, Dictionary Operations, Traversing a Dictionary, Dictionary Methods and Built-in functions.

Unit-IV

Introduction to NumPy, Array , NumPy Array , Indexing and Slicing , Operations on Arrays , Concatenating Arrays.

Data Handling using Pandas , Introduction to Python Libraries, Series, Data Frame, Importing and Exporting Data between CSV Files and Data Frames, Pandas Series Vs NumPy ndarray.

Unit-V

Plotting Data using Matplotlib: Introduction, Plotting using Matplotlib –Line chart, Bar chart, Histogram, Scatter Chart, Pie Chart.

GUI Programming and Database Connectivity Using Python. Graphical User Interfaces. Using the Tkinter Module, Creating Label, Text, Buttons, info Dialog Boxes, Radio button, Check button, Getting Input, Importing MySQL for Python , Connecting with a database, Forming a query in MySQL, Passing a query to MySQL.

References:

1. MarkLutz,LearningPython,5thEd.O‟REILLY
2. Core Python Programming by Dr. R. Nageswara Rao
3. Problem Solving and Python Programming by E. Balaguru Swamy
4. Python programming: using problem solving approach by ReemaThareja.
5. Albert Lukaszewski, MySQL fo rPython, Packet Publishing

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MINOR : COMPUTER APPLICATIONS

MINOR COURSE-3: PYTHON PROGRAMMING: Model Paper

Time: 3 Hours   Max.Marks: 60

PART-I

Answer any FIVE questions from the following.   **5X4=20M**

1. Write about Keywords in Python

2. Write about Packages.

3. Write a short note on Tuples in Python.

4. Write about Data Frame.

5. Write about Graphical User Interfaces.

6. Write about Type Conversion.

7. Explain User Defined Functions in Python with an example.

8. Write about Built-in Functions in Dictionary.

PART–II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. Explain various Data Types in Python.

10. Explain the concept of Inheritance in Python.

11. Discuss various List Operations.

12. Explain Operations on Arrays.

13. Explain Tkinter Module.

SECTION-B

14. Explain various Operators in Python.

15. What is an Exception Handling? Explain Types of Exceptions.

16. Discuss various Dictionary Operations.

17. Explain various Python Libraries.

18. Explain how to create a label, text box and button with examples.

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MINOR : COMPUTER APPLICATIONS

MINOR COURSE-3: PYTHON PROGRAMMING LAB

Practical	Credits:1	2 hrs/week

Lab Programs

1. Write a Program to check whether given number is Arm strong or not.

2. Write a Program to check whether given number is perfect or not.

3. Write a program to find factorial of given number using recursive function

4. Write a program to implement inheritance and polymorphism

5. Demonstrate a python code to print try, except and finally block statements

6. Write a program to demonstrate String handling functions

7. Write a program to input numbers from the user. Store these numbers in a tuple. Print the maximum and minimum number from this tuple.

8. Write aprogramtoenternamesofemployeesandtheirsalariesasinputandstorethemina dictionary

9. Write a program to implement statistical operations on arrays using num Py

10. Write a program to import and export CSV file to Data Frame.

11. Create the Data Frame Sales containing year wise sales and perform basic operation on it.

12. Visualize the plots using mat plotlib.

13. Create GUI interface with different types button and labels

14. Create GUI interface and connect with My SQL data base and perform CRUD(Create, Read, Update and Delete) operations.

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(Syllabus w.e.f. 2023 -24 Admitted Batch)
MINOR : COMPUTER APPLICATIONS

MINOR COURSE-4: OPERATING SYSTEMS

Theory   Credits: 3   3 hrs/week

Course Objectives:

1. To know the basic Structure, Components and Organization of Operating System.
2. To learn the notation of a Process- a Program in Execution, Management, Scheduling and Classic Problems of Synchronization.
3. To gain knowledge in various Memory Management Techniques.
4. To understand Unix Operating System and Various File operations.

Course Outcomes:

The students will be able to:

1. Understand the main components and Structure of Operating System & their functions.
2. Analyze various ways of Process Management & CPU Scheduling Algorithms.
3. Evaluate various device and resources like Memory, Time and CPU Management techniques in distributed systems.
4. Apply different methods for Preventing Dead locks in a Computer System.
5. Create and build an Application/Service over the UNIX operating system.

Unit-I

Introduction: Definition of Operating System, Evolution of OS, Basic OS Functions, Computer System Architecture, Operating System Structure.

System Structures: Operating System Services, User Operating System Interface, System Calls, Types of System Calls, Over view of UNIX operating System, Basic Features of Unix Operating System.

