

GOVERNMENT CITY COLLEGE, HYDERABAD
(Autonomous)
Affiliated to Osmania University
Re-Accredited with "B++" Grade by NAAC

DEPARTMENT OF BUSINESS MANAGEMENT
BOARD OF STUDIES MEETING
On

Meeting Board of studies for the academic year 2022-2023 for BBA CBCS

The Meeting of Board of Studies was held on
Hyderabad with the following agenda

, at 3/11/2022

1. Approval of course structure (semester I-IV) & Syllabus of I & II for the 2022- 2023 batch.
2. Approval of syllabus for semester III - VI for the year 2020 -2021, 2021-2022 batches.
3. Approval of Model Question paper pattern both internal and semester end exam.
Under CBCS for BBA.
4. Approval of SEC model question paper
5. Approval of Project for semester VI scheme and criteria for evaluation.
6. Approval of Panel of Examiners (BBA) (I - VI)
7. Approval for two Certificate Courses on Digital Marketing and Front office management for BBA Final year Students

RESOLUTIONS

1. It is resolved to approve the syllabus of Semester I & II for the batch 2022- 2023 onwards with the following changes in the syllabus

Semester 1:

- a) Subject: Principles of management
Topic: Planning tools and techniques (Unit 2)
- b) Subject :Basics of marketing
Topic: Digital Marketing, Marketing Ethics (Unit 1)
- c) Subject :Business economics
Topic: Economics as tools of Decision making (Unit 1)

Semester II

- a) Subject
Topic: P
- b) Subject
Topic :
- c) Subject
Topic:

2. It is resolved
3. It is resolved
4. It is resolved
5. It is resolved
managem

The following m
approval.

Semester II

a) **Subject : Organization Behavior**

Topic: Personality traits, Big 5 personality Traits (Unit 1)

b) **Subject: Business Statistics**

Topic : Time series analysis, Components and models (Unit 2)

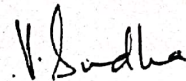

c) **Subject : Financial Accounting**

Topic: Branches of Accounting (Unit 1)

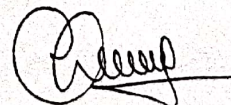
2. It is resolved to ratify the syllabus of Semester III to VI
3. It is resolved to approve the Model Question paper pattern Under CBCS for BBA
4. It is resolved to approve of Panel of Examiners (BBA)
5. It is resolved to approve two Certificate Courses on Digital Marketing and Front office management for BBA Final year Students

The following members attended the meeting of BOS to discuss the above agenda for the approval.

1. Dr.J. Ratnaprabhakar
Chairman, BOS
Assistant Professor of commerce
Govt. City College, Hyderabad.
2. Prof. V.Sudha
Chairman, BOS
Department of Business Management,
Osmania University, Hyderabad.
3. Dr.Venugopal
Member, BOS
Assistant professor of Commerce
GDC , Nagari AP
4. Dr. Kishore kumar
Assistant Professor of commerce
Govt. Degree College ,
SVS, Vidyanagar, Hyderabad.



CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India.



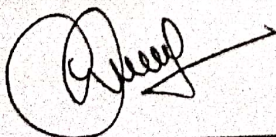
BBA Course Structure and
Syllabus As per CBCS Guidelines
With Effect from 2021-2022

1ST YEAR
SEMESTER-I

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS1	English (First Language)-1	4	4	3Hrs	80U+20I
SL 1	Second Language -1	4	4	3Hrs	80U+20I
AECC1	Environmental Studies	2	2	1.5Hrs	40U+10I
DSC101	Principles of Management	5	5	3Hrs.	80U +20I
DSC102	Basics of Marketing	5	5	3Hrs.	80U +20I
DSC103	Business Economics	5	5	3Hrs.	80U +20I
	Total Semester Credits	25	25		

SEMESTER-II

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS2	English (First Language)-2	4	4	3 Hrs.	80 U+ 20 I
SL 2	Second language 2	4	4	3 Hrs.	80 U+ 20 I
AECC2	Basic Computer Skills	2	2	1.5 Hrs.	40 U+ 10 I
DSC201	Organizational Behavior	5	5	3Hrs.	80 U +20 I
DSC202	Business Statistics	5	5	3Hrs.	80 U +20 I
DSC203	Financial Accounting	5	5	3Hrs.	80 U +20 I
	Total Semester Credits	25	25		



