MALLA REDDY (MR)
(DEEMED TO BE UNIVERSITY)

MALLAREDDY(MR)

(DEEMED TO BE UNIVERSITY)

Recognized under Section 3 of the UGC Act, 1956

School of Management & Technology
Bachelor of Business Administration(BBA)

Course Structure and Syllabus

Academic Year 2025-2026

Approved by AICTE, Accredited by NAAC with 'A++' Grade (Cycle-III)
Maisammaguda,Dhulapally(Post,ViaKompally)Medchal-Malkajgiri.Pin–500100,
www.mrdu.edu.in,

Course Structure

BBA

BBA									
Course Structure: Semester - I									
S.No	**Category**	**Course Code**	**Course Details**	**L**	**T**	**P**	**Credits**	**CIE**	**SEE**
1	CC	2561T01	Principles and Practices of Management	4	-	-	4	50	50
2	CC	2561T02	Business Statistics	4	-	-	4	50	50
3	CC	2561T03	Financial Accounting	4	-	-	4	50	50
4	CC	2561T04	Business Economics	4	-	-	4	50	50
5	CC	2561T05	Business Communication – I	2	-	-	2	50	50
6	PR	2561P01	Business Communication – Lab I	-	-	4	2	50	50
7	MC	2561S02	Computer Applications in Business(Report and seminar)	-	-	2	-	100	-
			Total	**18**	**0**	**6**	**20**		

BBA									
Course Structure: Semester - II									
S.No	**Category**	**Course Code**	**Course Details**	**L**	**T**	**P**	**Credits**	**CIE**	**SEE**
1	CC	2561T06	Organization Behaviour	4	-	-	4	50	50
2	CC	2561T07	Business Research Methodology	4	-	-	4	50	50

3	CC	2561T08	Operations Research	4	-	-	4	50	50
4	CC	2561T09	Business and Legal Environment	4	-	-	4	50	50
5	CC	2561T10	Business Communication -II	2	-	-	2	50	50
6	PR	2561P02	Business Communication Lab-II	-	-	4	2	50	50
7	MC	2500M09	Indian Ethos and Values	2	-	-	-	100	-
			Total	**20**	**0**	**4**	**20**		

BBA

Course Structure: Semester - III

S.No	Category	Course Code	Course Details	L	T	P	Credits	CIE	SEE
1	CC	2561T11	Marketing Management	4	-	-	4	50	50
2	CC	2561T12	Financial Management	4	-	-	4	50	50
3	CC	2561T13	Human Resource Management	4	-	-	4	50	50
4	CC	2561T14	Management information system	4	-	-	4	50	50
5	CC	2561T15	Production and operations management	4	-	-	4	50	50
6	PR	2561P03	Statistical Analysis Using Excel	2	1	2	4	50	50
7	MC	2500M10	Human Ethics and Values	2	-	-	-	100	-
			Total	**24**	**1**	**2**	**24**		

BBA

Course Structure: Semester - IV

S.No	Category	Course Code	Course Details	L	T	P	Credits	CIE	SEE
1	CC		Entrepreneurship Development/ nptel	4	-	-	4	50	50

2	PE		Consumer Behavior	4	-	-	4	50	50
3	PE		Security Analysis	3	1		4	50	50
4	PE		Talent Management & Succession Planning	4	-	-	4	50	50
5	PE		Analytics Using Power Bi	4	-	-	4	50	50
6	PE		Marketing Research	2	1	2	4	50	50
7	PE		Portfolio Management	3	1	-	4	50	50
8	PE		Learning and Development in organization/nptel	4	-	-	4	50	50
9	PE		Analytics using R Programme	2	1	2	4	50	50
10	PE		Green Marketing	4	-	-	4	50	50
11	PE		Financial Institutions Markets and Services	4	-	-	4	50	50
12	PE		Green HRM	4	-	-	4	50	50
13	PE		Data visualization using tabula	2	1	2	4	50	50
14	PR		Summer Internship & Seminar	-	-	4	2	100	-
			Total	**16**	**5**	**10**	**18**		

Course Structure

BBA

BBA I year I semester										
				Teaching Hours/ week			Examinations			
Sl. No.	**Category**	**Course Code**	**Course Name**	Lecture	Tutorial	Practical / Drawing	**Credit**	CIE Marks	SEE Marks	Total Marks
				L	**T**	**P**				
1	CC	2561T01	Principles and Practices of Management	4	-	-	4	40	60	100
2	CC	2561T02	Business Statistics	4	-	-	4	40	60	100
3	CC	2561T03	Financial Accounting	4	-	-	4	40	60	100
4	CC	2561T04	Business Economics	4	-	-	4	40	60	100
5	CC	2561T05	Business Communication - I	2	-	-	2	40	60	100
6	PR	2561P01	Business Communication – Lab I	-	-	4	2	40	60	100
7	MC	2561S02	Computer Applications in Business (Report and seminar)	-	-	2	-	100	-	-
			Total	**18**	**0**	**6**	**20**			**600**

PRINCIPLES AND PRACTICES OF MANAGEMENT Course Code: 2561T01

Course Objectives (CO)

- To familiarize the fundamental concepts, principles, scope, levels, and evolution of management, along with emerging global trends and challenges.
- To understand and apply the principles, processes, types of planning, MBO, and decision-making techniques for effective managerial planning.
- To equip knowledge of organizational structure, authority relationships, formal and informal groups, delegation, centralization, and decentralization for effective organizational design.
- To develop an understanding of leadership, motivation theories, and communication processes to enhance managerial effectiveness in guiding and influencing employees.
- To understand staffing and apply control techniques, including budgetary and non-budgetary controls, to improve productivity, quality, cost efficiency, and overall organizational performance.

Module -I

Introduction to Management: Meaning, Definition, Concept, Scope and principles of Management-Functions of Management–Evaluation of Management thought- Levels of Management-Trends and Challenges of Management in GlobalScenario.

Module-II

Planning: Planning – Importance, objectives, - Process of planning -Types of plans - Concept of Management by Objectives (MBO) - Decision making process and Decision-making techniques.

Module -III

Organizing: Nature and purpose of organizing – Organization structure- Formal and informal groups, organization -Line and Staff authority – Centralization and Decentralization -Delegation of authority.

Module-IV

Directing: Concept of leadership and leadership styles and theories-**Motivation:** Maslow's need hierarchy theory- Herzberg's two factor theory- Theory X and Theory Y-Equity theory- Expectancy theory - **Communication:** Process - types of communication - Barriers to communication and Effective Communication.

Module-V

Staffing: Sources of Recruitment-Selection Process-Training-Directing - **Controlling:** Need for Controlling - Steps involved in Controlling – Types of Control-Budgetary and non-

budgetary control techniques-Managing Productivity-Cost Control-Purchase Control-Maintenance Control -Quality Control - Emerging Issues In Management.

Text Books

1. Gupta, C. B., Sharma, K., & Bhalla, S. K. (n.d.). *Principles of business management* (1st ed.). Kalyani Publications.
2. Prasad, L. M. (n.d.). *Principles of management* (6th ed.). Sultan Chand & Sons.
3. Koontz, H., & Weihrich, H. (1998). *Essentials of management*. Tata McGraw-Hill.

Reference Books

1. Weihrich, H., & Koontz, H. (n.d.). *Management: A global perspective* (10th ed.). Tata McGraw-Hill.
2. Daft, R. L. (n.d.). *The new era of management* (7th ed.). Thomson.
3. Schermerhorn, J. R. (n.d.). *Management* (8th ed.). Wiley India.

