



NAGARJUNA GOVERNMENT COLLEGE

(AUTONOMOUS)

NALGONDA

www.ngcnalgonda.org

(Re Accredited by NAAC with "A" Grade)

BOARD OF STUDIES

DEPARTMENT OF BUSINESS MANAGEMENT

2020-21

(BBA)

2

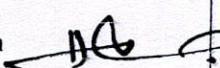
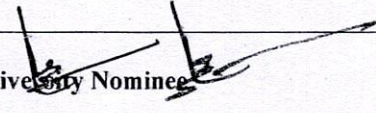
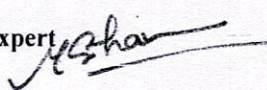
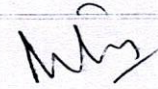
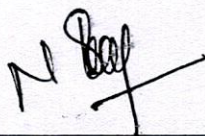

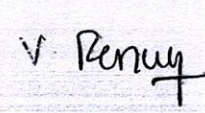
NAGARJUNA GOVT.COLLEGE (AUTONOMOUS), NALGONDA

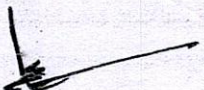
DEPARTMENT OF BUSINESS MANAGEMENT

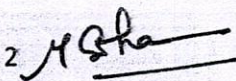
BOARD OF STUDIES

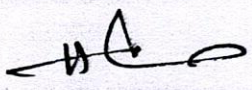
2020-21

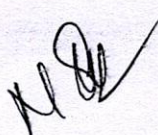
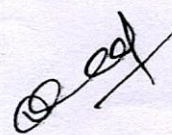
Board of studies in the Department of Commerce has been constituted with the following members for the year 2020-21

S.No	Name	Designation
1	K.Haritha Asst.Prof.of Economics In-Charge of Department of Business Management Nagarjuna Govt.College,Nalgonda	BOS Chair Person 
2	Dr.Aluvala Ravi Associate.Prof.of Business Management MG University Nalgonda	University Nominee 
3	Dr.M.Sree Lakshmi Associate.Prof.of Business Management MG University Nalgonda	Subject Expert 
4	Dr.B.Saritha Associate.Prof.of Business Management MG University Nalgonda	Subject Expert
5	N.Venkat Reddy Lecturer in Commerce Nagarjuna Govt.College,Nalgonda	Member 
6	N.Shankaraiah Lecturer in Commerce Nagarjuna Govt.College,Nalgonda	Member 
7	Sk.Vahedbaba Lecturer in Commerce Nagarjuna Govt.College,Nalgonda	Member 
8	V.Renuka Lecturer in Commerce Nagarjuna Govt.College,Nalgonda	Member 


Dr. RAVI ALUVALA
M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA


PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508001


INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.



NAGARJUNA GOVT.COLLEGE (AUTONOMOUS), NALGONDA

DEPARTMENT OF BUSINESS MANAGEMENT

BOARD OF STUDIES MEETING

The members of Board of Studies in the Department of Business Management, N.G.College, Nalgonda met under the Chairmanship of K. Haritha on 19.11.2020 and passed the following resolutions.

AGENDA

1. To consider and approve the Syllabus for BBA First Year and II year (I,II,III&IV) Semesters for the Academic Year 2020-21
2. To consider and approve the Choice Based Credit System (CBCS) and Cumulative Grade Point Average (CGPA) system for First year and Second year students for the Academic year 2020-21.
3. To consider and approve the Continuation of Internal Assessment for the students admitted into First year and Second year Degree Course during 2020-21.
4. To consider and approve the syllabus for the BBA for First year and Second year (I,II,III&IV) Semesters as per Mahathma Gandhi Univesity, Nalgonda for the Academic Year 2020-21.
5. To consider and approve the list of examiners for paper setting and evaluation for BBA First year and Second year (I,II,III&IV) Semesters for the Academic Year 2020-21.
6. To consider and approve the model Question Papers for BBA First year and Second year (I,II,III&IV) Semesters for the Academic Year 2020-21.
7. To consider and approve the Ability Enhancement Compolsory Course(AECC-I)& (AECC-II) for I years students for I&II Semesters as per the syllabus prescribed.
8. To consider and approve the Skill Enhancement Compolsory Course (SECC) for II years students for III&IV Semesters in Management as per the syllabus prescribed by Mahathma Gandhi University for the Academic Year 2020-21.
9. Any other related matters.