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3RD YEAR**SEMESTER-V**

Course Code	Course Title	HPW	Credits	Exam Hrs.	Marks
ELS 5	English (First Language)	3	3	3 Hrs	80 U+20 I
SL 5	Second Language 5	3	3	3 Hrs	80 U+20 I
GE -501	Mobile Commerce	4	4	3 Hrs.	80 U+20 I
DSE 501	a) Entrepreneurship Development b) Business Analytics	5	5	3 Hrs	80 U+20 I
DSE 502	A. Financial Markets and Services(F) B. Brand Management(M) C. Organization Development (HR) D. Descriptive Analysis using spreadsheet (BA & S) E. Fundamental of Retail Management (RM)	5	5	3 Hrs.	80 U+20 I
DSE 503	A. Analysis of Investment in Financial Assets (F) B. Retail Management (M) C. Performance Appraisal and Counseling (HR) D. Data Visualization (BA & S)-Open source * E. Retail Mall Management (RM)	5	5	3Hrs.	80 U+20 I
Total Semester Credits		25	25		

Electives

(F) Finance

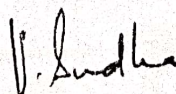
(M) Marketing

(HR) Human resource management

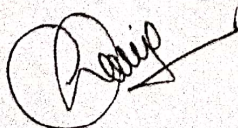
(BA & S) Business Analytics & System

The hours per week for (BA & S) Specialization shall be 4 T+29 and Max marks shall be 6 0U+20 P+20 I

(RM) Retail Management



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BBA(CBCS) Syllabus 2022-2023

Govt city college

ELS: English Language Skill; SLS: Second Language Skill; AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; L : Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination; F: Finance; M: Marketing; HR: Human Resource Management.

NOTE : A student must choose one subject each from SEC1, SEC 2, SEC 3 and SEC 4 respectively.
Syllabus for skill enhancement courses specified by UGC shall be taken from UGC- Jeevan Kaushal.

Note: If a student should opt for "a" in SEC in III semester, the student has to opt for "a" only in IV semester and so is the case with "b" and "c". In the case of DSE also the rule applies.

For DSE 501 and 601 Students may choose any elective of the two choices offered.
In the case of DSE 502, 503, 602 and 603, the student must study subjects according to their specialization chosen i.e., Finance, marketing, HR or retail management electives in semester V and VI.

GOVERNMENT CITY COLLEGE PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN BBA PROGRAMME

Sl.No.	Course Category	No. of Courses	Credits per Course	Credits
1.	English Language	4	4/3	20
2.	MIL	4	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	1	4	4
6.	Project Report	1	3	3
7.	Viva-voce	1	1	1
8.	DSC	12	5	60
9.	DSE	6	5	30
	Total	36		150
Credits Under NON – CGPA		NSS/NCC/Sports /Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

Note:

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on all subjects studied & project undertaken during sixth semester and evaluation of project report.
- 3) Grades are awarded to both the project viva-voce and project report as per University Norms.
- 4) Colleges are instructed to have tutorial/practicals for every subject through group/individual student presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC

BBA(CBCS) Syllabus 2022–2023**Govt city college**Government City collegePROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) INBBA PROGRAMME

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	4	4/3	20
2.	MIL	4	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	1	4	4
6.	Project Report	1	3	3
7.	Viva-voce	1	1	1
7.	DSC	12	5	60
8.	DSE	6	5	30
	Total	36		150
Credits Under NON–CGPA		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

Note:

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grades (A/B/CD) are awarded to both the project viva-voce and project report as per University Norms.
- 4) Colleges are instructed to have tutorial/practical for every subject for every subject through group/individual presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC.

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DEPARTMENT OF BUSINESS MANAGEMENT
BOARD OF STUDIES MEETING
On


Meeting Board of studies for the academic year 2021-2022 for BBA CBCS

The Meeting of Board of Studies was held on 6/12/21 at Osmania University
Hyderabad with the following agenda

1. Approval of Course structure (Semester I-VI) & Syllabus of Semester I & II For the 2021-2022 batch
2. Approval of Syllabus for semester III-VI for the year 2019-2020, 2020-2021 batches
3. Approval of Tourism and travel management specialization for Semester V & VI
4. Approval of Model Question paper pattern both internal and semester End examination (I-VI)
5. Approval of project for semester VI scheme and criteria for evaluation
6. Approval of SIC model question paper (I-IV) semester
7. Approval of Panel of Examiners (I-VI)

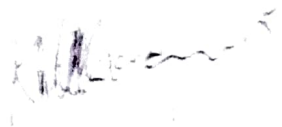
The following members attended the meeting of BOS to discuss the above agenda for the approval.