Course Outcome: The Students will be able

- To analyze management concepts, principles, functions, and contemporary trends influencing global business operations.
- To apply planning principles, prepare various types of plans, and use decision-making tools to solve managerial problems.
- To analyze organizational structures, authority systems, and effectively utilize delegation, centralization, and decentralization.
- To evaluate leadership styles, apply motivation theories, and communicate effectively by overcoming communication barriers.
- To implement recruitment, selection, training, and apply control techniques for improving productivity and organizational performance.

BUSINESS STATISTICS **Course Code: 2561T02**

Course Objectives (CO)

- To provide students with foundational knowledge of statistics, its scope, importance, and various data sources including primary and secondary data.
- To familiarize learners with different measures of central tendency, including mathematical and positional averages, for effective data summarization.
- To enable students to understand and compute various measures of dispersion for analyzing the variability and distribution of data.
- To help students understand the concept of correlation and compute Karl Pearson's and Spearman's correlation to measure relationships between variables.
- To equip learners with the concepts of regression, regression lines, and properties of regression coefficients for predicting relationships between variables

MODULE – I Introduction to Statistics: Introduction, Need, scope, Importance of Statistics, Data sources, primary data, secondary data frequency distribution.

MODULE-II Measures of central tendency: Introduction, central tendency, measures of central tendency, Mathematical averages: arithmetic mean, geometric mean, harmonic mean. **Positional averages:** median, mode, quartile, Deciles, and percentiles.

MODULE-III Dispersion: Introduction, measures of dispersion, methods of measuring dispersion: Range, inter quartile range, mean deviation, standard deviation, skewness.

MODULE- IV Correlation: Correlation Analysis- Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

MODULE-V Regression Analysis: Concept, Two lines of regression, X on Y and Yon X regression equations and Properties of regression coefficients.

TEXTBOOKS

1. Business Statistics, Naval Bajpai, Pearson.

2. Statistics for management, Richard I. Kevin, Davis S. Rubin, Sanjay Rastogi, Masood Husain Siddiqui, Pearson, 7th edition.

3. Business Statistics & Analytics S. Panneerselvam, P. Nagesh, Senthilkumar ,1st Edition (2019) Cengage

REFERENCE BOOKS

1. J. K. Sharma, Business statistics problems and solutions, Pearson.

2. J. K. Sharma, Business statistics, Vikas, 4th edition. 3. Naval Bapai Business Statics, 2nd edition.

3. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, 46e, 2021.

Course Outcome: The Students will be able

- To explain the need, scope, and importance of statistics and distinguish between primary and secondary data sources.
- To compute and interpret various mathematical and positional averages to summarize data effectively.
- To measure data variability using range, quartile deviation, mean deviation, standard deviation, and skewness.
- To calculate and interpret different correlation coefficients to determine the strength and direction of relationships between variables.
- To construct regression equations and analyze regression coefficients for predicting dependent–independent variable relationships.

Financial Accounting **Course Code: 2561T03**

Course Objectives (CO)

- To understand the fundamentals of accounting, including its need, functions, concepts, conventions, users, GAAP, and the accounting cycle.
- To record, classify, and summarize business transactions through journal entries, ledgers, subsidiary books, cash books, and trial balance using the double-entry system.
- To prepare Trading, Profit & Loss Accounts, and Balance Sheets with simple adjustments and understand capital and revenue items.
- To provide knowledge of depreciation, its importance, and the ability to compute depreciation using various methods such as Straight Line, Diminishing Balance, Sinking Fund, and Annuity.
- To apply different inventory valuation methods and understand basic company accounts including issue, forfeiture, re-issue of shares, and redemption of debentures.

MODULE – I Introduction to Accounting: Meaning, Need for Accounting, Objectives of Accounting Functions of Accounting, Internal and External users of Accounting information, Accounting Cycle, limitations of Accounting, Accounting Concepts and Conventions, (GAAP).

MODULE – II Process of Accounting System: Book-keeping – Meaning, Double Entry System Classification of Accounts, Rules of Debit and Credit of Accounts, Preparation of Journal entries, Ledger Accounts, Subsidiary Books, Cash Book (Single Column, Two Column and Triple Column Cash Book).Trial Balance.

MODULE- III Preparation of Final Accounts: Concept of Capital and Revenue transactions. Preparation of Trading Account – Profit & Loss Account - Balance sheet – Problems with simple Adjustments.

MODULE –IV Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation- Straight line Method-Diminishing Balance Method-Sinking Fund Method-Annuity Method.

MODULE- V Methods of Inventory Valuation- First in First out method, Last in First out method and average cost method. **Company Accounts:** Meaning- Nature, Types of companies, Shares & Debentures- Issue-Forfeiture- Re-Issue-Redemption of Debentures.

TEXT BOOKS

1. S.P. Jain, K.L Narang “Financial Accounting”, 3rd Edition, Kalyani Publishers, 2016.

2. Jain S.P., & Narang K L. “Basic Financial Accounting”, 1st Edition, Kalyani publishers - 2016

3. Maheshwari, S.N., & Maheshwari, S.K. . “Advanced Accountancy”, 10 th Edition, Vikashouse publication ltd, 2010.

REFERENCES

1. Shukla, M. “Advanced Accounts” 19th Edition, S Chand Group, 2016.

2. Radhaswamy, M & Gupta, R.L. ” Advanced Accountancy” 17th Edition, Sultan Chand &Sons, 2014.

3. Jawahar Lal, Seea Srivastava, “Financial Accounting-Principles And Practices:, 3rd Edition,S. Chand, New Delhi, 2014.

Course Outcome: The Students will be able

- To Analyse explain the meaning, need, objectives, concepts, conventions, and limitations of accounting and identify users of accounting information.
- To record financial transactions using journal, ledger, subsidiary books, cash books, and prepare an accurate trial balance.
- To prepare Trading, Profit & Loss Account, and Balance Sheet by applying capital–revenue distinctions and simple adjustments.
- To compute depreciation using various methods such as Straight Line, Diminishing Balance, Sinking Fund, and Annuity Method.
- To apply FIFO, LIFO, and Average Cost methods for inventory valuation and account for shares and debentures including issue, forfeiture, reissue, and redemption

Business Economics **Course Code: 2561T04**

Course Objectives (CO)

- To introduce students to the concepts, nature, scope, principles, and economic cycles in business and the linkages between micro and macroeconomics.
- To provide understanding of demand and supply, their determinants, laws, elasticity, and their significance for business decision-making.
- To familiarize students with production functions, factors of production, laws of returns, and utility concepts for achieving producer equilibrium.
- To help students understand cost concepts, analyze short-run and long-run cost curves, and their relationships in production.
- To equip students with knowledge of market structures, price-output determination, pricing objectives, and methods under various market conditions.

Module-1: Introduction to Business Economics: Definition, Characteristics, Nature and Scope of Business Economics- Economics linking with other disciplines, Micro and Macro Economics; Principles of Business Economics; Economic Cycles,

Module-2: Theory of Demand and Supply: Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand, Elasticity of Demand, types and significance; **Supply**- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply and Law of Supply.

Module-3: Theory of Production: Theory of production, Production Function, Factors of Production, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Input-output combination; Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility.

Module-4: Theory of Costs- Basic Cost Concepts, Short-run, Long run and Total Cost Curves Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost Curves in the Long-run.

Module-5: Market Structure and Pricing: Concept of Market, Features, Monopoly – Monopolistic competition – Oligopoly – Price – Output – Determination in the Short run and Long run in the various Market situations. Objectives of Pricing and Pricing Methods.

