

Syllabus for B.B.A. (Under CBCS) W.e.f. 2019-2020



**FACULTY OF COMMERCE & BUSINESS MANAGEMENT
KAKATIYA UNIVERSITY
Vidyaranyapuri, Warangal**

II YEAR I SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 3	English (First Language) - 3	3	3		
MIL 3	MIL – 3	3	3		
SEC 1	a) Personality Development - I b) Advanced Computers	2	2	1 ½ Hrs.	40 U + 10 I
SEC 2	a) Basic Quality Management b) Business Policy and Strategy	2	2	1 ½ Hrs.	40 U + 10 I
DSC 301	Human Resource Management	5	5	3 Hrs.	80 U + 20 I
DSC 302	Information Technology for Business	4 T+1 P	5	3 Hrs.	60 U + 20 P + 20 I
DSC 303	Financial Management	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits → 24/25		25		

II YEAR II SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 4	English (First Language) - 4	3	3		
MIL 4	MIL – 4	3	3		
SEC 3	a) Business Correspondence and Communication b) Personality Development - II	2	2	1 ½ Hrs.	40 U + 10 I
SEC 4	a) Start Up Management b) Business Intelligence & Data Visualization	2	2	1 ½ Hrs.	40 U + 10 I
DSC 401	Business Law and Ethics	5	5	3 Hrs.	80 U + 20 I
DSC 402	Market Research	5	5	3 Hrs.	80 U + 20 I
DSC 403	Management Science	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

III YEAR I SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 5	English (First Language) - 5	3	3		
MIL 5	MIL – 5	3	3		
GE -1	Mobile Commerce	4	4	3 Hrs.	60 U + 20 I
DSE 501	a. Financial Markets and Services (F) b. Brand Management (M) c. Organization Development (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 502	a. Analysis of Investment in Financial Assets (F) b. Retail Management (M) c. Performance Appraisal and Counseling(HR)	5	5	3 Hrs.	80 U + 20 I
DSE 503	a. Insurance Services (F) b. Customer Relationship Management (M) c. Compensation Management (HR)	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	24/25	25		

III YEAR II SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 6	English (First Language) – 6	3	3		
MIL 6	MIL – 6	3	3		
GE -2	Business Analytics	4	3	4 Hrs.	60 U + 20 I
DSE 601	a. Banking (F) b. Buyer Behaviour (M) c. Leadership and Change Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 602	a. Risk Analysis And Management(F) b. Advertising and Sales Promotion (M) c. Talent and Knowledge Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 603	a. International Finance (F) b. Rural Marketing (M) c. Employees Relations (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 604	Project Report & Viva-Voce	4	4	Viva	Grade
	Total Semester Credits	29	29		
	Total All Semester Credits → 148/150		150		

BBA – III Semester -COURSE NO. DSC - 302 (PRACTICAL)

OBJECTIVE:

INFORMATION TECHNOLOGY - LAB

The aim of this course is to give a management students practical experience om working in typical office software like MS-OFFICE.

UNIT - I : MS-EXCEL :

Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. **Data And Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.

ADVANCED OPTIONS OF MS-EXCEL:

- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions
- d) Building Simple Macros.

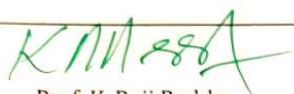
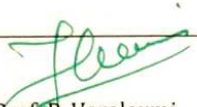






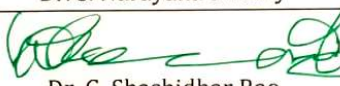
UNIT – II : MS-ACCESS :

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels.

Transfer of data between Excel & Access.

SUGGESTED BOOKS :

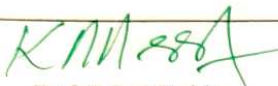
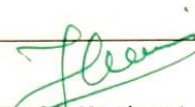

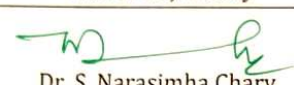




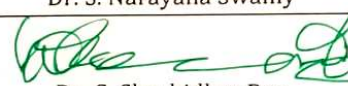
- 1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
- 2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
- 3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
- 4. Sanjay Saxena, “A First Course in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing House.

 Prof. K. Raji Reddy	 Prof. P. Varalaxmi	 Dr. K. Rajender
 Dr. S. Narasimha Chary	 Mr. M. Somaiah	 Dr. S. Narayana Swamy
 Dr. Ramavath Ravi	 Dr. D. Thiruvengala Chary	 Dr. G. Shashidhar Rao

BBA – VI Semester - COURSE NO. DSC - 604

PROJECT REPORT AND VIVA-VOCE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

 Prof. K. Raji Reddy	 Prof. P. Varalaxmi	 Dr. K. Rajender
 Dr. S. Narasimha Chary	 Mr. M. Somaiah	 Dr. S. Narayana Swamy
 Dr. Ramavath Ravi	 Dr. D. Thiruvengala Chary	 Dr. G. Shashidhar Rao