HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.
Ph: 040 – 65145529, Tele-Fax: 040-27616330
url: www.hindimahavidyalaya.org
Email:-info@hindimahavidyalaya.org

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
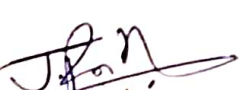**(BUSINESS ANALYTICS)**
2023-2024

HINDI MAHAVIDYALAYA, NALLAKUNTA, HYDERABAD
(Autonomous)

BACHELOR OF BUSINESS ADMINISTRATION
I,II & III YEAR (2023-2024)

Duration of Internal Assessment		30minutes
Duration of Semester Examination		21/2 hours
Marks of Internal Assessment		20 Marks (MCQ'S) 20 x 1
Assignment		05 Marks
Minor project/Presentation		10 Marks
	Total	**30 Marks**
Marks for semester Examination		**70 Marks**
	Total	**100 Marks**
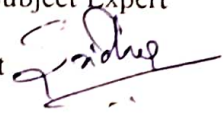
(Implementation of CBCS pattern)

J. PRANEETH   Prof. P. VENKATAIAH   D. CHANDRAMOULI   DR. B SREEDEVI
BOS CHAIRPERSON   OU NOMINEE   SUBJECT EXPERT   PRINCIPAL

PROFESSOR
Dept. of Business Management
Osmania University,
Hyderabad-500 007, T.S., India.

PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta

MEMBERS:
1.Chandramouli-Subject Expert

2.–Industry Expert

3.Namita .J-Asst prof Dept of Business management

4.P. Santoshi- Asst prof Dept of Business Management

To,

Date: 14/11/2023

Sub: Convening of Board of studies meeting - Reg.

Sir,

We are happy to inform that Hindi Mahavidyalaya had been Re-Accredited by NAAC and completed 2nd cycle of autonomy for a period of five year i.e. from 2018-2022 conferred Autonomy for a period of Six years, from 2012 to 2018. We have introduced B.B.A course in English medium in the year 2012 – 13 and we have introduced CBCS from the academic year i.e., 2016 – 17.

As a consequence, we have constituted Board of Studies for different departments as per the UGC norms duly ratified by Osmania University. As a member of Board of studies you are requested to make it convenient to give the date and time of meeting after in the month of -Nov-----, For the approval of BBA (business Analytical) syllabus for all semesters.

Thanking You,

Yours faithfully,

[signature]

DR. B. SREEDEVI
Principal,
PRINCIPAL HMV
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44, T.S.

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ANALYTICALS)

2023-2024

BBA I,II AND III YEARS

- BOS
- Agenda
- Members Present and Minutes of Meeting
- Syllabus
- Internal Exam Model Question Papers
- External Exam Model Question Papers
- Panel of Examiners

J. PRANEETH
BOS CHAIRPERSON

Prof. P. VENKATAIAH
O.U NOMINEE

Dept. of Business Management
Osmania University,
Hyderabad-500 007, T.S., India.

D. CHANDRAMOULI
SUBJECT EXPERT

DR. B SREEDEVI
PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44. T.S.

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

AGENDA

Date:

Welcoming the Members by Chairperson,

To present the Syllabus of all Years Papers and approval by the BOS members.

To approved the all III Years Syllabus

Any other matter with the permission of Principal/Director.

DR. B SREEDEVI
Principal
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44. T.S.

HMV.

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ANALYTICALS)

Course: Bachelor of Business Administration
Academic Year: 2023-2024

Course Objectives:

- To impart the students with multi-Disciplinary knowledge in Business Management, Commerce and Accounting, Economics, Statistics, IT and Legal Framework governing modern enterprises and corporate.
- To train students to have competitive advantage in terms of both horizontal and vertical mobility in their career path and growth.
- To equip students to become successful in getting placement in corporate as Junior Managers, Professional Certification and Higher Education.

Instructions Schedules:

The course is carried out under Semester pattern with respect to teaching, evaluation, assessment and award of degree. Semester is a period of instruction lasting 16 weeks.

DR. B SREEDEVI
Principal
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44. T.S.

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ANALYTICALS)

BOARD OF STUDIES

Chairperson:
Sri J. PRANEETH
HOD,
Department of Business Management
Hindi Mahavidyalaya College
Nallakunta, Hyderabad-500044

UNIVERSITY NOMINEE:

Prof. P. VENKATAIAH
Professor & Chairperson –BOS
Department of Business Management
Osmania University, Hyderabad-500007
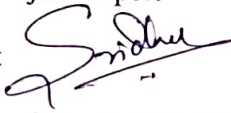
PROFESSOR
Dept. of Business Management
Osmania University,
Hyderabad-500 007, T.S., India.