Textbooks:

1. Varshney, R. L., & Maheshwari, K. L. (2014). *Managerial Economics*. Sultan Chand & Sons. Sultan Chand & Sons

2. Singh, J. (2019). *Managerial Economics*. Dreamtech Press.

3. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)

References:

1. Hirchey .M., Managerial Economics, Thomson South western (2003)

2. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)

3. Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)

Course Outcome: The Students will be able

- To explain the nature, scope, principles, and relevance of business economics and distinguish between micro and macro concepts.
- To analyze demand and supply patterns, interpret curves, apply elasticity concepts, and evaluate market changes.
- To apply production laws, analyze input–output relationships, and determine producer equilibrium using utility principles.
- To identify and interpret various cost concepts and analyze cost curves in short-run and long-run scenarios.
- To evaluate market structures, determine pricing and output decisions, and apply suitable pricing methods in different market conditions.

Business Communication - I **Course Code: 2561T05**

Course Objectives (CO)

- To introduce students to the importance, scope, and role of Business English in global communication, career growth, and professional relationships.
- To strengthen students' grammar, sentence structures, and business-specific vocabulary for effective corporate communication.
- To familiarize learners with types, channels, purposes, and characteristics of formal and informal communication in organizations.
- To equip students with skills to write professional emails, reports, and memos following standard formats and etiquette.
- To develop students' ability to draft clear, persuasive, and professional business letters for various organizational purposes.

MODULE – I - Introduction to Business English: Importance & Scope - Global Communication - Career Advancement - Effective Communication - Building Relationships - Access to Information

MODULE – II - Grammar Refresher & Business Vocabulary – Tenses - Sentence Structures - Corporate Jargon – Academic Vocabulary – Technical Vocabulary

MODULE- III - Formal Vs. Informal Communication - Formal Communication – Definition – Channels – Purpose – Characteristics – Types- Downward Communication - Upward Communication - Horizontal Communication - Diagonal Communication: - **Informal Communication** – Definition – Channels – Purpose – Characteristics – Types - Grapevine Communication - Gossip Chain - Probability Chain - Cluster Chain

MODULE –IV - Business Emails, Business Reports & Memos Writing – Business Emails – Email Etiquette - Subject Line – Body – Professional Tone: Business Reports – Informational Reports - Analytical Reports - Explanatory Reports – Inventory Reports - Financial Reports - Internal Enquiry Reports: Memos – Definition – Purpose & Function – Format & Structure – Types of Memos – Writing Tips.

MODULE - V - Business Letters (Inquiries, Proposals, Complaints & Orders) – Inquiries **–** Types -Customer Inquiries – Sales Inquires – General Business Inquires: - Proposals – Purpose – Content – persuasion – Types – Importance: Complaints – Customer Dissatisfaction – Expressing grievances – Retention of the Customers – Preventing Legal Issues: Orders – Purchase Orders – Sales Orders – Internal Orders – Significance of Orders.

TEXT BOOKS

1. Business English by Mary Ellen Guffey & Carolyn Seefer (Latest Edition)

2. Essential Grammar in Use by Raymond Murphy (Intermediate)
3. Essentials of Business Communication by **Rajendra Pal & J. S. Korlahalli

REFERENCE BOOKS

1. The Business Writer's Handbook by Gerald J. Alred
2. Harvard Business Review's Guide to Better Business Writing.
3. *Effective Business Communication — Alpana Gupta & S. M. Gupta*

Course Outcome: The Students will be able

- To understand the significance of Business English for effective communication, relationship-building, and access to information.
- To apply correct grammar, sentence structures, and appropriate business vocabulary in professional contexts.
- To distinguish and utilize formal and informal communication channels effectively within organizations.
- To compose professional emails, reports, and memos with clarity, accuracy, and proper formatting.
- To draft effective business letters for inquiries, proposals, complaints, and orders to meet organizational communication needs.

Course Code: 2561P01

BUSINESS COMMUNICATION LAB
Credits: 4

Business Communication I (Lab)

Objective: Hands-on practice in writing, speaking, listening, and real-world business scenarios.
MODULE – I - Communication: Introduction to Business Communication, Process of Communication, Types of Communication, and Communication Barriers.
Activities: Ice-breaking Activities - Self-Introduction - Introducing Others - JAM and Greetings.

MODULE – II - Grammar Refresher & Business Vocabulary
Activities: Grammar Drills - Error Correction Exercises - Vocabulary Building and Business Terms Quiz

MODULE- III - Formal Vs. Informal Communication - Formal Communication - Non- Verbal Communication: Kinesics - Paralinguistics – Proxemics, Chronemics – Haptics
Activities: Business Presentation Skills (PPTs/Prezis/Gammas/Visual Aids) – Mock Presentations (Individual & Group) - Delivering Speech - Participating in Business Conversations and SWOC Analysis.

MODULE –IV - Business Emails, Business Reports & Memos Writing
Activities: Drafting Formal & Informal Business Emails - Writing Practice: Memos & Notices -
Report Writing (Analytical & Informational)

MODULE - V - Business Letters (Inquiries, Proposals, Complaints & Orders)
Activities: Business Letter Writing Simulation: Enquiries – Scenario–based Drafting – Analyzing Existing Enquiries – Role-playing: Proposals – Developing Proposal Outlines – Drafting Proposal Sections – Presenting Proposals: Complaints – Drafting Complaint Letters – Analyzing Complaint Letters – Responding to Complaints: Orders – Creating Order Forms – Placing Orders via Letter- Analyzing Order Confirmations

Teaching Materials/Aids (Lab):

1. Software/Tools: Microsoft Office (Word and PowerPoint) - Grammarly/Hemingway Editor - Zoom/Teams for virtual presentations
2. Case Studies & Role-Plays: Harvard Business School Case Studies - TED Talks on Business Communication.

Textbooks:
1. “Business Communication” by Meenakshi Raman and Prakash Singh, Oxford University Press
2. “Business Communication: Concepts, Cases and Applications” by P. D. Chaturvedi and Mukesh Chaturvedi, Pearson Education

Reference Books:
1. “The Gregg Reference Manual” by William A. Sabin, McGraw-Hill
2. “Excellence in Business Communication” by John V. Thill and Courtland L. Bovee Pearson

2025-26 Onwards (MR25)	MALLA REDDY (MR) DEEMED TO BE UNIVERSITY	BBA II Semester		
Code:2561T06	Organizational Behavior	L	T	P
Credits:4		4	-	-

Prerequisites: NIL

Course Objectives:
To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people. - To help students develop a conceptual understanding of OB theories - To enable the students to put the ideas and skills of OB into practice

Module–I: **[10 Periods]**
Introduction to Organizational Behaviour: Definition, Evolution, Factors, need and importance of organizational behaviour – Nature and scope-Factors influencing perception - Values and Attitudes - Personality - Stages of personality development - Determinants of personality - Concept and theories of learning.

Module–II: **[13 Periods]**
Motivation - Concept and Importance, Theories of Motivation, Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland‟s Theory, Equity Theory, Vroom‟s Expectancy Theory. Leadership- Concept, Characteristics, and Theories. Leadersip styles - Managerial Grid.

Module–III: **[13 Periods]**
Group Dynamics – Meaning, Characteristics, Formation, and Types – Groups in organizations – Influence – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Transactional Analysis - Johari Window.

Module–IV: **[11 Periods]**
Organizational change – Meaning and Importance – Factors contributing to change, Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness .

Module–V: **[13 Periods]**
Dynamics of Organizational Culture - Organizational culture and climate – Factors affecting organizational culture – Managing Conflict- Organizational Effectiveness - Indicators of organizational effectiveness - Achieving organizational effectiveness - Organizational Power and Politics.

