



**DEPARTMENT OF MANAGEMENT SCIENCES**  
**R.V.R. & J.C. COLLEGE OF ENGINEERING**  
**(AUTONOMOUS)**  
GUNTUR-522 019, ANDHRA PRADESH

**COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**(BBA)**  
**R24 REGULATIONS**

(w.e.f. the batch of students admitted from the academic year 2024-2025)

**Semester III [Second Year]**

**COURSE STRUCTURE**

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB211	Marketing Management	4	-	4	30	70	100	4
2	CC	BB212	Research Methodology	4	-	4	30	70	100	4
3	CC	BB213	Financial Management	4	-	4	30	70	100	4
4	MDE	BB214	Entrepreneurship Development	4	-	4	30	70	100	4
5	AEC	BB251	Tally- ERP 9.0 Lab		4	2	30	70	100	4
6	SEC	BB252	Artificial Intelligence (AI) Spreadsheet -Lab	-	4	2	30	70	100	4
			<b>TOTAL</b>	<b>16</b>	<b>8</b>	<b>20</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>24</b>

**CC** – Core Courses | **MDE** – Multi-Disciplinary Elective | **AEC** – Ability Enhancement |

**SEC** – Skill Enhancement | **VAC** – Value Added Course

**L** – Lecture | **P** – Practical | **C** – Credits | **WH** – Weekly Hours

**I** – Internal Assessment | **E** – End Examination | **T** – Total Marks

**BBA SEMESTER – III (SECOND YEAR) SYLLABUS  
BB211 – MARKETING MANAGEMENT (R24)**

<b>L</b>	<b>P</b>	<b>C</b>	<b>INT</b>	<b>EXT</b>
<b>4</b>	<b>-</b>	<b>4</b>	<b>30</b>	<b>70</b>

**Course Objectives:**

1. To introduce the foundational concepts and functions of marketing.
2. To familiarize students with the marketing mix and strategies for effective product, pricing, and promotion.
3. To understand consumer behavior and market segmentation techniques.
4. To explore digital marketing and recent trends shaping modern marketing.

**Course Outcomes:**

**After successful completion of the course, Students will be able to:**

CO1: Understand the core concepts, functions, and relevance of marketing in business.

CO2: Analyze and apply the components of the marketing mix.

CO3: Evaluate consumer behavior, design segmentation and targeting strategies.

CO4: Gain knowledge of digital marketing tools and emerging marketing trends.

**UNIT 1**

[CO1] (12)

**Introduction to Marketing:** Definition, Nature, and Scope of Marketing – Core Concepts – Evolution of Marketing (Product to Holistic Marketing) – Marketing vs. Selling – Role of Marketing in Economy – Marketing Environment – Marketing in the Digital Age.

**UNIT 2**

[CO2] (12)

**Marketing Mix Strategies:** Marketing Mix – Product: Types, Life Cycle, Branding and Packaging – Price: Objectives and Pricing Methods – Place: Channels of Distribution – Promotion: Advertising, Sales Promotion, Personal Selling, and Public Relations.

**UNIT 3**

[CO3] (12)

**Consumer Behavior & Market Segmentation:** Meaning and Importance of Consumer Behavior – Buyer Decision Process – Factors Affecting Buying Behavior – Market Segmentation: Bases and Importance – Targeting and Positioning Strategies – STP Model.

**UNIT 4**

[CO4] (12)

**Digital Marketing And Emerging Trends:** Overview of Digital Marketing – Key Tools: SEO, SEM, Email Marketing, Social Media – E-commerce – Content and Influencer Marketing – Marketing Analytics – Green Marketing – Rural and Experiential Marketing Trends.

**Text Books:**

1. Marketing Management – Philip Kotler & Kevin Lane Keller, Pearson (2022)
2. Marketing – Pride & Ferrell, Cengage Learning (2021)
3. Marketing Management – Ramaswamy & Namakumari, McGraw Hill (2020)
4. Digital Marketing – Seema Gupta, McGraw Hill (2022).

**Web references:**

1. <https://www.coursera.org/courses?query=marketing%20management>
2. <https://www.verywellmind.com/what-is-consumer-psychology-2794899>
3. [https://www.investopedia.com/terms/m/marketing.asp?utm\\_source](https://www.investopedia.com/terms/m/marketing.asp?utm_source)
4. <https://www.qualtrics.com/experience-management/brand/what-is-market-segmentation>

**BB212 – RESEARCH METHODOLOGY (R24)**

L	P	C	INT	EXT
4	-	4	30	70

**Course Objectives:**

1. To Introduce the fundamentals of business research and its significance in decision making
2. To familiarize students with different research designs and hypothesis formulation techniques.
3. To know the data collection methods, questionnaire design, and data analysis techniques.
4. To equip students with the skills required for effective report writing and research documentation.

**Course Outcomes:**

**After successful completion of course, the Students will be able to,**

CO1: Explain the importance of business research and apply appropriate research methods.