Unit-II

Process Management: Process Concepts, Operation on Processes, Communication in Client-Server Systems.

Process Scheduling: Basic Concepts, Scheduling Criteria, Scheduling Algorithms,

Unit-III

Synchronization: Process Synchronization, Semaphores: Usage, Implementation, The Critical Section Problem.

Deadlocks: Introduction, Deadlock Characterization, Necessary and Sufficient conditions for Deadlock, Deadlock Handling Approaches: Deadlock prevention, Deadlock Avoidance and Deadlock detection and Recovery.

Unit-IV

Memory Management: Overview, Swapping, Contiguous Memory Allocation, Paging, Paging Examples, Segmentation, Page Replacement Algorithms, Memory management in UNIX.

Unit-V

Files and Directories in UNIX: Files, Directory Structure, File Operations, File System Implementation: File Allocation Methods.

TEXT BOOKS:

1. Operating System Concepts: Abraham Silberschatz, PeterB. Galvin, Greg Gagne,8th Edition, Wiley.
2. Unix and shell Programming by B.MHArwani, OXFORD University Press.

REFERENCE BOOKS:

1. Operating System Principles, Abraham Silberchatz, PeterB.Galvin,Greg Gagne8thEdition, Wiley Student Edition.
2. Principles of Operating Systems by Naresh Chauhan, OXFORD University Press.
3. Tanenbaum A S, Woodhull A S, Operating System Design and Implementation,3rd edition, PHI 2006.
4. Unix Shell Programming-Yashwant Kanetkar

SRI Y.N.COLLEGE
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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MINOR: COMPUTER APPLICATIONS

MINOR COURSE-4: OPERATING SYSTEMS : Model Paper

Time: 3 Hours   Max.Marks: 60

PART-I

Answer any FIVE questions from the following.   **5X4=20M**

1. Multiprogramming.

2. Virtual machine.

3. Dispatch latency.

4. Critical region.

5. Compaction.

6. Basic Features of Unix Operating System.

7. Scheduling Criteria

8. Synchronization

PART–II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section   **5X8=40M**

SECTION-A

9. What is Operating system? Write types of Operating systems.

10. What is process control block. Explain

11. What is semaphore. Explain Critical section problem in detail.

12. What is swapping. Discuss

13. Illustrate file allocation methods.

SECTION-B

14. What is system program. Discuss types of system calls

15. Differentiate preemptive and non preemptive scheduling algorithm.

16. What is deadlock. Discuss Deadlock prevention.

17. Discuss demand paging and segmentation.

18. Explain about Directory Structure.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MINOR : COMPUTER APPLICATIONS

MINOR COURSE-4: OPERATING SYSTEMS LAB

Practical	Credits:1	2 hrs/week

List of Experiments

1. Introducing the LINUX Nativeeditorvi: Working on basics of creating and editing a text file using standard commands of vi.

2. Introduction to UNIX Operating System, Compare with Windows OS. Writing and executing simple Hello World C Program in UNIX Environment.

3. Getting hands-on on basic UNIX Commands.

4. Writeaprogramusingthefollowingsystemcallsof UNIX OSfork,exec,getpid,exit,wait, close, open dir, read dir ?

5. Write a Simple shell script for basic arithmetic and logical calculations?

6. Write Shell script to check the given number is even or odd?

7. Write a shell script to swap the two integers?

8. Write Shell script to perform various operations on given strings.

9. Write Shell scripts to explores stem variables such as PATH ,HOME etc.

10. Write a shell script to display list of users currently logged in.

11. Write a shell script to delete all the temporary files.

12. Write a shell script to find the Factorial of a Number ?

13. Write C programs to implement the following Scheduling Algorithms:

    a) First Come First Serve.

    b) Shortest Job First.

    c) Round Robin.

Reference Text Books:

1. BrianW.KernighanandRobPike,"TheUNIXProgrammingEnvironment"Prentice HallIndia(EditionavailableinLRCandintheformofEBookonstudentresource).

2. YashwantKanetkar,"UNIXShellProgramming"BPBPublications(FirstEdition).

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(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
Major 12	Advertising Management	100	40	60	5	4
Major 13	Labour Legislations	100	40	60	5	4
Major 14	Financial Markets	100	40	60	5	4
Major 15	Production and Operations Management	100	40	60	5	4
Minor 5	Web Programming	100	40	60	5	4
Minor 6	Web Development Using PHP MySQL	100	40	60	5	4
Common Value – Added Course	Environmental Education	50	-----	50	2	2
Total		**650**	**240**	**410**	**32**	**26**

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B.B.A III YearSemester-V
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MAJOR COURSE12: ADVERTISING AND BRAND MANAGEMENT

Theory	Credits:4	4 hrs/week

Course Objectives:

- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.
- To know the importance of advertising budgeting, advertising agencies and evaluating advertising campaigns.
- To equip the students with the concepts, types and importance of branding.
- To learn about brand equity, brand evaluation and brand management.