MEMBERS:
1.Chandramouli-Subject Expert

2.–Industry Expert

3.Namita .J-Asst prof Dept of Business management

4.P. Santoshi- Asst prof Dept of Business Management

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ANALYTICS)

BOARD OF STUDIES

Notice/Agenda
For Board of Studies Meeting

Date:

Time:

Location: Committee Room, Hindi Mahavidyalaya

Notice is hereby given to the members of the Board of Studies, Department Of Business Management, Hindi Mahavidyalaya that the Board of Studies will held on __14/11/2023__ at __12:00__ in Committee Room. All the members are requested to attend the meeting and give their valuable suggestions.

The Agenda for the meeting is as follows:

Topic:
1. Approval of all year Syllabus
    2. Approval of Question Paper pattern
    3. Approval of Model Question Paper
    4. Any other matter with the permission of the chairman.

Sri. J. PRANEETH
HOD,
Department of Business Management
Hindi Mahavidyalaya College

Copy To:

MEMBERS:
1.Chandramouli-Subject Expert

2.–Industry Expert

3.Namita .J-Asst prof Dept of Business management

4.P. Santoshi- Asst prof Dept of Business Management

I YEAR
SEMESTER – I

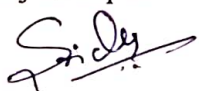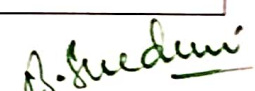| Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 1	English (First Language) – 1	4	4	2 ½	70 U + 30 I
SL 1	Second Language – 1	4	4	2 ½	70 U + 30 I
AECC 1	Environmental Studies	2	2	1 ½	35 U + 15 I
DSC 101	Principles of Management	5	5	2 ½	70 U + 30 I
DSC 102	Business Mathematics	5	5	2 ½	70 U + 30 I
DSC 103	Introduction to Information Technology	3T+4P	5	1 ½	50 U + 35 P +15I
	Total	27	25		

SEMESTER – II

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 2	English (First Language) – 2	4	4	2 ½	70 U + 30 I
SL 2	Second Language – 2	4	4	2 ½	70 U + 30 I
AECC 2	Basic Computer Skills	2	2	1 ½	35 U + 15 I
DSC 201	Business Economics	5	5	2 ½	70 U + 30 I
DSC 202	Financial Accounting	5	5	2 ½	70 U + 30 I
DSC 203	Introduction to Business Analytics	5	5	2 ½	70 U + 30 I
	Total	25	25		

J. PRANEETH
BOS CHAIRPERSON

Prof. P. VENKATAIAH
O.U NOMINEE PROFESSOR
Dept. of Business Management
Osmania University
Hyderabad-500 007, T.S., India.

D. CHANDRAMOULI
SUBJECT EXPERT

DR. B SREEDEVI
PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44, T.S.

BBA BUSINESS ANALYTICS (CBCS) OU
II YEAR
SEMESTER – III

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 3	English (First Language) – 3	3	3	2 ½	70 U + 30 I
SL 3	Second Language – 3	3	3	2 ½	70 U + 30 I
SEC 1	a) Communication Skills b) Professional Skills	2	2	1 ½	35 U + 15 I
SEC 2	a) Basic Quality Management b) Advanced Computer Skills	2	2	1 ½	35 U + 15 I
DSC 301	Basics of Marketing	5	5	2 ½	70 U + 30 I
DSC 302	Management Science	5	5	2 ½	70 U + 30 I
DSC 303	Descriptive Business Analytics (Practical EXCEL)	3 T +4 P	5	1 ½	50 U + 35L+15I
	Total	27	25		

SEMESTER – IV

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 4	English (First Language) – 4	3	3	2 ½	70 U + 30 I
SL 4	Second Language – 4	3	3	2 ½	70 U + 30 I
SEC 3	a) Leadership and Management Skills b) Universal Human Values	2	2	1 ½	35 U + 15 I
SEC 4	a) Business Policy & Strategy b) Business Law	2	2	1 ½	35 U + 15 I
DSC 401	Human Resource Management	5	5	2 ½	70 U + 30 I
DSC 402	Financial Management	5	5	2 ½	70 U + 30 I
DSC 403	Predictive Business Analytics (Practical EXCEL)	3T+4P	5	1 ½	50 U + 35 L+15I
	Total Semester Credits	27	25		

J. PRANEETH
BOS CHAIRPERSON

Prof. P. VENKATAIAH
O.U NOMINEE

D. CHANDRAMOULI
SUBJECT EXPERT

DR. B.SREEDEVI
PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Commerce & Science
Nallakunta, Hyderabad-44. T.S.

