



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA

(Established by Govt. of A.P., ACT No.30 of 2008)

KAKINADA – 533 003 (A.P) INDIA

R24 BBA Course Structure and Syllabus 2024-25

SEMESTER-I

S.No.	Course Code	Course Title	L	T	P	Credit
3WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	AEC	General English	1	1	0	2
2	AEC	Additional courses – Telugu/Sanskrit/Hindi	1	1	0	0
3	AEC	Business Communication-I	1	1	0	2
4	MDE	Indian science, Engineering & Technology (Past, Present & Future)	2	0	0	2
5	VAC	Environmental Science and Sustainability	2	0	0	2
6	CC	Principles of Management	3	1	0	4
7	CC	Financial Accounting	3	1	0	4
8	CC	Business Statistics and Logic	3	1	0	4
TOTAL						20

Note:*Indian Languages: Sanskrit/Hindi/Telugu

SEMESTER II

S.No.	Course Code	Course Title	L	T	P	Credit
1	AEC	Business Communication-II	1	1	0	2
2	AEC	Business Mathematics	1	1	0	2
3	MDE	Introduction to Public Administration	1	1	0	2
4	SEC	MS Excel	1	0	2	2
5	CC- Major	Business Organization	3	1	0	4
6	CC- Major	Business Economics	3	1	0	4
7	Minor	Marketing Management	3	1	0	4
8	AEC	Additional courses – Telugu/Sanskrit/Hindi	1	1	0	0 *
TOTAL						20



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BBA - I Semester

L	T	P	C
1	1	0	2

GENERAL ENGLISH – I

Course Objectives:

- 1 To provide learning environment to practice listening, speaking, reading and writing skills.
- 2 To assist the students to carry on the tasks and activities through guided instructions and materials.
- 3 To effectively integrate English language learning with employability skills and training.
- 4 To provide hands-on experience through case-studies, mini-projects, group and individual presentations.

Unit – I Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit – II Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit – III Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

Unit – IV Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing.

UNIT – V Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Course Outcomes:

- CO 1 The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills.



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Text Books:

- 1 AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
- 2 Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing
- 3 Practical English Usage. Michael Swan. OUP.

Reference Books:

- 1 Remedial English Grammar. F.T. Wood. Macmillan.
- 2 On Writing Well. William Zinsser. Harper Resource Book.
- 3 Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press
- 4 Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press.
- 5 Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.



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BBA - I Semester

L	T	P	C
1	1	0	0

ADDITIONAL COURSES – TELUGU/SANSKRIT/HINDI

The student will chose one of the language to complete this course

TELUGU

Course Name : Sahiti Sourabham

General Telugu - సాధారణ తెలుగు

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Sahiti Sourabham	4	3
Semester-II	2	Srujanaatmaka Rachana	4	3

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	సాహితీ సౌరభం	4	3
Semester-II	2	సృజనాత్మక రచన	4	3



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▪ అభ్యసన లక్ష్యాలు

యూనిట్ల సంఖ్య 5

పీరియడ్ల సంఖ్య: 60

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తించడం

ఆదికవి నన్నయ కాలనాటి భాషా, సంస్కృతులను పరిచయం చేయడం

2. జాషువా కాలనాటి మతపరిస్థితులు, గబ్బిలం కావ్య విశేషాలు తెలియజేయడం ద్వారా సమాజం పట్ల అవగాహన పెంపొందింపజేయడం

3. సంపన్న కుటుంబాలలోని పరిస్థితులు, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన కల్పించడం

4. జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో అర్థం చేసుకోవడంతో పాటు మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో తెలియజేయడం

5. జీవిత చరిత్ర ప్రక్రియను, దాని విశిష్టతను పరిచయం చేయడం

6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం

వ్యాకరణాంశాల ద్వారా భాషాసామర్థ్యాన్ని పెంపొందింపజేయడం

పాఠ్య ప్రణాళిక

యూనిట్ -I (ప్రాచీన కవిత్వం)

రాజనీతి - నన్నయ్య - ఆంధ్ర మహాభారతం - సభాపర్వం - ప్రథమాశ్వాసం (26-57 పద్యాలు)

- నన్నయ్య - కవి పరిచయం
- ప్రజాపాలన - నాడు, నేడు
- రాజనీతి - పాఠ్యాంశ ఇతివృత్తం
- రాజనీతి పాఠ్యాంశ సందేశం

యూనిట్ -II (ఆధునిక కవిత్వం)

గబ్బిలం - జాషువా - ప్రథమ భాగం (1-40 పద్యాల వరకు)



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- గుర్రం జాషువా – కవి పరిచయం, కవితా శైలి
- గబ్బిలం పాఠ్యాంశ ఇతివృత్తం
- కావ్య రచనా నేపథ్యం
- పాఠ్యాంశ సందేశం

యూనిట్ -III (కథానిక)

అలరాస పుట్టిళ్లు – కళ్యాణ సుందరీ జగన్నాథ్

- రచయిత్రి పరిచయం
- కథాంశం
- కథా నేపథ్యం, సందేశం
- పాత్ర చిత్రణ

యూనిట్ -IV (నవల)

అసమర్థుని జీవయాత్ర - గోపీచంద్

- గోపీచంద్ – రచయిత పరిచయం
- నవల ఇతివృత్తం, పాత్ర చిత్రణ
- నవల నేపథ్యం
- నవలా సందేశం

యూనిట్ -V (జీవిత చరిత్ర)

మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- తిరుమల రామచంద్ర – కవిపరిచయం
- వేటూరి ప్రభాకర శాస్త్రి
- నిడదవోలు వేంకట రావు
- మానవల్లి రామకృష్ణ కవి

వ్యాకరణం

సంధులు: అత్వ, ఇత్వ, ఉత్వ, త్రిక,

సరళాదేశ, గసడదవాదేశ, ద్వైరుక్త టకార,

సవర్ణ దీర్ఘ, గుణ, యణాదేశ,

వృద్ధి సంధులు.

సమాసాలు: అవ్యయిభావ, తత్పురుష,

కర్మధారయ, ద్వంద్వ, ద్వగు, బహువ్రీహి.

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక,

స్వభావోక్తి, అర్థాంతర వ్యాస, అతిశయోక్తి, క్లేష.

శబ్దాలంకారాలు: వృత్తనుస్రాస, ఛేకానుస్రాస,

లాటానుస్రాస, అంత్యానుస్రాస

వృత్తాలు: ఉత్పలమాల, చంపకమాల,

శార్దూలము, మత్తేభము

జాతులు : కందం, ద్విపద

ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం

ముత్యాలసరాలు

ఆధార గ్రంథాలు:

1. శ్రీమదాంధ్ర మహాభారతము - సభాపర్వము- తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. గబ్బిలం - జాషువా
3. అలరాస పుట్టిళ్లు - కళ్యాణ సుందరీ జగన్నాథ్
4. అసమర్థుని జీవయాత్ర - త్రిపురనేని గోపీచంద్
5. మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; ఆయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.



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2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన వ్యాసాలు రాయడం (సెమినార్/అసైన్మెంట్)

3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.

4. చారిత్రక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.

5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం.

▪ అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలు మెళకువలను గ్రహించగలరు.

2. జాషువా కాలంనాటి మతపరిస్థితులను, గబ్బిలం కావ్య విశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం,

సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.

3. అలరాస పుట్టిళ్లు కథా నేపథ్యాన్ని, సంపన్న కుటుంబాలలోని పరిస్థితులను, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన చేసుకోవడంతో పాటు కథా రచన ఎలా చేయాలో తెలుసుకుంటారు.

4. అసమర్థుని జీవయాత్ర రచనలో అప్పటి మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో, జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో విద్యార్థి తెలుసుకుంటాడు. ఒక తరం జీవితాన్ని కళ్లకు కట్టి మనోవైజ్ఞానిక నవలగా పేరు పొందిన అసమర్థుని జీవయాత్ర విద్యార్థి వ్యక్తిత్వ వికాసానికి దోహదం చేస్తుంది.

5. వేటూరి ప్రభాకర శాస్త్రి, నిడదవోలు వేంకటరావు, మానవల్లి రామకృష్ణ కవి వంటి ప్రముఖుల జీవిత చరిత్రలను తిరుమల రామచంద్ర ఎలా రాశారో అధ్యయనం చేయడంతోపాటు జీవిత చరిత్ర ప్రక్రియను ఎలా రచించాలో తెలుసుకుంటారు.

6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యం పెంపొందుతుంది.



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ADDITIONAL COURSES – HINDI

COURSE STRUCTURE

Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
Semester-I	1	Hindi Gadya Sahitya	4	3
Semester-II	2	Hindi Padya Sahitya	4	3



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लक्ष्य:

1. विद्यार्थियों को गद्य की विविध विधाओं से परिचित करवाना।
2. हिन्दी भाषा के विशिष्ट साहित्यकारों का परिचय उनकी रचनाओं की विशिष्टता का ज्ञान प्राप्त कर पाना।
3. हिन्दी साहित्य के संक्षिप्त इतिहास से परिचित करवाना।
4. हिन्दी व्याकरण की सभी पहलुओं पर विद्यार्थियों को विशद रूप अध्ययन कराना, क्योंकि व्याकरण ही भाषा की रीढ़ होती है।
5. विद्यार्थियों को पत्र लेखन के आवश्यक नियमों से अवगत कराना, शिष्ट भाषा का प्रयोग एवं प्रभावपूर्ण लेखन विधि से परिचित करवाना।

Unit-I

1. मित्रता - आचार्य रामचंद्र शुक्ल
2. साहित्य की महत्ता - महावीर प्रसाद द्विवेदी
3. बिंदा - महादेवी वर्मा

Unit-II

1. मुक्तिधन - प्रेमचन्द
2. पुरस्कार - जयशंकर प्रसाद
3. और वह पढ़ गई - डॉ कुसुम वियोगी.

Unit -III

1. हिन्दी साहित्य का इतिहास -
सामान्य परिचय
2. काल विभाजन



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१.कार्यालयीन शब्दावली (अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी)

२.लिंग

३.वचन

४.काल

५.कारक

Unit - V

पत्र लेखन

१. व्यक्तिगत पत्र

२. आवेदन पत्र

(छुट्टी पत्र, पिता जी के नाम पर पत्र, मित्र के नाम पर पत्र, प्राध्यापक पद के लिए आवेदन पत्र, अनुवादक पद के लिए आवेदन पत्र)

परिणाम: पाठ्यक्रम के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१. निबंध, रेखाचित्र, कहानी जैसी गद्य की विभिन्न विधाओं को समझ पाना एवं विश्लेषण कर पाना।
२. सच्चे मित्र के गुणों से अवगत हो पाना, जो की स्नातक स्तर के विद्यार्थियों के लिए अति आवश्यक है।
३. पठित रचनाओं में दर्शित सामाजिक, ऐतिहासिक, सांस्कृतिक आदि संदर्भों का मूल्यांकन कर पाना।
४. धार्मिक सहिष्णुता, देश प्रेम आदि उत्तम भावनाओं को जागृत कर पाना।
५. हिन्दी साहित्येतिहास के संक्षिप्त अध्ययन से विविध काल एवं तत्कालीन परिस्थितियों से अवगत होना।
६. व्याकरणिक इकाइयों की समझ एवं प्रभावपूर्ण पत्र लेखन का ज्ञान अर्जित कर सकना।



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ADDITIONAL COURSES – SANSKRIT

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Poetry, Prose & Grammar -I	4	3
Semester-II	2	Poetry, Prose & Grammar -II	4	3



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Major Subject: SANSKRIT

Course 1: POETRY, PROSE & GRAMMER -I

I Learning Outcomes:

1. प्राचीन संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
2. आधुनिक संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
3. मौलिक व्याकरण परिचयः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. धनुर्भङ्गः - श्रीमद्रामायणे बालकाण्डे 67 सर्गः
2. शरणागतरक्षणम् - श्रीमहाभारते अनुशासनपर्वणि 32 अध्यायः

Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. महोदयः - मुळ्ळपूडि नारयणशास्त्रिणः पुत्रसंजीवन काव्ये 2 सर्गः
2. रामकीर्तिः - सत्यव्रतशास्त्रिणः श्रीरामकीर्ति महाकाव्ये 1 सर्गः

Unit - 3: गद्य साहित्यम् (9h)

1. खलोक्तिः - हितोपदेशे सन्धि परिच्छेदात्
2. लोकमान्यः - श्रीरामनाथशास्त्रिकृतः निबन्धः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (देव, कवि, भानु, धातु, पितृ, गो, रमा, मति)
2. धातवः (भू, गम्, स्था, दृशिर्, लाभ्, मुद्, अस्, भाष्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (अच् - हल् सन्धयः)
2. समासाः (द्वन्द्व, तत्पुरुष, कर्मधारय, द्विगु)

III Skill Outcomes:

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

1. साहित्यकार, ऋषि, कवि हृदय विवेचनम् भवति ।
2. मानवीयमूल्यसम्पदनाभिलाषः भवति ।
3. मौलिकव्याकरणज्ञानेन प्रयोगे अर्थात् पठन लेखन वेलासु भाषाशुद्ध्यै प्रयत्नः भवति ।

IV References:

1. Prescribed Sanskrit Text Book I

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.



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BBA I Semester

L	T	P	C
1	1	0	2

BUSINESS COMMUNICATION-I

Course Objectives:

- 1 To understand the concept, process, and importance of Business Communication.
- 2 To help students in understanding the basic principles and techniques of business communication.
- 3 To train students to acquire and master written communication for the corporate world.
- 4 To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Unit – I Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit – II Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit – III Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Power point presentation skills; Info graphics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit – IV Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging,

Unit – V : Digital Meetings

Video conferencing, e-meetings, Digital collaboration, e-collaborations digital citizenship – digital etiquettes & responsibilities; introduction to personal and organizational websites.

Course Outcomes:

- CO 1 Apply the skills of effective letter writing and be able to create various kinds of Business letters.
- CO 2 Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
- CO 3 Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.



