BBA (CBCS)
Syllabus
(2019 – 2020)

FACULTY OF MANAGEMENT
SATAVAHANA UNIVERSITY
KARIMNAGAR
Telangana – 505 002

2019

I - SEMESTER

COURSE NO. AECC -1

ENVIRONMENTAL SCIENCE

UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES : (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION : (15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
   (a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

FIELD STUDY: (5 hrs.)

Pond Ecosystem
Forest Ecosystem

SUGGESTED BOOKS :

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

COURSE NO. DSC - 101
PRINCIPLES OF MANAGEMENT

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

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

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

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

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

UNIT - V : EMERGING ISSUES IN MANAGEMENT :
Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

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

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COURSE NO. DSC - 102

BASICS OF MARKETING

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

UNIT - I : INTRODUCTION OF MARKETING :
Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

UNIT - II : MARKET SEGMENTATION :
Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :
Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :
Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

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

SUGGESTED BOOKS :

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

COURSE NO. DSC - 103 BBA(COMPUTER APPLICATIONS)

SEMESTER-I

INTRODUCTION TO COMPUTERS

Unit -I: ***Computer Basics****:* Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, storage devices , Input & Output Devices , CPU-Software requirements- Hardware -Types of Software, Compiler & Interpreter, Generation of Language, Data representation. Operating System Concept: Introduction to Operating System, Types of Operating System , Operating System Components, Operating System Services and Functions, Operating System Security-Details of Basic System configuration-Introduction to GUI Windows Operating System, Operations on Directory & Files.

UNIT-II : ***MS Word:***

Introduction, Windows Interface-Customizing the Word Application, -Document Views,- , Formatting, Save, Text Alignment,- -Basic Formatting in MS Word , Advanced Formatting- Creating, editing, saving - Font and paragraph formatting- Inserting tables, smart art, page breaks - Spell check,- Word art, Clip Art –usage of Header and Footer- Using lists and styles-Page Layout - , working with graphics, templates, wizards -Navigating through a Word Document- Understanding document properties-Performing a Mail Merge, - Macros-Printing Documents, Print Preview

UNIT-III : ***MS Excel***

Introduction, Workbook, Worksheet, Formatting , Advanced formatting, Working with formulas- and functions , Modifying worksheets with color & auto formats Graphically representing data : Charts & Graphs- Using Data Forms- Analyzing data : Data Menu, Subtotal, Filtering Data Formatting - Securing & Protecting spreadsheets Printing worksheets- using worksheet as databases, “what-if” Analysis.

UNIT-IV : ***MS PowerPoint:***

Introduction, Creating a Presentation, Basic Formatting in PowerPoint, - Opening, viewing, creating, and printing slides -Advanced Formatting, slide show-slide views- Using Templates, Inserting objects &charts, Inserting tables - Applying auto layouts, Adding custom animation, Using slide transitions - Creating Professional Slide for Presentation.

Unit-V : Internet and Its Working:

Network, Types of Net Works , History of Internet , Web browsers, Web servers, Hypertext Transfer Protocol , Internet Protocols Addressing, Internet Connection Types, How Internet Works . E-mail-Internet and Its Uses: Internet Security, Uses of Internet, Virus, Antivirus,
Emerging Trends in IT : Mobile Internet, M-Commerce, Social Networks, Cloud Technology.

1.3.1. IIT LAB

PRACTICALS:

MS DOS- MS WINDOWS- MS WORD- MS EXCEL
MS ACCESS- MS POWER POINT- INTERNET

Suggested Books:

1. Introduction to Information Technology: Rajaraman, PHI
2. Fundamentals of Computers 4/E:Rajaraman, PHI
3. Fundamentals of Computers: P.Mohan, Himalaya Publishing House
4. Information Technology: Dennis P.Curtan, Mc Graw Hill International
5. E-Commerce, E-Business: C.S.Rayudu, Himalaya Publishing House
6. Microsoft Office Excel 2003 Step by Step: Frye, PHI
7. Fundamentals of Computer: Atul Kahate, Tata Mc Graw Hill
8. Fundamentals of Computer: V.Srinivas, Kalyani Publications

II - SEMESTER

COURSE NO. DSC - 201

PRINCIPLES OF C PROGRAMMING

UNIT-I: INTRODUCTION TO C LANGUAGE, DATA TYPES AND I/O OPERATIONS:

Introduction: Types of Languages - History of C language – Applications of 'C'-Features of 'C'-Basic Structure - Creating - Compiling - Linking and Executing the 'C' Program - Pre-processors in "C"- Types and I/O operations: Keywords ,Tokens, Identifiers - Constants - Variables - Scope and Life of a Variable -Data types - Storage classes - Reading a character or values - Writing a character or value - Formatted Input and Output operations.