Dr. RAVI ALUVALA
M.B.A., Ph.D.
Associate Professor
of Business Management
Gandhi University, NALGONDA.

1. *Haritha*
PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508004

Haritha
INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

Wij

Romy


Haritha

Haritha

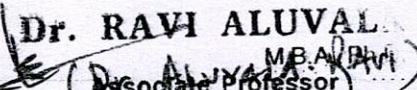
7

RESOLUTIONS:

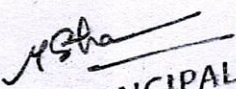
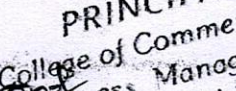
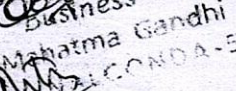

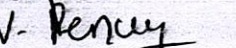
1. CBCS and CGPA system are approved.
2. To conduct 2 Internal Assessments for 20 Marks, one student seminar for 5 marks and one assignment for 5 marks(total 30 marks) for First year and Second year students.
3. As per MGU First year and Second year syllabus is approved.
4. List of the examiners are approved.
5. Model question papers are approved.
6. The Ability Enhancement Compulsory Course(AECC-I)& (AECC-II) for I years students for I&II Semesters is approved.
7. The Skill Enhancement Compulsory Course (SECC) for II year students for III&IV Semesters is approved.
8. Internal Examinations are conducted for 30 marks. Semester end exams are conducted for 70 marks, it is mandatory to get a minimum of 28 marks for one to get through it. On the whole for 100 marks one must get 40 marks to get through the paper.


Chair Person: K. Haritha

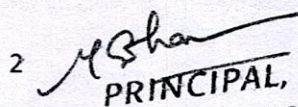
University Nominee:

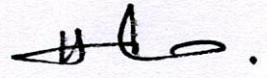

Dr. RAVI ALUVALA
M.B.A., Ph.D.
(Associate Professor)
Dept. of Business Management
Mahatma Gandhi University, NALGONDA

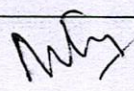
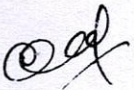
Members

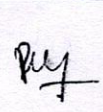
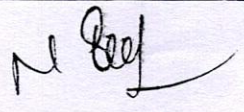
1. Dr.M.Sree Lakshmi 
2. Dr.B.Saritha
2. Sri. SK Vaheed Baba 
3. Sri. N.Venkat Reddy 
4. N. Shankaraiah 
5. V. Renuka - V. Renucy 

R. RAVI ALUVALA
M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA


2 **PRINCIPAL,**
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508001

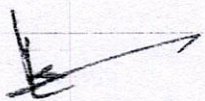

INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

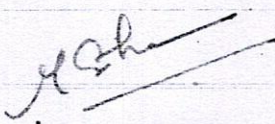



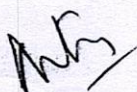



CONTENTS

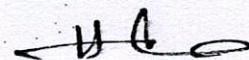
S. No	Name of the topic	Page No
1	B.B.A First Year Syllabus Structure-CBCS	
2	BBA First Year Syllabus (I SEM & II-SEM)	
4	B.B.A Second Year Syllabus Structure-CBCS	
5	BBA Second Year Syllabus (III SEM & IV-SEM)	
3	Question Paper Pattern	
4	Examiners Panel	


Dr. RAVI ALUVA
 M.B.A., PH.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA

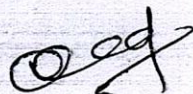

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001







INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.





NAGARJUNA GOVT. COLLEGE (AUTONOMOUS), NALGONDA
DEPARTMENT OF BUSINESS MANAGEMENT, NGC

Structure of BBA (CBCS) for Nagarjuna Govt. College, Nalgonda.

