



RAICHUR UNIVERSITY, RAICHUR

Under Graduate Curriculum for Degree of Bachelor of Business Administration

BBA (I & VI Semester)

**As per Revised NEP 2024
With Effect from the Academic year from
2024-25 and onwards**

Paper: Principles of Management

Code: D1BBA1T1

Credit Points: 04

Work Load: 4 Hours per week

Contact Hours: 60hrs

Objective: To enable students to understand the fundamental concepts and principles of Management.

Unit – I: Introduction to Management:

Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management, Scientific Management.

Unit – II: Planning and Decision Making:

Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans, Decision making- Importance and steps; Management By Objectives and Management By Exception.

Unit – III: Organising and Staffing :

Nature and purpose of Organizing; Principles of Organising; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.

Unit – IV: Directing :

Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Unit – V: Co-ordinating and Controlling:

Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control. Recent trends in management; Corporate Social Responsibility towards stakeholders; Managerial Ethics – Meaning - Importance of Ethics in Business.

References:

1. Stephen P. Robbins, Management, Pearson Publication
2. Koontz and O Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH.
7. Management principles and applications by T.N Chhabra

Title: Corporate Communication

Code: D1BBA1T2

Credit Points: 04

Work Load: 4 Hours per week

Contact Hours: 60

Objective: The subject aims to develop written and oral communication skills for effective business communication.

UNIT I: 10hours

Business Communication: Meaning, Process of Communication, Importance of communication in the organisation, Types of communication model: a) Linear Model b) Transactional Model c) Interactional Model, Barriers to Effective Communication, Methods of overcoming barriers.

UNIT II: 10hours

Written Communication: Structure and Layout of Business Letter, Kinds of Business letters for various context – Acknowledgement letter, Apology letter, Complaint letter, Covering letter, Inquiry letter, Order letter, Writing Business Reports – Importance and types of business reports, Resume writing with covering letter.

UNIT III: 12hours

Speaking and Presentation: Basic guidelines and considerations for presentation, Elements of Business presentation – Designing and effective presentation, Exercises on Speaking and Presentation is to be conducted. **Non-verbal Communication:** Meaning, elements of non-verbal communication, importance of non-verbal communication

UNIT IV: 08hours

Meeting: Meaning, types of meetings – Statutory Meeting, Board of Directors Meeting, Annual General Meeting, Shareholders Meeting, Preparation of Meeting - Notice, Agenda, Minutes of the meeting, and Responsibilities of Chairman and Secretary in conducting of meeting

UNIT V: 10hours

Technology in Communication: E-mail, Mobile devices, video Conferencing, Intercom, Cloud-based Apps, Social Intranet Software, Online Discussion Forums. Advantages and Disadvantages of Technology in the Workplace. **Application of Communication Skills:** Activities are to be conducted - Group Discussion, Negotiations, Presentation, Mock Interview, Speeches

References:

1. Essentials of Business Communication – by Rajendra Pual, Sultan Chand & Sons, New Delhi
2. Business Correspondence and Report Writing – R. C. Sharma, Krishna Mohan – Tata McGraw Hill Publishing Company Limited, New Delhi
3. Advanced Business Communication – John M., Penrose, Robert W. Rasberry, Robert J. Myers
4. Business Communication – M. K. Sehgal, Vandana Khetarpal, Excel Books Publications

Paper: Elements of Marketing

Code: D1BBA1T3

Credit Points: 04

Work Load: 4 Hours per week

Contact Hours: 60hrs

Objective: To enable students to understand the fundamental concepts and principles of marketing

UNIT 1: Introduction to Marketing

12hours

Marketing: Meaning and Types of market, Meaning, Definitions, Importance of Marketing. Core concepts of marketing: - Need wants and demands, product, service, value and satisfaction, Exchange transaction and relationship, market. Marketing management orientations: Production concept, Product concept, Selling concept, Marketing concept, Societal marketing concept. Marketing process: - Analysing marketing opportunities, Selecting target market, Developing marketing mix, managing marketing effort.