UNIT-I : INTRODUCTION TO ADVERTISING MANAGEMENT

Advertising- Meaning, Importance and objectives of Advertising. Classification and Functions. Role of Advertising in Promotional Mix, Types of Advertising, Integrated Marketing Communication.

UNIT-II:ADVERTISING AND MEDIA PLANNING

Types of Advertising Appeals, Media – Objectives. Media Plan- Media Planning and Role of Media Planning. Market Analysis, Target Market Coverage, Geographic Coverage. Scheduling Creative aspects, Reach and Frequency, Developing and Implementing Media Strategies. Media mix Decisions. Evaluating the effectiveness.

UNIT-III: ADVERTISING BUDGET AND AD AGENCIES

Advertising Budgets, Methods of Formulating Advertising Budgets. Evaluating Advertising Effectiveness (DAGMAR), Advertising Agencies, Functions of Advertising Agency, Various Functional Departments, Evaluation Criteria for selecting an Advertising Agency.

UNIT-IV: BRANDING

Introduction to Branding, benefits, Types of Brands. Branding decisions, Brand Identity, Brand Personality and Positioning, Brand repositioning. Product and Brand Extensions, Advantages of Extensions, Disadvantages of Brand Extensions.

UNIT-V: BRAND MANAGEMENT

Measuring Brand Equity, Evaluating Brand Performance. Designing Brand Marketing Programmes, Branding in Retail Business, Role of Own Label.

Reference Books:

1. Kenneth Clow & Donald Baack. *Integrated Advertising, Promotion and Marketing Communications*. Prentice Hall of India, New Delhi.
2. S. H. H. Kazmi & Satish K. Batra. *Advertising & Sales Promotion*. Excel Books, New Delhi.
3. S. A. Chunawalla. *Advertising, Sales & Promotion Management*. Himalaya Publishing House.
4. U. C. Mathur. *Brand Management: Text and Cases*. Macmillan India Ltd.
5. Kevin Lane Keller. *Strategic Brand Management*. Pearson.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MAJOR COURSE 12: MODEL PAPER: ADVERTISING MANAGEMENT

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   5X4=20M

1. Types of Advertising

2. Integrated Marketing Communication

3. Advertising Appeal

4. Target Market Coverage

5. DAGMAR
6. Brand Positioning

7. Brand Extension

8. Own Label

PART-II

Answer any Five of the following by selecting at least Two from each Section 5x8=40M

SECTION – A

9. Define Advertising and explain the importance of advertising.

10. What is Media Planning? What are key the factors influencing media planning?

11. Explain the methods of formulating Advertising Budget?

12. Describe the branding decisions.

13. Examine the role and importance of Branding in Retail Business.

SECTION – B

14. Discuss the role of Advertising in promotional mix.

15. Explain the methods of measuring Advertising Effectiveness.

16. Explain the role and functions of Advertising Agencies

17. What are the elements of Brand? Explain different types of brands.

18. What is Brand Equity? How to evaluate Brand performance?

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MAJOR COURSE 13: LABOUR LEGISLATIONS

Theory	Credits:4	4 hrs/week

Course Objectives:

- To acquire expert knowledge of Labour Laws.
- To understand and apply the provisions of Labour Laws.
- To discuss the legal framework of the Factories Act.
- To realize the provisions for payment of wages.
- To interpret the mechanism for resolving industrial disputes.

UNIT-I: Constitution and Labour Laws

Significance of Labour Legislations; Principles of Labour Legislations; Classification of Labour Legislation; Constitution and Labour Laws; Fundamental Rights vis-à-vis Labour Laws; Directive Principles of State Policy and Labour.

UNIT-II: The Factories Act 1948

Definition, approval, licensing and registration, health, Safety and welfare measures (intra mural and extra mural), working hours & weekly holidays, annual leave with wages, employment of women and young persons and. Amendments in Factories Act 2013

UNIT-III: Payment of Wages Act

Salient features, coverage of employees and employers, rules and benefits relating to the Payment of Wages Act 1936, The Minimum Wages Act 1948, Equal Remuneration Act, 1976, The Payment of Bonus Act 1965. The Payment of Gratuity Act 1972,

UNIT IV: Regulative Legislations

Trade Union Act,1926; The Industrial Employment (Standing Orders) Act 1946; The Industrial Disputes Act 1947.