UNIT-II: OPERATORS, EXPRESSIONS AND DECISION MAKING:

Operators: Introduction - Arithmetic - Relational - Logical - Assignment Conditional - Special operators. -Expressions: Arithmetic - Evaluation - Type conversions.

Decision Making & Looping: Introduction - If statements - If-else statements –Nested if, Nested if- else- Switch statements -Conditional statements - While statements - Do statements - For Statements.

UNIT-III: ARRAYS AND STRINGS:

Arrays: Introduction - Defining an array - Initializing an array - One dimensional array – Two dimensional array - Dynamic array. Strings: Introduction - Declaring and initializing string variables - Reading and Writing strings - String handling functions.

UNIT-IV: BUILT-IN FUNCTIONS AND USER-DEFINED FUNCTIONS:

Functions: Introduction-*Built-in functions*: Mathematical functions - String functions - Character functions - Date functions. *User defined functions*: Introduction - Need for user defined functions - Elements of functions - Return values and their types - Function declaration - Function calls - Recursive functions.

UNIT-V: STRUCTURES AND POINTERS:

Structures: Introduction - Declaring structures variables - Accessing structure members – Functions and Structures - Array of structures - Enumerated Data types - Introduction to Unions. Pointers: Fundamentals –Uses of Pointers- Understanding pointers - Address - Declaration of Pointers-Pointers and strings-Array and Pointers-Dynamic Memory Allocation.

SUGGESTED READINGS:

1. Programming in ANSCI C: Balaguriswamy, McGraw Hill.
2. Programming in C: Ashok Kamthane, Pearson.
3. C How to Program: P.J. Deitel& H.M. Deitel, Pearson & PHI.
4. Programming in C: K.S. Kahlon, Kalyani Publishers.
5. Fundamental of C: Dr. N. Guruprasad, Himalaya Publishing House.
6. Mastering C: K.R. Venugopal, McGraw Hill.
7. The C Programming Language: B.W.Kernighan&D.M.Ritehie, PHI.
8. C: The Complete Reference: H.Schildt, McGraw Hill.
9. Let Us C: Y.Kanetkar, BPB.
10. C++ Spoken Tutorials by IIT Bombay

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PRINCIPLES OF 'C' PROGRAMMING

Computer Lab - Practical Question Bank

Time: 2 hrs Record: 05 Skill Test: 15 Total Marks : 20

1. Write a Program to find greatest of three numbers using ternary operator.
2. Write a Program to check whether the given number is palindrome or not.
3. Write a Program to print the prime numbers in given range.(minimum and maximum values should be accepted from the user)
4. Create a menu driven application using switch to find addition, subtraction, multiplication and division of two numbers.
5. Write a Program to sort the elements of an array using bubble sort technique.
6. Write a Program to search an element in an array using binary search method.
7. Write a Program to perform matrix multiplication.
8. Write a program to find factorial of a given number using recursion.
9. Write program to print Fibonacci numbers using function. (0 1 1 2 3 5 8.).
10. Write a program to demonstrate local and global variables.
11. Write a program to demonstrate auto and static variables.
12. Write a program to concatenate two strings with and without using string functions.
13. Write a program to sort the strings, passing array to function.
14. Write a program to find area of a circle using macros.
15. Write a program to find length of string using pointers and functions.
16. Write a program to swap two values using parameter passing mechanism.
17. Write a program to create a structure, store the values and display them.
18. Write a program to create array of student objects.
19. Write a program to demonstrate passing structures to functions using pointers.
20. Write a program to demonstrate nesting of structure.

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COURSE NO. DSC - 202

BUSINESS STATISTICS

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

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

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

UNIT – II : MEASURES OF CENTRAL TENDENCY :
Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

Measures of Dispersion:
Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):
Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

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

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

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

UNIT – V : CORRELATION ANALYSIS :
Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

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

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

SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, Ist Ed., 2009.
4. Bharadwaj, RS: "Business Statistics" , Excel books, 2nd Ed, 2008.
5. J K *Singh*, Business Mathematics, 2018, HPH.

COURSE NO. DSC - 203

FINANCIAL ACCOUNTING

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

UNIT - I : INTRODUCTION TO FINANCIAL ACCOUNTING :
Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :
The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :
Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :
Objective of financial statement analysis, sources of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios- Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover Ratios; Limitation of ratio analysis.

UNIT – V : INDIAN ACCOUNTING STANDARDS (IND-AS) :
Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

SUGGESTED BOOKS :

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. &Narang, K.L., Advanced Accountancy.
7. Santhi Vedula, Financial Accounting, 2019, HPH