

ESTD : 1992

CSSR & SRRM DEGREE & PG COLLEGE AUTONOMOUS

Re-Accredited by NAAC with A Grade

Permanently Affiliated to Yogi Vemana University

Recognized Under 2(f) & 12(B) of UGC Act 1956

13/521, Reddy Colony, Kamalapuram-516 289, Kadapa Dist. A.P.



**Board of Studies
Minutes of the Meeting -I& II
AY: 2025-26
Department of Business Studies**

Dated: 10.09.2025

AGENDA

1. To discuss I & II Semester B.B.A syllabus and their corresponding credits for the following courses with CBCS framework.

Semester I

- Accounting for Managers (Course-1)
- Principles of Management (Course-2)

Semester - II

- Fundamental of Digital Marketing (Course-3)
- Managerial Economics (Course-4)


2. To Approve the Model Question Paper.
3. To Approve List of Examiners & Question Paper setters
4. Any other matter with the permission of Chair.

RESOLUTIONS

Resolutions Passed in the Meeting

All the members attended for the BoS meeting conducted through online. It is unanimously resolved by the members present to

1. Add Ratio analysis topic in the second unit of Accounting for Managers paper
2. Add Recruitment and selection- Methods and process in the third unit of Principles of Management paper
3. Add Search Engine Optimization- Techniques of SEO, Search Engine Marketing-Impressions, CTC, PPC, Quality score in V th Unit of Digital marketing.
4. It is further resolved to adopt the remaining syllabus as prescribed by the APSCHE.


(Y. SURESH ARAYUDU)

The Modified syllabus by the panel members in the BoS Meeting are:

Sl. No.	Semester, Group & Title of the Paper	UNIT NAME	Modifications	Remarks/ Resolution
	SEMESTER-I COURSE-1: ACCOUNTING FOR MANAGERS	UNIT -II: FINANCIAL STATEMENT ANALYSIS	Added the new topic: Ratio analysis.	Ratio analysis helps interpret financial statements more effectively.
	COURSE2: PRINCIPLES OF MANAGEMENT	UNIT – III: ORGANIZING	Added the new topic: Recruitment and selection- Methods and process	Added because right people are needed for right jobs in an organization.
	SEMESTER-II COURSE-3: FUNDAMENTALS OF DIGITAL MARKETING	UNIT-V: BLOGGING AND OPTIMIZATION	Added the new topic: Search Engine Optimization- Techniques of SEO, Search Engine Marketing- Impressions, CTC, PPC, Quality score;	Added because SEO and SEM boost blog reach and online visibility

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I BBA Honours: Semester-I-Course Structure

Title of Paper	Course Code	No. Hours/ week	Credits	CIA	SEE	Total
Accounting for Managers	2BBA-101	4	4	30	70	100
Principles of Management	2BBA-102	4	4	30	70	100

I BBA Honours: Semester -II- Course Structure

Title of Paper	Course Code	No. Hours/ week	Credits	CIA	SEE	Total
Fundamentals of Digital Marketing	2BBA-103	4	4	30	70	100
Managerial Economics	2BBA-104	4	4	30	70	100

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Continuous Internal Assessment:

In each semester, for every subject there are two Internal Examinations with 30 marks each and time duration of 1 Hour. The Thirty marks are divided as:

Sl. No.	Name of the Activity	Marks Allotted
1	Internal Examination (Written Test)	20
2	Co Circular Activities: Seminar/Assignment/Group Discussion	5
3	Extra Circular Activities: NSS/NCC/Sports/Clean & Green Activities/Community Services	5

Semester End Examinations:

The semester end examination is for 70 marks with the time duration of 3 Hours.

4 hours

COURSE –1: ACCOUNTING FOR MANAGERS
COURSE OUTCOMES

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

- CO1: Understand the principles of financial and managerial accounting.
- CO2: Prepare and interpret basic financial statements.
- CO3: Apply cost accounting techniques in managerial contexts.
- CO4: Use financial information for decision-making and control.
- CO5: Analyze financial statements for assessing organizational performance.

SYLLABUS

UNIT-I: INTRODUCTION TO ACCOUNTING AND FINANCIAL STATEMENTS

Meaning, Objectives Functions and Importance of Accounting - Accounting Concepts and Conventions- Users of Accounting Information - Distinction between Financial Accounting, Cost Accounting, and Management Accounting - Introduction to Financial Statements: Trading Account, Profit and Loss Account, and Balance Sheet - Limitations of Financial Statements.

UNIT -II: FINANCIAL STATEMENT ANALYSIS

Meaning and Purpose of Financial Statement Analysis - Types of Analysis: Vertical, Horizontal and Trend Analysis, Ratio analysis.

