



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

**BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**(R24) REGULATIONS W.E.F. ACADEMIC YEAR 2024-25**

**I BBA II SEMESTER**

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB121	Human Resource Management	4	-	4	30	70	100	4
2	CC	BB122	Business Environment	4	-	4	30	70	100	4
3	CC	BB123	Fundamentals of Business Economics	4	-	4	30	70	100	4
4	MDE	BB124	Banking and Insurance	4	-	4	30	70	100	4
5	AEC	BB161	Professional Business Communication - Lab	-	4	2	30	70	100	4
6	SEC	BB162	Statistical Application for Business - 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 course**

**AEC - Ability Enhancement Courses SEC - Skill Enhancement Courses**

**L – Lecture**

**P- Practical**

**C - Credits**

**I -Internal Assessment**

**E- End Examination**

**T- Total Marks**

**WH – Weekly Hours**

**BBA SEMESTER – II (FIRST YEAR) SYLLABUS (w.e.f 2024-25)**  
**BB121- HUMAN RESOURCE MANAGEMENT (R24)**

L	P	C	INT	EXT
4	-	4	30	70

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**COURSE OBJECTIVES:**

1. To provide foundational knowledge in Human Resource Management.
2. To learn Human Resource planning and recruitment process.
3. To enhance knowledge in employee development and performance management.
4. To improve job evaluation methods and problem-solving skills.

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

CO1: Understand the functions and models of Human Resource Management.

CO2: Identify the factors effecting for Human Resource Planning.

CO3: Evaluate the effectiveness of training and development Programme.

CO4: Implement Job Evaluation methods and Quality in Work Life.

**UNIT – I:**

**[CO1]**

Human Resource Management: Nature-significance- functions of HRM- Qualities and Role of HR Manager- HRM Models – Line and Staff responsibility.

**UNIT – II:**

**[CO2]**

Human Resource Planning: Objectives, Process, factors affecting HR Planning –Requisites for successful HR Planning Recruitment, purpose – factors influencing – sources of recruitment selection: significance – process –placement.

**UNIT – III:**

**[CO3]**

Development and Performance Management: Objectives of Training – Methods – Training Procedure –Evaluating Effectiveness of Training –Management Development Programme – developing and administering an Appraisal programme.

**UNIT – IV:**

**[CO4]**

Job Evaluation – Significance – Methods and Problems: Career Planning and Development Concept, need, Process. Quality of Work Life (QWL) –Meaning conditions, specific issues in QWL – strategies for improvement of QWL, HRIS and HR Audit.

**TEXTBOOKS:**

1. K. Aswathappa, Human Resource Management, McGraw-Hill Education
2. Pravin Durai , Human Resource Management, Pearson Education
3. Biswajeet Pattanayak, Human Resource Management, Oxford University Press.
4. P. Subba Rao, Personnel and Human Resource Management, Himalaya Publishing House.

## BB122– BUSINESS ENVIRONMENT

### Course Objectives:

	<b>L</b>	<b>P</b>	<b>C</b>	<b>INT</b>	<b>EXT</b>
1. To provide an understanding of the key elements of the business environment and their impact on decision-making.	<b>4</b>	<b>-</b>	<b>4</b>	<b>30</b>	<b>70</b>
2. To analyze the role of economic and political factors in shaping business practices in India.					
3. To examine technological and natural factors influencing business operations and sustainability efforts.					
4. To explore the interplay between social, cultural, and global factors in contemporary business dynamics.					

**Course Outcomes:** After Successful Completion of the course, Students will be able to,

**CO1:** Identify and assess the key micro and macro environmental factors affecting businesses.

**CO2:** Evaluate the impact of economic, political, and governmental policies on business performance.

**CO3:** Understand the role of technology and natural resources in shaping sustainable business strategies.

**CO4:** Analyze the influence of cultural and global trends on corporate governance and international business.

### UNIT 1:

[CO1]

**Introduction to Business Environment:** Business and its Environment: Meaning, Scope, Characteristics, Factors Affecting Micro and Macro Environment, Environmental Scanning, Ethical Issues in Business, Significance of Environment for Economic Policies and Decisions.

### UNIT II:

[CO2]

**Economic and Political Environment:** Characteristics of the Indian Economy, Factors Affecting the Economy, Economic Resources (Natural, Industrial, Technological), Impact of Liberalization, Privatization, and Globalization (LPG).