CO2: Develop research designs, formulate hypotheses, and understand scaling techniques.

CO3: Identify the data collection methods and analyse data using tabulation and presentation.

CO4: Write structured research reports use documentation techniques and critically evaluate research reports.

**UNIT 1**

[CO1] (12)

**Introduction to Business Research** – Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

**UNIT 2**

[CO2] (12)

**Research Design - Concept and Importance in Research** – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

**UNIT 3**

[CO3] (12)

**Sources and Collection of Data** - Methods of Data Collection-Sources of data-Use of secondary data-Methods of collecting primary data-Observation-Interviews- Questionnaires and Schedules.

**UNIT 4**

[CO4] (12)

**Report Writing and Evaluation**-Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of using references, Documentation: Footnotes and Bibliography, Writing the Report, Typing the Report, briefing, Evaluation of a research report.

**Text Books: -**

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,2001
2. Krishna swami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R.Kothari

**Web references**

1. <https://www.questionpro.com/blog/business-research/>
2. <https://www.linkedin.com/pulse/5-tips-writing-evaluation-reports-enhance-learning-brown-dgcxe/>

**L P C INT EXT**

**Course Objectives:**

**4 - 4 30 70**

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1. To know the Understand the Foundations of Finance.
2. To develop Investment Decision-Making Skills
3. To master Financing Decision Concepts.
4. To Explore Dividend and Working Capital Management

**Course Outcomes:** After successful completion of the course, students will be able to:

CO1: Explain Core Financial Concepts and understanding of the time value of money.

CO2: Evaluate Investment Proposals.

CO3: Analyse Leverage and Financing Options

CO4: Assess Dividend Policies, Working Capital and apply Financial Management principles

**UNIT – I:**

**[CO1] (12)**

**Foundations of Finance:** Introduction to Finance and Financial Management – Nature and scope of Financial Management – Objectives of Financial Management – Overview of Financial Management – Relevance of time value of money in financial decision making– Role of Financial Manager.

**UNIT – II:**

**[CO2] (12)**

**Investment Decision:** Significance and types of Investment Decision– Steps in Capital Budgeting Process – Project Evaluation Discounting & Non Discounting Cash Flow techniques

**UNIT – III:**

**[CO3] (12)**

**Financing Decision:** Concept of Leverage – Operating and Financial Leverage – Measurement of Leverages – Degree of Financial Leverage – Operating Leverage – Combined Leverage – EBIT - EPS Analysis – Indifference Point (Problems).

**UNIT – IV:**

**[CO4] (12)**

**Dividend Decisions & Working Capital Management:** Meaning and significance of dividend – Concept of relevance and irrelevance theories – Walter’s Model – Gordon’s Model – MM Model. Concept of Working Capital – Determinants & Components of Working Capital – Operating Cycle.

**TEXTBOOKS:**

1. Sheeba Kapil. Financial Management, Pearson, 2011.
2. JonthanBerk Financial Management, Pearson, 2010.
3. Van Home. James C. “Financial Management”, Prentice Hall of India (P) Ltd, New Delhi.
4. Salmon,Ezra and Pringle, John.J. “An Introduction to Financial Management “, Prentice Hall of India (P) Ltd, New Delhi.
5. Khan, M.Y. & Jain P.K “Financial Management”, Tata McGraw Hill Pub. Co. Ltd New Delhi.
6. Panday, I.M. “Financial Management”, Vikas Publishing House (P) Ltd.

**BB214- ENTREPRENEURSHIP DEVELOPMENT (R24)**

**L P C INT EXT**

**4 - 4 30 70**

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## **COURSE OBJECTIVES:**

1. To familiarize basic concepts of entrepreneurship and idea generation techniques.
2. To provide skill on Market Analysis and Operational Feasibility.
3. To enhance knowledge in Government promotional measures and Policy initiatives.
4. To evaluate contemporary issues and conceptual clarification of entrepreneurship.

**COURSE OUTCOMES:** After successful completion of course, students will be able to

CO1: Understand the role of entrepreneur in economic development.

CO2: Find opportunities and designing the business opportunities.

CO3: Assess Institutional support to Entrepreneurship and Policy initiatives.

CO4: Implement Grass root Entrepreneurship through Social Entrepreneurship.

### **UNIT -I:** [CO1] (12)

**Entrepreneurship:** Meaning of entrepreneurship – Entrepreneur vs. Intrapreneur-Types of entrepreneurship – Factors promoting entrepreneurship - Barriers to entrepreneurship-recognizing and generating opportunities-Idea generation techniques-IPR.

### **UNIT-II:** [CO2] (12)

**Developing Successful Business Ideas & Recognizing opportunities:** Opportunity Screening & Feasibility- Market Analysis & Validation- Technical & Operational Feasibility- Designing the Business Model

### **UNIT-III:** [CO3] (12)

**Institutional support to Entrepreneurship:** Central and State level Institutional support for business units- Industrial Estates & Special Economic Zones in India- Government promotional measures like Incentives and subsidies & bounties for businesses - Policy initiatives.