Text Books:
1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.

Reference Books:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.

Course Outcomes:

CO	Statement	Blooms Taxonomy Level
CO1	Describe and explain the fundamental concepts, evolution, nature, and scope of Organizational Behaviour, including perception, values, attitudes, personality, and learning theories.	Remember
CO2	Analyze and compare major motivation and leadership theories and apply appropriate leadership styles and motivational approaches to organizational situations.	Understanding
CO3	Examine and evaluate group processes, team dynamics, decision-making techniques, and interpersonal relations using tools such as Transactional Analysis and Johari Window.	Analyzing
CO4	Assess organizational change processes, stress factors, and organizational development interventions, and propose strategies for managing change, stress, and work–life balance effectively.	Evaluating
CO5	Critically evaluate organizational culture, power, politics, and conflict management practices, and design approaches to enhance organizational effectiveness.	Evaluating

CO- PO Mapping
(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Cos	Programme Outcomes(POs)												PSOS		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3									2		3			
CO2								3	3	3	3				
CO3		3			3			2	3	3			3		
CO4		3			2			3	3	3			3		
CO5			3					3			3			3	

2025-2026 Onwards (MR-24)	MALLAREDDY DEEMED TO BE UNIVERSITY	BBA II Semester		
Code: 2561T07	Business Research Methodology	L	T	P
Credits:4		4	-	-

Prerequisites: NIL

Course Objectives: The main objective of the course is to acquaint the students with understanding of Research Methodology and methods along with its relevance to managerial decision making.

MODULE-I [12 Periods]

INTRODUCTION: Meaning of research; Importance of research; characteristics of good research; scientific thinking– deduction and induction; hypothesis formulation; the research process – designing the study, formulating the research proposal, sample design, pilot testing, data collection, analysis and interpretation, reporting the results

MODULE-II [13Periods]

SOURCES AND COLLECTION OF DATA: Primary and Secondary data; merits and demerits of each; Secondary data - Library and Internet as sources of secondary data; gathering, recording and organizing information Primary data – the survey method – personal interviews, telephone interviews, self-administered surveys –techniques and evaluation of each method; designing the instrument – question structure, question content, question wording, response strategy

MODULE-III [12 Periods]

SAMPLING DESIGN :Concepts of Universe, Population and sample, need for sampling, characteristics of a good sample, sampling methods – brief idea of different probability and non-probability sampling methods and when they are to be used; size of sample – sampling and non-sampling errors

MODULE-IV [13 Periods]

ANALYSIS OF DATA: Data preparation and preliminary analysis – editing, coding, data entry, exploring, displaying and examining data Data Analysis-1: Measure for Central Tendency, Dispersion Data Analysis-2: Correlation And Regression Analysis , Time series and index number Hypothesis Testing: Hypothesis Definition and Formulation, t test , z test , ANOVA

MODULE-V [10 Periods]

PRESENTING RESULT: Written report – components – prefatory items, introduction, Methodology, findings, conclusions, appendices, bibliography; characteristics of a good report; presentation considerations; Oral presentations – preparation, delivery and use of

PowerPoint for making presentations. Report Writing: Technique and Precaution of Interpretation, Significance of Report Writing, Layout and Types of Report.

Reference Books:

1. Cooper D. R. & Schindler P.S. (2003): Business Research Methods, New Delhi, Tata McGraw-Hill
2. Goode W. J. & Hatt P. K. (1989): Methods in Social Research, Singapore, McGraw-Hill
3. Ostle B. (1966): Statistics in Research, Mumbai, Oxford & IBH
4. Young P. V. (1996): Scientific Social Surveys and Research, New Delhi, Prentice-Hall

E-Resources:

1. NPTEL Online Courses

Research Methodology – IIT Madras / IIT Roorkee Business Research Methods (https://nptel.ac.in)

2. SWAYAM Platform

Courses on Research Methods, Data Analysis, and Statistics (https://swayam.gov.in).

3. Google Scholar

Access to scholarly articles, theses, conference papers (https://scholar.google.com)

Course Outcomes:

CO1: Comprehend and practice the various elements of Indian ethos and value systems.
CO2:Understand the Indian system of learning and the concepts of karma.
CO3: Applying value based and ethical practices
CO4: Know the work ethos and values and its relevance to management.
CO5:Learn the concepts of management of stress.

2025-26 Onwards (MR25)	MALLA REDDY (MR) DEEMED TO BE UNIVERSITY	BBA II Semester		
Code:2561T08	Operation Research	L	T	P
Credits:4		4	-	-

MODULE –I: Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

MODULE –II: Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) Problems on transportation types and methods used in real time situations. Problems on balanced and U nbalanced Transportation System.

MODULE-III: Assignment Theory: For solving assignment model using Hungarians Method for solving assignment problems on balanced and unbalanced assignment model and traveling salesman problem.

MODULE-IV: Queuing theory: Queuing theory (waiting line), Single server/Single Queue, Essential features of queuing system, Single Queue, Operating characteristics of queuing system, Probability distribution in queuing system, **Sequencing problems**: Processing 'n' jobs through 2 machines, Processing „n" jobs through 3 machines.

MODULE-V: Replacement models- Replacement of items deteriorating with time, Replacement of items that fail completely. **Game theory**: Two person zero - sum games, Saddle point, Dominance theory and problems related to real time situations

REFERENCE BOOKS:

1.J.K. Sharma, Quantitative Techniques, McMillan
2.N.D. Vohra, Quantitative Techniques in Management, TMH
3. Anderson, Sweeney, Williams, Quantitative Methods for Business, Thomson
4. J.K. Sharma, Operations Research, McMillan

2025-2026 Onwards (MR-24)	MALLAREDDYDEEMED TO BE UNIVERSITY	BBA IISemester		
Code: 2561T09	Business Legal Environment	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Description: This course introduces students to the legal framework and business environment in India**,** covering contract law, company law, and key business legislations. It examines the economic, political, and socio-cultural factors influencing business, with special emphasis on the Indian economy and governance system.

UNIT 1: The Indian Contract Act, 1872: Law of Contract-Definition, Essentials of Valid contract, Kinds of Contract, Offer, Acceptance, Consideration, Capacity of parties to Contract, Free Consent, Discharge of Contract, Breach of contract and remedies.

UNIT 2: Companies Act 2013: Companies Act, Definition of Company, Kinds of company, Memorandum of Association, Articles of Association, Prospectus, Meetings and Resolutions.

UNIT 3: Business and Economic Environment: Meaning, Nature, and Significance of Business Environment; – Factors affecting Business Environment, Environment types of Business; Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business

UNIT 4 : Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

UNIT 5 : Socio- Cultural Environment and Global Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.Nature of globalization- manifestations of globalizations,deglobalization ,WTO, IMF, World Bank.

TEXT BOOKS

1. Aswathappa, K. (2020). *Business environment* (8th ed.). McGraw Hill Education.
2. Cherunilam, F. (2019). *Business environment: Text and cases* (7th ed.). Himalaya Publishing House.
3. Kapoor, N. D. (2022). *Elements of mercantile law* (41st ed.). Sultan Chand & Sons.
4. Singh, A., & Kapoor, A. (2020). *Business law* (2nd ed.). Sultan Chand & Sons.

REFERENCE BOOKS

1. Ghosh, P. K. (2019). *Business environment*. Sultan Chand & Sons.
2. Rao, V. S. P., & Harikrishna, V. (2018). *Business environment*. Excel Books.
3. Gupta, O. P. (2016). *Business environment*. Excel Books.