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CO 4 Able to present in front of audience with confidence and expertise

Text Books:

- 1 AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
- 2 Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- 3 Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
- 4 Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
- 5 Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson

Reference Books:

- 1 Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
- 2 Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.
<https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

- 1 Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
- 2 Preparing on curriculum vitae/resume and cover letter
- 3 Reading of annual reports
The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen|Business Expert Press|BEP336-PDF-ENG|<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
- 4 Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen|Business Expert Press |BEP334-PDF-ENG|<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
- 6 Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG |
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
- 7 Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
- 8 Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch



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BBA - I Semester

L	T	P	C
2	0	0	2

INDIAN SCIENCE, ENGINEERING AND TECHNOLOGY (PAST, PRESENT AND FUTURE)

Course Objectives:

- 1 To familiarize learners with major sequential development in Indian science, engineering and technology.
- 2 To review & strengthen the ancient discovery and research in physics, chemistry, Maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc.
- 3 To help students to trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today
- 4 To help to understand the apparently rational, verifiable and universal solution from Ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual wellbeing.

Unit – I Indian Traditional Knowledge; Science and Practices

Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & co evolution. Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant based medicine, Traditional writing Technology.

Unit – II Ancient Indian Science (Physics, Chemistry, Maths)

Physics in India: Vaisheshika darshan Atomic theory & law of motion, theory of panchmahabhoota, Brihath Shathaka (divisions of the time, unit of distance), bhaskarachaya (theory of gravity, surya siddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti).

Unit – III Ancient Indian Science (Physics, Chemistry, Maths)

Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhaṭa – building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila
Mathematics in India: Baudhayana's Sulbasutras, Aryabhaṭa, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyēṣṭhadeva.

Unit – IV Ancient Indian Science (Textile, Agriculture, Transport)

Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural protein fibers), bast and leaf fibers, mridhudhautadhupitambaram (meaning a practice of fumigating the fabric with incense smoke before use as a part of the finishing process), sitadhautavasanyugala (bleached white—a finishing process); suchhastah, sutradharah (needle and thread – tools for stitching). dyeing, washing spinning and weaving technology, Agriculture in India: krishisuktas, Krishiparashara, Brihatsamhita, Types of crops, Manures, Types of land- devamatruka, nadimatruka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India



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Unit – V Ancient Indian Science (Ayurveda & Yoga)

Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Pancha maha bhuta, the communication between body & mind, health regimen for wellbeing, introduction to yoga (raja yoga, astang yoga, gyan yoga), understanding of Indian psychological concept, consciousness, tridosha & triguna.

Course Outcomes:

- Engineering knowledge: Apply the knowledge of mathematics, science, engineering
- CO 1 fundamentals, and an engineering specialization to the solution of complex engineering problems.
- Problem analysis: Identify, formulate, research literature, and analyze complex
- CO 2 engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- Modern tool usage: Create, select, and apply appropriate techniques, resources, and
- CO3 modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

Text Books:

- 1 Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
- 2 Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of
- 3 Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995

Reference Books:

- 1 SK Das, The education system of Ancient hindus, Gyan publication house, India
- 2 R P Kulkarni, Glimpese of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018
- 3 AK Pathak, Science and Technology in India, Anshika prakashan pratapgarh, 2016
- 4 PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017
- 5 NVP, Unithiri, Indian Scientific Traditions (Professor K.N. Neelakantan Elayath Felicitation Volume), publication division unieristy of Calicut, 2006



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Unit : V : Legislation applications

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Course Outcomes:

- CO 1 Explore the basic environmental concepts and issues relevant to the business and management field
- CO 2 Recognize the interdependence between environmental processes and socio-economic dynamics.
- CO 3 Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
- CO 4 Identify possible solutions to curb environmental problems caused by managerial actions.
- CO 5 Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Text Books:

- 1 Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
- 2 Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- 3 Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.

Reference Books:

- 1 Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- 2 Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- 3 Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- 4 Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- 5 Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
- 6 Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klingsystem/ecosystem/ecosystem.html>



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BBA - I Semester

L	T	P	C
3	1	0	4

PRINCIPLES OF MANAGEMENT

Course Objectives:

- 1 To understand the basic concepts, principles, and theories of management.
- 2 To examine the essential functions of managers.
- 3 To analyze the impact of globalization, diversity, and ethics on management.
- 4 To develop skills in strategic planning, decision-making, and leadership.

Unit – I Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Managerial Roles by Henry Mintzberg- Evolution of management thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches-Scientific approach by Taylor and Administrative Approach by Henry Faylo; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

Unit – II Planning, Organizing and Staffing

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools and ; - Meaning and Types, Types-Narrow and Wide SOC; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit -III Managerial Biases and types under decision making

Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control

Unit – IV Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader), Leadership Styles- Authoritative, Democratic and Free rein; Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management..

Unit – V Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices



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Course Outcomes:

- 1 Demonstrate how management principles are used to solve practical business problems .
- 2 Compare and contrast different management theories and their effectiveness in various organizational contexts.
- 3 Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
- 4 Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Text Books:

- 1 Ghuman & Aswathappa. Management, Practice & Cases. McGraw Hill, New Delhi
- 2 Peter F Drucker, Management. Harper Collins publishers, New York.
- 3 Rao V.S.P. Management Principles and Applications. Taxmann Publications
- 4 Bright D. et al. Principles of Management. Open Stax Textbooks, Houston
- 5 Kapoor Premvir, Principles of Management, Khanna Book Publishing.
- 6 Jones G. R., and George, J. M. Essentials of contemporary management New York, NY: McGraw-Hill Education.
- 7 Robbins S. P. & Coulter, M. A. Management. Pearson.

Reference Books:

1. rasad, L.M. (2000). Principles and Practice of Management.
Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

- 1 Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>
- 2 ATH Technologies by Robert Simons and Jennifer Packard
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
Article review and discussion:
- 3 Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
- 4 Review of Lincoln Electric Co. by Norman Berg.
- 5 Review of Hawthorne case
- 6 Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad/A00135-



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PDF-ENG / <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>

BBA - I Semester

FINANCIAL ACCOUNTING

L	T	P	C
3	1	0	4

Course Objectives:

- 1 To provide an understanding of application of various principles and practice of Accounting.
- 2 To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
- 3 To apply the knowledge of systematic maintenance of books of accounts to real life business.
- 4 To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Unit – I Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit – Recording transactions and Trial balance

II

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit – Final Accounts

III

Preparation of Trading and Profit and Loss accounts, cash books, and of sole trading concerns, importance of disclosures in final accounts-Preparation of Final accounts Adjustments- Accounting Standards - Balance Sheet

Unit – Reconciliation Statement(BRS) Introduction and Significance of BRS – Pass Book – Cash

IV Uses for difference between cash book and pass book- Preparation of Bank Reconciliation Statement.(NP)

Unit – Company Final Accounts

V

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).Green Accounting and Sustainable Reporting- Need and objectives, Sustainability



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reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Course Outcomes:

- CO 1 Identify the application of various principles and practice of Accounting in preparation of accounting statements.
- CO 2 Demonstrate the knowledge on the process of accounting cycle
- CO 3 Apply the knowledge of systematic maintenance of books of accounts to real life business.
- CO 4 Estimate Annual Financial statements of Sole proprietorship and Company form of business.

Text Books:

- 1 Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
- 2 Kimmel, Financial accounting, Wiley Publications
- 3 Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- 4 S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

Reference Books:

- 1 Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
- 2 Ashish k Bhattacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
- 3 Financial Accounting and Analysis, Discovery Publishing House Pvt. Ltd., New Delhi (2016)

Web Resources:

- 1 **Accounting for sustainability: www.ifac.org**
- 2 **IFRS sustainability standards: www.ifrs.org**



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BBA I Semester

L	T	P	C
3	1	0	4

BUSINESS STATISTICS AND LOGIC

Course Objectives:

- 1 To establish importance of logical reasoning in human inquiry.
- 2 To demonstrate data handling skills and summarize data with clarity
- 3 To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
- 4 To understand business problems and make decisions using appropriate statistical models and explain trends
- 5 To demonstrate the knowledge on the process of organizing a data and conduct Statistical treatment.

Unit – I

Central Tendency, Dispersion, Measures of Skewness and Kurtosis

Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles

Unit -II Measures of dispersion

Range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and Skewness, Karl Pearson's and Bowley's measures of Skewness, concept of kurtosis, types of kurtoses and importance.

Unit – III Correlation and Regression

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines $-x$ on y , y on x , regression equations and regression coefficients meaning,

Unit – IV Probability and Probability distributions

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.

Unit – V Introduction to Logic

Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning

Course Outcomes:

- CO 1 Demonstrate data handling skills with clarity and logical reasoning.
CO 2 Outline the relevant concepts of Statistics to a given context/business scenario



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- CO 3 Organize business data and conduct statistical treatment.
- CO 4 Evaluate and interpret data using appropriate statistical techniques
- CO 5 Explain data trends using appropriate statistical models.

Text Books:

- 1 Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
- 2 Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
- 3 SP Gupta. Statistical Methods, Sultan Chand and Sons
- 4 SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
- 5 Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
- 6 Sharma J.K. Business Statistics, Vikas Publishing House

Reference Books:

- 1 Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- 2 Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

Practical Component

- 1 Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience



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BBA - II Semester

L	T	P	C
1	1	0	2

BUSINESS COMMUNICATION –II

Course Objectives:

- 1 Understand the nature importance of communication.
- 2 Learn the process involved in communication.
- 3 Effectively play their roles in group discussions.
- 4 Enhance the skills of public speaking.

Unit – I BASICS OF COMMUNICATION

Nature and importance of communication - Process of Communication Principles of communication

Unit – II Barriers to effective communication

Barriers to effective communication - Strategies for effective communication

Unit – III PRESENTATION SKILLS

Preparation of a good presentation – Verbal communication in presentation

Unit-IV Non – verbal communication

Presentation of non-verbal communication - Visual aids/Materials in presentation

Unit – V INTERVIEWS AND GROUP DISCUSSIONS

1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

Course Outcomes:

- CO 1 Development of communication.
CO 2 Promotion of communication.
CO 3 Improving the group discussions skills

Text Books:

- 1 Working in English, Jones, Cambridge
- 2 Business Communication, Raman –Prakash, Oxford

Reference Books:

- 1 Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- 2 Jermy Comfort, Speaking Effectively, et.al, Cambridge

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/cosystem/ecosystem.html>



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L	T	P	C
1	1	0	2

BUSINESS MATHEMATICS

COURSE OBJECTIVES

- To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators.
- To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related.
- Upon completion of the course the students will be, familiarized with the nature of business problems and Able to analyze and take business decisions in day to day transactions.

UNIT I: Basic Mathematics - Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

UNIT II: Matrix Algebra - Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

UNIT III : Elementary Calculus -Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

UNIT IV: Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost.

UNIT V: Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

Problems will be given from all the units.

Course Outcomes (CO):

On fruitful and successful completion of this course, students will be able to:

1. Understand the basic concepts for solving business problems
2. Apply the analytical techniques in business transactions that would help in solving business problems
3. Analyze and take business decisions in day to day transactions
4. Use the results of mathematical calculations to help evaluate various
5. Options in reaching financial decisions
6. Create an edge for the business



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TEXT BOOK

R.C. Joshi (2013.), Business Mathematics, Jalandhar: New Academic Publishing Co.

REFERENCE BOOKS

1. J.K Singh (2013), Business Mathematics, Mumbai: Himalaya Publishing House.
2. Dr.AmarnathDikshit & Dr. Jinendra Kumar Jain (2011.), Business Mathematics, Mumbai: Himalaya Publishing House.
3. Dr.C.Sancheti and V.K.Kapoor (2012), Business Mathematics, NewDelhi: Sultan Chand & Sons.



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L	T	P	C
1	1	0	2

INTRODUCTION OF PUBLIC ADMINISTRATION

Course Objectives:

- 1 Understand the concept and scope and evolution of public administration.
- 2 Understand the relationship between public administration and public policy.
- 3 Develop critical thinking and analytical skills to evaluate public administration

Unit – I INTRODUCTION

Woodrow Wilson - Definition and nature and scope of public administration - Significance - Distinction between public and private administration.

Unit – II All India Service

Central Services - State Services - Importance of All India Services UPSC & SPSCs Powers and Functions.

Unit – III Accountability Administration

Legislative - Executive – Judiciary - Judicial Activism - – Functions and roles of Administrators

IV E Governance

E-Governance in India - Good Governance initiatives

Unit – V NITI Aayog.

ITI Aayog- role and activities

Course Outcomes:

- CO 1 Awareness about the evolution and growth of the discipline of Public Administration.
- CO 2 Familiarity with the constitutional framework on which Indian Administration is based.
- CO 3 Understanding the in-built control mechanisms over constitutional bodies and administration in general.

Text Books:

- 1 Public Administration by Awasthi & Maheswari
- 2 Administrative Theories by Mohit Bhattacharya

Reference Books:

- 1 Indian Government & Politics by B.L.Fadia
- 2 Comparative Administration by Mohit Bhattacharya

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/e-cosystem/ecosystem.html>



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L	T	P	C
1	0	2	2

MS EXCEL

Course Objectives:

- 1 Understand the nature importance of data entry.
- 2 Learn the process involved in basic calculation.
- 3 Effectively play their roles in filtering data.
- 4 Enhance the skills creating tables.

Unit – I BASICS OF MS Excel

The MS Excel interface, Formatting Cells, Data Entry- Inserting, Deleting, Selecting, Copying, Cutting, and Pasting. Methods of applying Formulas.

Unit – II Calculations

Basic calculations, Conditional Formatting, Cell References & addressing

Unit – III Filtering data

Conditional functions, IF functions, - Look up functions, Sorting & Filtering Data

IV Statistical functions

Demonstrating Statistical Functions and Financial functions in excel, Different types of Charts preparation and representation.

Unit – V Creating tables

MS Access Basics, Interface and components- creating a database- creating tables

Course Outcomes:

- CO1 Development of communication.
- CO 2 Promotion of communication.
- CO 3 Improving the group discussions skills

Text Books:

- 1 Working in English, Jones, Cambridge
- 2 Business Communication, Raman –Prakash, Oxford

Reference Books:

- 1 Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- 2 Jermy Comfort, Speaking Effectively, et.al, Cambridge

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- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
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L	T	P	C
3	1	0	4

BUSINESS ORGANIZATION

Course Objectives:

- 1 Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
The ability to understand the terminologies associated with the field of
- 2 Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
Understand the application of Business Organization principles to solve business and
- 3 industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc..