### **UNIT -IV:** [CO4] (12)

**Contemporary issues in Entrepreneurship:** Grass root Entrepreneurship through Self Help Groups, Social Entrepreneurship, Conscious capitalism & Ecological Entrepreneurship-Conceptual clarification and typology.

### **TEXTBOOKS:**

1. S.S.Khanka, Entrepreneurial Development, S.Chand & Company Ltd, 2017.
2. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI Learning, 2017.
3. Sangeeta Sharma, Entrepreneurship Development, PHI Learning, 2016.
4. Poornima M.Charantimath, Entrepreneurship Development & Small Business Enterprises, Tata Mc Graw Hill, 2012.

### **Web References:**

1. <https://www.scribd.com/document/694204696/Entrepreneurship-Development-Short-notes-by-Juraz-1>.
2. <https://www.vedantu.com/content-files-downloadable/5b657639e4b05c2665d34791.pdf>.

## **BB251: Tally-ERP 9.0 Lab(R24)**

Course Objectives:

L	P	C	INT	EXT
-	4	2	30	70



	Samsung Printer      Lenova Keyboard TVS Epson Printer      Asus Keyboard
<b>9.</b>	Create voucher by using cost center, cost categories and tracking numbers for the following transaction in the books of Accounts.
<b>10.</b>	Export the Balance sheet and Profit and loss Account of M/s. Bharath Electronics in excel format or Xml format and E – Mail the same to Mr. Bharath.
<b>11.</b>	Take a print out of Cheque no. 146814 Issued 10.10.2016 to Electricity charges.
<b>12.</b>	Split company of M/s. Bharath Electronics from the date of 01.04.2016 to 31.03.2016 & 01.04.2017 to 31.03.2017

### References

1. Computerized Accounting Using Tally ERP 9 – K.K. Nadhani, BPB Publications, Latest Revised Edition
2. Tally ERP 9 Made Simple – P. K. Gupta, S. Chand Publishing, Updated Edition
3. Tally ERP 9 in Simple Steps – Kogent Learning Solutions Inc. Dreamtech Press, Illustrated Edition
4. Financial Accounting – S. N. Maheshwari, Vikas Publishing House, Latest Edition

## B252: AI Spread Sheet Lab (R24)

L	P	C	INT	EXT
-	4	2	30	70

### Course Objectives:

1. Equip students with advanced skills in Excel and Google Sheets, focusing on functions, to enhance data manipulation and analysis capabilities.
2. Enable students to implement complex conditional functions to dynamic data analysis and decision-making processes.
3. Guide students in constructing various charts utilizing PivotTables and Pivot Charts for effective data visualization and interpretation.
4. Facilitate the application of AI tools such as ChatGPT or Bard in spreadsheets to automate data cleaning, report generation, and sentiment analysis, thereby enhancing data accuracy and insights.

### Course Outcomes (COs):

After completing this course, students will be able to:

1. Apply essential Excel functions and formulas to manage and analyze business data.
2. Visualize data effectively using various chart types and graphical tools in Excel.
3. Utilize Pivot Tables, Conditional Formatting, and AI tools in Excel for business reporting and insights.
4. Utilize AI tools within spreadsheets to automate data cleaning, generate reports, and perform sentiment analysis, improving data quality and insights.

### Lab Cycle

1. Implement basic Excel spreadsheet options.
2. Implement functions such as XLOOKUP, FILTER, SORT, UNIQUE, ARRAYFORMULA on Spreadsheets.
3. Implement conditional functions like IF, IFS, SWITCH, SEQUENCE, LAMBDA.
4. Implement charts using Spreadsheet:
  - a) Pie Chart
  - b) Bar Chart
  - c) Scatter Chart
  - d) Histogram
5. Implement data analysis automation using macros and scripting.
6. Implement Data Analysis and Visualization by Pivot Tables and Pivot Charts
7. Implement Flash Fill and Smart Fill for data entry automation.
8. Implement AI tools in Google Sheets to remove duplicates, correct errors, and standardize formats in a given dataset.
9. Implement AI tools like ChatGPT or Bard in Spreadsheet for data cleaning and report generation.
10. Implement SheetAI for enhanced analysis on Spreadsheets.
11. Implement AI tools for sentiment analysis on customer feedback.
12. Implement AI tools to create interactive dashboards in Spreadsheets.

## References

1. Microsoft Excel 365 Bible  
Michael Alexander & Richard Kusleika – *Microsoft Excel 365 Bible* – Wiley
2. Google Sheets for Data Analysis  
Greg Harvey – *Google Sheets for Data Analysis* – McGraw-Hill Education
3. Artificial Intelligence Basics  
Tom Taulli – *Artificial Intelligence Basics* – Apress
4. Data Smart  
John W. Foreman – *Data Smart* – Wiley