UNIT-V: Labour Codes

Code on Wages 2019; Labour Code on Industrial Relations 2020; Labour Code on Social Security& Welfare; Labour Code on Safety &Working Conditions.

Reference Books:

1. C. B. Mamoria, Mamoria & Gankar. *Dynamics of Industrial Relations*. Himalaya Publishing House Pvt. Ltd.
2. C. S. Venkat Ratnam. *Industrial Relations*. Oxford University Press, New Delhi.
3. Arun Monappa. *Industrial Relations*. Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. T. N. Chhabra. *Industrial Relations and Labour Laws*. Dhanpat Rai Publishing House.
5. S. C. Srivastava. *Industrial Relations and Labour Laws*. Vikas Publishing House.

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MAJOR COURSE 13: MODEL PAPER: LABOUR LEGISLATIONS

Time: 3 hours   **Max. Marks: 60**

PART – I

Answer any FIVE questions from the following   **5x4 = 20M**

1. Define the Concept of Labour Legislation
2. Explain the Principles of Labour Legislation
3. Discuss the Laws relating to women in Factories Act
4. Describe the provisions related to the Registration of Factories
5. Explain the Concept of Minimum Wages
6. Discuss the provisions regarding the time of Payment of Wages
7. Define a Trade Union
8. Explain the key provisions of the Code on Wages, 2019

PART – II
Answer any Five of the following by selecting at least two from each Section   5x8=40M

SECTION – A

9 How is judicial activism a part of labour legislation? Explain the concept of judicial   activism
   in Labour Legislation

10. Analyse the working of the Factories Act, 1948

11. Describe the main provisions of the Payment of Gratuity Act, 1972

12. Explain the important provisions of the Industrial Employment (Standing Orders) Act, 1946

13. Describe the Labour Code on Social Security and Welfare

SECTION – B

14. Explain the Fundamental Rights vis-à-vis Labour Laws in India

15. Discuss the amendments introduced in the Factories Act in 2013

16. Explain the provisions of the Payment of Bonus Act with regard to the Payment of 'Minimum'and
    'Maximum' bonus to employees.

17. Examine the salient features of the Industrial Disputes Act, 1947

18. Briefly describe the Labour Code on Industrial Relations, 2020.

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MAJOR COURSE14: FINANCIAL MARKETS

Theory   Credits: 4   4 hrs/week

Course objectives:

- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.
- To develop an understanding on derivatives market.

UNIT-I: INDIAN FINANCIAL SYSTEM

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System - Financial markets- Financial institutions- Financial Instruments-Financial Services.

UNIT-II: MONEY MARKET:

Introduction-Definition of Money Markset- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market-Money Market Instruments- Commercial Bills-Finance Bills or Usance Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits, - Deficiencies of Money Market.

UNIT-III: CAPITAL MARKET:

Introduction- Meaning, Objectives and importance and Functions of Capital Markets – Structure of Indian Capital Market – Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-Gilt edged Securities (Government Securities, Semi Government Securities) - Regulation of Capital Market (SEBI)Primary Mary Market (Functions, Methods and Operations of New Issue Market)- Secondary market (NSE)

UNIT-IV: FOREIGN EXCHANGE MARKET:

Features of Foreign Exchange Market-Functions and Organisation- Structure- Participants in the Foreign exchange Market- Forex Exchange rates (Spot & Forward) -Theory of Purchasing Power Parity - Arbitrage.

UNIT-V: THE DERIVATIVES MARKETS:

Futures (Swaps and forward contracts) & Options- Derivatives markets (MEFF) -Hedging Vs speculating with derivatives.

Reference Books:

1. Financial Markets, Institutions and Financial Services-Clifford Gomez-PHI Learning Private Limited.

2. L.M.Bhole, Financial Institution and Markets, McGraw hill.

3. Shashi K. Gupta, Nisha Agarwal and Neeti Gupta, Financial Institutions and Market, Kalyani Publications.

4. T.R. Jain, R.L.Sarma - Indian Financial System- VK Global publisher.

5. Jithendra Gala - Guide to Indian Stock markets, Buzzing Stock publishing house.

6. Saha Siddhartha- Indian financial System- and Markets - McGraw hill Publications.

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MAJOR COURSE14: MODEL PAPER: FINANCIAL MARKETS

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   5X4=20M

1. Objectives of financial system.

2. .Financial services.