(w.e.f. Academic Year 2019-20)

BBA PROGRAMME

**FIRST YEAR:
SEMESTER-I**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>
ELS 1	English (First Language)	4	4
SLS 1	Second Language	4	4
AECC 1	Environmental Science	2	2
DSC 101	Principles of Management	5	5
DSC 102	Basics of Marketing	5	5
DSC 103	Business Economics	5	5
	Total Semester Credits	25	25

**FIRST YEAR:
SEMESTER-II**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>
ELS 2	English (First Language)	4	4
SLS 2	Second Language	4	4
AECC 2	Basic Computer Skills	2	2
DSC 201	Organization Behaviour	5	5
DSC 202	Business Statistics	5	5
DSC 203	Business Law	5	5
	Total Semester Credits	25	25

Dr. RAVI ALUVALA

M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA

PRINCIPAL,

College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508007

INCHARGE

Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

**SECOND YEAR:
SEMESTER-III**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>
ELS 3	English (First Language)	3	3
SLS 3	Second Language	3	3
SEC 1	Principles of Insurance	2	2
SEC 2	E-Banking	2	2
DSC 301	Financial Accounting	5	5
DSC 302	Human Resources Management	5	5
DSC 303	Introduction to Information Technology	4	4
DSC 303	IT-LAB	2	1
	Total Semester Credits	26	25

**SECOND YEAR:
SEMESTER-IV**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>
ELS 4	English (First Language)	3	3
SLS 4	Second Language	3	3
SEC 3	Practice of General Insurance	2	2
SEC 4	Banking Technology	2	2
DSC 401	Financial Management	5	5
DSC 402	Marketing Research	5	5
DSC 403	Business Ethics & Corporate Governance	5	5
	Total Semester Credits	25	25

Dr. RAVI ALUVALA
M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA.

PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508001

INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

**THIRD YEAR:
SEMESTER-V**

Code	Course Title	Course Type	HPW	Credits
BB501	Human Values and Ethics	SEC-3	2	2
BB502	Basics of Quality Management	GE-1	2	2
BB503	Management Science	DSC-1E	5	5
BB504	International Business	DSC-2E	5	5
BB505	Fundamentals of Technology Management	DSC-3E	4	4
BB506	Elective -I Financial Institutions & Markets(F) Marketing of Services(M) Leadership and Change Management(HR)	DSE-1A	5	5
BB507	Elective -II Investment Management(F) Retail Management(M) Industrial Relations(HR)	DSE-2A	5	5
			28	28

**THIRD YEAR:
SEMESTER-VI**

BB601	Office Management and Correspondence	SEC-4	2	2
BB602	Start-up Management	GE-2	2	2
BB603	Strategic Management	DSC-1F	5	5
BB604	Cost & Management Accounting	DSC-2F	5	5
BB605	Project Work	DSC-3F	4	4
BB606	Elective- III Banking & Insurance (F) Consumer Behaviour(M) Performance Management (HR)	DSE-1B	5	5
BB607	Elective- IV Business Taxation (F) Advertising & Sales Promotion(M) Talent and knowledge Management(HR)	DSE-2B	5	5
			28	28
Total			165	164

Dr. RAVI ALUVALA

M.B.A., Ph.D.

Associate Professor

Dept. of Business Management

Gandhi University, NALGONDA

HPW- Hours Per Week; AEC- Ability Enhancement Course (Compulsory) CC- Core Course

PRINCIPAL,

College of Commerce and
Business

Mahatma Gandhi University
NALGONDA-508001

INCHARGE

Dept. of Business Management

Gandhi Govt. College
NALGONDA.

[Handwritten signatures]

[Handwritten signature]

[Handwritten signature]

SEC-Skill Enhancement Course;

Electives – GEN- Generic for BBA students, ID- Interdisciplinary- Offered by this department for other department students


DSC- Discipline Specific Course; DSE- Discipline Specific Elective F- Finance; M –Marketing; HR- Human Resource Management

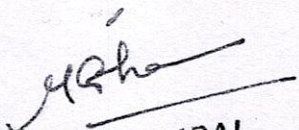
Summary of Credits


Sl.No	Course Category	No. of Courses	Credits per Course	Credits
1.	AECC	2	2	4
2.	SEC	4	2	8
3.	CC Language	8	5	40
4.	DSC	16	5	80
		2	4	8
5.	DSE - -	4	5	20
6	GE	2	2	4
	TOTAL	38		164
	Management Total	22		114

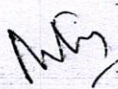
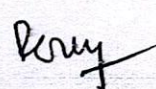

Note:

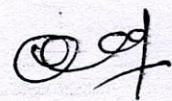
1. IT lab will be evaluated through a practical exam.
2. At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
3. Grade (A/B/C/D) is awarded to both the project viva-voce and project report.


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-503001.


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.