Unit – I Business

Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization.. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

Unit – II Promotion of Business

Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit – III Plant Location and Layout:

Meaning, Importance, Factors affecting Plant Location. Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout. Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.

Unit –IV Business Combination

Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

Unit – V Computer Essentials:

Milestones of Computer Evolution – Computer, Block diagram, Generations Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications -Network and security concepts- Information Assurance Fundamentals, Cryptography -Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection



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Course Outcomes:

- 1 Fraud Techniques, privacy and data protection Activities
- 2 Group Discussion on factors that influence plan location.
- 3 Assignment on business organizations and modern business.
Identifying the attributes of network (Topology, service provider, IP address and
- 4 Bandwidth of your college network) and prepare a report covering network architecture.
- 5 Identify the types of malwares and required firewalls to provide security.

Text Books:

- 1 Aryasri and Murthy- Business Economics - Tata McGraw Hill
- 2 P.C.Chopra - Business Economics –Kalyani Publications
- 3 S.Sankaran - Business Economics – Margham Publications

Reference Books:

- 1 H.L Ahuja - Business Economics - Sultan Chand & Sons.
- 2 Deepasree - Business Economics - Himalaya Publishing House. Ryan Olson

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
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L	T	P	C
3	1	0	4

BUSINESS ECONOMICS

Course Objectives:

- 1 Understand the concept of economics and its relevance to business.
- 2 Understand concepts of perfect competition and monopoly for fixation of prices
- 3 Understand the international business scenario and concepts of BOP.
- 4 Learn to apply the concepts of cost and Break-even analysis and learn various theories on production

Unit – I INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

Unit – II DEMAND ANALYSIS

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand..

Unit – III PRODUCTION, COST AND REVENUE ANALYSIS

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs ,Break -Even Analysis, applications of Break- Even analysis.

IV MARKET STRUCTURE

Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly

Unit – V NATIONAL INCOME AND STRUCTURAL REFORMS

: Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions.

Course Outcomes:

- 1 Fraud Techniques, privacy and data protection Activities
- 2 Group Discussion on factors that influence plan location .
- 3 Assignment on business organizations and modern business.
Identifying the attributes of network (Topology, service provider, IP address and
- 4 bandwidth of your college network) and prepare a report covering network architecture.
- 5 Identify the types of malwares and required firewalls to provide security.

Text Books:

- 1 Aryasri and Murthy- Business Economics - Tata McGraw Hill
- 2 P.C.Chopra - Business Economics –Kalyani Publications
- 3 S.Sankaran - Business Economics – Margham Publications



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Reference Books:

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- 2 Deepasree - Business Economics - Himalaya Publishing House. Ryan Olson

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L	T	P	C
3	1	0	4

MARKETING MANAGEMENT

Course Objectives:

- 1 To give an overview of marketing environment.
- 2 To develop a detailed marketing plan
- 3 To understand role of intermediaries in marketing activities
- 4 To acquire knowledge on various promotional tools in marketing.

Unit – I INTRODUCTION

Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's-orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing - Mix, Marketing environment.

Unit – II SEGMENTATION, TARGETING AND POSITIONING ANALYSIS

Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and -positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit – III PRODUCT

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

IV PRICING AND DISTRIBUTION

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures-, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels,-criteria of selecting a channel

Unit – V PROMOTION

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

Course Outcomes:

- CO 1 Developing an overview of marketing environment.
CO 2 Know the detailed marketing plan
CO 3 Know the role of intermediaries in marketing activities
CO 4 Acquire knowledge on various promotional tools in marketing.

Text Books:

- 1 Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition,Pearson.



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- 2 Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd.

Reference Books:

- 1 Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- 2 S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
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L	T	P	C
1	1	0	0

ADDITIONAL COURSES – TELUGU/SANSKRIT/HINDI

The student will chose one of the language to complete this course

TELUGU

Course : స్వజనాత్మకరచన

■ అభ్యసన లక్ష్యాలు

1. తెలుగు సాహిత్య అభ్యసన నైపుణ్యాలను, స్వజనాత్మక నైపుణ్యాలుగా మార్చడం
విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తింపజేయడం
మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకునేలా జేయడం
తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని అవగాహన చేసుకోవడం
2. అనువాద రంగంలో నైపుణ్య సంపాదనను కలగజేయడం
3. స్వజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిస్తున్నట్లుగా జేయడం
4. వ్యాస రచన ఎలా చేయాలో నేర్పించడం
5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యతను గుర్తించేలా జేయడం

పాఠ్య ప్రణాళిక

I. వ్యక్తీకరణ నైపుణ్యాలు

- భాష- నిర్వచనాలు, లక్షణాలు
- భాష- ఆవశ్యకత, ప్రయోజనాలు
- భాష – ఉత్పత్తి వాదాలు
- వర్ణం - పదం - వాక్యం

II. అనువాద రచన

- అనువాదం - నిర్వచనాలు, ఆవశ్యకత
- అనువాద పద్ధతులు
- అనువాద సమస్యలు - భోగోళ, భాష, సాంస్కృతిక సమస్యలు.

- అభ్యాసం ఆంగ్లంనుంచి తెలుగుకు, తెలుగు నుంచి ఆంగ్లానికి ఒక 'పేరా' అనువాదం చేయడం

III. మాధ్యమాలకు రచన

- పత్రికా రచన - వార్తారచన, సంపాదకీయం, సమీక్ష
- శ్రవ్య మాధ్యమం - రేడియో రచన (కథ), podcast (డాక్యుమెంటరీ)
- దృశ్య మాధ్యమం - టెలివిజన్ (కెమెరా) రచన [రూపకం (Skit), వాఖ్యానం (Anchoring)]
- ముద్రణా మాధ్యమ / శ్రవ్య మాధ్యమ / దృశ్య మాధ్యమ రచన విద్యార్థుల చేత చేయించడం



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IV. తెలుగు వ్యాస రచన

తెలుగు వ్యాసం - నిర్వచనాలు, లక్షణాలు

సాక్షి వ్యాసం - స్వభాష

ఉపాధ్యాయ ఉవాచ - మునిమాణిక్యం నరసింహారావు

- విద్యార్థి చేత వ్యాస రచన చేయించడం

V. తెలుగు సాంకేతికత

తెలుగు లిపి పరిచయం - యూనికోడ్

తెలుగు వికీపీడియా

సామాజిక మాధ్యమాల్లో తెలుగు

(' ఇ' పత్రికలు, వెబ్సైట్లు, బ్లాగు)

- తెలుగు వికీపీడియాలో మార్పులు చేర్పులు విద్యార్థుల చేత చేయించడం/
- సామాజిక మాధ్యమాల్లో తెలుగు రచనలు చేయించడం

▪ ఆధార గ్రంథాలు/వ్యాసాలు

1. వ్యక్తీకరణ వైపుణ్యాలు - 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు - ఆచార్య పి. ఎస్. సుబ్రహ్మణ్యం
2. తెలుగు భాషా చరిత్ర - (సం.) ఆచార్య భద్రరాజు కృష్ణమూర్తి
3. తెలుగు వాక్యం - ఆచార్య చేకూరి రామారావు,
2. ఉత్తమ కవిత-లక్షణాలు - నవ్యకవితవ్ లక్షణములు - ఆచార్య సి. నారాయణరెడ్డి
ఆధునికాంధ్ర కవితవ్ము-సంప్రదాయములు, ప్రయోగములు, చతుర్థ ప్రకరణము.
3. ఉత్తమ కథ -లక్షణాలు - కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17.
4. తెలుగు కథానిక - స్వరూప స్వభావాలు - పోరంకి దక్షిణమూర్తి
5. ఉత్తమ వ్యాసం లక్షణాలు - చదువు - సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు
6. తెలుగు వ్యాస పరిణామం - ఆచార్య కొలకూరి ఇనాక్
7. అనువాద రచన - 1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి (పుటలు 61-75, 85-94)
2. అనువాదన పద్ధతులు - ఆచరణ సమస్యలు-చేకూరి రామారావు.
"భాషాంతరంగం", తెలుగు విశ్వవిద్యాలయం ప్రచురణ. (పుటలు 130-146,)
8. ముద్రణా మాధ్యమం - మాధ్యమాలకు రచన (పుటలు 9-12)
డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
9. పత్రికా భాష - మాధ్యమాలకు రచన (పుటలు 67-74)



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- డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
10. పత్రికా రచన - తెలుగు మౌలికాంశాలు (పుటలు 59-69)
డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
11. ప్రసార మాధ్యమాలు- మాధ్యమాలకు రచన (పుటలు 3-10)
డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
12. రేడియో రచన - మాధ్యమాలకు రచన (పుటలు 141-148)
డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
- చూ. మాధ్యమాలకు రచన (పుటలు 141-148)
13. వ్యాఖ్యానం (యాంకరింగ్) - మాధ్యమాలకు రచన (పుటలు 178-181)
డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
14. టెలివిజన్ రచన - మాధ్యమాలకు రచన (పుటలు 153 -160)
డా|| బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
15. తెలుగు జర్నలిజం - డా|| బూదరాజు రాధాకృష్ణ

సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.
2. విద్యార్థులచేత తెలుగు భాషా సాహిత్యాలపై ప్రసంగ వ్యాసం ఇప్పించడం (సెమినార్, అసైన్మెంట్)
3. వ్యాసరచన, లేఖారచన, స్వీయ కవితలు రాయించి తరగతిలో చదివింపజేయడం
4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.
5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion)
6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహించజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.
7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేసి సంకలనం చేయడం.
8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు, దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/ క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

▪ అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.



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2. అనువాద ఆవశ్యకతను తెలుసుకుంటారు. అనువాద రంగంలో నైపుణ్యం పెరుగుతుంది.
3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిస్తున్నట్లుగా గుర్తించుకోగలరు.
4. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు. మంచి వ్యాస రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యత గురించి అవగాహన పొందగలరు.



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HINDI

Course : Hindi Padya Sahitya

लक्ष्य:

1. कबीर और तुलसी के दोहों में व्यक्त सामाजिक संदेश जो आज के समय में भी प्रासंगिक है, विद्यार्थियों को उनसे परिचित कराना। सूर के पदों की लयात्मकता से परिचित हो पाना।
2. आधुनिक काल के प्रमुख हिन्दी कवियों का योगदान एवं विभिन्न साहित्यिक परंपराओं में उनके योगदान का आकलन कर सकेंगे।
3. निबंध के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की वृद्धि होना।
4. प्रयोजन मूलक हिन्दी के अंतर्गत विद्यार्थी विभिन्न सरकारी पत्रों से अवगत हो पाना।
5. अनुवाद और संक्षेपण ऐसी कलाएँ हैं, जिनके अभ्यास से विद्यार्थी भाषाओं पर निपुणता हासिल कर सकेंगे।

Unit - I

प्राचीन कविता

1. कबीर दास - ५ दोहे
2. सूरदास - बाल वर्णन
3. तुलसीदास - ५ दोहे

Unit - II

आधुनिक कविता

1. मातृभाषा - भारतेन्दु हरिश्चंद्र - ५ दोहे
2. भिक्षुक - सूर्यकांत त्रिपाठी निराला
3. मादा भ्रूण - रजनी तिलक

Unit - III

सामान्य निबन्ध

1. विद्यार्थी और अनुशासन
2. विश्व भाषा के रूप में हिंदी
3. पर्यावरण प्रदूषण



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प्रयोजन मूलक हिन्दी - परिचय

सरकारी पत्र- परिभाषा एवं पत्र का नमूना

१.परिपत्र

२.ज्ञापन

३.अधिसूचना

Unit - V

१. अनुवाद - अंग्रेजी से हिन्दी(४ - ५ पंक्तियाँ)

तेलुगू से हिन्दी (४ - ५ पंक्तियाँ)

२. संक्षेपण

परिणाम: द्वितीय सत्र के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१.प्राचीन कविता के अध्ययन से विद्यार्थियों में सामाजिक चेतना जागृत होगी, काव्यगत विशेषताओं से परिचित होंगे।

२.आधुनिक काल की विविध प्रक्रियाओं का आकलन तथा विश्लेषण।

३.विभिन्न निबंधों के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की श्रीवृद्धि।

४.प्रयोजन मूलक हिन्दी का ज्ञान प्राप्त कर विद्यार्थी सरकारी तथा गैर सरकारी संगठनों में अनुवादक पद के लिए अपने आप को तैयार कर पायेंगे।

५.अनुवाद अभ्यास जो साहित्यिक एवं अनुप्रयुक्त माध्यम से करवाया जाता है, यह विद्यार्थियों के लिए उपयोगी सिद्ध होगा। संक्षेपण कला के अभ्यास से भाषाई निपुणता प्राप्त कर सकते हैं।

संदर्भ ग्रंथ

१. गद्य संदेश - डॉ नरसिंहम शिवकोटि

२.कथालोक- डॉ घनश्याम

३.काव्य दीप- श्री बी राधाकृष्ण मूर्ति

४. आधुनिक हिन्दी व्याकरण और रचना - डॉ वासुदेव नंदन प्रसाद



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SANSKRIT

Course : Poetry, Prose & Grammar-II

Major Subject: SANSKRIT

Course 2: POETRY, PROSE & GRAMMER -II

I Learning Outcomes:

1. संस्कृत पद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
2. संस्कृत गद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
3. व्याकरणज्ञानात् लेखनशुद्धिः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. पाणिग्रहणम् - रघुवम्शमहाकाव्ये 7 सर्गः
2. पत्रार्चनम् - नानाग्रन्थेभ्यः

Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. पन्नाधात्री – श्रीमत्प्रतापरणायने मेवाडकाण्डे 13 सर्गः
2. सुखवर्गः – धम्मपदम् (Sanskrit Version of Prof. P.Sriramachandrudu)

Unit - 3: गद्य साहित्यम् (9h)

1. अमोघदर्शनम् - बाणस्य कादंबरीतः
2. चारुचेष्टितम् - कविकोपकलापतः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (नदी, तनु, वधू, मातृ, वन, फल, वारि, मधु)
2. धातवः (इष्, लिख्, कृञ्, क्रीञ्, चुर्, रमु, वन्द्, युध्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (हल् सन्धिः – विसर्गसन्धिः)
2. समासाः (अव्यायीभावः, बहुव्रीहिः)

III Skill Outcomes:

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

1. संस्कृतकवीनां पदवाक्यप्रयोगसरणेरवगतिः भवति ।
2. संस्कृतकवीनां भावगम्भीर्यं परिज्ञानम् भवति ।
3. वाक्यरचनायाम् दोषराहित्यप्राप्तिः भवति ।



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BBA III Semester

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC	Business Laws	4	0	0	4
2	CC	Fundamentals of E-Commerce	3	0	0	3
3	CC	Business Environment	3	0	0	3
4	CC	Operations Management	4	0	0	4
5	MDE	Business Ethics	2	0	0	2
6	SEC	Management Information system (MIS)	2	0	0	2
7	VAC	Information Technology – Lab (<i>Spreadsheet and Tally</i>)	0	0	4	2
TOTAL						20

BBA IV Semester

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC	Human Resource Management	4	0	0	4
2	CC	Research Methodology	3	0	0	3
3	CC	Operations Research	4	0	0	4
4	CC	Cross culture Management	3	0	0	3
5	VAC	Public Health Management	2	0	0	2
6	SEC	Entrepreneurship Development	2	0	0	2
7	SEC	<i>Design of New Start-up / industry oriented Mini project / internship</i>	-	-	-	2
TOTAL						20

*Performed during the year break, Evaluated during V Sem (Internal Evaluation)



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BBA III Semester

L	T	P	C
4	0	0	4

BUSINESS LAW

Course Objectives:

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

UNIT-I: LAW OF CONTRACT

Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.