1. Dr. J. Ratnaprabhakar
Chairman, BOS
Assistant Professor of commerce
Govt. City College, Hyderabad
2. Prof. V. Susha
Chairman, BOS
Department of Business Management,
Osmania University, Hyderabad.
3. Prof. Mareyessa
Member- Subject expert BOS
Dean, School of Management Studies
Hyderabad Central University



CHAIRMAN
BOS BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD

4. Dr. Anitha
Assistant Professor of Commerce
Govt. City College, Hyderabad
5. Dr. R. Srihar
Assistant Professor of Commerce
Govt. City College, Hyderabad
6. Smt. Java Kagada
Assistant Professor of Commerce
Govt. City College, Hyderabad
7. PCK Gajendra Babu
Assistant Professor of Commerce
Govt. City College, Hyderabad
8. Dr. K. Mallikarjuna Rao
Assistant Professor of Commerce
Govt. City College, Hyderabad
9. Dr. S. Jhansi Rani
Assistant Professor of Commerce
Govt. City College, Hyderabad
10. Smt. V. Shireesha
Associate Professor of Commerce
Govt. City College, Hyderabad
11. P.Y. Lalitha Chaitanya
Lecturer of Commerce
Govt. City College, Hyderabad
12. Ifiathunnisa Begum
Lecturer of Commerce
Govt. City College, Hyderabad
13. Dr. Ravindra Parv
Lecturer of Business Management & Tourism
Govt. City College, Hyderabad




RESOLUTIONS:

1. It is resolved to approve the syllabus for semester (V-VI) & Syllabus of Semester I & II for the 2021-2022 course.
2. It is resolved to approve the tourism and travel management specialization for Semester V & VI.
3. It is resolved to approve the model Question paper pattern both internal and semester End examination of-VI.
4. It is resolved to approve project for semester VI, scheme and criteria for evaluation.
5. It is resolved to Approve of SMC model question paper (I - IV) semester.
6. It is resolve to approve of Panel of examiners (I - VI)

1. Dr. Ratnaprabhakar
Chairman, BOS
Assistant Professor of commerce
Govt. City College, Hyderabad



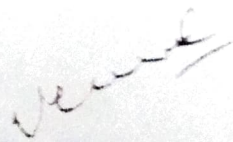
2. Prof. V. Sudha
Chairman, BOS
Department of Business Management,
Osmania University, Hyderabad.



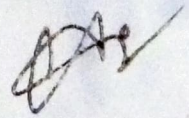
11/2/21
CHAIRMAN
BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD-500 007, T.S. INDIA

3. Prof. Mary Jessika
Member-Subject expert, BOS
Dean, School of Management Studies
Hyderabad Central University.

4. Dr Venugopal
Member-Subject expert, BOS
Asst. Prof CDC Nagari
AP



5. Dr. R. Sridhar
Assistant Professor of commerce
Govt. City College, Hyderabad



6. Smt. Jaya Kagada
Assistant Professor of commerce



6. Dr. K. S. Srinivas Reddy
Assistant Professor of Commerce
Govt. City College, Hyderabad
7. Dr. K. Srinivas Reddy
Assistant Professor of Commerce
Govt. City College, Hyderabad
8. Dr. K. Chankaruna Rao
Assistant Professor of Commerce
Govt. City College, Hyderabad
9. Dr. S. Jhansi Rani
Assistant Professor of Commerce
Govt. City College, Hyderabad
10. Srati V. Shrinvesha
Associate Professor of Commerce
Govt. City College, Hyderabad
11. P.Y. Lalitha Chaitanya
Lecturer of commerce
Govt. City College, Hyderabad
12. Ifiath Annisa Begum
Lecturer of commerce
Govt. City College, Hyderabad
13. Dr. Ravindra Babu
Lecturer of Business management & Tourism
Govt. City College, Hyderabad



Handwritten signatures and initials, including a large signature that appears to be 'Srinivas' and several smaller initials.

2020-21

Government City College, Hyderabad
Department of Business Management
(CBBA)

Meeting of Board of Studies for the
academic year 2020-21 for BBA on


Bachelor of Business Administration
BBA

The meeting of Board of Studies
was held on _____ at Government
City College, Hyderabad with the following
agenda.

1. Syllabus approval for BBA II year.
2. Model question paper pattern under CBCS
3. Approval of panel of Examiners.

The following members attended the
meeting of BOS to discuss the above
agenda for approval.

1. Prof. D. Sreeramulu
Chairman, BOS
Osmania University, Hyderabad
2. Dr. Praveen Kumar Reddy
Member, BOS
Government Degree College, Ruzumpet
3. Dr. K. Surya Narayana
Member, BOS
BJR Government Degree College, Hyderabad.