First Year Syllabus (CBCS)



**DEPARTMENT OF BUSINESS MANAGEMENT NAGARJUNA GOVT.COLLEGE
NALGONDA - 508 001 T.S.**

2020-21

Paper DSC 101: PRINCIPLES OF MANAGEMENT**OBJECTIVE:**

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

UNIT - I : INTRODUCTION TO MANAGEMENT :

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction To Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co- ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heij Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.
7. Singh, "Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
8. P Subba Rao, "Principles of Management, (2018), HPH.

AVI ALUV

M.B.A., P
State Professor
Business Management
University, NALGONDA

Principal,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508001

INCHARGE

Dept. of Business Management
Nagarjuna Govt. College

NALGONDA

Paper DSC 102: BASICS OF MARKETING**OBJECTIVE :**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools – Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited. 4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
7. Roger J. best, "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd.

Dr. RAVI ALUVALA
M.B.A., Ph.D.

Associate Professor
Business Management
Mahatma Gandhi University, NALGONDA

PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508301

INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

Paper DSC 103:BUSINESS ECONOMICS

OBJECTIVE:

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

UNIT - I : BUSINESS ECONOMICS NATURE AND SCOPE :

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

UNIT – II : DEMAND CONCEPTS & ELASTICITY OF DEMAND :

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

UNIT – III : PRODUCTION AND COST CONCEPTS :

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

UNIT – IV : BUDGET LINE :

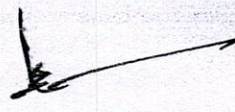
Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

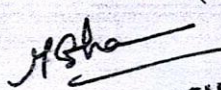
UNIT – V : MARKET STRUCTURES AND PRICING :

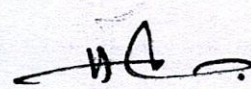
Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

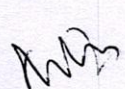
SUGGESTED BOOKS :

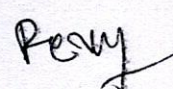
1. Dominik Salvatore, (2015) Principal of Micro Economics (7th Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Appliocation, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Pub


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 of Business Management
 Gandhi University, NALGONDA.

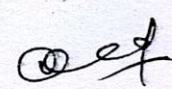

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-503001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.









Paper DSC 201: ORGANIZATIONAL BEHAVIOUR

OBJECTIVE :

The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

UNIT - I : ORGANIZATIONAL BEHAVIOR :

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT - II : MOTIVATION :

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT - III : GROUP DYNAMICS :

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT - IV : MANAGEMENT OF CHANGE :

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

SUGGESTED BOOKS :

1. Robbins, P. Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai, 18th Edition, 2018.
7. Afsaneh Nahavandi - Organizational Behavior – Sage Publications.

D. RAVI ALUVALA

M.B.A., Ph.D.
Associate Professor
Business Management
Mahatma Gandhi University, NALGONDA.

PRINCIPAL,

College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-598001

INCHARGE

Dept. of business Management
Nagarjuna Govt. College
NALGONDA.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

Paper DSC 202: BUSINESS STATISTICS

OBJECTIVE:

The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

UNIT – I : STATISTICS :

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. **Measures of Dispersion:**Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.**Skewness and Kurtosis (SK):**Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

UNIT – III : INDEX NUMBERS :

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices' consumer price Index – Problems in Construction.

UNIT – IV : PROBABILITY :

Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.


Sampling: Sampling – Reasons of Sample survey – bias in Survey Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

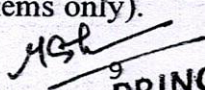
UNIT – V : CORRELATION ANALYSIS :

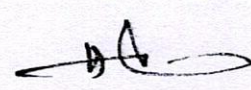
Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

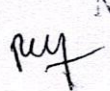
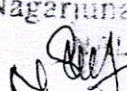
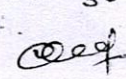
Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).


D. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept of Business Management
 Mahatma Gandhi University
 NALGONDA-509001


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-509001


INCHARGE
 Dept of Business Management
 Nagarjuna Govt. College
 NALGONDA.

Paper DSC 203: BUSINESS LAW

OBJECTIVE: The objective is to introduce the students to various regulations affecting business and to familiarize the students with regulation relating to business.

Unit I: INTRODUCTION TO BUSINESS LAWS - Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit II: CONTRACT LAWS - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.


Unit III: INFORMATION LAWS AND RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act.