UNIT 2: Marketing Environment

8hours

Company's micro environment: - Company, suppliers, marketing intermediaries, customers, competitors and public. Company's macro environment: - Demographic environment, economic environment, natural environment, technological environment, political environment and cultural environment,

Unit 3: Consumer Buyer Behaviour

Models of Consumer Behaviour, Factors Influencing Consumer Behaviour: - Cultural Factors, Social Factors, Personal Factors, Psychological Factors. Consumer Decision Process. Types of Buying Decision Behaviour: - Complex Buying Behaviour, Dissonance-Reducing Buying Behaviour, Habitual Buying Behaviour and Variety-Seeking Buying Behaviour. The Consumer Buying Process: - Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behaviour.

UNIT 4: Business Buyer Behaviour

Meaning and Characteristics of Business Markets. Model of Business Buyer Behaviour. Types of Business Buyer Behaviour. Participates in the Business Buying Process. Business Buying Process.

UNIT 5: Market Segmentation and Targeting

12hours

Market segments: - Meaning, Basis of segmentation, Requirements of effective segmentation.

Market Targeting: - Meaning, Evaluating market segments, selecting target market segments, Market Segment Strategy- undifferentiated marketing, differentiated marketing, concentrated marketing. Market Positioning:- Meaning, Perceptual Mapping, Positioning Strategies, Choosing and Implementing a Positioning Strategy, Selecting the Right Competitive Advantages, Communicating and Delivering the Chosen Position.

References:

1. Kotler and Armstrong, Principles of Marketing, Pearson Publications, New Delhi.
2. Philip Kotler, Marketing Management, PHI, New Delhi.
3. William Stanton, Fundamentals of Marketing, TMH, New Delhi.
4. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi.
5. Ramaswamy and Namkumari, Marketing Management, Macmillan, New Delhi.

Title: Introduction to Business Accounting**Code: D1BBA1T4****Credit Points: 04****Work Load: 4 Hours per week****Contact Hours: 60****Objectives:** To enable student to understand the fundamentals of accounting.**UNIT 1: 12hours**

Introduction to Financial Accounting: Meaning, Definition and Objectives of Accounting, Functions of Accounting, Users of Accounting Information, Accounting terms, Accounting Principles – Accounting Concepts and Accounting Conventions, Accounting Standards – List of Indian Accounting Standards

UNIT 2: 15hours

Accounting Process: Accounting cycle (traditional approach), Kinds of Accounts, Rules of accounting, Journal – Ledger – Trial Balance. Depreciation: SLM and WDV methods.

UNIT 3: 15hours

Subsidiary Books: Accounting cycle (modern approach), Meaning, Types of Subsidiary Books: Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book, Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Meaning of Bank Reconciliation Statement, reasons of disagreement, Preparation of Bank Reconciliation Statement.

UNIT 4: 12hours

Final Accounts of Proprietary Concern: Adjustment entries and closing entries, Preparation of Profit & Loss Account and Balance Sheet,

UNIT 5: 6hours

Basics of Final Accounts of Partnership Firm and Company accounts.

References:

1. Fundamentals of Accounting & Financial Analysis by Anil Chowdhry, Pearson Education
2. Accounting Made Easy by Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill
3. Financial Accounting For Management by Ambrish Gupta, Pearson Education
4. An Introduction to Accountancy by Dr. S. N. Maheshwari, Vikas Publishing House
5. Accounting for Management by Bhattacharyya, S. K. And John Dearden, Vikas Publishing House Pvt. Ltd.; New Delhi
6. The Essence of Financial Accounting by Chadwick, Leslie, Prentice–Hall of India Private Limited, New Delhi.
7. Basic Accounting, B S Raman, Sapna book house.
8. Managers' Guide to Finance and Accounting by Chandra Prasanna, Tata McGraw–Hill Publishing Company Limited; New Delhi.