4. Tulsian, P. C. (2022). *Business law* (5th ed.). McGraw Hill Education (India).
5. Kapoor, N. D. (2021). *Company law* (21st ed.). Sultan Chand & Sons.

Course Outcome: The Students will be able

- To understand, analyze, and apply contractual principles including validity, consent, performance, and remedies in business situations.
- To identify types of companies and explain corporate documents, prospectus requirements, and company meetings and resolutions.
- To evaluate environmental factors, economic resources, and the effects of liberalization, privatization, and globalization on Indian business.
- To analyze the impact of political institutions, FEMA, consumer protection laws, and globalization factors on business decisions**.**
- To assess cultural, social responsibility, and global institutional factors including WTO, IMF, and World Bank in shaping business activities.

2025-2026 Onwards (MR-24)	MALLAREDDYDEEMED TO BE UNIVERSITY	BBA II Semester		
Code: 2561T10	ADVANCED BUSINESS ENGLISH COMMUNICATION SKILLS	L	T	P
Credits: 2		2	-	-

Prerequisites: NIL

Course Objectives: The main objective of the course is to acquaint the students with advanced business communication skills so that they would be industry ready and also the students would become global entrepreneurs.

MODULE-I [13Periods]

Introduction to Integrated Professional English: Importance & Scope, Professional Scenarios, Critical Thinking, Professionalism, Building Relationships, Access to Information

MODULE-II [12Periods]

Proficiency in Business English in the Field of Customer Relations: Corresponding in a business Career, Inter-culturation, Corresponding with Customers, Customer satisfaction and Loyalty.

MODULE-III [10Periods]

Business Meetings, Presentations and Negotiations: Business Meetings, Definition, Types of meetings, the role of chair, opening the meetings, discussion techniques, concluding. Presentations: Definition, Types of Presentations, Key Steps, Audience Interaction Negotiations: Situations and negotiators; win-win negotiations; Reaching agreement

MODULE-IV [12Periods]

Business in Entrepreneurship: Starting a Business: An international Franchise (Reading) Raising Monetary Fund - Look up for resources for finance Proposal Writing - Definition, choosing the place, opportunity and possibility, Signalling the Business Idea - can and could short talk

MODULE-V [13Periods]

Soft Skills: Body language etiquettes - Types of body language Group Discussion - Purpose, Content, Persuasion, Types, Importance , Emotional Intelligence - Self- awareness, Self-regulation, social awareness (Empathy) Relationship Management (social Skills). SWOC Analysis - Strength, Weakness, opportunities, and Challenges Preparation of a Resume - Sample resume preparation

Reference Books:

1.Business Benchmark, Cambridge English

2. Harvard Business Review's Guide to Better Business Writing.

E - Resources:

1. Grammarly**:** For grammar and style checking.

2. Purdue OWL (Online Writing Lab): For comprehensive writing guides and citation styles.

3. BBC Learning English**:** For interactive lessons and business English content.

Course Outcomes:

CO1: Apply English language in real world of business professional scenarios, Critical Thinking and Professionalism.

CO2: Analyse correct usage Business English in varied domains such as of customer's loyalty; career; and intercultural societies; churning.

CO3: Distinguish Business English skills in different meetings, presentations and negotiations

CO4: Innovate usage of can and could in start-ups; wikinomics in entrepreneurships.

CO5: Construct effective soft skills for specific scenarios, such as body language etiquettes, Group Discussion, Emotional Intelligence, SWOC analysis and Preparation of a resume.

CO-PO Mapping (3/2/1indicatesstrengthofcorrelation)3-Strong,2-Medium,1-Weak												
COs	**Programme Outcomes (POs)**											
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1		3										
CO2			3	2								
CO3							2		3	3		
CO4					2				3		3	
CO5								2	3	3		2

2025-2026 Onwards (MR-24)	MALLA REDDY DEEMED TO BE UNIVERSITY	BBA II Semester		
Code: 2500M09	**INDIAN ETHOS AND VALUES**	**L**	**T**	**P**
Credits: 2		**2**	**-**	**-**

Prerequisites: NIL

Course Objectives: the main objective of the course is to acquaint the students with Ethics and Indian Ethos and values along with its relevance to managerial decision making.

MODULE-I **[13 Periods]**

Introduction to Indian Ethos: Indian Ethos-Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Model of management in the Indian socio- political environment, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption.

MODULE-II **[12 Periods]**

Indian Systems of Learning: Meaning, Mechanisms of Gurukul System of Learning, Features, Advantages and Disadvantages of Indian system of learning - Modern System of Learning, Meanings, Features, Advantages and Disadvantages of Modern system of learning - Karma: Meaning, Importance of Karma, Nishkama Karma - The Great Laws: Laws of Karma, laws of Creation, Laws of Humility, Laws of Growth - Corporate Karma: Meaning, Guidelines for good Corporate Karma.

MODULE-III **[10 Periods]**

Work Ethos and Values: Work Ethos- Meaning, Levels, Dimensions, Steps, Factors, Responsible for Poor Work Ethos – Values: Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders- Employees, Customers, Government, Competitors and Society.

MODULE-IV **[12 Periods]**

Relevance of values in Management: Need for values in global changes- Indian perspective; Values for Managers; holistic approach for managers in decision making; Secular versus spiritual values in management, Importance of Value System in work culture and teaching ethics in an organization - Holistic Approach for Managers in Decision-Making.

MODULE-V **[13 Periods]**

Stress Management: Meaning, Types of stress at workplace, Causes of stress an consequences of stress, Problems relating to stress in corporate management environment–Indian perspective, Stress Management Techniques: Meditation- Meaning, Techniques, Advantages of mental health and its Importance in Management, Brainstorming, Brain Stilling, Yoga: Meaning and significance of yoga at workplace.

Reference Books:

1. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
2. Bhatta, S.K., Business Ethics & Managerial Values.
3. Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
4. Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
5. Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
6. Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
7. S K Chakraborty, Management by Values, Oxford University Press, New Delhi, 2009

E Resources:

1. http://www.lifepositive.com/lpevents /lppublicevent.asp
2. http://www.trcb.com/business/management.htm
3. http://www.valuequotes.net/chronological.html

Course Outcomes:

At the end of the course, the student will be able to:

CO1: Comprehend and practice the various elements of Indian ethos and value systems.
CO2: Understand the Indian system of learning and the concepts of karma.
CO3: Applying value based and ethical practices
CO4: Know the work ethos and values and its relevance to management.
CO5: Learn the concepts of management of stress.

CO- PO Mapping
(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

COs	Programme Outcomes (POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	3									2	
CO2								3	3	3	3
CO3		3			3			2	3	3	
CO4		3			2			3	3	3	
CO5			3					3			3

2026 – 27 onwards	Malla Reddy (MR) Deemed To Be University School of Management & Technology	II Year - I Semester			
Programme: BBA		L	T	P	C
Course Code:2561T11	Marketing Management	4	0	0	4

Course Objectives

- To understand fundamental marketing concepts along with key challenges faced in the 21st century.
- To develop knowledge of marketing research processes by exploring types of research
- To analyze market segmentation and product strategies
- To evaluate elements of the marketing mix
- To examine the influence of marketing role in communication

Course Outcomes: Students will be able to;
CO1: Explain the fundamental concepts of marketing
CO2: Apply the marketing research process to identify business problems
CO3: Analyze market segmentation, targeting, and positioning strategies, and evaluate product life cycle stages along with new product development processes.
CO4: Develop marketing mix strategies by integrating pricing, distribution (place), and promotion decisions for effective market performance.
CO5: Assess the role of cyber marketing practices such as cyber marketing model,

Module-I Introduction to Marketing:

Meaning of Marketing, Nature and Scope of Marketing- Evolution of Marketing-Core Marketing Concepts-Marketing Environment--Marketing challenges of the 21st century.

