



**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. ACADEMIC YEAR 2024-25**

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

**INDUCTION PROGRAM**

<b>Induction program(Mandatory)</b>	<b>Three-week duration</b>
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none"> <li>• Physical activity</li> <li>• Creative Arts</li> <li>• Universal Human Values</li> <li>• Literary</li> <li>• Proficiency Modules</li> <li>• Lectures by Eminent People</li> <li>• Visits to local Areas</li> <li>• Familiarization to Dept./Branch &amp; Innovations</li> </ul>

**Semester I [First Year]**

**COURSE STRUCTURE**

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB111	Management Principles and Practices	4	-	4	30	70	100	4
2	CC	BB112	Fundamentals of Accounting	4	-	4	30	70	100	4
3	CC	BB113	Business Statistics	4	-	4	30	70	100	4
4	VAC	BB114	Fundamentals of the Indian Constitution	4	-	4	30	70	100	4
5	AEC	BB151	Communicative English - Lab		4	2	30	70	100	4
6	SEC	BB152	MS Office Automation - 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 – I (FIRST YEAR) SYLLABUS (w.e.f 2024-25)

### BB111 – MANAGEMENT PRINCIPLES AND PRACTICES (R24)

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

#### Course Objectives:

1. To understand the evolution, functions and process of Management.
2. To know about the importance of planning, decision making in an organization.
3. To learn about various organizational structures, authority and responsibility, line & staff relationships in an organization.
4. To orient on the aspects of directing & controlling in an organization.

#### Course Outcomes: Students will be able to,

1. Understand the management functions, process in an organizational setting.
2. Gain knowledge on types of plans, environmental analysis and techniques in decision-making.
3. Differentiate types of organizational structures for organizational effectiveness.
4. Identify the different types of directing and controlling techniques for organizational growth.

#### UNIT 1: [CO1] (12)

**Management:** Meaning, Nature, Scope, Importance, Functions and significance of Management, Evolution of Management Thought: F.W. Taylor, Henry Fayol, Mary Parker Follett, Elton Mayo.

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

**Planning:** Concept, features, need, importance, process and types of planning, the strategic planning process, Management by Objectives (MBO) - Decision Making Concept and Process.

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

**Organizing & Staffing:** Concept, Nature, Process and Significance, Organization Structure and types of Organization structure – Delegation of Authority - Centralization and Decentralization, Staffing features, scope, need and importance.

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

**Directing and Controlling:** Directing: Elements and Characteristics - Motivation Concepts, Theories of Maslow, Herzberg, McGregor and William Ouchi. Leadership and its styles, Controlling- importance of controlling, characteristics of control, steps to control, requirements of adequate control.

#### Text Books:

1. Anil Bhat, Arya Kumar, Principles of Management, Oxford University Press, 2018.
2. Chandrani Singh, Aditi Khatri, Principles and Practices of Management and Organizational Behaviour, Sage Publications, 2016.
3. John R. Schermerhorn., Daniel G. Bachrach, Introduction to Management, Wiley, 13e, 2016.
4. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
5. Harold Koontz & Heini Weihrich Essentials of Management-An International, Innovation and Leadership perspective, 11<sup>th</sup> Edition, Tata Mc Graw-Hill Education, 2020.
6. T. Ramasamy, Principles of Management, Himalaya Publishing House, Mumbai, 2018.

## BB112- FUNDAMENTALS OF ACCOUNTING (R24)

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

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1. To know the basic terminologies in financial accounting.
2. To gain proficiency in basic accounting concepts, conventions and understanding of the accounting process.
3. To be familiar with the rules governing accounting transactions.
4. To understand the process and preparation of financial statements

**Course Outcomes:** Students will be able to

1. To identify transactions and events those need to be recorded in the books of accounts.
2. To understand the importance of Double Entry Book System.
3. To equip with the knowledge of accounting process and preparation of final accounts
4. To develop the skills needed to analyze financial statements and its interpretation for better decision making.

### UNIT – I:

[CO1] (12)

**Introduction:** Need for Accounting – Scope and Objectives of Accounting-Accounting Concepts and Conventions – GAAP - Accounting Cycle – Accounting process- Contemporary developments in Accounting.

### UNIT – II:

[CO2] (12)

**Books of Accounts:** Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Journalizing -Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

### UNIT – III:

[CO3] (12)

**Subsidiary Books:** Basic Documents- Preparation of Purchase Book - Sales Book- Purchase Return Book-Sales Return Book-Cash Book. Need for Bank Reconciliation, Preparation of Bank Reconciliation Statement.