UNIT-II: NEGOTIABLE INSTRUMENTS ACT 1881

Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments- Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.

UNIT-III: COMPANIES ACT, 2013

Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company.

UNIT-IV: SALE OF GOODS ACT

Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners , Auction Sale.

UNIT-V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT

Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.



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Reference Books:

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



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BBA III Semester

L	T	P	C
3	0	0	3

FUNDAMENTALS OF E-COMMERCE

Learning Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. To acquire Knowledge on Accounting and Taxation.

Learning Outcomes:

At the end of the course, the student will able to Identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and micro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.

Unit 1: Introduction: Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Unit 2: Consumer Oriented E Commerce -E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of E- retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Unit 3: Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Unit 4: Security in E Commerce: Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server



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Unit 5: Issues in E Commerce: Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance

Suggested Reading:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.



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BBA III Semester

L	T	P	C
3	0	0	3

BUSINESS ENVIRONMENT

Course objectives:

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

UNIT-I: INTRODUCTION

Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.

UNIT-II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS

Elements of Political Environment, Role of Government in Business facilitation. Competition Act 'FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog.

UNIT-III: MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.

UNIT-IV: BALANCE OF PAYMENTS

International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.

UNIT-V: INTERNATIONAL BUSINESS ENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank , BRICS and EU. Objectives and



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Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.

Reference Books:

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.
4. Raj Aggarwal, Business Environment, Excel Books.



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L	T	P	C
4	0	0	4

OPERATIONS MANAGEMENT

Course Objectives:

This Course is designed to make student understand the strategic significance of Operation management, to acquaint them with application of discipline to deal with real life business problem.

UNIT-I:

Introduction to Operation Management: Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

UNIT -II:

Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

UNIT- III:

Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit- IV:

Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

UNIT -V:

Quality Management: Quality- Definition, Dimension, Cost of Quality, Quality Circles- Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts - Total Quality Management (TQM).

References:

1. Krajewski & Ritzman (2004). Operation Management -Strategy and Analysis. Prentice Hall of India.
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai



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4. Charry, S.N (2005). Production and Operation Management- Concepts, Methods Strategy. John Willy & Sons Asia Pvt Limited.
5. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai.
6. Satyanarayana (2020), Production and Operation Management - Discovery Publishing House Pvt. Ltd., New Delhi



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BBA III Semester

L	T	P	C
2	0	0	2

BUSINESS ETHICS

Course Objectives

- Understand the history of evolution of social work profession, both in India and the west.
- Gain information about contemporary ideologies of social work and social change.
- Develop skills in ethical decision-making at macro and micro levels.
- Understand the values of social work and consciously apply those in practice.
- Develop insights into the origin and development of ideologies/approaches to social change.
- Develop skills to understand contemporary reality in its historical context.
- Understand self as a part of own environment and explore own assumptions, ideas and values to develop sensitivity to marginalization of vulnerable groups.

Unit I: Ethics and Business Ethics, Concepts Values and Ethics. Nature, scope and purpose of ethics Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business

Unit-II: Ethical Corporate Behavior, Its Development, Ethical, Leadership. Ethics and Business Personal Growth and Lessons from Ancient Indian Educational System; Science and Human

Values, System: Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR

Unit III: Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance. Indian Ethos: Need, Purpose & Relevance Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain

Unit IV: Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology. Holistic Approach for Managers in Decision Making Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics.

Unit V: Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination. Rans-Cultural Human Values in Management Education Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, work ethics, secular and spiritual value



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Recommended Books:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
3. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
4. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
5. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
6. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
7. Human Values By : Prof. A.N. Tripathi New Age International
8. Wisdom Leadership By : Prof. S.K. Chakraborty Wheeler Publication.
9. Corporate Governance 2/e, MacMallin, OUP
10. The Management and ethics Omnibus- Chakraborty, OUP
11. Values and Ethics for Organizations, Chakraborty, OUP/OIP



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BBA III Semester

MANAGEMENT INFORMATION SYSTEM

L	T	P	C
2	0	0	2

Unit –I The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

UNIT – II Planning, Implementation and Controlling of Management Information System.

UNIT – III Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

UNIT – IV Managerial Decision Making, characteristics and components of Decision Support System.

UNIT – V System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.



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L	T	P	C
0	0	4	2

INFORMATION TECHNOLOGY – LAB (SPREADSHEET AND TALLY)

Lab Evaluation:

- i) For practical (LAB) subject the distribution shall be **20 marks** for internal evaluation and **30 marks** for the semester end examinations. There shall be continuous evaluation by the internal subject teacher during the semester for **20 internal marks**. Out of the **20 marks internal, 10 marks** shall be for day-to-day performance (**5 marks for day-to-day evaluation and 5 marks for Record**) and **10 marks** shall be evaluated by conducting an internal test towards the end of semester.
- ii) Semester End examination shall be conducted by the teacher concerned and external examiner for **30 marks**. **Three QUESTIONS will be given in the external examination from the experiments based on the syllabus. Each question carries 10 marks. Duration of the examination is 90 minutes.**

UNIT- 1

Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.

UNIT -II

Ranges and functions: Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.

UNIT- III

Basic of Accounting: Type of Accounts, Rules of Accounting, Principles of concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.

UNIT- IV

Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.

UNIT- V

Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventor y Masters for National Traders



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L	T	P	C
4	0	0	4

HUMAN RESOURCE MANAGEMENT

Course Objectives:

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

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company's objectives and policies, organizing the HRM Department.

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process.

UNIT-III: TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.

UNIT-IV: PERFORMANCE APPRAISAL AND COMPENSATION

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation- Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation.

UNIT-V: INDUSTRIAL RELATIONS

Industrial Relations -Definition , Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.



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Reference Books:

1. A Text book of Human Resource Management – C. B. Mammoria & S. V. Ghankar.
- Himalaya Publishing House.
2. Personnel and Human Resource Management - Text & Cases, P Subba Rao,
Himalaya Publishing House.
3. Human Resource Management – P. Jyothi, Oxford University Press.
4. Human Resource Management , R.Wayne Mondy, Robert M, Noe, Pearson Education.



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BBA IV Semester

L	T	P	C
3	0	0	3

RESEARCH METHODOLOGY

Course Objectives:

Developing the students in Research orientation and to acquaint them with fundamental of research methods.

UNIT -I

Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research- Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, ethical issues in business research- Defining Research Problem, Steps in Research process.

UNIT -II

Data Base: primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

UNIT -III

Survey Research and data analysis: Selection of an appropriate survey research design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self- administered Questionnaires- Editing – Coding – Classification of Data – Tables and Graphic Presentation –Preparation and Presentation of Research Report.

UNIT -IV

Formulation of Hypothesis –Tests of Hypothesis - Introduction to Null hypothesis vs. alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

UNIT -V

Report Writing: Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of a research report.



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References

1. C.R. Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2. Navdeep and Guptha : □**Statistical Techniques & Research Methodology**□, Kalyani Publishers
3. Willam G.Zikmund, Adhkari: □**Business Research Methods**□,
4. Learning, New Delhi, 2013.
5. A.N. Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
6. A Bhujanga rao , Research methodology, Excel Books, 2008.



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L	T	P	C
4	0	0	4

OPERATIONS RESEARCH

Course Objectives:

Unit – I:

Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modelling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method.

UNIT II:

Transportation, Assignment Models: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem, the Assignment Model, Travelling Salesman Problem.

Unit – III: Sequencing: Job Sequencing - Replacement models comprising single replacement and group replacement.

Unit – IV :- Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods. Simulation – Simulation Inventory and Waiting Lines.

Unit – V:

CPM and PERT and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- optimum cost and optimum duration.

References:

1. Winston, Operations Research, Cengage, ND
2. Anand Sharma, Operations Research, Himalaya Publishing House, 3. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd.,
4. Mcleavey & Mojena, Principles of Operations Research for Management, AITBS publishers,
5. V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons,
6. Richard Bronson & Govindasami Naadimuthu, SCHAUM'S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata Mc Graw-Hill Edition,
7. JK Sharma Operation Research – Theory and Applications, MacMillan.



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L	T	P	C
3	0	0	3

CROSS CULTURAL MANAGEMENT

Course Objectives: The objective of this course is to enhance the ability of class members to interact effectively with people from cultures other than their own, specifically in the context of international business. The course is aimed at significantly improving the ability of practicing managers to be effective global managers.

Unit – I

Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.

Unit – II

Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

Unit – III

Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations-Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

Unit – IV

Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

Unit – V

Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi



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L	T	P	C
2	0	0	2

PUBLIC HEALTH MANAGEMENT

Course Objective: The scope of public health courses is vast, covering areas such as epidemiology, biostatistics, health promotion, environmental health, global health, and healthcare management.

Unit I: Environmental Health Sciences: Focuses on understanding and preventing environmental health hazards.

Unit -II: Health Policy and Management: Covers health policy development, healthcare systems, and management principles.

Unit III: Social and Behavioral Sciences: Explores the social and behavioral factors influencing health outcomes.

Unit IV: Communicable and Non-Communicable Diseases: In-depth study of infectious and chronic diseases.

Unit V: Health Promotion and Education: Strategies to promote healthy behaviors and lifestyles.



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L	T	P	C
2	0	0	2

ENTREPRENEURSHIP DEVELOPMENT

Course Objectives:

1. The students will learn what entrepreneurship is and how it has impacted the world and their country.
2. Students will discover their strengths in terms of an entrepreneurial founding team and learn basics such as opportunity discovery, prototyping, competition analysis
3. They will transform their business idea into the Business Model Canvas and will use it to further refine as bootstrapping
4. They will learn about Problems encountered channels and customer acquisition, business model and plan finalization, efficiency and growth processes.,
- 5 They will learn advanced concepts such as Innovation management in franchising, renewal, and profit maximization.

Course Outcomes

At the end of this course student should be able to:

1. Develop awareness about entrepreneurship and successful entrepreneurs.
2. Develop the entrepreneurial mind-set further in terms of acquiring a business focus, creative thinking, risk-taking ability, and more
3. Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.
- 4 • Gain in-depth knowledge and relevant skills about a specific vertical
5. • Manage and grow their business in terms of expansion and look for innovation approach

UNIT I

Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship - Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis.

UNIT II

Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. - **Idea Evaluation:** - Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation. - **Feasibility Analysis:** - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis- Understanding legal requirements, and compliance issues

UNIT III

Development Processes: Translate Business Model into a Business Plan, Visioning for



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venture- Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Supporting organizations- Govt. Incentives and facilities, Financial Institutions support- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell

UNIT IV

Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability- understanding of market size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Market- Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival, Bank Syndications.

Unit V

Introduction to Innovation management, Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.

References:

- 1) Robert D Hisrich & Michael P Peters (2023) Entrepreneurship –McGraw Hill
- 2) Nina Jacob, -Creativity in Organisations (Wheeler, 1998)
- 3) Jonne & Ceserani-Innovation & Creativity(Crest) 2001.
- 4) Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)
- 5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
- 6) Singh P&Bhandekar A-Winning the Corporate Olympiad: The Renaissance paradigm (Vikas)
- 7) Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).
- 8) Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford .
- 9) Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butter work Heinemann, U. K.
- 10) Satyanarayana (2018) Entrepreneurship Management - Discovery Publishing House Pvt. Ltd., New Delhi
- 11) Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy: The Kanawakening.Butterwork-Heinemann, New Delhi, India.



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L	T	P	C
-	-	-	2

Design of New Start-up / industry oriented Mini project / internship

Course Objectives:

- Foster creativity, problem-solving, and entrepreneurial thinking for innovative solutions or start-up ideas.
- Provide practical exposure to industry practices, tools, and technologies through projects or internships.