PROFESSOR
Dept. of Business Mana
Osmania Univer
Hyderabad-500 007

BBA (CBCS)   OU

III YEAR
SEMESTER V

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 5	English (First Language) – 5	3	3	2 ½	70 U + 30 I
SL 5	Second Language – 5	3	3	2 ½	70 U + 30 I
GE 1	Entrepreneurship Development	5	4	2 ½	70 U + 30 I
DSE 501	a) Big Data Analytics b) Data Warehousing & Data Mining	5	5	2 ½	70 U + 30 I
DSE 502	a) Financial Markets and Services (F) b) Brand Management (M) c) Organizational Development (HR)	5	5	2 ½	70 U + 30 I
DSE 503	a) Financial Analytics – I (F) b) Marketing Analytics – I (M) c) HR Analytics – I (HR)	3T+4P	5	2 ½	50 U + 35 L+15I
	Total Semester Credits	30	25		

Electives
(F) Finance
(M) Marketing
(HR) Human Resource Management

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SEMESTER – VI

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS 6	English (First Language) – 6	3	3	2 ½	70 U + 30 I
SL 6	Second Language – 6	3	3	2 ½	70 U + 30 I
DSC 601	a) Business Intelligence & Data Visualization b) Business Analytics Programming	3T+4P	5	2 ½	50 U + 35 L+15I
DSE 602	a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR)	5	5	2 ½	70 U + 30 I
DSE 603	a) Financial Analytics – II (F) b) Marketing Analytics – II (M) c) HR Analytics – II (HR)	3T+4P	5	2 ½	50 U + 35L+15I
PR 601	Project Report	4	3		Grade
CV 601	Comprehensive Viva-Voce		1		Grade
	Total	29	25		
	Total of All Semesters	150	150		

Electives

(F) Finance

(M) Marketing

(HR) Human Resource Management

* Project Report and Viva Voce will be evaluated for 100 marks each and converted to Grade

J. PRANEETH
BOS CHAIRPERSON
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~OYALAYA
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Prof. P. VENKATAIAH
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D.CHANDRAMOULI
SUBJECT EXPERT

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(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44. T.S.

COURSE CODE: AECC -1
COURSE: ENVIRONMENTAL STUDIES

COURSE OBJECTIVES:

1. To create awareness about environmental problems among people.
2. To develop attitude of concern for the environment in the students.
3. To help students to explore possible solutions of environmental problems, and to lay the foundation for a fully informed and active participation of individual in the protection of environment and the prudent and rational use of natural resources.

COURSE OUTCOMES:

1. Understand the transactional character of the environmental problems and ways of addressing them, including the interaction across local and global scales.
2. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
3. Understand the importance of sustainable development and modern approaches that enable humans to protect the environment.

UNIT - I: ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES – Definition, Scope & Importance of Environmental Studies. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids). Function of an Ecosystem: Energy flow in the Ecosystem (Single channel energy. (Flow model). Definition of Biodiversity, Genetic, Species & Ecosystem diversity, Hot spots of Biodiversity, Threats to Biodiversity, Conservation of Biodiversity (Insitu & Exsitu). Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources Water Conservation, Rain water harvesting & Watershed management.

UNIT - II: ENVIRONMENTAL POLLUTION, GLOBAL ISSUES & LEGISLATION

Causes, Effects & Control measures of Air Pollution, Water Pollution. Solid Waste Management. Global Warming & Ozone layer depletion. Ill – effects of Fire- works Disaster management – floods, earthquakes & cyclones Environmental legislation :- (a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act Human Rights, Women and Child welfare, Role of Information technology in environment and human health.

FIELD STUDY: Pond Ecosystem, Forest Ecosystem.

SUGGESTED BOOKS

1. Environmental Studies - from Crisis to Cure – by R. Rajagopalan Oxford University Press.
2. Text book of Environmental Studies for Undergraduate Courses by Erach Bharucha
3. Environmental Studies- Anubha Kaushik- New Age
4. Environmental Studies- Daniels- Wiley A Text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana S Chand Publication

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BOS CHAIRPERSON	O.U NOMINEE	SUBJECT EXPERT	PRINCIPAL

COURSE CODE: DSC - 101

COURSE: PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVES:

1. To enable the students to study the evolution of management.
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization
4. To study the system and process of effective controlling in the organization.

COURSE OUTCOMES:

1. Students will be able to have clear understanding of managerial functions.
2. Understand planning process in the organization
3. Learn the principles of Organizing
4. Understand the concept and process of Staffing
5. Demonstrate the ability to directing, leadership and communicate effectively

UNIT - I: INTRODUCTION TO MANAGEMENT: Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II: PLANNING – IMPORTANCE: Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III: ORGANIZING: Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV: STAFFING: Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

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  BOS CHAIRPERSON   O.U NOMINEE   12   SUBJECT EXPERT   PRINCIPAL

UNIT - V: EMERGING ISSUES IN MANAGEMENT: Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

SUGGESTED BOOKS

1.   Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.