### UNIT – IV:

[CO4] (12)

**Final Accounts:** Trading account – Profit and Loss account - Balance Sheet – Final Accounts with Adjustments.

### TEXTBOOKS:

1. Asish K. Bhattacharyya: “Essentials of Financial Accounting”, PHI Learning, New Delhi, 2012.
2. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications.
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. P.C.Tulsian ,Financial Accounting, Pearson Edcation
6. Dr.Shukla & Dr Grewal, Advance Accounting, S.Chand Publishing

## BB 113- BUSINESS STATISTICS (R24)

### Course Objectives:

1. To know the need and importance of Statistics in business and in organizations.
2. To enable students to learn measure of central tendency and understand its significance.
3. To enable students to learn measure of dispersion and understand its significance.
4. To understand the importance of correlation and regression.

L	P	C	INT	EXT
4	-	4	30	70

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### Course Outcomes: Students will be able to

1. To understand the basics of statistics, its importance and their applications.
2. To enable the student to understand and use the measures of central tendency.
3. To enable the student to understand and use the measures of dispersion.
4. To understand the basic idea of statistics including correlation and regression.

### Unit-I:

[CO1] (12)

**Introduction to Business Statistics:** Statistics – Meaning and Scope of Business Statistics, Role of statistics for Business Decisions, Types and Collection of Data, Classification and Tabulation of Data, Diagrammatic Representation of Data - Bar charts, Pie Charts, Graphical Representation of Data – Histogram, Frequency

### Unit-II:

[CO2] (12)

**Measures of Central Tendency:** Introduction to Measure of Central Tendency, Types of Data, Frequency Distribution, Mean, Median, Mode, Geometric mean and Harmonic mean (Discrete Series and Continuous Series)

### Unit-III:

[CO3] (12)

**Measures of Dispersion:** Introduction to Measure of Dispersion, Objectives or Significance of the Measures of Dispersion, Range, Quartile Deviation, Mean Deviation and Standard Deviation (Discrete Series and Continuous Series).

### Unit-IV:

[CO4] (12)

**Correlation and Regression:** Bi-variate Distribution, Correlation, Types of Correlation, Scatter Diagram, Karal Pearson Coefficient of Correlation , Rank Correlation, Lines of Regression, Regression Coefficient.

### References:

1. V.K. Kapoor and S.C. Gupta: Fundamentals of Mathematical Statistics, Sulatan Chand & Sons, New Delhi.
2. Sharma J K, Business Statistics, Pearson Education, 2<sup>nd</sup> Edition, 2007.
3. Arora, P N, Arora, Sumeet and Arora, Amit, Managerial Statistics, S. Chand, 1<sup>st</sup> Edition, 2009.
- R. David Anderson et al. : Statistics for Business and Economics, Cengage, 14<sup>th</sup>, Edition, 2024

## BB 114- FUNDAMENTALS OF THE INDIAN CONSTITUTION (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 OBJECTIVE:**

1. To provide basic information about Indian Constitution.
2. To provide basic information about State and Central Government Relations.
3. To provide basic information about Parliament Bills.
4. To provide basic information about Emergency Provisions.

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

1. Understand the significance of many provisions of the Constitution as well as to gain insight into their background. They will also understand number of fundamental rights subject to limitations in the light of leading cases.
2. Study guidelines for the State as well as for the Citizens to be followed by the State in the matter of administration as well as in making the laws.
3. Understand administration of a State, the doctrine of Separation of Powers.
4. Understand election commission as an independent body with enormous powers and functions to be followed both at the Union and State level.

### **UNIT I:**

[CO1] (12)

The Historical background of Indian Constitution, The Preamble to the Constitution of India, Independent and Sovereign, Republic, Political, Economic and Social justice. Liberty, Equality and Fraternity in Pillars of Democracy. Citizenship, Constitutional Rights and privileges of Citizens of India. Fundamental rights and business in India. The directive principles of State Policy to business principles, Fundamental Duties.

### **UNIT II:**

[CO2] (12)

Union Government – Legislature, Executive, Judiciary. The President and Vice President. The Prime Minister and Union Legislature. Parliament – Lok Sabha, Rajya Sabha. Budget. Bills in Parliament. The Parliament's control over the financial system.

### **UNIT-III:**

[CO3] (12)

Electoral process. Central-State Relations – Administrative Relations between the Union and the States. Legislative Relations between the Union and the States. Financial Relations between the Union and the States. Distribution of Tax Revenues Professional tax, Sales tax, Tax on consumption. Functions of the Finance Commission

### **UNIT-IV:**

[CO4] (12)

Emergency Provisions in India – National Emergency, Constitutional Emergency, and Financial Emergency. Rights and liabilities of the Government and Public Servants. Property of the Union and States. Powers to carry on trade – National Stock Exchange and Bombay Stock Exchange.