Module-II Marketing Research:

Meaning and the context of marketing decisions, Definitions of marketing research- Nature, Scope and purpose of Marketing Research-Marketing Research Process-Types of Research-Data Collection Methods (Primary & Secondary Data) - Basics of Sampling and Sampling Techniques, Marketing research in India.

Module-III Marketing Segmentation and Product Life Cycle:

(A) **Marketing Segmentation:** The concept of Segmentation-Levels of Market Segmentation-Consumer Markets and Industrial Markets-Criteria for Effective Segmentation-Target Market Selection Strategies,-Product Positioning and Positioning Tools.

(B) Product Life Cycle: Product Life Cycle Concept and Stages-Need for New Product Development-Stages in New Product Development Process, Marketing strategy for different types of products.

Module-IV Marketing Mix:

Introduction to Marketing Mix-**Pricing:** Meaning- Pricing Methods and The marketing strategies. **Place:** Meaning and Importance, Types of Marketing Channels, Channel Design and Management **Promotion:** Concept of Promotion Mix, Factors Determining Promotion Mix, The relationship between marketing mix and marketing strategy.

Module-V

(A) Marketing Communications: How communication influence the role of promotion in marketing- Types of advertising-Advertising management-Relationship marketing- Social media marketing- WOM

(B) Cyber Marketing: Cyber marketing and conventional marketing- cyber marketing model-The nature of cyber marketing- Limitations of cyber marketing

Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of India.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., &UlHaq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Dr.Sreeramulu,"BasicsofMarketing,(2019),HPH.
4. Ramaswamy, V.S. &Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019, Sage Publications.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	**Programme Outcomes(POs)**								**Program Specific Outcomes (PSOs)**		
	PO1	**PO2**	**PO3**	**PO 4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO 1**	**PSO 2**	**PSO 3**
CO 1	3	3	1	3		3				3	3
CO 2	3	3	3	3	3			3	3		3
CO 3	3	3		3	3	3		3	3	3	
CO 4	3	3	3	3			3		3		3
CO 5	3	3	1	1	3		3	3			3

2026 – 27 onwards	Malla Reddy (MR) Deemed To Be University School of Management & Technology	II Year - I Semester			
Programme: BBA		L	T	P	C
Course Code:2561T12	Financial Management	4	0	0	4

Course Objectives

1. To help students understand the basic concepts, goals, and functions of financial management and the role of finance in business decision-making.
2. To enable students to understand the concept of time value of money and apply it in evaluating financial and investment decisions.
3. To provide knowledge on investment decisions using capital budgeting techniques such as Payback Period, ARR, NPV, IRR, and Profitability Index.
4. To develop understanding of financing decisions, cost of capital, leverage, capital structure, and working capital management in business operations.
5. To familiarize students with dividend decisions, dividend policies, and the legal and financial aspects associated with dividend distribution.

UNIT 1: INTRODUCTION & TIME VALUE OF MONEY

Meaning and definition of financial management-Goals of financial management- functions of finance manager-Financial planning & financial function-Introduction to time value of money and its importance in financial decisions-Calculation of simple interest, compound interest, present value, and future value.

UNIT 2: INVESTMENT DECISIONS

Introduction to capital budgeting and importance of investment decisions in business- Capital budgeting process, Techniques of capital budgeting such as Payback Period and Accounting Rate of Return-Modern techniques including Net Present Value-Internal Rate of Return and Profitability Index method.

UNIT 3: FINANCING DECISIONS

Meaning of cost of capital and importance in financial decision-making- Cost of debt, preference shares, equity shares, and retained earnings- Weighted Average Cost of Capital. Introduction to leverage, types of leverage, (Theory Only)

UNIT 4: WORKING CAPITAL MANAGEMENT

Introduction- Concepts of gross working capital and net working capital- Importance and objectives of working capital management- Operating cycle- Concept and Determinants of working capital requirements-Estimation of working capital needs in business organizations.

UNIT 5: DIVIDEND DECISIONS

Introduction to dividend decisions -Importance of dividend policy-Forms of dividends and types of dividend policies-Determinants of dividend policy in business organizations- Basic theories of dividend

Course Outcomes

1. CO1: Explain the basic concepts, objectives, and functions of financial management and describe the importance of financial planning and time value of money.
2. CO2: Apply capital budgeting techniques such as Payback Period, ARR, NPV, IRR, and Profitability Index to evaluate investment opportunities.
3. CO3: Analyze different sources of finance and compute the cost of capital and leverage to support financing decisions.
4. CO4: Apply working capital concepts to estimate working capital requirements and manage short-term financial resources effectively.
5. CO5: Evaluate dividend policies and models and understand their impact on shareholder value and company performance.

Reference Textbooks

1. I. M. Pandey, Financial Management, Vikas Publishing House.
2. M. Y. Khan and P. K. Jain, Financial Management, Tata McGraw Hill Education.
3. R. K. Sharma and Shashi K. Gupta, Financial Management, Kalyani Publishers.
4. Prasanna Chandra, Financial Management: Principles and Practice, Tata McGraw Hill Education.
5. Eugene F. Brigham and Joel F. Houston, Fundamentals of Financial Management, Cengage Learning.

2026-2027 Onwards (MR25)	MALLA REDDY (MR) DEEMED TO BE UNIVERSITY	BBA III Semester		
Code:2561P03	Statistical Analysis Using Excel	L	T	P
Credits: 4		2	1	2

Prerequisites: NIL

Course Objectives: The course aims to provide students with the following capabilities

- To understand basic statistical concepts and their practical application using Excel.
- To develop professional skills in data organization, analysis, and interpretation.
- To apply specific Excel functions and built-in tools for complex statistical calculations.
- To analyze real-world datasets through the lens of both descriptive and inferential statistics.
- To enable informed decision-making based on objective, data-driven insights.

MODULE-I

Introduction to Statistics & Excel Basics: Meaning and scope of statistics, types of data, data collection methods, introduction to Excel interface, worksheets, cells, data entry, formatting, basic Excel formulas (SUM, AVERAGE, COUNT), sorting and filtering.

MODULE-II

Descriptive Statistics using Excel: Measures of central tendency (Mean, Median, Mode), measures of dispersion (Range, Variance, Standard Deviation), Excel functions (AVERAGE, MEDIAN, MODE, STDEV), frequency distribution, histograms, charts (bar, pie, line).

MODULE-III

Data Visualization & Data Analysis Tools: Charts and graphs in Excel, pivot tables, pivot charts, conditional formatting, data analysis toolbar introduction, correlation analysis using Excel.

MODULE-IV

Probability & Inferential Statistics: Basic probability concepts, probability distributions (Normal, Binomial), sampling techniques, hypothesis testing (Z-test, t-test), confidence intervals using Excel.

MODULE-V

Regression & Advanced Data Analysis: Simple linear regression, multiple regression, trend analysis, forecasting in Excel, what-if analysis (Goal Seek, Scenario Manager), real-world case studies.

Course Outcomes

At the end of the course, the student will be able to:

- **CO1:** Understand and apply basic statistical concepts using Excel.
- **CO2:** Perform data cleaning, sorting, and visualization in Excel.
- **CO3:** Use Excel formulas and functions for statistical analysis.
- **CO4:** Conduct hypothesis testing and regression analysis.
- **CO5:** Interpret and present data insights effectively using Excel tools.