CHAIRMAN
BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., INDIA.

K. Sreeramulu
25.11.21

4. Dr. J. Ratnaprabhakara K. Ratna
Assistant professor of commerce
Government City College (A) Hyderabad
5. Dr. R. Sridhar. R. Sridhar
Assistant professor of Commerce
Government City College (A), Hyderabad.
6. Mrs. Jaya Kagada
Assistant professor of commerce
Government City College (A), Hyderabad.
7. Dr. K. Mallikarjuna Rao M. Mallikarjuna Rao
Assistant professor of commerce
Government City College (A), Hyderabad.
8. Dr. S. Shansi Rani S. Shansi Rani
Assistant professor of Commerce
Government City College (A), Hyderabad. 25/10/2021
9. Mr. Bajendra Babu P.G.K. B. P. G. K.
Assistant professor of Commerce
Government City College (A), Hyderabad.
10. Mr. A. Sureshcharandras A. Sureshcharandras
Lecturer in Marketing Management
Government City College (A), Hyderabad.
10. Dr. Ravindra Babu R. Ravindra Babu
Lecturer in Tourism
Government City College (A), Hyderabad.

Resolutions:

1. It is resolved to approve the Syllabus for IIIrd and IVth Sem - under CBCS for BBA.
2. Model Question paper pattern is approved for CBCS pattern.
3. Resolved to approve the panel of Examiners.
4. 20% of the Syllabus modified.

1. Prof. D. Sreeramulu

Chairman, BOS

Osmania University, Hyderabad

2. Dr. Praveen Kumar Reddy

Member, BOS

Government Degree College (A), Secunderabad.

3. Dr. J. Ratnaprabhakar

Assistant professor of Commerce

Government City College (A), Hyderabad

4. Dr. R. Sridhar

Assistant professor of Commerce

Government City College (A), Hyderabad

5. Mrs. Jaya kagada

Assistant professor of Commerce

Government City College (A), Hyderabad.

6. Dr. Mallikarjuna Rao

Assistant professor of Commerce

Government City College (A), Hyderabad.

1 Dr. V. SUDYANARAYANA
Assistant Professor of Commerce
B.J.R. Govt. Degree College,
NARAYANAGUDA, HYDERABAD-29

E. Prasad
25.1.21

Dr. S. Thanesi Ravi, Ph.D, M.com, MBA, NET (com)
Assistant Professor of Commerce
Government City College (A), Hyderabad. S. Thanesi Ravi
25/1/21

Government City College Hyderabad
Department of Business Management.
(BBA)

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Meeting of Board of Studies for the academic
year 2019-20 for BBA on

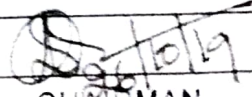
BBA

The meeting of Board of Studies was
held on at
Hyderabad with the following agenda.

1. Syllabus Approval for BBA 1st year
2. Model Question paper pattern Under CBCS
3. Approval of panel of Examiners.

The following members attended the meeting
of BOS to discuss the above agenda
for approval.

1. Prof. D. Sreesamulu
Chairman, BOS
Osmania University, Hyd.


CHAIRMAN
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OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., INDIA.

2. Dr. Dhansaj
Member, BOS
Osmania University, Hyd.



3.

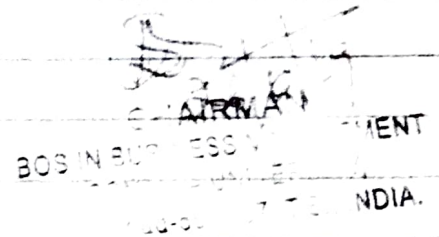
4. Dr. J. Ratnaprabhakar
Assistant Professor of Commerce
Govt. City College(A), Hyderabad

5. Dr. R. Sridhar
Assistant Professor of Commerce
Govt. City College(A), Hyderabad.

Resolutions:

1. It is resolved to approve the syllabus for 1st and 2nd Sem - Under CBCS for BBA
2. Model Question paper pattern is approved for CBCS pattern
3. Resolved to approve the panel of Examiners.

1. Prof. D. Sree Ramulu
Chairman, BOS
Osmania University, Hyd



2. Dr. Dhanees
Member, BOS
Osmania University, Hyd

3.

4. Dr. J. Ratnaprabhakar
Assistant Professor of Commerce,
Govt. City College (A), Hyderabad

5. Dr. R. Sridhar
Assistant Professor of Commerce
Govt. City College (A), Hyderabad