3. Commercial bill.

4. Gilt edged securities.

5. Foreign exchange rate.

6. Hedging.

7. Call money market.

8. Secondary market.

PART-II

Answer any Five of the following by selecting at least Two from each Section 5x8=40M

SECTION – A
9. Define financial system and explain the structure of Indian financial system.
10. Explain the functions of foreign exchange market.
11. .Differentiate money market Vs Capital market.
12. Evaluate the functions and operations of new issue markets.
13. Evaluate options and options pricing.
SECTION – B
14. Explain different types of financial markets.
15. Describe the role of SEBI in Capital market.
16. Discuss the growth of Indian capital market.
17. Explain the theories of foreign exchange rate.
18. Analyze the Forward and Swaps contracts.

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B.B.A III Year Semester-V
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MAJOR COURSE 15: PRODUCTION AND OPERATIONS MANAGEMENT

Theory	Credits:4	4 hrs/week

Course Objectives:
1. To equip the students with conceptual knowledge of Production and Operations Management.
2. To appreciate the need for selecting appropriate plant location and layout.
3. To understand the need for capacity planning and controlling.
4. To understand the importance of productivity and maintenance management.
5. To comprehend the need for inventory management and quality management.

UNIT I: INTRODUCTION
Concept of Production and Operations Management, Nature and Scope of Production/Operations Management, Relationship with other Systems in the organisation. Factors that affect production System, Difference between Manufacturing and Service Operations, Role of Production and Operations Manager.

UNIT II: FACILITY LOCATION
Facility Location- Importance, Factors effecting choice of Location, Location analysis techniques, Facility Layout – Objectives, Basic types of layouts, Advantages.

UNIT III: PRODUCTION PLANNING AND CONTROL
Production Planning & Control (PPC) –Concept, Objectives and Functions. Decisions relating to PPC. Capacity Planning- Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT IV: PRODUCTIVITY
Productivity- Definition, Factors affecting Productivity, Work Study- Time Study and Methods Study, Work Measurement, Control Charts, Maintenance Management.

UNIT V: MATERIAL MANAGEMENT AND QUALITY MANAGEMENT
Significance of Material Management, Material Planning and Inventory Control. Inventory Models, Inventory costs, Basic EOQ Model, Re-order Level, ABC Analysis. Quality Control, Total Quality Management.

Reference Books:
1. K. Aswathappa. *Production and Operations Management*. Tata McGraw-Hill, India.
2. Dr. B. S. Goel. *Production & Operations Management*. Pragati Prakashan, Meerut.
3. Pankaj Madan. *Production and Operations Management*. Global Vision Publishing.
4. R. Panneerselvam. *Production and Operations Management*. PHI Learning.

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MAJOR COURSE 15: MODEL PAPER: PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours   **Max. Marks: 60**

PART - I
Answer any FIVE questions from the following.   **5X4=20M**

1. Nature and scope of operations management
2. Role of production and operations manager.
3. Factors affecting the choice of location.
4. Production planning and control
5. Factors affecting capacity planning
6. Work study methods
7. Maintenance management
8. Significance of material management

PART-II

Answer any Five of the following by selecting at least Two from each Section 5x8=40M

SECTION – A

9. Define Operations Management and explain its features and functions
10. Difference between Manufacturing and Service Operations
11. Explain the Functions of Production Planning & Control
12. Discuss the Basic types of layouts and its advantages.
13. Analyze the Material Planning and Inventory Control.

SECTION – B

14. What are the factors affecting productivity
15. Explain the Nature and Scope of Production & Operations Management.
16. What is meant by facility layout? Explain its objectives
17. Describe the Capacity Planning Decisions.
18. Explain the Total Quality Management.

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MINOR COURSE-5: WEB PROGRAMMING

Theory	Credits: 3	3 hrs/week

Course Objectives:

1. Learn the basics of creating a website.
2. UnderstandHTML5codingconventions
3. Understand the philosophy of how HTML and CSS should fit together
4. Learn how Java Script came to be.

Course Outcomes: Upon Completion of the course, the students will be able to

1. Understand the Web Design Process.
2. Apply the HTML tags, elements and attributes
3. Apply different types of HTML elements
4. Use of organization all elements, tables and images
5. Use of audio, video files
6. Apply java Script concepts

Unit-I:

Introduction to Web Programming: Introduction, creating a website, HTML tags, HTML Elements, HTML attributes, CSS Preview, History of HTML, Differences between old HTML and HTML5, how to check your HTML code

Unit-II:

Coding Standards, Block Elements:

HTML coding conventions, Comments, HTML Elements, Should Describe Web Page Content Accurately, Block Elements, block quote Element, Whitespace Collapsing, pre Element, Phrasing Elements, Editing Elements, q and cite Elements, dfn, abbr, and time Elements, Code-Related Elements, br and wbr Elements.