Text Books

1. Anderson, Sweeney & Williams – Statistics for Business and Economics.
2. Levine, Stephan, Szabat – Statistics for Managers using Microsoft Excel.
3. David M. Levine – Business Statistics using Excel.

Reference Books

1. K.N. Krishnaswamy – Business Statistics.
2. S.C. Gupta & V.K. Kapoor – Fundamentals of Applied Statistics.
3. Microsoft Excel Official Guide – Excel Data Analysis and Business Modeling (Wayne Winston).
4. N.G. Das – Statistical Methods.

E-Resources

1. Coursera: Statistical Analysis Fundamentals using Excel.
2. Udemy Course: Statistics using Excel.
3. YouTube: https://www.youtube.com/watch?v=3F_V5alJubk.
4. YouTube: https://www.youtube.com/watch?v=xxpTg-pBXjQ&t=51s.

2026-2027 Onwards (MR25)	MALLA REDDY (MR) DEEMED TO BE UNIVERSITY	BBA III Semester		
Code:2561T14	**Management Information System**	**L**	**T**	**P**
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives: The course aims to provide students with the following capabilities.

- To understand the concepts, role, and importance of MIS in organizations.
- To develop knowledge of database systems and their applications.
- To learn system development life cycle and design methodologies.
- To analyze various information systems supporting decision-making.
- To understand functional applications of MIS and information security.

MODULE-I

Introduction to MIS: Concept, Need, and Importance of MIS -Types of MIS-Capabilities-Complements- Role of manager with respect to IT in an organization -Strategic Role of MIS in Business, Evolution of MIS, Components of MIS, Information Flow in Organizations.

MODULE-II

Database Management Systems: Objectives and Components of DBMS -Data Warehousing-Foundations of business intelligence-Data and Text Mining- Database Design Techniques-Database Creation and Control, Data Models (Hierarchical, Network, Relational) Recent Trends (Big Data, Cloud Databases, No SQL).

MODULE-III

System Development:

Developing Information Systems-Planning, Designing and Redesigning Systems-System Analysis and Design, System Implementation and Maintenance- Strategic Enterprise Systems - ERP, SCM, CRM, SRM-Operational Support Systems - Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems.

MODULE-IV

Information Systems for Decision Support : Decision Support Systems- Expert Systems-Learning Management Systems-Executive Information Systems- Social , Ethical and Security Issues in MIS.

MODULE-V

Functional MIS & Security: IT Strategy and Balanced Scorecard – IT strategies, IT- business alignment, balanced scorecard, cloud and vendor strategies-Mobile and E-commerce – B2C, B2B and e-procurement, C2C and mobile commerce.

Text Books:

- **Laudon, K.C. & Laudon, J.P.** – *Management Information Systems*, Pearson.
- **Jawadekar, W.S.** – *Management Information Systems*, McGraw Hill.
- **O'Brien, J.A.** – *Management Information Systems*, McGraw Hill.

Reference Books:

- **Stair, R. & Reynolds, G.** – *Principles of Information Systems*, Cengage
- **Turban, E.** – *Information Technology for Management*, Wiley
- **D.P. Nagpal** – *MIS*, S. Chand

E-Resources:

- NPTEL: https://nptel.ac.in.
- SWAYAM: https://swayam.gov.in.
- MIT OpenCourseWare: https://ocw.mit.edu.
- Coursera MIS Courses: https://www.coursera.org .
- IBM Data & MIS Learning: https://www.ibm.com/training.

Course Outcomes:

At the end of the course, the student will be able to:

- Explain concepts, components, and role of MIS in organizations.
- Apply database concepts for data management and decision-making.
- Analyze system development processes and design methodologies.
- Evaluate different information systems for managerial decision-making
- Assess functional MIS applications and ensure information security and control

2026-2027 Onwards (MR25	MALLA REDDY (MR) DEEMED TO BE UNIVERSITY	BBA III Semester		
Credits: 4	**HUMAN ETHICS AND VALUES**	**L**	**T**	**P**
Course code: 2500M10		**4**	**-**	**-**

Course Objectives:

The course is designed to:

- Introduce students to the foundational concepts of human ethics and values, and their relevance in personal and professional life.
- Familiarize students with major ethical theories and frameworks applicable to business and management contexts.
- Enable students to understand and appreciate Indian cultural values, traditions, and their relevance to modern organizational life.
- Develop skills in ethical decision-making and moral reasoning through case-based learning and reflection.
- Sensitize students to contemporary ethical issues such as corporate governance, CSR, digital ethics, gender equity, and environmental responsibility.

Module 1: Foundations of Human Ethics

Introduction, Concept of Human Ethics, Importance of Human Values, Dimensions, Need of Value Education, self-exploration. Role of empathy and compassion in leadership.

Module II: Ethical Theories and Moral Frameworks

Need for Ethics; Ethical Theories: Deontology, Utilitarianism, Virtue Ethics, Rights Theory; Moral dilemmas; Pragmatism and ethics in practice; Cross-cultural moral frameworks in global business

Module III: Indian Values and Cultural Dimensions

Indian ethos: Dharma, Karma, Concept of Satyam, Ahimsa, and Seva in organizational life; Gandhian philosophy of trusteeship and sustainability; Indian ethos vs. Western management values.

Module IV: Business Ethics and Corporate Governance

Ethical leadership and transformational management; Corporate Social Responsibility; Stakeholder theory; Whistle blowing, Corporate accountability and transparency practices

Module V: Contemporary Ethical Issues

Digital ethics, AI ethics and algorithmic bias gender, environmental ethics, Data privacy and surveillance capitalism, Climate justice and sustainable development goals (SDGs), Diversity, equity, and inclusion (DEI) in organizations, Ethical challenges in gig economy and remote work

Course Outcomes.

- Students will be able to explain the key concepts of international business and globalization, demonstrating an understanding of global markets and their impact on organizations.
- Learners will be able to analyse cross-cultural management practices and global organizational behaviour, applying cultural frameworks to real-world business scenarios.
- Students will be able to critically evaluate international trade theories, policies, and institutions, and assess their implications for global business operations.
- Able to design and apply strategies for global marketing, finance, and operations, showing competence in entering and sustaining international markets.
- Students will be able to assess ethical, legal, and sustainability issues in international business, and propose responsible solutions aligned with global standards

Text Books:

1. 1 Chakraborty, S. K. (1995). Ethics in Management: Vedantic Perspectives. Oxford University Press.
2. Subramanian, R. (2015). Professional Ethics. Oxford University Press.
3. Gaur, R. R., Sangal, R., & Bagaria, G. P. (2009). A Foundation Course in Human Values and Professional Ethics. Excel Books.
4. Velasquez, Manuel G. (2014). Business Ethics: Concepts and Cases (7th ed.). Pearson Education.
5. Dessler, Gary & Varkkey, Biju. (2020). Human Resource Management (15th ed.). Pearson Education India.

Reference Books

6. Hartman, L. P., DesJardins, J., & MacDonald, C. (2017). Business Ethics: Decision Making for Personal Integrity and Social Responsibility. McGraw-Hill.
7. Crane, Andrew & Matten, Dirk. (2016). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization (4th ed.). Oxford University Press.
8. Whitbeck, Caroline. (2011). Ethics in Engineering Practice and Research (2nd ed.). Cambridge University Press.
9. Narayana Murthy, N. R. (2009). A Better India, A Better World. Penguin Books India.
10. Kalam, A. P. J. Abdul. (1999). Wings of Fire: An Autobiography. Universities Press.
11. Sen, Amartya. (1999). Development as Freedom. Anchor Books.