**Political Environment:** Political Institutions (Legislature, Executive, And Judiciary), Role of Government in Business: Monetary & Fiscal Policy,

### UNIT-III:

[CO3]

**Technological Environment:** Technological Environment: Meaning, Features, Impact of Technology on Business, Transfer of Technology and Technological Policies.

### UNIT IV:

[CO4]

**Socio, Cultural Environment:** Social and Cultural Environment: Nature of Corporate Governance, Factors and Mechanisms Influencing Corporate Governance, Nature and Impact of Culture on Business.

### Text Books:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, 15th edition, 2022.
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 30th Edition (2023)
3. H.L. Ahuja, Economic Environment of Business, Latest Revised Edition (2022)
4. Shaikh Saleem, Business Environment, Pearson Education India, 3rd Edition (2018)
- Andrew Harrison, Business Environment in a Global Context, Oxford University Press, 2nd Edition (2016).

## **BB 123: FUNDAMENTALS OF BUSINESS ECONOMICS**

<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 provide the students with knowledge of basic economic problems and the relationship between Management, Technology and Economics.
2. The students gain the knowledge about various cost concepts for determining the manufacturing of a Product.
3. To make the students understand the National Income and its components.
4. To sensitize the students about the changing environment of banking scenario and to understand the Functions of RBI Money.

### **COURSE OUTCOMES:**

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

CO1: Understand how consumers behave and how market prices change, including calculating benefits and costs like taxes and subsidies.

CO2: Calculate the least cost to produce goods, set prices, and determine profits for businesses in different market types.

CO3: Understand how big economic changes affect businesses and make informed conclusions.

CO4: Explain the government's role in the economy and how its policies impact prices for a sustainable future.

### **UNIT-I:**

**[CO1]**

Nature and Scope of Business Economics, Definition of Economics, Principles of Demand and Supply - Supply Curves of Firms-Elasticity of Supply, Elasticity of Demand; Welfare Analysis - Consumers' and Producers', Consumer Behaviour.

### **UNIT-II:**

**[CO2]**

Theory of Production, Production- Function - Cost Minimization: Cost Curves - Total, Average and Marginal Costs; Perfect Competition; Monopoly, Oligopoly and Monopolistic Competition

### **UNIT-III:**

**[CO3]**

Macroeconomics: National Income and its Components GNP, NNP, GDP, NDP Consumption Function; Investment; Simple Keynesian Model of Income Determination and the Keynesian Multiplier; Government Sector-Taxes and Subsidies.

### **UNIT –IV:**

**[CO4]**

Money - Definitions; Demand for Money -Speculative Demand Supply; Integrating Money and Commodity Markets; Monetary and Fiscal Policy –Demonitisation.

### **REFERENCE BOOKS**

1. Microeconomics, Pindyck, Robert S., and Daniel L. Rubinfeld
2. Macroeconomics, Dornbusch, Fischer and Startz
3. Economics, Paul Anthony Samuelson, William D. Nordhaus
4. Intermediate Microeconomics: A Modern Approach, Hal R, Varian
5. Principles of Macroeconomics, N. Gregory Mankiw

## BB124 – BANKING AND INSURANCE (R24)

L	P	C	INT	EXT
4	-	4	30	70

### Course Objectives:

1. To understand the evolution, functions, and role of banking in economic development.
2. To learn about various banking products and services, payment systems.
3. To comprehend the principles of insurance, including types, policies.
4. To know about insurance products, claim procedures, and emerging trends in the insurance.

**Course Outcomes:** After Successful Completion of the course, Students will be able to,

**CO1:** Understand the evolution, functions, and recent trends in banking

**CO2:** Explain various banking products, services, payment systems, and risk management.

**CO3:** Comprehend the concept, types, and principles of insurance, along with the role of IRDAI.

**CO4:** Understand insurance products, the claims management process, and emerging trends.

### UNIT: 1

[CO1]

**Principles and Functions of Banking:** -Evolution of banking, role in economic development, and types of banks, Functions of banks - primary, secondary, and modern functions, Central banking - functions and importance in monetary policy, Recent trends in banking - digital banking, fin tech innovations.

### UNIT: 2

[CO2]

**Banking Products and Services:** - Different types of bank accounts and their features, Loans and advances - types, procedures, and credit appraisal, Payment systems - NEFT, RTGS, IMPS, and UPI, Asset-liability management and risk management in banks.