Text Elements, and Character References: sup, sub, s, mark, and small Elements, strong, em, b, u, and i Elements, span Element, Character References, Web Page with Character References, and Phrasing Elements.

Unit-III:

Cascading Style Sheet (CSS) : CSS Overview, CSS Rules, Example with Type Selectors and the Universal Selector, CSS Syntax and Style, Class Selectors, ID Selectors, span and div Elements, Cascading, style Attribute, style Container, External CSS Files, CSS Properties, Color Properties, RGB Values for Color, Opacity Values for Color, HSL and HSLA Values for Color, Font Properties, line-height Property, Text Properties, Border Properties, Element Box, padding Property, margin Property.

Unit-IV:

Organizing a Page's, Content with Lists, Figures, and Various, Organizational Elements: List, Descendant selector, Figure with picture and caption, Organizational elements, Navigation bar, Header and Footer, User agent style sheet.

Tables and CSS Layout: Data tables vs Layout tables, Table elements, Form at table

Links and Images: Implement a link with the a element, different types of href attribute Values, relative URLs, Implement a link that jumps to a particular location within a web page, element's target attribute, Understand the concepts behind GIF, JPEG, and PNG bitmap image formats.

Unit-V:

Image Manipulations, Audio and Video: Position an image, how to display a shortcut icon in a browser's tab area, iframe, Create an image sprite file, Implement an audio player using the audio element, Handle different audio file formats, Cover a web page's background with an image, web fonts, Implement a video player using the video element.

Introduction to JavaScript: Button control with an event Handler, Syntax rules for functions, variables, identifiers, and assignments, Document Object Model(DOM).

Prescribed Text Books:

1. **Web Programming with HTML5, CSS and Java Script, John Dean, Jones & Bartlett Learning**

Reference Text Books:

1. **HTM L & CSS: The Complete Reference, 5thEdition, Thomas.A. Powell**

GUIDELINES TO THE PAPER SETTER

BLUE PRINT

Unit No.	Essay Questions	Short Answer Questions
I	2(Section-I)	2(Section-III)
II	3(Section-I)	1(Section-III)
III	2(Section-II)	2(Section-III)
IV	2(Section-II)	1(Section-III)
V	1(Section-II)	2(Section-III)

SRI Y.N.COLLEGE
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B.B.A III Year Semester-V
(Syllabus w.e.f. 2023 - 24 Admitted Batch)
MINOR COURSE-5: MODEL PAPER : WEB PROGRAMMING

Time: 3 Hours   Max.Marks: 60

Answer any five questions choosing at least two questions from Sections I & II

Section–I   (5X8=40M)

1. What is HTML? Explain about structure of HTML with example.

2. What are HTML tags and attributes? Explain with examples.

3. What are phrasing elements in HTML? Write any five phrasing elements and explain them.

4. What are editing elements in HTML? Explain <del>, <ins>, and <mark> tags with examples.

5. Explain the use of <sup>, <sub>, <s>, <small>, and <mark> tags with examples.

Section–II

6. What is CSS? Explain the three types of CSS with suitable examples.

7. Explain the use of font-related CSS properties. Include examples using font-family, font-size, and line-height.

8. Write HTML code to create a data table with headings, rows, and columns. Explain the use of <table>, <tr>, <th>, and <td>.

9. Explain how to create hyperlinks using the <a> element. What are different types of href values?

10. What are the basic rules for writing variables, functions, and assignments in JavaScript? Give simple examples.

Section–III   (5X4=20M)

Answer any five questions from the following.

11. What is Web Programming?

12. What is CSS?

13. What is block element? Give on example.

14. What is the difference between <br> and <wbr>?

15. Name any two font properties in CSS.

16. What is the purpose of the padding and margin properties?

17. What is an image sprite?

18. Write HTML code to create one row with two columns in a table.

19. Write a simple JavaScript syntax to define a function.

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MINOR COURSE-5: WEB PROGRAMMING

Practical	Credits: 1	2hrs/week

Course Outcomes: On successful completion of this practical course, student shall be able to:
1. Create web pages using HTML.
2. Apply different styles to HTML page.
3. Work with different scripting elements.

WEEK-1
1. Write an HTML code to display your education details in a tabular format.

2. Write an HTML code to display your CV on a web page.

WEEK-2
1. CreateawebpagewithHTMLdescribingyourdepartment.Useparagraphandlist tags.

2. Applyvariouscolorstosuitablydistinguishkeywords.Alsoapplyfontstylinglikeitalics, underline and two other fonts to words you find appropriate. Also use header tags.