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V SEMESTER

S.No.	Course Code	Course Title	L	T	P	Credit
1	Elective-1	Sales and Advertisement Management (OR) Logistics management	3	1	0	4
2	Elective-2	Change Management (OR) Labour Legislation	3	1	0	4
3	Elective-3	Security Analysis and Portfolio (OR) Corporate Finance	3	1	0	4
4	Elective-4	Supply Chain Management (OR) Project Management	3	1	0	4
5	SEC	Entrepreneurship Development Project (or) Venture Capital Development Project		0	4	4
TOTAL						20

VI SEMESTER

S.No.	Course Code	Course Title	L	T	P	Credit
1	Elective-1	Services Marketing (OR) Brand Management	3	1	0	4
2	Elective-2	Financial Derivatives (OR) Financial Analytics	3	1	0	4
3	Elective-3	Performance & Compensation Management (OR) Employee Relations and workplace culture	3	1	0	4
4	Elective-4	Production and materials management (or) Total Quality Management	3	1	0	4
5	SEC	Internship & Viva- voce		0	4	4
TOTAL						20



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VII SEMESTER

S.No.	Course Code	Course Title	L	T	P	Credit
1	Core	Business Analytics	3	1	0	4
2	Elective-1	Retail Marketing (OR) Industrial Marketing	3	1	0	4
3	Elective-2	Financial Markets & Services (OR) Behavioural Financial Management	3	1	0	4
4	Elective-3	Employee welfare (OR) Industrial Safety Environment	3	1	0	4
5	Elective-4	Six sigma methodologies (OR) Lean Management	3	1	0	4
TOTAL						20

VIII SEMESTER

S.No.	Course Code	Course Title	L	T	P	Credit
1	Core	Emerging Technologies for Business	3	1	0	4
2	Elective-1	Sustainable Marketing (OR) Digital Marketing	3	1	0	4
3	Elective-2	International Trade and Finance (OR) Global Financial Management	3	1	0	4
4	Elective-3	Cross cultural Management (OR) International Human Resource Management	3	1	0	4
5	Elective-4	Analytics in Operations (OR) Global Operations Management	3	1	0	4
TOTAL						20



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V Semester	SALES AND ADVERTISEMENT MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

- To provide conceptual knowledge about Advertisement and sales plans organisations for different firms.
- To understand sales forecasting, budgeting and different methods of analysing market potential.
- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.

UNIT-I: INTRODUCTION TO SALES MANAGEMENT

Introduction to Sales Management– Nature, Scope, Objectives and Functions of Sales Management - Types of Selling, Selling Skills, Selling Strategies, Selling Process. Sales Management Process, Organization of Sales Department, Different types of Sales Organizations.

UNIT-II: ANALYSIS OF MARKET POTENTIAL

Sales Management Cycle, Decision are as in Sales Management-Analysis of Market Potential, Sales Potential, Sales Forecasting, Sales Volume, Sales Budgets, Time and Territory Management. Emerging trends in Sales Management.

UNIT-III: SALES PLANNING AND CONTROL

Sales Planning Sales Forecasting & Budgeting, Sales Quotas and Targets. Sales Control-Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report. Sales Audit- Sales Force Productivity Indicators (Value and Volume), Territory Productivity.

UNIT-IV: ADVERTISING AND MEDIA PLANNING

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

UNIT-V: ADVERTISING BUDGET AND AD AGENCIES

Advertising Budgets, Methods of Formulating Advertising Budgets. Evaluating Advertising Effectiveness (DAGMAR), Advertising Agencies, Functions of Advertising Agency, Various Functional Departments, Evaluation Criteria for selecting an Advertising Agency. International Advertising, Impact of Culture, Customs, Laws and Regulations, ethics.



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Recommended Books:

1. Richard R.Stire, EdwardW. Candiff and Norman, A.P. Gavani, Sales Management Decisions, Policies and Cases – Prentice Hall.
2. Tapan KPanda–Sales &Distribution Management, Oxford University Press.
3. S.H.H.Kazmi, Satish KBatra, Advertising & Sales Promotion, Excel Books, New Delhi.
4. SA Chunawalla, Advertising, Sales & Promotions Management, Himalaya Publishing House.



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V Semester	LOGISTICS MANAGEMENT	L	T	P	C
		3	1	0	4

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become logistics professionals.
- To orient students in the field of Logistics and to help Students to understand Fundamentals of Logistics.

Unit: I – Introduction to Logistics: History of Logistics Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics - Informatics, Logistics optimization. Listing of Sub-sectors of Logistics

Unit: II – Logistics and Customer Service Definition of Customer Service Elements of Customer Service-Phases in Customer Service Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing

Unit: III – Global Logistics Global Supply Chain -Organizing for Global Logistics-Strategic Issues in Global Logistics -Forces driving Globalization -Modes of Transportation in Global Logistics Barriers to Global Logistics -Markets and Competition -Financial Issues in Logistics Performance -Integrated Logistics -Need for Integration -Activity Centres in Integrated Logistics. Role of 3PL&4PL.

Unit: IV – Warehouse and Transportation Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier -Express Sector for international and domestic shipping – E Commerce -Meaning, Brief on Fulfillment Centres, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.

Unit: V – Exim Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment – Supply Chain – Cold Chain – Liquid Logistics – Rail Logistics

Reference Books:

- 1.Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. .Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.



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V Semester	CHANGE MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

- To acquire expert knowledge of change management
- To understand and application of change management
- To discuss the legal frame work of change management

UNIT I:

Basics of Change Management: Introduce of Change Models/Theories Comparison & Methodology Value Assignment - Change Management Theories & Practice Meaning, nature and Types of Change – change programmes – change levers – change as transformation – change as turnaround – value based change.

UNIT II:

Mapping change: The role of diagramming in system investigation – A review of basic flow diagramming techniques –systems relationships – systems diagramming and mapping, influence charts, multiple cause diagrams- a multidisciplinary approach -Systems approach to change: systems autonomy and behavior – the intervention strategy model – total project management model (TPMM).

Unit III

Organization Development (OD): Meaning, Nature and scope of OD - Dynamics of planned change – Person-focused and role-focused OD interventions – Planning OD Strategy – OD interventions in Indian Organizations – Challenges to OD Practitioners

Unit –IV

Types of changes: Individual change – Team change – Organizational change – Leading change – change management errors – training sense of change management

Unit – V

Change Dynamics: HR metrics and workforce analytics - Change Management across Organizational and National Boundaries – diversity – facilitations -

Reference:

1. Robert A Paton: Change Management, Sage Publications, New Delhi, 2011.
2. Nilanjan Sengupta: Managing Changing Organisations, PHI Learning, New Delhi, 2009
3. V. Nilakant and S. Ramnarayana change management Sage Publications, New Delhi,



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V Semester	LABOUR LEGISLATIONS	L	T	P	C
		3	1	0	4

Course Objectives:

- To acquire expert knowledge of Labour Laws
- To understand and application of Labour Laws
- To discuss the legal framework of factories act
- To realize the provision for payment to wage
- To Interpret the mechanism for resolving industrial disputes

UNIT-I: Constitution and Labour Laws Fundamental rights vis-à-vis labour laws, Equality before law and its application in Labour Laws, Equal pay for equal work; and Article-16 and reservation policies, Articles 19, 21, 23 and 24 and its implications.

UNIT-II:THE FACTORIES ACT1948

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

UNIT-III: PAYMENT OFWAGESACT

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

UNITIV: TRADE UNIONACT 1926

Process of Obtaining Recognition for trade unions; Role of Trade Unions in Company; Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

UNIT-V:LABOUR CODES

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

Reference Books:

1. C.B. Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd,
2. C.S.Venkat Ratnam, Industrial Relations, Oxford University Press, New Delhi.
3. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Company Limited, New Delhi.



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4. TNCh habra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House,
5. SC Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House.



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V Semester	SECURITY ANALYSIS AND PORTFOLIO	L	T	P	C
		3	1	0	4

Course Objectives:

- Understand the various forms of investment, security Markets and other concepts.
- Understand risks associated with investment and to measure different forms of risks
- Analyse the fundamental strength of stocks and predict the price trends of securities using technical analysis and valuation of stocks and fixed income securities.
- To analyses the stocks using various tools of technical analysis.
- To understand various models of portfolio Management and evaluate the performance of portfolio.

UNITI: CONCEPT OF INVESTMENT

Objectives– Investment Vs Speculation–Security Investment Vs Non-security Forms of Investment – Investment Process – Sources of Investment Information –Security Markets – Primary and Secondary– Indices.

UNITII: RETURN AND RISK

Meaning and Measurement of Security Returns – Types of Security Risks – Systematic Vs Unsystematic Risk – Measurement of Total Risk and Systematic risk.

UNITIII: FUNDAMENTAL ANALYSIS OF STOCKS

Economy, Industry and Company Analysis, Intrinsic Value –Approach to Valuation of Bonds, Preference Shares and Equity Shares.

UNITIV: TECHNIC ALANALYSIS

Concept and Tools of Technical Analysis: Dow Theory, Charts, Chart Patterns, Mathematical tools (MA, EMA, ROC, RSI and MACD), Elliot Wave Theory, Market indicators – Technical Analysis Vs Fundamental Analysis – Efficient Market Hypothesis – Concept and Forms of Market Efficiency.

UNITV: ELEMENTS OF PORTFOLIO MANAGEMENT

Portfolio Models – Markowitz Model, Efficient Frontier, Sharpe Single Index Model and Capital Asset Pricing Model – Performance Evaluation of Portfolios – Sharpe Model, Treynor model – Jensen’s Model for PF Evaluation – Portfolio Revision.



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Reference Books:

1. Fisher and Jordan –Security Analysis & Portfolio Management, Pearson, PHI.
2. S. Kevin, Security Analysis & Portfolio Management, Prentice Hall India.
3. Satyanarayana PVV, Security Analysis & Portfolio Management, Discovery Publishing House
4. Avadhani VA, Securities Analysis & Portfolio Management, Himalaya Publishing House.
5. PrasannaChandra, Investment Analysis and Portfolio Management, Tata McGraw Hill Education.
6. P.Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Limited.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

V Semester	CORPORATE FINANCE	L	T	P	C
		3	1	0	4

Course Objectives:

- Understand the various forms of corporate financial concepts.
- Understand DCF models
- Analyse the financial statement
- To analyses the Risk and return concepts

Unit -1

Introduction to Corporate Finance Overview of Business Corporations in India - Types of Business Corporate - Concepts in Corporate Finance - Significance - Definition - Objectives of Corporate Finance - Importance of Corporate Finance - Functions of Corporate Finance - Areas of Corporate Finance Decisions - Sources of Corporate Finance - Role of Corporate Financial Manager - Trends and Emerging Areas in Corporate Finance

Unit -2

DCF-Valuations Methods Types of DCFs - Calculation of Discounted Cash Flow - and Cons of Discounted Cash Flow- Significance of DCF in Valuation Need for DCF in Valuation - Role of DCF in the Valuation Process - Applications of DCF in Real - World Scenarios - Limitations and Considerations - Methods of DCF - DCF) in New Project Evaluation - Pros and Cons

Unit -3

Capital Budgeting under Certainty: Capital Budgeting Steps- Definition of Capital Budgeting under Certainty - Significance - Types of Capital Budgeting - Methods under Certainty Measures - Measures of Capital Budgeting under Uncertainty - Phases/Process of Capital Budgeting/ Capital Expenditure – Uncertainty methods of Capital Budgeting –Sensitivity Analysis -Scenario Analysis - Simulation Analysis (Monte Carlo Simulation) - Decision Tree Analysis - Risk -Adjusted Discount Rate (RADR) - Certainty Equivalent Approach

Unit 4

Structure/Financing Decision-MM - Nature of Financial Decisions - Modes of Finance Schemes and Financing Sources for Corporate Business - Cost of Capital Calculation - Capital Structure Theories - MM Approach of Capital Structure- Modigliani-Miller (MM) Hypotheses of Capital Structure Decision - Financing Structure Decision with Risk and Riskless Projects Using Modern Approaches - Trade- off Theory of Capital Structure (For



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Risky Projects) - Role of Financing Decisions in Corporate Business - Types of Financing Decisions - Relationship Between Financing, Investment, and Dividend Decisions - Financing Decision in Corporate Business

Unit 5

Transfer Pricing and International Tax Strategy Definition - Transfer Pricing Methods - Role of Transfer Pricing in Corporate - Calculation of Transfer Pricing - Recent Changes and Application in Transfer Pricing - International Tax Strategy Recent International Tax Strategy in Transfer Pricing Applications - International Tax Methods - Multinational Corporate Tax Planning: Concept and Approaches - Hybrid Entities and Instruments in International Taxation - Tax Treatment in Transfer Pricing Applications for Corporate Finance

Reference Books

1. Jonathan Berk and Peter DeMarzo , Corporate Finance, Pearson Publications
2. Pierre Vernimmen, and Pascal Quiry Corporate Finance, Himalaya Publications
3. Satyanarayana PVV. Corporate Finance, Discovery Publishing House
4. JithendraGala -Guide to Indian Stock markets, Buzzing Stock publishing house.
5. SahaSiddhartha- Indian financial System-and Markets –McGrawhill Publications.

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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

V Semester	SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	1	0	4

Course objectives

1. To equip the students with conceptual knowledge on supply chain Management
2. To appreciate the need for selecting appropriate supply chain Management.
3. To understand the need for Capacity planning and controlling.
4. To understand the importance of supply chain Management.
5. To comprehend the need for supply chain Management and Quality management.

UNIT-I: INTRODUCTION

Development of SCM concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis

UNIT-II:

Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.

UNIT-III:

Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.

UNIT-IV:

Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.

UNIT-V:

Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management

Reference Books:

1. K Aswathappa, Production and Operations Management, Tata McGraw Hills India.
2. Dr.B.S.Goel, Production & Operations Management, Pragathi Prakashan, Meerut.
3. PankajMadan; Production and Operation Management, Global Vision Publishing.
4. R Panneerselvam, Production and Operations Management, PHI.



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V Semester	PROJECT MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

- To expose Students to the concepts of project management and planning.
- To enable students identify and select of project and its feasibility.
- To equip the students with network analysis tools and project evaluation techniques.
- To make the under standard bout the human aspects in managing the projects in an organisation.
- Demonstrate effective project execution and control techniques that result in successful projects.

UNIT-I: PROJECT MANAGEMENT

Definition of Project, Types of Projects. Project management –overview, significance of PM. Project Life Cycle-Project Initiation, Project Planning, Project Execution, Monitoring and Control, Project Closure. Typical project management issues.

UNIT-II: PROJECT PLANNING AND SELECTION

Project planning process- Sources of new project ideas, Preliminary screening of projects. Initial project coordination, Identification and determinants of cost of project, its financing. Project Appraisal, Feasibility studies- finance, technical and market potential, creating a Project Action Plan, Creating the Work Break Down Structure.

UNIT-III: NETWORK ANALYSIS AND PROJECT EVALUATION

Project Network Analysis- PERT/CPM, Time estimates in Critical Path Analysis, Floats and Project Time–Cost Trade-off in Project Time Management. Project evaluation methods- Payback Period, Net Present Value, Internal Rate of Return and Project Evaluation under uncertainty.

UNIT-IV: PROJECT ORGANIZATION

Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.