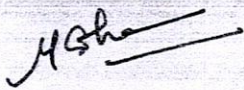
Unit IV: COMPETITION AND CONSUMER LAWS - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

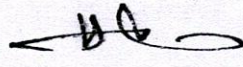
Unit V: ECONOMIC AND ENVIRONMENTAL LAWS- FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

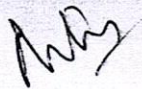
Reference Books

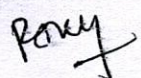
- 1.K. Aswathappa, Business Laws, Himalaya Publishing House,
- 2.K.R. Bulchandni: Business Laws, HPH.
- 3.N.D. Kapoor, Business Laws, Sultan Chand publications.
- 4.S.S. Gulshan, Business Law 3rd Edition, New Age International
- 5.S.C. Sharama & Monica : Business Law I.K. International


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.

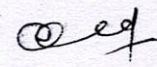

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.









Second Year Syllabus (CBCS)



**DEPARTMENT OF BUSINESS MANAGEMENT NAGARJUNA GOVT. COLLEGE
NALGONDA - 508 001 T.S.**

2020-21

Paper SEC1: PRINCIPLES OF INSURANCE

Objectives: 1) to provide a basic understanding of the Insurance Mechanism; 2) to identify the relationship between Insurers and their Customers and the importance of Insurance Contracts; 3) to give an overview of major Life Insurance and General Insurance Products.

UNIT I: RISK MANAGEMENT AND INSURANCE & INSURANCE TERMINOLOGY:

Risk Management –Types of Risks – Actual and Consequential Losses – Management of Risks – Different Classes of Insurance – Importance of Insurance – Management of Risk by Individuals and Insurers – Fixing of Premiums – Reinsurance– Role of Insurance in Economic Development and Social Security – Constituents of Insurance Market – Operations of Insurance Companies – Operations of Intermediaries – Specialist Insurance Companies – Role of Regulators – Common and specific terms in Life and Non Life Insurance - Understanding Insurance Customers – Customer Behavior at Purchase Point – Customer Behavior when Claim Occurs – Importance of Ethical Behavior.

UNIT II: INSURANCE CONTRACT AND INSURANCE PRODUCTS:

Insurance Contract Terms – Principles of Insurance: Principle of Insurable Interest, Principle of Indemnity, Principle of Subrogation, Principle of Contribution, Relevant Information Disclosure, Principle of utmost Good Faith, Relevance of Proximate Cause - Life Insurance Products: Risk of Dying Early – Risk of Living too Long – Products offered – Term Plans – Pure Endowment Plans – Combinations of Plans – Traditional Products – Linked Policies – Features of Annuities and Group Policies - General Insurance Products: Risks faced by Owner of Assets – Exposure to Perils – Features of Products Covering Fire and Allied Perils – Products covering Marine and Transit Risks – Products covering Financial Losses due to Accidents– Products covering Financial Losses due to Hospitalization – Products Covering Miscellaneous Risks.

SUGGESTED READINGS:

- 1. Principles of Insurance : A Publication of the Insurance Institute of India
- 2. Principles of Insurance : Telugu Academy, Hyderabad
- 3. Guide to Risk Management : SagarSanyal
- 4. Principles of Insurance : Dr V Padmavathi, Dr V Jayalakshmi - PBP
- 5. Insurance and Risk Management : P.K. Gupta
- 6. Insurance Theory and Practice : Tripathi PH
- 7. Principles of Insurance Management : Neelam C Gulati, Excel Books
- 8. Life and Health Insurance : Black, JR KENNETH & Harold Skipper, Pearson
- 9. Principles of Risk Management and Insurance: George E Rejda (13th Edition)
- 10. Risk Management and Insurance : Trieschman, Gustavson and Hoyt . South Western College Publishing, Cincinnati, Ohio

Suggested Websites:

- 1) www.irda.gov.in 2) www.policyholder.gov.in 3) www.irdaindia.org.in

DR. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001

INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

Paper DSC 301: FINANCIAL ACCOUNTING

Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts

Unit II: Types of books (Primary and Secondary); Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries

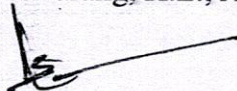
Unit-III: Preparation of Trial Balance; Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

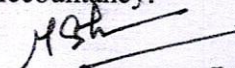
Unit IV: Financial Statement Analysis using ratios: Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios . Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis.

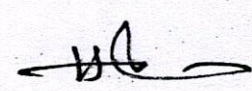
Unit V: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

Reference Books:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. & Narang, K.L., Advanced Accountancy.