### UNIT: 3

[CO3]

**Principles of Insurance:** - Concept and significance of insurance, Types of insurance, life and non-life insurance policies, Insurance principles, indemnity, insurable interest, utmost good faith, IRDAI and its role in the insurance sector.

### UNIT: 4

[CO4]

**Insurance Products and Claim Procedures:** - Life insurance products - term, endowment, and annuities, General insurance products - motor, health, marine, and fire insurance, Claims management - process, documentation, and settlement, Emerging trends in insurance - micro insurance, insurtech, and reinsurance.

### Text Books: -

1. Banking Theory and Practice by K.C. Shekhar & K. C. Shekhar (2019)
2. Banking Products and Services by E. Gorden (2022)
3. Principles and Practice of Insurance by M. N. Mishra (2021)
4. Insurance Products and Claims Management" by S.K. Bhatia (2021)
5. Digital Banking and Financial Technology" by A.V. Dharmani (2022)

## **BB 161 - Professional Business Communication Lab**

### **Course Objectives:**

- To enhance students' understanding and application of non-verbal communication in various contexts.
- To develop professional communication skills for effective interaction in business settings.
- To improve students' listening skills and ability to comprehend and analyse information effectively.
- To equip students with the skills necessary to deliver impactful and engaging presentations.

### **Course Outcomes:**

- Students will be able to interpret and effectively use various types of non-verbal communication including tone and pitch to convey meaning in verbal communication.
- Students will be able to demonstrate professional behaviour in meetings and email communication.
- Students will be able to apply effective listening techniques and overcome barriers.
- Students will be able to structure and deliver engaging business presentations.

### **List of Activities:**

#### **UNIT: 1 - Non-Verbal Communication:**

- (a) Types: Body language, gestures, facial expressions, posture, eye contact
- (b) Importance of 'Tone' and 'Pitch' in Verbal Communication.

#### **UNIT: 2 - Business Etiquette and Communication:**

- (a) Professional behaviour in meetings and emails.
- (b) Email and phone etiquette in Business Communication.

#### **UNIT: 3 - Listening Skills:**

- (a) Techniques for Effective Listening.
  - (b) Barriers to Effective Listening.
- Activity: Listening Comprehension, TED talks.

#### **UNIT: 4 - Presentation Skills:**

- (a) Structuring and enhancing Business Presentations with Visual aids.
  - (b) Engaging the audience during presentations.
- Activity: JAM, Presentations.

#### **Text Books:**

1. Communication Skills: Sanjay Kumar and Pushp lata.  
Oxford University Press
2. Business English, Pearson, 2008
3. Pathfinder: Communicative English for Undergraduate Students, 1<sup>st</sup> Edition, Orient Black Swan, 2023

#### **Reference Books:**

1. "Communicative English for Engineers and Professionals" by Nitin Bhatnagar and Mamta Bhatnagar- Pearson Education India
2. "Technical Communication: Principles and Practice" by Meenakshi Raman and Sangeeta Sharma-Oxford University Press.

## BB162: Statistical Application for Business - Lab

L	P	C	INT	EXT
-	4	2	40	60

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### Course Objectives:

The student who successfully completes this course will have:

1. Learn how to create and manage spread sheets.
2. Learn how to analyse data using charts, graphs, and pivot tables.
3. Learn how to create complex formulas and use advanced functions.
4. Learn how to perform statistical.

### Course Outcomes:

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

1. Create and use basic and complex formulas, such as Average, Sum, Count if... etc.
2. Interpret the statistical data by various functions of graphical representation.
3. Understand- reading, writing, working and manipulating the data in various data frames.
4. Use Excel as a tool to collaborate with others.

### List of Experiments

Lab Cycle-1: Arithmetic Mean (Direct Method and Step deviation Method)

Lab Cycle-2: Median

Lab Cycle-3: Mode

Lab Cycle-4: Geometric Mean

Lab Cycle-5: Harmonic Mean

Lab Cycle-6: Range

Lab Cycle-7: Quartile deviation

Lab Cycle-8: Mean deviation

Lab Cycle-9: Standard deviation

Lab Cycle-10: Correlation

Lab Cycle-11: Spearman's Rank correlation

Lab Cycle-12: Regression

### Reference Books:

1. V.K. Kapoor and S.C. Gupta: Fundamentals of Mathematical Statistics, Sulatan Chand & Sons, New Delhi.