2025-2026 Onwards (MR-24)	MALLAREDDY DEEMED TO BE UNIVERSITY	BBA III Semester		
Code: 2500M15	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P
Credits: 4		4	-	-

Course Objectives:

1. To provide a comprehensive understanding of the concepts, nature, scope, and importance of Production and Operations Management.
2. To develop analytical skills in demand forecasting and inventory management by applying qualitative and quantitative forecasting methods, time-series techniques, forecast error analysis, and basic inventory models such as EOQ.
3. To enhance decision-making abilities in advanced inventory control and supply chain management through the study of probabilistic inventory models, supply chain strategies, performance measurement, and contemporary operations issues.
4. To equip students with planning and design capabilities related to aggregate production planning, sales and operations planning, Material Requirement Planning (MRP), capacity planning, facility location, layout design, and line balancing.
5. To inculcate quality and efficiency orientation by applying quality management principles, TQM, statistical quality control, Six Sigma, Lean manufacturing, and Just-In-Time (JIT) systems in both manufacturing and service organizations.

Module-I

Introduction-Definition, Nature, Scope and Importance of Production and Operations Management -Operations Strategy & Competitiveness-Productivity concepts-Manufacturing vs Service systems.

Module-II

Forecasting-Time-series forecasting-Forecasting methods (quantitative & qualitative)-Forecast error analysis - Inventory Management-Inventory concepts-Costs in inventory-EOQ (Economic Order Quantity)-Inventory models.

Module-III

Advanced Inventory & Supply Chain-Probabilistic inventory models-Inventory control systems-Basics of supply chain management, Supply chain strategy-Performance measurement-Contemporary issues in operations

Module-IV

Aggregate Planning & MRP-Aggregate production planning-Sales & operations planning-Material Requirement Planning (MRP) - Facility Planning-Capacity planning-Facility location-Facility layout & line balancing

Module-V

Quality Management-Quality concepts-Total Quality Management (TQM)-Statistical quality control - Advanced Quality-Six Sigma-Quality in services - Lean & JIT-Just-In-Time (JIT)-Lean manufacturing.

Text Books

1. Chary, S. N. (2019). Production and operations management (6th ed.). McGraw-Hill Education.
2. Panneerselvam, R. (2012). Production and operations management (3rd ed.). PHI Learning.
3. Singh, S. P. (2014). Production and operations management. Vikas Publishing House.

Reference Books:

4. Ajay K Garg, **"Production and Operations Management"**, TMH, 2012.
5. K.Ashwathappa, Sreedhar Bhat, **"Production and Operations Management"**, HPH, 2012.
6. Panneerselvam **" Production and Operations Management"** PHI,2012.
7. H.Kaushal, **"Production / Operations Management"**, Case Study Solutions, MacMillan, 2012.
8. Mahadevan, **"Operations Management: Theory and Practice",** Second Edition, Pearson, 2010.

E Resources:

1. http://www.learnerstv.com/Free-Management-Video-lectures-ltv656-Page1.htm
2. http://www.learnerstv.com/Free-Management-Video-lectures-ltv728-Page1.htm
3. http://freevideolectures.com/Course/2371/Project-and-Production-Management
4. http://nptel.ac.in/courses/110106044/
5. https://www.youtube.com/watch?v=obzp6biyAN0

Course Outcomes:

At the end of the course, the student will be able to:

CO1:
Explain the **fundamental concepts, scope, and importance** of Production and Operations Management, including operations strategy, productivity measurement, and differences between manufacturing and service systems.

CO2:
Apply **demand forecasting techniques** and **inventory management models**, including EOQ and time-series methods, to support effective operational planning and control.

CO3:
Analyze **advanced inventory systems and supply chain strategies**, evaluate supply chain performance, and assess contemporary issues in operations management.

CO4:
Develop and evaluate **aggregate production plans**, MRP systems, and facility planning decisions related to capacity planning, location, layout, and line balancing.

CO5:
Apply quality management principles such as TQM, statistical quality control, Six Sigma, Lean manufacturing, and JIT to improve operational efficiency in manufacturing and service organizations

2026-2027 Onwards (MR-25)	MALLAREDDYDEEMED TO BE UNIVERSITY	BBA II – I Semester		
Code: 2561T13	HUMAN RESOURCE MANAGEMENT	L	T	P
Credits:4		4	-	-

Prerequisites: Basic principles of Management

Course Objectives:

1. To provide a comprehensive understanding of the **fundamentals, functions, roles, and structure of Human Resource Management.**
2. To develop knowledge of **manpower planning, recruitment, selection processes, HRIS, and employee appraisal systems,** including modern HR practices like outsourcing**.**
3. To equip learners with an understanding of **training and development methods, career growth, employee empowerment, and separation processes.**
4. To analyze **compensation management, job evaluation, employee motivation, productivity, stress management, and quality of work life.**
5. To understand **employee relations, labor laws, trade unions, conflict management, and collective bargaining mechanisms** in organizations**.**

UNIT - I Human Resources Management - Definition of Human Resource Management (HRM) – Objectives of HRM – Nature of HRM – Scope and Importance of HRM – HRM vs. Personnel management - Functions of HRM – Managerial Functions – Operative Functions – Qualities of HR Manager – Roles and Responsibilities of HR Manager – Challenges of HR Managers - Structure of HR Department – Personnel Policies and principles.

UNIT – II Recruitment and Selection - Human Resource Information System [HRIS] – Human Resource Planning (HRP) – Recruitment & Selection – Induction & Orientation - Performance Appraisal - Coaching and Mentoring - HRM issues and practices in the context of Outsourcing as a strategy.

UNIT-III Human Resources Development –Training and Development Methods - Design & Evaluation of T&D Programmes - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation

UNIT-IV Employee Compensation - Concept of Compensation – Principal and Issues of Compensation - Wage and Salary Administration - Job Evaluation - Employee Morale and Motivation - Recent Trends in Compensation.

UNIT – V Employee Relationships – Employee Relationships – Concepts - Trade Unions - Managing Conflicts - Discipline and Disciplinary Procedures - Collective Bargaining - Employee Grievances - Employee Participation in Management - Recent Trends in Employee Relations.

Course Outcomes: After completion of the course, learners will be able to:

1. Understand the basic concepts of Human Resource Management.

2. Compare recruitment and selection process.

3. Evaluate the relevance and methods of training and development.

4. Recognise the requisite skills in improving productivity and compensation of employees.

5. Analyse the need of Employee Maintenance in the organization.

TEXT BOOKS:

1. Aswathappa, K., & Dash, S. (2021). Human Resource Management-Text and cases. (9th ed.). Delhi, India: Tata McGraw-Hill.
2. Dessler, G., & Varrkey, B. (2020). Human Resource Management. Sixteenth Edition. Delhi, India: Pearson Paperback.

REFERENCES:

1. Prasad, L. M. (2018). Human Resource Management. Delhi, India: Sultan Chand & Sons
2. Rao, V. S. P. (2020). Human Resource Management. (2nd ed.). Delhi, India: Taxmann

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	**Programme Outcomes(POs)**								**Program Specific Outcomes (PSOs)**		
	PO1	**PO2**	**PO3**	**PO 4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO 1**	**PSO 2**	**PSO 3**
CO 1	3	3	1	3		3				3	3
CO 2	3	3	3	3	3			3	3		3
CO 3	3	3		3	3	3		3	3	3	
CO 4	3	3	3	3			3		3		3
CO 5	3	3	1	1	3		3	3			3