UNIT-V: PROJECT MONITORING

Designing the monitoring system, Project reporting, measuring the performance of a project, Risk Management Process, Contingency Planning, Project Cost Management, and Computerized Project Management Systems.

Reference Books

1. Gopala Krishnan & Rama Murthy, Textbook of Project Management, Mc Millan India



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2. S. Choudhary, Project Management, Tata McGraw Hill Publication.
3. CliffordF Gray, Project Management: The Managerial Process, Oregon State University.
4. Prasanna Chandra, “Projects, Planning, Analysis, Selection, Financing, Implementation and Review”, Tata Mc Graw Hill Company Pvt. Ltd., New Delhi 1998.
5. ErikLarson, Clifford Gray. Project Management. The Managerial Process. Mc Graw Hill Education.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	SERVICE MARKETING	L	T	P	C
		3	1	0	4

Course Objectives:

- To develop an understanding on service sector and services marketing.
- To learn about the service process and elements of services marketing mix.
- To understand and analyse customer expectations and perceptions towards services.
- To analyze the impact of service failure and develop service recovery strategies.
- To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services Business process outsourcing (BPO).

Reference Books:

1. K.Ram Mohan Rao, Service Marketing, Pearson Education.
2. Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.
3. P.N. Reddy, Services Marketing, Himalaya Publishing House.
4. SMJha, Services Marketing, Himalaya Publishing House.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	BRAND MANAGEMENT	L	T	P	C
		3	1	0	4

COURSEOBJECTIVES:

- To understand the methods of managing brands
- To Understand strategies for brand management.
- To study how brand communication is done by organisations.
- To successfully establish and sustain brands and lead to extensions.
- To understand the brand performance in modern digital world

UNIT-I INTRODUCTION:

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT-II BRAND STRATEGIES:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT-III BRAND COMMUNICATIONS:

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT-IV BRAND EXTENSION:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT-V: BRAND PERFORMANCE:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by SubrotoSen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R.C.Majumdar, Publisher: Prentice-hallofIndiaPvtLtd.
4. KevinLaneKeller,Strategic Brand Management: Building, Measuring and Managing,Prentice Hall,
5. Moorthi YLR, Brand Management –Iedition, Vikas Publishing House



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	FINANCIAL DERIVATIVES	L	T	P	C
		3	1	0	4

Course objectives

- To gain knowledge about various instruments
- To learn about forward contracts and advantages, disadvantages
- To understand about future contracts, mechanics of future contracts, advantages and disadvantages
- To learn about historical uses of options and types of options
- Knowledge regarding financial swaps

UNIT1: INTRODUCTION:

Meaning of Derivatives - Common Derivatives- Characteristics of Derivatives- Significance of Derivatives - Origin and Evolution of Derivatives – types of derivatives- Derivatives vs. Shares Derivatives Markets-Growth and Functions- Traders in Derivatives Markets.

UNIT2: FORWARD CONTRACTS:

Meaning – Classification- Features- Advantages- Disadvantages-Pricing Forwards Contracts -Hedging with Forward Contracts Offsetting the Forward Position.

UNIT3: FUTURES CONTRACTS:

Meaning -Nature - Characteristics - Significance - Types- Comparison between Futures and Badla - Mechanics of Futures Contracts- Advantages and Risks of Trading in Futures over Cash- Margin Requirements in Futures Trading- Settlement of Futures Position- Participants in Futures Markets.

UNIT4: OPTIONS CONTRACTS:

Meaning - Historical Uses of Options - Types of Option- Participants in the Options Market – Regulatory Frameworks & Terminology - Options vs. Futures.

UNIT5: FINANCIAL SWAPS:

Meaning –Nature-Evolution - Features – Types of swaps: Interest Rate Swaps-currency swaps-Debt Equity Swap- Commodity Swap –Equity Index Swaps.

Reference Books:

1. Financial Derivatives: Bishnupriya Mishra, Sathya Swaroop Debasish–Excel Books2007
2. Financial Derivatives: S.L. Gupta–PHI publications
3. Fundamentals of Financial Derivatives: Prafulla Kumar Swain–Himalaya publications.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	FINANCIAL ANALYTICS	L	T	P	C
		3	1	0	4

Course Objectives:

UNIT -I financial analytics: Concept and Practices- Data science - What is R and its application - Language features: functions-- Assignment-- Arguments and types. Financial Statistics: Concept and mathematical expectation - Probability - Mean; SD and Variance - Skewness and Kurtosis - Covariance and correlation - Capital Asset Pricing model.

UNIT -II Financial Securities: Bond and Stock investments - Housing and Euro crisis - Securities Datasets and Visualization - Plotting multiple series. Time Series and Sharpe ratio: Examining and Stationary - Auto Regressive and integrated moving average Processes-- Time periods and Annualizing - Ranking investment candidates - Sharpe Ratio for Income Statement growth.

UNIT -III Markowitz means - variance optimization - Optimal Portfolio of two risky assets - Data mining with Portfolio optimization- Cluster Analysis - K -means Clustering and Algorithm - Covariance and Precision matrices - Usage of Regression.

UNIT -IV Ganging the market Sentiment: Markov Regime Switching model - Bayesian reasoning - Beta distribution. Stimulating Trading Strategies: Foreign exchange markets - Chart analytics - Initialization and finalization - Bayesian Reasoning within Positions. Black - Scholes model and option - Implied volatility: Black - Scholes model: Concept and applications - Derivation - Algorithm for - Implied volatility.

UNIT -V Prediction using fundamentals and binomial model for options: Best income statement Portfolio - obtaining Price Statistics - combining the income statement with Price statistics - Prediction using classification trees and Recursive Partitioning. Applying Computational finance - risk Neutral Pricing and No Arbitrage - High Risk - Free Rate Environment.

Reference Books:

Financial Analytics with R .Mark J. Bennets, Cambridge University Press.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	PERFORMANCE AND COMPENSATION MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

- To acquire knowledge of Performance Management.
- To gain an understanding about performance management system.
- To understand Reward Systems and legal issues.
- To develop and design compensation system
- To identify the contemporary compensation practices

UNIT I: INTRODUCTION TO PERFORMANCE MANAGEMENT:

Definition, Scope and Significance - Advantages of Performance Management - Organizational Structure - Impact of Organizational structure and Operational Problems Performance management process - Performance Planning - Performance Appraisal - Performance Mentoring - Performance Management Strategic Planning.

UNIT II: COMMUNICATION OF PERFORMANCE EXPECTATIONS:

Job Description - Defining Performance and Choosing a measurement approach measuring results and Behaviors. Gathering performance Information – Presentation, Information and Taking Corrective action – Metrics- Types of Metrics - Critical Success Factors Indicators– managing Metrics- Ownership and Responsibility.

UNIT III: PERFORMANCE MANAGEMENT AND EMPLOYEE DEVELOPMENT:

Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

UNIT IV: COMPENSATION PLANNING & BASES OF COMPENSATION:

Compensation and its components- Compensation Planning: Level, Structure and Systems Decision – Compensation level planning- factors influencing compensation level planning : internal factors and external factors. Traditional Bases for Pay-Seniority and Longevity Pay- Merit Pay- Performance Appraisal- Methods- Biases -Strengthening the Pay for Performance Link- Possible Limitations of Merit Pay Programme

UNIT V: INCENTIVE PAY & OTHER PAY SYSTEMS:

Exploring Incentive Pay- Contrasting Incentive Pay with Traditional Pay. Individual Incentives- Types of Individual Incentives- Advantages and Disadvantages. Group Incentives- Types of Group Incentives- Advantages and Disadvantages. Company wide Incentives- Types- Designing Incentive Pay Programmes. Person Focused Pay- Competency Based Pay, Pay for Knowledge and Skill Based Pay, team based pay- Concepts.

Reference Books:

1. Herman Aguinis, Performance Management, Pearson Education.
2. Lance A. Berger and Dorothy, The Talent Management Handbook. Tata Mc-Graw Hill.



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3. Dipak Kumar Bhattacharya, Compensation Management, Oxford University Press.
4. Richard.I.Henderson: Compensation Management In A Knowledge Based World-Prentice- Hall.



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VI Semester	EMPLOYEE RELATIONS AND WORKPLACE CULTURE	L	T	P	C
		3	1	0	4

UNIT I :

Industrial Relations Management: Concept-meaning and scope of IR-system frame work-Theoretical perspective- Evaluation –Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences. Globalization and IR- Recent Trends in Industrial Relations.

UNIT II:

Trade Unions: Introduction-Definition and objectives-growth of Trade Unions in India - Union Recognition-Union Problems-Employees Association- Collective Bargaining – Characteristics- Importance-Principles-The process of CB-Participation in the bargaining Process-Essential conditions for the success of collective bargaining –Negotiating techniques and skills.

UNIT III:

Employee Grievances: Causes of Grievances – Grievances Redressal Machinery – Discipline in Industry _ Measures for dealing with Indiscipline–Standing Orders- Code Discipline.

UNIT IV:

Industrial Disputes: Meaning, nature and scope of industrial disputes – Cases and Consequences of Industrial Disputes –Prevention and Settlement of industrial disputes in India.

UNIT V:

Employee Engagement : Concept-Definition-Elements- Factors- Levels -Drivers of Employee Engagement-Measurement-Strategies- The role of managers in engaging the employees.

References

1. C.S Venkataratnam: —Industrial Relations, Oxford University Press, New Delhi, 2011
2. Sinha: —Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi, 2013
3. Mamoria: —Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010
4. B.D.Singh: —Industrial Relations, Excel Books, New Delhi, 2010
5. ArunMonappa: —Industrial Relations, TMH, New Delhi. 2012
6. Prof. N.SambasivaRao and Dr. Nirmal Kumar: —Human Resource Management and Industrial Relations, Himalaya Publishing House, Mumbai.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	PRODUCTION AND MATERIALS MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

1. To discuss the principles and importance of production and materials management
2. To relate the bases of production and materials management
3. To appraise the present trends in of production and materials management
4. To develop and design of production and materials management
5. To identify the contemporary of production and materials management

UNIT I

Production Management Introduction: Production Management – Meaning, Scope and Functions – Problems of Production Management – Different types of Production Systems.

UNIT II Production Planning and Control: Meaning and Definition of Production Planning – Objectives and Planning –Steps involved in Production Planning – Importance of Production Planning – Meaning and Definition of Production Control – Objectives of Production Control – Techniques of Production Planning and Control.

UNIT III Productivity – Meaning and Definition of Productivity – Importance of Productivity – Measurement of Productivity – Tools of Productivity – Factors affecting Industrial Productivity – Production and Productivity.

UNIT IV Production Routing and scheduling: Routing – Meaning and Objectives – Scheduling – Meaning – Relationship between Routing and Scheduling – Dispatching – Sequences Analysis – Network Analysis – CPM and PERT – Advantages and Limitations of the Two Methods – Difference between CPM and PERT.

UNIT V Materials Management – Purchasing and Store-keeping: Meaning and Definition of Materials Management – Objectives of Materials Management – Purchasing Functions of the Purchasing Department – Purchasing Procedure – Centralized and Decentralized Purchasing – Other Methods of Purchasing –Store-keeping – Organisation of Store-keeping.

REFERENCES:

- 1.Desai and Rao, Modern Production Management
2. Satyanarayana PVV, Production and operation management , Discovery Publishing House
3. Datta A.K., Materials Management: Procedures, Text and Cases
4. Datta A.K, Integrated Materials Management: A Functional Approach
5. James L.Riggs, Production Systems: Planning, Analysis and Control



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VI Semester	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

1. To discuss the principles and importance of total quality management
2. To relate the bases of total quality management
3. To appraise the present trends in of total quality management
4. To develop and design of total quality management
5. To identify the contemporary of total quality management

UNIT I

Quality Control and Inspection Meaning and Objectives – Advantages of Quality Control System – Inspection – Different kinds of Inspection – Statistical Quality Control – Types of Control Charts-Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM.

UNIT II

TQM thinkers and Thought – Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby’s theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award

UNIT III

TQM tools- Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.

UNIT IV

Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation - Statistical Process Control- Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability.

UNIT V

Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems, New AI controlling techniques



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VII Semester	BUSINESS ANALYTICS	L	T	P	C
		3	1	0	4

COURSE OBJECTIVES This course helps the students to understand and analyze basic essentials of business analytics business framework. They shall be exposed to fundamental statistical techniques to solve real life problems and enable them to take better decisions.

Unit I: Introduction to Business Analytics, Types of data, Integrating Analytics with business, Business Analytics for Competitive Advantage, Descriptive, Predictive, and Prescriptive Analytics, Dashboards History; Subdivisions within Statistics; Data collection, Editing, Classification, Tabulation, Diagrammatic and Graphical representation of data.

Unit II: Measures of Central tendency and Dispersion: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Mean Deviation, Quartile Deviation, Standard Deviation, Skewness, Kurtosis and Moments.

Unit III: Probability and Probability Distributions: Introduction to Probability, Probability Rules, Probabilities under Conditions of Statistical Independence, Probabilities under Conditions of Statistical Dependence, Revising Prior Estimates of Probabilities, Bayes' Theorem, Random Variables, Use of Expected Value in Decision Making, Binomial Distribution, Poisson Distribution, Normal Distribution.

Unit IV: Sampling and Estimation: Random Sampling, Introduction to Sampling Distributions, Relationship Between Sample Size and Standard Error, Point Estimates, Interval Estimates, Confidence Intervals, Calculating Interval Estimates of the Mean from Large Samples.

Unit V: Testing of Hypotheses: Hypothesis, Steps in Hypothesis Testing, Measuring the Power of a Hypothesis Test, Hypothesis Testing of Means and Proportions, Analysis of Variance, One way ANOVA and Two way ANOVA, Non-parametric tests: Chi-Square Test, The Sign Test for Paired Data, The MannWhitney U Test, Kruskal-Wallis Test, The Kolmogorov-Smirnov test. Correlation, Regression and Time Series: Correlation, Product moment correlation, Rank correlation, Bi-variate correlation, Regression, Simple linear Regression, Line of best fit, Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, Time Series Analysis in Forecasting.