Dr. RAVI ALUVALA
 M.B.A., PH.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

Paper DSC 302:HUMAN RESOURCE MANAGEMENT**OBJECTIVE:**

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESOURCES :

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESOURCES :

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT :

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V : REWARDING HUMAN RESOURCES :

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS :

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. - TMH
6. Human Resource Management, P Subba Rao, HPH, 2009
7. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

Dr. RAVI ALUVALA

M.B.A., Ph.D.

Associate Professor

Dept. of Business Management

Mahatma Gandhi University, NALGONDA.

PRINCIPAL,

College of Commerce and

Business Management

Mahatma Gandhi University

NALGONDA-508001

INCHARGE

Dept. of Business Management

Nagarjuna Govt. College

NALGONDA.

Paper DSC 303: Introduction to Information Technology**Objective**

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

UNIT - I : INTRODUCTION TO IT :

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

UNIT - II : INTRODUCTION TO IS :

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems-Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) - Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

UNIT - III : MULTIMEDIA CONCEPTS :

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

UNIT - IV : INTERNET & SECURITY ISSUES :

Internet - History- Internet Addressing and architecture-WWW - Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

UNIT - V : OFFICE MANAGEMENT APPLICATIONS :

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max - RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

SUGGESTED BOOKS :

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- Fourth Edition.
3. Leonard Jessup, Joseph Valacich - Information Systems Today, Why IS matters, Pearson Education - Low Price Edition, Second Edition.
4. Effy O. Management Information systems, Thomson Course Technology, Fifth Edition.

Dr. RAVI ALUVALA
M.B.A., Ph.D.

Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA.

PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508001

INCHARGE

Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

22

Paper DSC - 303 (PRACTICAL)
INFORMATION TECHNOLOGY - LAB

Objective

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 :

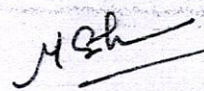
Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels.

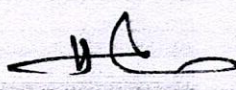
Transfer of data between Excel & Access.

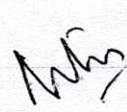
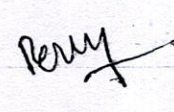

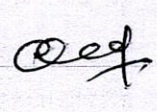
SUGGESTED BOOKS :

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.


Dr. RAVI ALUVALA
M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University,
NALGONDA-508001


INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

Paper SEC2: PRACTICE OF LIFE INSURANCE

Objectives: 1) to make the student understand Life Insurance Market in India, 2) to discuss the issues related to risk management in view of life insurance.

UNIT-I: INTRODUCTION TO LIFE INSURANCE AND TYPES OF LIFE INSURANCE

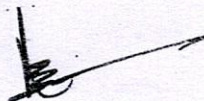
POLICIES AND PREMIUM CALCULATION: Meaning evolution, growth and principles of Life Insurance – Life Insurance Organizations in India – Competition and Regulation of Life Insurance - Types of Life Insurance Policies – Term, Whole Life, Endowment, Unit Linked and with or without Profit Policies – Customer Evaluation – Policy Evaluation – Group and Pension Insurance Policies – Special features of Group Insurance/Super Annuation Schemes – Group Gratuity Schemes. Computation of Premiums - Meaning of Premium, its calculation- Rebates – Mode of Rebates – Large sum assured Rebates – Premium Loading – Rider Premiums – Computation of Benefits – Surrender value – Paid up value.

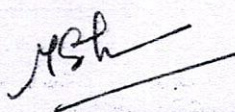
UNIT-II: SETTLEMENT OF CLAIMS RISK & UNDERWRITINGS AND FINANCIAL

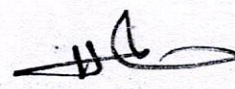
PLANNING & TAX SAVING: Settlement of claims: Intimation Procedure, documents and settlement procedures - Underwriting: The need for underwriting – Guiding principles of Underwriting – Factors affecting Insurability – Methods of Life Classification – Laws affecting Underwriting - Financial Planning and taxation: Savings – Insurance vis-à-vis- Investment in the Units Mutual Funds, Capital Markets – Life Insurance in Individual Financial Planning – Implications in IT treatment.