2.   Harold Koontz & Hejnj Weihrich, Essentials of Management, Tata McGraw-Hill Education, New Delhi.

3.   T.Ramasamy Principles of Management, Himalaya Publishing House, Mumbai.

4.   L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons

5.   Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications

6.   P.C. Tripathi & P.N. Reddy Principles of Management, Tata McGraw-Hill Education, New Delhi.

7.   Singh, "Principles and Practices of Management and Organizational Behaviour, Sage Publication.

8.   Ganguly, Principlesof Management, Cengage Publications.

J. PRANEETH   Prof. P. VENKATAIAH   D.CHANDRAMOULI   DR. B SREEDEVI
   BOS CHAIRPERSON   O.U NOMINEE   13   SUBJECT EXPERT   PRINCIPAL

COURSE CODE: DSC - 102
COURSE: BUSINESS MATHEMATICS
COURSE OBJECTIVES:

1. To learn mathematical functions
2. To learn Set theory and Differentiation
3. To learn the concept of integration and Matrix Algebra

COURSE OUTCOMES:

1. To apply mathematical concepts for business decision making
2. To solve business problems using mathematical techniques.
3. To have strong conceptual knowledge in Business Mathematics

UNIT – I: FUNCTIONS: Introduction – Concept – Types of functions –Linear, Quadratic, Polynomial, Exponential and Logarithmic- Special types of functions – Function related to Business and Economics. Interest- Simple and Compound, Discounts, Theory of Indices: Laws, Negative, Fractional Indices – Arithmetic, Geometric Progressions, Applications.

UNIT – II: THEORY OF SETS: Introduction – Set Theory Definition, Types of sets: Universal, Power, Super, Equal Sets and Venn Diagrams – Set Operations: Union of Two sets, Intersection of Two sets, Complement of sets, Difference of Two sets – Theorems: Associative, Distributive, De Morgan's Laws – Set Relation and Applications: Permutation and combinations,

UNIT – III: DIFFERENTIATION:

Introduction – Concept of Derivative–Physical and Geometrical Meaning – Increasing and Decreasing function –Maxima and Minima. Applications of Differentiation, Revenue function (Excluding Trigonometric functions).

UNIT – IV: CONCEPT OF INTEGRATION:

Introduction - Fundamental formulate – Properties - Method of Integration - Substitution Method only Simple Applications, Revenue functions, Cost function, Profit function (Excluding Trigonometric function).

Vectors: Vectors and types of vectors, linear dependence of Vectors and independence of Vectors.

UNIT – V: MATRIX ALGEBRA:

Introduction – Definition – Symbol, Order of a Matrix – Row, Column matrix – Operations of Matrices – Matrix Multiplication – Determinant of a matrix – Inverse of a Matrix – Rank of Matrix - Application of matrix. Systems of Linear Equations and their solution using matrices.

J. PRANEETH   Prof. P. VENKATAIAH   D.CHANDRAMOULI   DR. B SREEDEVI
   BOS CHAIRPERSON   O.U NOMINEE   14 SUBJECT EXPERT   PRINCIPAL

BBA (CBCS)   OU

COURSE CODE: DSC - 103
COURSE: INTRODUCTION TO INFORMATION TECHNOLOGY

COURSE OBJECTIVES

1. The Objective of this course is to familiarize management students to basics of IT, its applicationsand importance to present day management and organization.
2. The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive medias, Internet basics etc.

COURSE OUTCOMES

1. Demonstrate that the student can use a personal computer or mobile device for accessing the internet and use basic computer applications such as e-mail, PowerPoint, Excel and common webpage creation tools.

2. Application of a variety of information technologies to their own work, demonstrating their competence in researching, creating, and presenting projects using a variety of digital information tools.

3. Use digital technology in research, analysis, and critical inquiry.

UNIT - I : INTRODUCTION TO IT : Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

UNIT – II : INTRODUCTION TO IS : Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

UNIT - III : MULTIMEDIA CONCEPTS : Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

UNIT – IV : INTERNET & SECURITY ISSUES : Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

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UNIT – V : OFFICE MANAGEMENT APPLICATIONS : Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

SUGGESTED BOOKS

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing theDigital Firm, Pearson Education.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition.
3. Leonard Jessup, Joseph Valacich,Information Systems Today, Why IS matters, PearsonEducation.
4. Effy Oz- Management Information Systems, Thomson
5. Wali, Information Technology for Management, Wiley

J. PRANEETH   Prof. P. VENKATAIAH   D.CHANDRAMOULI   DR. B SREEDEVI
BOS CHAIRPERSON   O.U NOMINEE   17   SUBJECT EXPERT   PRINCIPAL