3. Create links on the words e.g. "Wi-Fi" and "LAN" to link them to Wikipedia pages.

4. Insert an image and create a link such that clicking on image takes user to other page.

5. Change the background color of the page. At the bottom create a link to take user to the top of the page.

WEEK-3
1. Create a table to show your class time-table.

2. Use tables to provide layout to your HTML page describing your university infrastructure.

3. Use and tags to provide a layout to the above page instead of a table layout.

4. Useframessuchthatpageisdividedinto3frames20%onlefttoshowcontentsofpages, 60% in center to show body of page, remaining on right to show remarks.

5. Embed Audio and Video in to your HTML webpage.

WEEK-4
1. Write an HTML code to illustrate the usage of the following:

- Ordered List

- Unordered List

- Definition List

WEEK-5

1. Write an HTML code to create a frameset having header, footer, and navigation and content sections.

WEEK-6
1. Write an HTML code to demonstrate the usage of inline CSS.

2. Write an HTML code to demonstrate the usage of internal CSS.

3. Write an HTML code to demonstrate the usage of external CSS.

WEEK-7

1. Createaformsimilartotheoneinpreviousexperiment.Putvalidationchecksonvalues entered by the user using JavaScript (such as age should be a value between 1 and 150).

2. Write a Java Script program to display information box as soon as page loads.

3. Write a Java Script program to change background colorafter5secondsof page load.

4. Write a Java Script program to dynamically bold, italic and underline words and phrases based on user actions.

5. WriteaJavaScriptprogramtodisplayahiddendiv(e.g.showingstatsofaplayerwhenuser clicks on his name

6. Write a Java script to prompt for users name and display it on the screen.

7. Design HTML form for keeping student record and validate it using Java script.

8. Write programs using Java script for Web Page to display browsers information.

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MINOR COURSE-6: WEB DEVELOPMENT PHP&MYSQL

Theory	Credits: 3	3 hrs/week

Course Outcomes: Upon Completion of the course, the students will be able to

1. Write simple programs in PHP.
2. Understand how to use regular expressions, handle exceptions, and validate data.
3. Apply In-Built functions and Create User defined functions in PHP programming.
4. Write PHP scripts to handle HTML forms.
5. Write programs to create dynamic and interactive web-based applications using PHP and MYSQL.
6. Know how to use PHP with MySQL DB and can write database driven web pages.

Unit-I:

Using PHP: PHP Basics: Accessing PHP, Creating Sample Application, Embedding PHP in HTML, Adding Dynamic Content, Identifiers, Variables, Constants, Operators, Data types, Accessing Form Variables, Variable handling Functions, Making Decisions with Conditions.

Storing and Retrieving Data: Processing Files, opening a File, writing to a File, closing a File, Reading from a File, Other File Functions, Locking Files.

Unit-II:

Arrays: Arrays basics, Types, Operators, Array Manipulations.

String Manipulation and Regular Expressions: Strings Basics, Formatting Strings, Joining and Splitting Strings with String Functions, Comparing Strings, Matching and Replacing Substrings with String Function, Introducing Regular Expressions, Find, Replace, Splitting in regular Expressions.

Unit-III:

Reusing Code and Writing Functions: The Advantages of Reusing, Using require () and include (), Using Functions in PHP, Scope, and Passing by Reference Versus Passing by Value, keyword, Recursion.

Object-Oriented PHP: OOP Concepts, Creating Classes, Attributes, and Operations in PHP, Implementing Inheritance in PHP, Understanding Advanced Object-Oriented Functionality in PHP.

Unit-IV:

Using MySQL: Relational Database Concepts, Web Database Architecture, Introducing MySQL's Privilege System, Creating Database Tables, Understanding MySQL, Identifiers, Database Operations, querying a Database, Understanding the privilege System, Making Your MySQL Database Secure, Optimization, Backup, Restore.

Unit-V:

Introduction of Laravel PHP Framework: Why Laravel, setting up Laravel Development Environment, Routing and Controllers: introduction to MVC, the HTTP verbs, and REST, Route Definitions, Route Groups, Signed Routes, Views, Controllers.