References:

1. Richard I. Levin & David S.Rubin, Statistics for Management, PHI.1999, New Delhi.
2. Kishor S. Trivedi, Probability and Statistics with Reliability, Queuing and Computer Science Applications, John Wiley & Sons, Singapore, 2002.
3. John E.Freund& Ronald E. Walpole, Mathematical statistics, PH, New Jersey, 1980.
4. E.L.Lehmann, Testing Statistical Hypotheses, John Wiley & Sons, New York, 1986.
5. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi 1998.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VII Semester	RETAIL MARKETING	L	T	P	C
		3	1	0	4

Objective: The objective of this course is to familiarize the students with retail management concepts and operations.

Unit I: Basic concept of retailing – retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.

Unit II: Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

Unit III: Retail location – types, location opportunities – selection of location and site: financial strategy –strategic profit model – setting and measuring performance objectives.

Unit IV: Store layout and design, store operations and inventory management merchandise planning, buying merchandise – developing assortment plan.

Unit V: Retail pricing strategy, category management, customer services – retail branding-international retailing.

Reference books:

1. Michael lacy, Barton AWeitz and Ajay Pandit, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
2. KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
3. SwapnaPradhan, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi
4. David Gilbert, Retail Marketing Management, Pearson Education, New Delhi.
5. Chetanbanaj, RajnishTuli and N.V. Srivaslava, Retail Management, Oxford University Press.
6. Gibson G Vedamani, Retail Management, Jaico Publishing House, New Delhi



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VII Semester	INDUSTRIAL MARKETING	L	T	P	C
		3	1	0	4

COURSE OBJECTIVES:

- To provide the students with in depth knowledge of industrial market structure
- To provide students with understanding of the various attributes and models applicable in Industrial Marketing.
- To identify the planning process in industrial marketing.
- To analyze the industrial market environment.
- To analyze the determinants of pricing and decision making.

UNIT-1: BASIC OF INDUSTRIAL MARKETING:

Concept of industrial marketing—Attributes of Marketing Strategy—Concept of Industrial Marketing—Definition of Industrial Marketing—Types of Product —Industrial Product—Types of Industrial Customers—Commercial Enterprises—Industrial Distributors and Dealers—Original Equipment Manufacturers (OEMs)—Government Customers—Institutions—Cooperative Societies

UNIT-2: INDUSTRIAL BUYING BEHAVIOUR:

Organisational Buying —Features of Organisational Buying—Types of buying Situation—Straight Rebuy—Modified Rebuy—New task—System buy—Buying Center Concept— The Buying Decision Process.

UNIT-3: PRICING IN INDUSTRIAL MARKETING:

Pricing Environment —Characteristics of Price—The Pricing Process in Industrial Marketing—Factors affecting industrial pricing decision —Pricing Objectives—Market Skimming —Market Penetration—Product Differentiation —Other pricing objectives.

UNIT-4: INDUSTRIAL DISTRIBUTION CHANNEL:

Marketing Channels Physical Distribution—Factors Affecting the Nature of Industrial Channels—Geographic Distribution —Channel Size—Characteristics of Intermediaries—Mixed System—Structure of Industrial Channel—Direct Channel—Indirect Channel—Types of Industrial Middlemen/Intermediaries—Industrial Distributors

UNIT-5: SALES PROMOTIONS IN INDUSTRIAL MARKETING:

Meaning and Definition—Need for Sales Promotion—Methods of Sales Promotion —Trade Shows —Public Relations—Publicity —Catalogs—Promotional Letters—Samples—Sales Contests—Entertainment—Promotional Novelties—Demonstration—Direct Marketing —Direct Mail—Telemarketing—Online marketing channels.

Reference Books:

1. Industrial Marketing: A Process of Creating and Maintaining Exchange by Krishnamacharyulu Csg, Lalitha R, Publisher: Jaico Book House
2. Industrial Marketing by Ghosh, Publisher: Oxford University Press
3. Industrial Marketing 2e by K. K. Havaldar, Publisher: Tata McGraw-Hill Publishing Company limited



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4. Industrial Marketing Management by Govindarajan, Publisher: Vikas Publishing House Pvt Ltd.
5. Industrial Marketing by Phadtare M. T, Publisher: Prentice Hall of India Private Limited



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VII Semester	FINANCIAL MARKETS AND SERVICES	L	T	P	C
		3	1	0	4

Course Objectives:

- To develop an understanding on regulatory frame work of financial services in India.
- To enable the student to understand and evaluate the fee based and fund based financial
- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.

UNIT-I: INDIAN FINANCIAL SYSTEM

Introduction- Importance and functions of Financial System- Structure of the Indian Financial System

-Financial markets –Financial institutions - Financial Instruments – Financial Services - Nature-scope and objectives financial services –Types of financial services. Regulatory Frame work of Financial services Growth of financial services in India. Problems of financial services in India.

UNIT-II: MONEY MARKET:

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

UNIT-III: CAPITAL MARKET:

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

UNIT-IV: MERCHANT BANKING:

Meaning and Types – Role and responsibilities of Merchant Bankers in Issue Management- Underwriting guidelines-Regulations of Merchant Banking in India. Credit rating – Meaning, functions- debt rating system of CRISIL, ICRA and CARE.

UNIT-IV: LEASING:

Types of Lease, Structuring and Funding of Leases -Advantages and disadvantages of leasing, Lease Evaluation (Basic Problems), Hire Purchase Agreements- Evaluation of Hire



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purchase Agreements. Mutual Funds,

Recommended Books:

- MYKhan, Financial Services –TMH Publishers.
- Vasant Desai, Financial Markets & Financial Services, Himalaya Publishing House, Mumbai
- Satyanarayana PVV, Financial Markets and Services, Discovery Publishing House
- Siddiah. T, Financial Services, Pearson
- Tripathi Nalini Prava, Financial Services, Prentice Hall of India
- Guruswami.S, Financial Services, Tata Mc Graw Hill Pvt Ltd, New Delhi
- V.A.Avadhani, Indian Capital Market- Himalaya Publishing house.



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VII Semester	BEHAVIOURAL FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4

Course objectives

- To understand the terms and theories of international trade
- To ensure the knowledge about balance of payments, importance also accounting principles in BOP
- To learn about foreign exchange markets, understanding SPOT and forward rates
- To gain knowledge about exchange rate discrimination
- To understand various instruments like Euro currencies etc.,

Unit – I

Conceptual, theoretical foundations and evolution of behavioral finance, Nature and scope of behavioral finance, behavioral finance and conventional finance: A comparison.

Unit – II

Understanding Investor psychology: Beliefs, Attitude, Learning, Herding, Momentum, Biases and Heuristics, Over-confidence and optimism, winners \blacklozenge curse, over reaction and under reaction and cross-cultural behavior.

Unit – III

Investor Preferences: Framing, Irrationality and violation of expected utility, mental accounting, Prospect theory and attention, Saving behavior.

Unit –IV

Investment anomalies: Accounting based anomalies, Calendar anomalies, Attention based anomalies: Value v/s Growth, size, equity premium, myopia in investment decision making.

Unit –V

Behavioral Corporate Finance: Introduction, limits to Arbitrage, aggregation. Contemporary issues in Behavioral Finance

Reference Books:

1. V.K.Bhalla- International Financial Management- S.Chand.
2. P.G.Apte - International Financial Management - Mc Graw Hill.
3. T. Siddaiah - International Financial Management - Pearson.
4. VyuptakeshSharan - International Financial Management - PHI Publications



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VII Semester	EMPLOYEE WELFARE	L	T	P	C
		3	1	0	4

Course Objectives:

- To acquaint the students with special laws pertaining to Labour Welfare
- To study the demand and supply and aspects effecting labour welfare
- To understand various vulnerable groups of workers and legal provisions related to them.
- To aware about the working conditions of workers and legal provisions related to the accidents and hazards.
- To understand various agencies involved in labour welfare

UNIT 1: EMPLOYEE WELFARE:

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures –Theories of Labour Welfare- Evolution of Labour Welfare in India. Principles and approaches. Provisions for Labour welfare content in the Constitution of India

UNIT 2: EMPLOYEE MARKETS:

Features, Demand and Supply of Labour, Nature and Characteristics of Labour Markets in India.- Labour Market Policies, Mobility of Labour -Socio-Economic aspects affecting Labour welfare, Productivity & Living standard of labour- Factors determining Labour Force- Labour Force & Human Development in India.

UNIT 3: EMPLOYEE OF SPECIAL CATEGORIES OF LABOUR:

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications.

UNIT-4: AGENCIES OF LABOUR WELFARE

Agencies of Labour welfare in India- State, Employer, Trade Unions, Voluntary Organisations - Labour Welfare Officer: role and functions- Labour Administration in India- Welfare Funds – Education and Training Schemes.

UNIT-5: INDUSTRIAL SAFETY:

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions. Fatigue, Frustration.

Reference Books:

1. A.M. Sarma – Aspects of Labour welfare & Social Security – Himalaya Publications.
2. Punekar & Deodhar – Labour welfare Tata MC Graw Hill Publishing.
3. Misra & Puri – Indian Economy – Himalaya Publications.
4. Dutt&Sundharam - Indian Economy S. Chand Publication.



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VII Semester	INDUSTRIAL SAFETY ENVIRONMENT	L	T	P	C
		3	1	0	4

Course Objectives:

- To achieve an understanding of principles of safety management.
- To enable the students to learn about various functions and activities of safety department.
- To enable students to conduct safety audit and write audit reports effectively in auditing situations.
- To have knowledge about sources of information for safety promotion and training.
- To familiarize students with evaluation of safety performance.

UNIT-1: INTRODUCTION TO INDUSTRIAL SAFETY:

Need for safety, Safety legislation: Acts and rules, Safety standards and codes, Safety policy: safety organization and responsibilities and authorities of different levels. Accident sequence theory, Nature of Accident, Process of accident, Causes of accidents, Accident prevention and control techniques, Plant safety inspections, Job safety Analysis and investigation of accidents.

UNIT-2: SAFETY EDUCATION:

Importance of training-identification of training needs-training methods – programmes, seminars, conferences, competitions – method of promoting safe practice - motivation – communication - role of government agencies and private consulting agencies in safety training – creating awareness, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive scheme, safety campaign.

UNIT-3: TRAINING PROGRAMS:

In-Plant and Out-of – Plant Training. Seminars, workshops. Safety Induction Program for new recruits and workforce. Toolbox Talk. Job instructions vs. Safety Instructions- Employee Participation in Safety- Safety committee and union participation:

UNIT-4: ACCIDENT PREVENTION:

Definition : Incident, Accident, Injury , Dangerous occurrence ,Unsafe Act, Unsafe, Conditions, Hazards, Error, Oversight, Mistake ,Near Miss ,Electricity & Hazards ,Of Electricity, Explosives And ,Transportation Safety.

UNIT-5: SAFETY AUDIT:

Components of safety audit, types of audit, audit methodology, non-conformity reporting (NCR), audit checklist and report – review of inspection, remarks by government agencies, consultants, experts – perusal of accident and safety records, formats – implementation of audit indication - liaison with departments to ensure co-ordination – check list – identification of unsafe acts of workers and unsafe conditions in the shop floor.

Reference Books:

1. Blake R.B., “Industrial Safety” Prentice Hall, Inc., New Jersey,. 3rd Edition.



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2. Dan Petersen, “Techniques of Safety Management”, McGraw-Hill Company, Tokyo.
3. Heinrich H.W. “Industrial Accident Prevention” McGraw-Hill Company, New York.
4. Industrial Safety, Health and Environment Management Systems, Prof. Sunil S.Rao&R.K.Jain, Khanna Publishing
5. Principles of Industrial Safety Management, Das Akhil Kumar, PHI Publishing.



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VII Semester	SIX SIGMA METHODOLOGIES	L	T	P	C
		3	1	0	4

Unit -1 QUALITY: FUNDAMENTALS AND KEY CONCEPTS

Six Sigma Project Identification, Selection and Definition- Project Charter and Monitoring - Process characteristics and analysis - Process Mapping: SIPOC

Unit II MEASURE

Data Collection and Summarization - Measurement systems: Fundamentals - Fundamentals of statistics - Probability theory- Process capability analysis: Measures and Indices - Minitab Application

Unit -III ANALYZE

Introduction to Design of Experiment - Randomized Block Design - Factorial Design - Factorial Design: Minitab Application

Unit –IV CONTROL

Seven QC Tools - Statistical Process Control: - Statistical Process Control: Control Charts for Variables - Operating Characteristic (OC) Curve for Variable Control charts - Operating Characteristic (OC) Curve for Attribute Control charts

Unit V SIX SIGMA IMPLEMENTATION CHALLENGES

Design for Six Sigma (DFSS): DMADV, DMADOV - Design for Six Sigma (DFSS): DFX - Team Management -

Taguchi Method: Illustrative Application



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VII Semester	LEAN MANAGEMENT	L	T	P	C
		3	1	0	4

Course objectives: To understand issues and challenges in implementing and development in lean

Manufacturing techniques from TPS and its contribution for improving organizational performance.

Unit- I

Introduction: Mass production system, Craft Production, Origin of Lean production system, Why Lean production, Lean revolution in Toyota , Systems and systems thinking , Basic image of lean production , Customer focus , Waste Management.

UNIT- II

Just In Time: Why JIT , Basic Principles of JIT, JIT system, Kanban, Six Kanban rules, Expanded role of conveyance, Production leveling, Three types of Pull systems, Value stream mapping. JIDOKA, Development of Jidoka concept, Why Jidoka, Poka, Yoke systems, Inspection systems and zone control – Types and use of Poka-Yoke systems, Implementation of Jidoka

UNIT -III

Kaizen: Six – Sigma philosophy and Methodologies ,QFD, FMEA Robust Design concepts; SPC, QC circles standardized work in lean system , Standards in the lean system, 5S system.

UNIT- IV

Total Productive Maintenance: Why Standardized work, Elements of standardized work, Charts to define standardized work, Kaizen and Standardized work Common layouts.

UNIT- V

Hoshin Planning & Lean Culture: Involvement, Activities supporting involvement, Quality circle activity, Kaizen training, Key factors of PKT success, Hoshin Planning System, Four Phases of Hoshin Planning, Why Lean culture – How lean culture feels.