### **Reference Books:**

1. Durga Das Basu, "Introduction to the Constitution of India" (student edition) Prentice - Hall, 19th/20th Edition, 2001.
2. M.V. Pylee, "An Introduction to Constitution of India", Vikas Publishing, 2002.  
B.Tech.(EC)/R-18/2018-2019 Printed through web on 30-04-2019 14:19:43 Page 1/2
3. Brij Kishore Sharma, "Introduction to the Constitution of India", PHI, Learning Pvt.Ltd., New Delhi, 2011.

## BB 151- COMMUNICATIVE ENGLISH – LAB(R24)

L	P	C	INT	EXT
-	4	2	30	70

### Course Objectives:

1. Build students' vocabulary and understanding of word structure and usage.
2. Strengthen students' grasp of essential grammar concepts and their practical applications.
3. Improve students' oral communication abilities through interactive language practice.
4. Enhance students' written communication skills and strategies for effective information organization.

### Course Outcomes: Students will be able to

1. Develop a richer vocabulary and a deeper understanding of word meanings and relationships.
2. Demonstrate accurate and effective use of grammar in both spoken and written communication.
3. Communicate clearly and confidently in various oral interactions.
4. Produce organized and well-written texts, applying effective writing and note-taking techniques.

### List of Activities:

#### UNIT: 1

##### Vocabulary Building:

- Root words, Prefixes and suffixes
- Homophones, Homonyms
- One-Word Substitution.

#### UNIT: 2

##### Basic Grammar:

- Tenses: Active Voice and Passive Voice
- Direct Speech – Indirect Speech
- Degrees of Comparison
- Articles and Prepositions

#### UNIT: 3

##### Interactive practice sessions in Language Lab on Oral Communication:

- Self-Introduction
- Group Discussions
- Conversations/Dialogues/Role Plays

#### UNIT: 4

##### Writing Skills:

- Business Letter Writing
- Paragraph Writing
- Note Taking and Note Making

### Text books:

1. Pathfinder: Communicative English for Undergraduate Students, 1<sup>st</sup>Edition, Orient Black Swan, 2023
2. Empowering with Language by Cengage Publications, 2023
3. Business English, Pearson, 2008.
4. Communication Skills. Sanjay Kumar and Pushplata. Oxford University Press

### Reference Books:

1. "Communicative English for Engineers and Professionals" by Nitin Bhatnagar and Mamta Bhatnagar- Pearson Education India
2. "Objective Comprehension" by A.P. Bhardwaj- S. Chand Publishing
3. "High School English Grammar and Composition" by Wren & Martin- S. Chand Publishing.
4. "English Grammar in Use" by Raymond Murphy-Cambridge University Press
5. "Technical Communication: Principles and Practice" by Meenakshi Raman and Sangeeta Sharma-Oxford University Press.

## BB 152 - MS OFFICE AUTOMATION – LAB (R24)

### Course Objectives:

- |  | L | P | C | INT | EXT |
|--|---|---|---|-----|-----|
| 1. Learn to create professional resumes and timetables using MS Word.  | - | 4 | 2 | 30  | 70  |
| 2. Enhance documents with visual elements and create visual data representations   |   |   |   |     |     |
| 3. Improve text readability with paragraph tools   |   |   |   |     |     |
| 4. Manage and analyze student marks data and Create salary sheets with calculations for payroll management using MS-Excel. |   |   |   |     |     |
| 5. Represent data visually through charts and SmartArt and Integrate media elements to enhance presentations               |   |   |   |     |     |

### Course Outcomes:

After successful completion of the course, the students will be able to

1. Identify various hardware components of a system.
2. Analyze the network configuration settings LAN and Internet
3. Apply knowledge for software installation.
4. Develop Professional word documents and Excel sheets using Office suite.
5. Design Templates and apply to Professional PowerPoint Presentations

### MS-Word

#### Module 1: Document Design and Formatting

1. Resume Preparation
2. Timetable Format
3. Mail Merge
4. Inserting Pictures and Shapes
5. Pie Charts

#### Module 2: Advanced Formatting and Interactive Elements

1. Paragraph Formatting and Line Spacing
2. Sorting Text and Tables
3. Bullet and Numbering Formatting
4. Business Card and Invitation Creation
5. Formatting Text

### MS - Excel:

#### Module 1: Data Management and Organization

1. Sum, Average, Max, Min, and Median
2. Payroll or Salary Sheets

#### Module 2: Data Visualization and Result Analysis

1. Multiple Bar Graphs in Excel
2. College Result Preparation

### MS - power point:

#### Module 1: Presentation Creation and Content Formatting

1. Create and Manage Presentations
2. Insert and Format Text
3. Insert and Format Shapes and Images

#### Module 2: Advanced Presentation Tools and Effects

1. Charts and Smart Art
2. Media Insertion including Audio and video
3. Apply Transitions and Animations

### Text Books

1. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
2. Shelly, Cashman: “Microsoft copies 2007”, Cengage Learning, New Delhi. 2012
3. Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)