Prescribed Text Books:

1. Luke Welling ,Laura Thomson," PHP and MySQL Web Development", 5thEdition

2. Matt Stauffer,"Lavarel:Up&Running",2ndEdition

3. Julie C. Meloni, SAMS Teach yourself PHP MySQL and Apache, (2007).

4. Steven Holzner ,PHP: The Complete Reference, McGraw-Hill

5. RobinNixon,LearningPHP,MySQL,JavaScript,CSS&HTML5,ThirdEditionO'reilly,2014

6. Xue Bai Michael Ekedahl, The web warrior guide to Web Programming, Thomson (2006).

7. **Web resources:**

http://www.codecademy.com/tracks/phhttp://www. w3schools.com/PHPhttp://www.tutorialpoint.com

8. Other web sources suggested by the teacher concerned and the college librarian including reading material.

GUIDELINES TO THE PAPER SETTER
BLUE PRINT

Unit No.	Essay Questions	Short Answer Questions
I	2(Section-I)	2(Section-III)
II	3(Section-I)	1(Section-III)
III	2(Section-II)	2(Section-III)
IV	2(Section-II)	1(Section-III)
V	1(Section-II)	2(Section-III)

SRI Y.N.COLLEGE

(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MINOR COURSE-6: MODEL PAPER: WEB DEVELOPMENT PHP& MYSQL

Theory	Credits: 3	3 hrs/week

Answer any FIVE questions choosing at least TWO questions from Sections I&II   (5X8=40M)

Section-I

1. Explain PHP data types, usage of variables and constants.
2. Describe the process of file handling in PHP.
3. Explain types of arrays and array manipulation techniques in PHP.
4. Explain string manipulation in PHP with string functions.
5. Explain the use of regular expressions in PHP.

Section-II

6. iscuss the concept of Scope in PHP with examples.
7. What is inheritance? How it is implemented in PHP?
8. Describe relational database concepts.
9. Explain steps for creating, querying, and optimizing MySQL database.
10. Write about MVC.

Section-III

Answer any five questions from the following.   (5X4=20M)

11. Write about identifiers in PHP
12. Write about operators in PHP.
13. Write about string basics in PHP.
14. State the advantages of reusing code in PHP.
15. Write about creating classes in PHP
16. Write a short note on MySQL privilege system.
17. Write about the Laravel development environment.
18. Write about HTTP verbs in Laravel.

MINOR COURSE-6: WEB DEVELOPMENT PHP& MYSQL

Practical	Credits: 1	2hrs/week

Course Outcomes: On successful completion of this practical course, student shall be able to:

- Write, debug, and implement the Programs by applying concepts and
  error handling techniques of PHP.
- Create an interactive and dynamic website.
- Create a website with reports generated from a database.
- Create an interactive web site for e-commerce sites like online shopping, etc.

WEEK-1

1. Write a PHP program to Display "Hello", and today's date.
2. Write a PHP program to display Fibonacci series.
3. Write a PHP Program to read the employee details.

WEEK-2

4. Write a PHP program to prepare the student marks list.
5. Write a PHP program to generate the multiplication of two matrices.
6. Create student registration form using text box, check box, radio button, select, submit button. And display user inserted value in new PHP page.

WEEK-3

7. Create Website Registration Form using text box, check box, radio button, select, submit button. And display user inserted value in new PHP page.
8. Write PHP script to demonstrate passing variables with cookies.
9. Write a program to keep track of how many times a visitor has loaded the page.
   Write a PHP application to add new Rows in a Table

WEEK-4

10. Write a PHP application to add new Rows in a Table.

11. Write a PHP application to modify the Rows in a Table.

12. Write a PHP application to delete the Rows from a Table

13. Write a PHP application to fetch the Rows in a Table.

WEEK-5

14.   Develop an PHP application to implement the following Operations. Registration of Users. Insert the details of the Users. Modify the Details.Transaction Maintenance. No of times Logged in Time spent on each login. Restrict the user for three trials only.
Delete the user if he spent more than 100 Hrs of transaction.

WEEK-6

15.   Write a PHP script to connect MySQL server from your website.

WEEK-7

16.   Write a program to read customer information like cust-no, cust-name, item purchased, and mob- no, from customer table and display all these information in table format on output screen.

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SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-VI
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

SEMESTER INTERNSHIP

S.NO	COURSE	TOTAL MARKS	CREDITS
1	Semester on job specialization Training (15 Weeks)	200	8

The Internship Outcomes: The Internship will make the students
(a) To apply the knowledge and techniques learnt to reallife business problems.
(b) To understand the inter-linkages among different functions and will gain the skills to develop a realistic managerial perspective about organizations in their totality.

Every student shall undertake specialization internship in an organization company for a period Fifteen weeks in the sixth semester. The semester internship is compulsory and an integralpart of the BBA Program.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. A certificate of completion from the host organizationis essential.

MARKS BREAK UP

Internal Assessment			Total
Activity Log	Internship Evaluation	Oral Presentation	
10 M	30 M	10 M	50 Marks
External Assessment			
Internship Evaluation	For the grading given by Supervisor of the Intern Organisation	Viva - Voce	
80 M	20 M	50 M	150 Marks