References:

1. Jeffrey Liker, The Toyota Way: Fourteen Management Principles from the World's Greatest Manufacturer, McGraw Hill, 2004.
2. Debashish Sarkar , Lessons in Lean Management,
3. Dale H., Besterfield , Carol, Besterfield, etal, Total Quality Management (TQM) 5e by Pearson 2018.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	EMERGING TECHNOLOGIES FOR BUSINESS	L	T	P	C
		3	1	0	4

Course Objectives - Technology & Industrial Revolution: Impart the knowledge of evolution of technologies through Industrial Revolutions. - Data Sciences & Decision making: Provide an overview of data science as a tool for decision-making in Management. - Artificial Intelligence: Educate about AI, IoT, AR and VR technologies. - Emerging technologies & Management: Familiarize the students with other emerging technologies in the field of Management

Course Outcomes - CO1: Describe the technologies applicable in the field of Management. - CO2: Apply the latest developments in the area of technology to support business. - CO3: Compare the differences and similarities in AR, VR and MR technologies. - CO4: Classify appropriate technology and tools for the given managerial task

Unit -1

Evolution of Technologies: Includes Historical background of the industrial revolution, fourth industrial revolution (IR.4.0) o Role of data for emerging technologies o Human to Machine interaction o Future trends in emerging technologies.

Unit 2

Data Science : Overview of Data Science, Data and information, Data types and representation o Data Value Chain : Data Acquisition, Analysis, Curating, Data storage and big data. o Data visualization.

Unit- 3

Artificial Intelligence (AI) and Internet of Things (IoT) : AI, Levels of AI, Types of AI, Application of AI in Business and Education. o AI tools and platforms. o Overview of IoT, working process of IoT, IoT Architecture, Application of IOT at Smart grid, smart city and smart farming.

Unit -4

Augmented Reality (AR) and Virtual Reality (VR): Introduction to AR, VR. o Augmented Reality Vs Mixed Reality (MR). o Architecture of AR systems. o Application of AR systems in Medical Assistance, Entertainment and Education

Unit-5

Ethics in Technology and Other Emerging Technologies o Block Chain Technology: Cloud computing and additive Manufacturing Technology. o Ethics and Digital Privacy, Generative AI.

REFERENCES

1. Rajendra Akerkar, “Introduction to Artificial Intelligence”, 2 nd Edition, Eastern Economy Edition,2014
2. Follet J. “Designing for Emerging Technologies” ,O’Reilly Media, 2014
3. Dr Deepak G Kulkarni, Dr. Prayag Gokhale, “Emerging Exponential Technologies”, 1stEdition, Himalaya Publishing House, 2020.



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4. J, Song I, “Emerging Technologies for Emerging Markets”,14th Edition, Springer Singapore, 2014
5. . Sadiku M N O, “Emerging Internet-based Technologies”, CRC Press, 2014
6. Del Rosal V, “Emerging Technologies and Future of Work”, Emtechub, 2015



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	SUSTAINABLE MARKETING	L	T	P	C
		3	1	0	4

Course Objectives:

- Cultivate a systemic perspective to evaluate the environmental impact of marketing decisions and the interconnectedness of business and sustainability.
- Enhance critical thinking skills to assess marketing practices in the identify ethical and environmental challenges and formulate marketing strategies that incorporate
- Understand key trends and evolving needs.
- Identify the dos and don'ts of a sustainable Marketing strategy.
- Explore a few labels and certifications as levers of change and value creation

Unit I –: Understanding the Sustainable Consumer: sustainable consumer's characteristics, psychology, and behaviors. We will discuss the Intention-Behavior gap, which is the discrepancy between consumers' attitudes and their actual behavior when it comes to sustainable actions sustainable consumer trends, such as minimalism, vintage, and sustainable luxury -characteristics of the circular economy and its.

Unit II – Developing a Sustainable Marketing Plan: Sustainable product design and innovation - The Socio-Ecological Impact of Products - Sustainable Supply Chain Management- Sustainable tech - Life-Cycle Analysis

Unit III – Environmental consciousness: The 3R (Reduce, Reuse, Recycle), sustainable product and packaging design, ethical decision-making, and the impact of marketing on consumer behavior and the environment. - explores the legal framework surrounding sustainable marketing practices. - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste -Guidelines for Environmentally Sound Recycling of E-Waste

Unit IV – CSR, sustainability, and the purpose of a business - Marketing challenges – greenwashing and other unethical practices - Brand management in the age of CSR = Innovate for sustainability - Communication, measurement and reporting sustainability - Enhancing creativity, cooperation and partnerships

Unit –V : Sustainable practices: In Manufacturing (energy efficiency, waste reduction) – Agriculture (Organise forming, precession agriculture) – Transportation and Logistics (Electrical vehicles, root optimisation) - Financial Service (Green finance, ESG Investing)

References:

1. SM Riad shams, David M brown, Kimberley Harcastle, Sustainable Marketing, (2025) Classroom Companion: Business(CCB)
2. Green Marketing and Environmental Responsibility in Modern Corporations, Esakki andThangasamy, IGI Global, 2017



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3.Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010.Essential Reading / Recommended Reading

4. [www. sustainable marketing](http://www.sustainablemarketing.com)



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VIII Semester	DIGITAL MARKETING	L	T	P	C
		3	1	0	4

Course Objectives: Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective

Unit 1: Introduction to Digital Marketing: In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.

Unit 2: Search Engine Optimization (SEO): In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, and you also learn how to prepare a reports like- Keywords, titles, meta tags etc..

Unit 3: Social Media Optimization (SMO): In this module you will learn how to do SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and more social media services optimization

Unit 4: Search Engine Marketing: In this module you will learn what SME (Search Engine Marketing) is a paid tool like Google Adwords, now a days we have so many paid tools we discuss is briefly and display advertising techniques and all.

Unit 5: Additional Module: In this module you will learn about tools for more useful to SEO, these tool used for analysis on website traffic, keyword analysis and also you can learn Email marketing and all.

Reference:

1. Jeffrey F.Rayport c& Bernard J.Jaworski: Indlroduction to E-Commerce, Tata Mc-Graw Hill.
2. Kalakota& Winston- Frontier of E-commerce, Pearson Education.
3. David Whitely: E-t ommerce - strategy technologies and applications, Tata Mc-Graw Hill.
4. KamaleshK.Bajaj: Debjani Nag: E-commerce - The cutting edge of business, Tata Mc-Graw Hill.
5. Efrain Turban, Jae Lee Kavid King and H.Michael Chung: E-commerce - A Managerial Perspective, Pearson Publication.



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VIII Semester	INTERNATIONAL TRADE AND FINANCE	L	T	P	C
		3	1	0	4

Objectives

- To make the students well aware about the formalities associated with International trade
- To make the students aware of the documentation of International Trade and
- To make the students aware of the FOREX Management and Export Promotion Schemes.

UNIT-I International Trade –Benefits – Basis of International Trade – Foreign Trade and Economic

Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International

Trade – Indian EXIM Policy.

UNIT-II Export and Import Finance: Special need for Finance in International Trade – INCO Terms

(FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance –

Forfaiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing –

Financing methods for import of Capital goods.

UNIT-III Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange

rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate

variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate

and Forecasting – Law of one price – PPP theory – Interest Rate Parity – Exchange rate Forecasting.

UNIT-IV Export Trade Documents: Financial Documents – Bill of Exchange – Type – Commercial

Documents – Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin

Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of

Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt,

Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note.



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Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

UNIT-V Export Promotion Schemes – Government Organizations Promoting Exports – Export

Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance

License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House.

REFERENCES

1. Jeevanandam .C, INTERNATIONAL BUSINESS, M/s Sultan & Chand, Delhi, 2008
2. Sumathi Varma, INTERNATIONAL BUSINESS, Ane, Delhi, 2010



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	GLOBAL FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4

Course objectives

- To understand the terms and theories of international trade
- To ensure the knowledge about balance of payments, importance also accounting principles in BOP
- To learn about foreign exchange markets, understanding SPOT and forward rates
- To gain knowledge about exchange rate discrimination
- To understand various instruments like Euro currencies etc.,

UNIT 1: INTRODUCTION:

Spot And Forward Rates, Foreign Exchange Quotations- Premium International Trade- Its Importance – Theories Of International Trade –Theory Comparative Costs – Classical Theory, Absolute Advantage, Hecksher – Ohlin Theory, Free Trade V/S Protection Barriers To Foreign Trade, Tariff And Non Tariff Barriers.

UNIT 2: BALANCE OF PAYMENT:

Meaning Of Bop, Components Of Bop – Importance Of Bop – Meaning Of Deficit and Surplus – Equilibrium – Disequilibrium And Adjustments – Methods Of Correcting Disequilibrium – Accounting Principles In Bop.

UNIT 3: FOREIGN EXCHANGE MARKETS:

Define Foreign Exchange Markets – Its Structure – Settlement System –Exchange Rate – Participants, Understanding and Discount In Forward Market- Cross Rates- Inverse Rates and Arbitrage.

UNIT 4: EXCHANGE RATE DISCRIMINATION:

Determination Under Gold Standard And Paper Standard- Factors Affecting Exchange Rates – Purchasing Power Parity Theory- Demand And Supply Theory- Equilibrium Rate Of Exchange – Fluctuating V/S. Fixed Exchange Rates, Exchange Control- Exchange Control- Objectives Of Exchange Control.

UNIT 5: INSTRUMENTS:

ADR- GDR- Euro Currencies- International Commercial Papers. International Financial Institutions – Introduction ToIMF – Importance –Functions and Significance.

Reference Books:

1. V.K.Bhalla- International Financial Management- S.Chand.
2. Satyanarayana PVV, Global Financial management , Discovery Publishing House
3. P.G.Apte - International Financial Management - Mc Graw Hill.
4. T. Siddaiah - International Financial Management - Pearson.
5. VyuptakeshSharan - International Financial Management - PHI Publications



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VIII Semester	CROSS CULTURAL MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives:

The objective of this course is to enhance the ability of class members to interact effectively with people from cultures other than their own, specifically in the context of international business. The course is aimed at significantly improving the ability of practicing managers to be effective global managers.

Unit – I

Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.

Unit – II

Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

Unit – III

Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations-Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

Unit – IV

Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

Unit – V

Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; signing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of on-going Improvement.

References:

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. EsennDrlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi



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KAKINADA – 533 003 (A.P) INDIA

R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	1	0	4

UNIT I

Introduction: A Global HR Perspective in New Economy-Challenges of Globalization - Implications of Managing People and Leveraging Human Resource - Strategic Role of International HRM – Distinction between Domestic and International HRM – HR Challenges at International Level.

UNIT II

Managing International Assignments: Significance -Global HR Planning –Staffing policy – Training and development – performance appraisal–International Labour relations – Industrial democracy – Positioning Expatriate – Repatriate – factors of consideration - Strategies – Legal content of Global HRM- International assignments for Women - Problems

UNIT III

Cross Culture Management: Importance – Concepts and issues –Understanding Diversity – Managing Diversity Cross- Cultural Theories –Hofstede’s Model – Kluckhohn - Strodthbeck Model – Andre- Laurent’ Theory – Cultural Issues. considerations - Problems – Skill building methods – Cross Culture Communication and Negotiation – Cross Culture Teams. Talent crunch – Indian MNCs and Challenges.

UNIT IV

Compensation Management: Objectives -Importance – Concepts- Trends -Issues – Methods – Factors of Consideration – Models – incentive methods– Approaches of Compensation in Global Assignments – global compensation implications on Indian systems - Performance Management.

UNIT V

Global Strategic Advantages through HRD: Measures for creating global HRD Climate – Strategic Frame Work of HRD and Challenges -Globalization and Quality of Working Life and Productivity – Challenges in Creation of New Jobs through Globalization- New Corporate Culture.

References:

1. Subba Rao P: —International Human Resource Management, Himalaya Publishing House, Hyderabad, 2011
2. NilanjanSen Gupta: —International Human Resource Management Text and cases, Excel Books, New Delhi.
3. Tony Edwards :—International Human Resource Management, Pearson Education, New Delhi, 2012
4. Aswathappa K, Sadhana Dash: —International Human Resource Management, TMH, New Delhi,
5. Monir H Tayeb: —International Human Resource Management, Oxford Universities Press, Hyderabad, 2012.



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	ANALYTICS IN OPERATION	L	T	P	C
		3	1	0	4

Unit – I Data visualization techniques

Scope of analytics Data vs information and decision making Scenarios of decision making Intelligence in business Manufacturing 4.0 and IOT Patterns and its relevance Types of analytics Relation to operational performance metrics

Unit –II Selective inventory control modelling

Introduction to various data visualization methods - Modelling and decision implications Spend analysis - Revenue Maintenance Inventory

Unit - III Inventory modelling

Different types of inventory modelling Service level related modelling and decisions Retail discounting modelling - Procurement performance modelling Supplier rating and evaluation models Cost modelling in SCM Procurement intelligence

Unit –IV Data envelopment Analysis

Scenarios involving regression modelling - Use of DEA in productivity measurement and performance comparison - Application of queuing theory and waiting line modelling in practical operations challenges

Unit –V Models in operations planning

AP/MPS/MRP/ATP/RC P/DCP Capacity modelling and analysis including financial analysis CVP modelling Line balancing Scheduling models Location modelling - Modelling yield management and its application in capacity management/revenue management/overbooking



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R24 BBA III & IV YEAR COURSE STRUCTURE AND SYLLABUS

VIII Semester	GLOBAL OPERATION MANAGEMENT	L	T	P	C
		3	1	0	4

Learning Objectives

- This core course provides insights into the basic theories, principles, concepts, and techniques used to design, analyze, and improve the operational capabilities of an organization in the global supply chains network.

Unit -I

quality tools as Pareto charts, Cause and Effect Diagrams, Flow Charts and Process Mapping, Checksheets, Scatter Diagrams. Histograms

Unit –II

Design strategies to improve competitive advantage through operations - key concepts of GOM to detail an operations strategy

Unit –III

calculate the needed capacity to meet demand - conduct basic process mapping analysis and elaborate on the limitations of the chosen method

Unit IV

New technologies and servitization affect production and operations management - explain modern trends in Global operations management

Unit –V

use problem-solving tools and methods - select and use the basic tools of lean thinking to improve the productivity of production and service operations