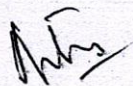
SUGGESTED READINGS:

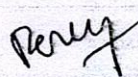
1. Practice of Life Insurance: Insurance Institute of India, Mumbai.
2. Insurance and Risk Management: P.K.Gupta, Himalaya Publishing House, Mumbai.
3. Fundamentals of Life Insurance Theories and Applications: Kanika Mishra, Prentice Hall
4. Principles of Life Insurance – Dr. V. Padmavathi, Dr. V. Jayalakshmi - PBP
5. Managing Life Insurance: Kutty, S.K., Prentice Hall of India: New Delhi
6. Life and Health Insurance: Black, Jr. Kenneth and Harold Skipper Jr., Prentice Hall, Inc., England.
7. Life Insurance: Principles and Practice: K.C. Mishra and C.S. Kumar, Cengage Learning, New Delhi.
8. Life Insurance in India: Sadhak, Respose Books, New Delhi.


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Gandhi University, NALGONDA.

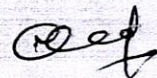

PRINCIPAL,
 College of Commerce and
 Business Management
 Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.









Paper DSC 401: FINANCIAL MANAGEMENT

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit I: Nature of Financial Management: Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach of FM; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function;

Unit II: Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of discounting in capital budgeting –NPV, IRR, calculation of NPV and IRR


Unit III: Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

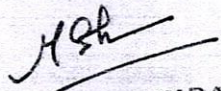
Unit IV: Working Capital Management: gross versus net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

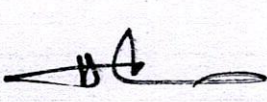
Unit V: Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model)

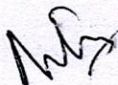
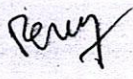
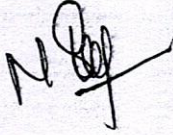
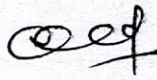
Reference Books

1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6th edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
2. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
3. I.M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
4. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13th edition, 2009.
5. Rustogi, Financial Management, TaxMann, 5th edition, 2011.


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University,
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

Paper DSC 402:MARKETING RESEARCH

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

Unit I: Marketing Research: Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

Unit II: Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Questionnaire, Method, Steps in design of a questionnaire


Unit III: Secondary method of data collection: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

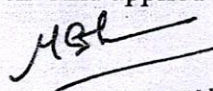
Unit IV: Measurement and scaling - Concept of measurement and scaling – Types of Scales
– Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.


Unit V: Sampling: Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

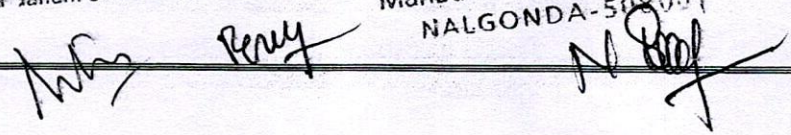
Reference Books:

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2006, 6th Ed, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
6. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.



Paper DSC 403: BUSINESS ETHICS & CORPORATE GOVERNANCE

Objective: The objective of this paper is to make the students emphasize the importance of ethics in business, practices of good corporate governance and corporate social responsibility.

Unit I Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit II Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.


UNIT III Relevance of The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee). Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

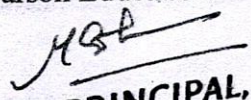
Unit IV Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring,

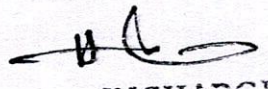
Unit- V Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

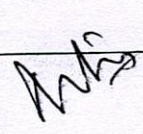
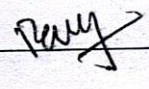
Reference Books :

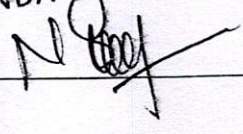
1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
5. A.C. Fernando: Business Ethics Pearson Education.
6. A.C. Fernando: Corporate Governance Pearson Education.

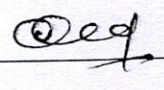

Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University,
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.





FACULTY OF BUSINESS MANAGEMENT
BBA for First Year and Second year for I,II,III&IV Semester Examinations
BBA Subjects
(with effect from 2019-20)

Time:3 Hours

Marks :70

Part-A

I. Answer the following questions.(short answer Questions)

5x4=20


- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

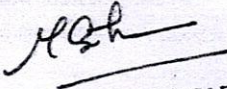
Part-B

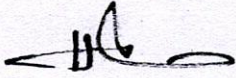
II. Answer the following Questions. (Essay Questions)

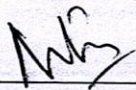
5x10=50

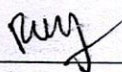
9. A)
Or
B)
10. A)
Or
B)
11. A)
Or
B)
12. A)
Or
B)
13. A)
Or
B)


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.

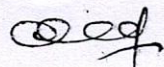

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.









EXAMINATIONS PATTERN

For I,II,III&IV Semesters

Semester End Exam	:70 Marks
Internal Exam	:30 Marks
Total	:100 Marks

Semester Question Paper Pattern

Part-A short Questions (5x4=20)

Five Questions out of eight (overall choice)

Part-B Long Questions (5X10=50)

Five Question (Internal Choice)


Two Questions from each unit should be given

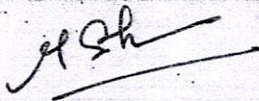
Internal Paper Pattern

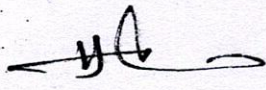
Written Exam	20 Marks
Assignment	5Marks
Seminar	5 Marks
Total	30Marks


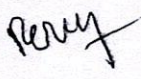
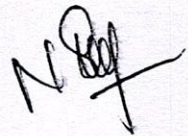
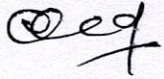
Practical Question Paper Pattern (IT LAB)

Practical Exam & Execution	: 10Marks
Record	: 5 Marks
Viva-voice	: 5 Marks
Total	: 20 Marks


Dr. RAVI ALUVALA
 M.B.A., PH.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

NAGARJUNA GOVERNMENT COLLEGE: NALGONDA
 (Autonomous) Re-Accredited by NAAC with 'A' Grade
 Bachelor of Business Administration (BBA)
 Panel of Examiners of Paper setting and Evaluation

S No	Subject	Name and Address of the College	Mobile No	Remarks
I Year				
01	Principles of Management	1.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda	9642676777	
		2.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		3.DR.M,Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
02	Basics of Marketing	1.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		2.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		3.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
03	Business Economics	1.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		2.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		3.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
04	Organization Behaviour	1.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		2.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		3.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
05		1.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	

Dr. RAVI ALUVAKA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA

PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-500001

INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

	<i>Business Statistics</i>	2.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		3.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
06	<i>Business Law</i>	1.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		2.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		3.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
II YEAR				
07	<i>Financial Accounting</i>	1.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		2.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		3.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
08	<i>Human Resource Management</i>	1.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		2.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		3.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
09	<i>Introduction to Information Technology</i>	1.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		2.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		3.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
10	<i>Financial Management</i>	1.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		2.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda		

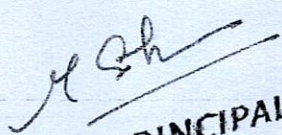
Dr. RAVI ALUVAKA
M.B.A., Ph.D.
Associate Professor
Dept. of Business Management
Mahatma Gandhi University, NALGONDA


PRINCIPAL,
College of Commerce and
Business Management
Mahatma Gandhi University
NALGONDA-508.001

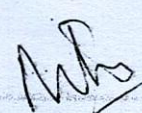
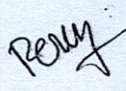
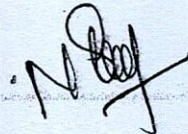
INCHARGE
Dept. of Business Management
Nagarjuna Govt. College
NALGONDA.

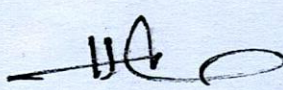
(Handwritten signatures and initials)

		3.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
11	Marketing Research	1.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		2.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	
		3.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
12	Business Ethics & Corporate Governance	1.N.Shekhar Asst.prof.of BusinessManagement MG University,Nalgonda.	9642676777	
		2.DR.M.Ramesh Kumar Asst.prof.of BusinessManagement MG University,Nalgonda	9849635938	
		3.M.John Paul Asst.prof.of BusinessManagement MG University,Nalgonda	9000836234	


PRINCIPAL,
 College of Commerce and
 Business Management
 Mahatma Gandhi University
 NALGONDA-508001


Dr. RAVI ALUVALA
 M.B.A., Ph.D.
 Associate Professor
 Dept. of Business Management
 Mahatma Gandhi University, NALGONDA.


INCHARGE
 Dept. of Business Management
 Nagarjuna Govt. College
 NALGONDA.