UNIT -III: COST CONCEPTS AND CLASSIFICATION

Meaning of Cost and Cost Accounting - Elements of Cost: Direct Material, Direct Labour, Direct Expenses, and Overheads - Cost Classification: Fixed, Variable, Semi-variable - Functional Classification of Costs - Preparation of Cost Sheet.

UNIT -IV: MARGINAL COSTING AND BREAK - EVEN ANALYSIS

Concept of Marginal Cost and Marginal Costing - Contribution - Profit -Volume Ratio - Break-even Point - Margin of Safety - Cost -Volume-Profit(CVP) Analysis.

UNIT -V: BUDGETING AND BUDGETARY CONTROL

Meaning and Objectives of Budgeting - Types of Budgets: Functional Budgets, Cash Budget, Flexible Budget, Master Budget - Preparation of Budgets - Budgetary Control: Meaning, Advantages and Limitations - Zero-Based Budgeting and Performance Budgeting (Conceptual overview only).

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Student - Centric Activities

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Create a detailed cost sheet using hypothetical data on materials, labor, and overheads to understand cost classification.
- Use Excel to compute and plot Break-even Charts to analyze cost-volume-profit relationships.
- Form groups to prepare functional budgets (sales, cash, production) and present a comparative analysis of budgeted vs, actual figures.
- Analyze financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.

Recommended Text Books:

- 1.Maheshwari,S.N.&Maheshwari,S.K.(2022),An Introduction to Accountancy .VikasPublishing House..
- 2.Jain,S.P.&Narang,K.L. (2022).Cost and Management Accounting. Kalyani Publishers.
- 3.Khan.M.Y.&Jain,P.K. (2022). Management Accounting. McGraw Hill Education.
- 4.Tulsian,P.C.(2022), Financial Accounting for Managers. Pearson Education.
- 5.Hongren,C.T.,Sundem, G.L., & Stratton, W.O.(2021).Introduction to Management Accounting. Pearson..

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COURSE 2: PRINCIPLES OF MANAGEMENT

COURSE OUTCOMES

Upon successful completion of the course, the student will be able to:

- CO1:** Understand and explain the fundamental principles and practices of management. .
- CO2:** Comprehend and apply the management process including planning, organizing, leading, and controlling.
- CO3:** Analyze different organizational structures and delegation patterns.
- CO4:** Evaluate various motivational and leadership theories in organizational contexts.
- CO5:** Apply managerial control techniques to enhance organizational productivity and quality.

SYLLABUS

UNIT-I: INTRODUCTION TO MANAGEMENT

Definition and nature of management - Evolution of management thought - Principles of management - Functions of management - Levels of management - Roles and responsibilities of managers - Trends and challenges of management in the global scenario - emerging concepts in modern management.

UNIT-II: PLANNING

Nature and significance of planning - Types of planning: strategic, tactical, and operational - Planning process - Objectives and policies - Management by Objectives (MBO) - Strategies and types of strategies - Advantages and limitations of planning.

UNIT - III: ORGANIZING

Nature and purpose of organizing - Principles of organization - Formal and informal organization - Organizational structure functional, divisional, matrix - Recruitment and selection- Methods and process; Line and staff authority - Centralization and decentralization - Delegation of authority - Recent trends in organizational design.

UNIT-IV: DIRECTING

Meaning and importance of directing - Motivation: meaning, importance, and theories (Maslow, Herberg, McGregor) - Leadership style and leadership theories (Trait, Behavioral, Contingency) - Communication process - Types of communication - Barriers to effective communication and ways to overcome them.

UNIT-V: CONTROLLING

Nature and process of control - Types of control: feed forward, concurrent, feedback - Budgetary and non-budgetary control techniques - Productivity management - Cost control - Purchase control - Maintenance control - Quality control - Modern tools of managerial control.

Student - Centric Activities

Case Study Analysis Students analyze real -world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.
Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.

- Group Debate: Conduct structured debates on topics like "Centralization vs. Decentralization" or "Autocratic vs. Democratic Leadership" to foster analytical thinking.
- Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical startup, including vision, mission, goals, and organizational structure.
- Leadership Style Self - Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

Recommended Text Books:

- 1.Gupta, Sharma,& Bhalla. Principles of Business Management, Kalyani Publications,1st Edition.
- 2.L.M. Prasad, Principles of Management. Sultan Chand & Sons, Latest Edition.
- 3.Koontz,H., & Weihrich, H.Essentials of Management. Tata McGraw-Hill,1998.
- 4.Joseph L.Massie. Essentials of Management. Prentice Hall (Pearson),4th Edition,2003.
- 5.Tripathi, P.C.,& Reddy, P.N. Principles of Management. Tata McGraw-Hill.
- 6.J.N.Chandan. Management: Theory and Practice.
7. J.S. Chandan. Management: Concepts and Strategies, Vikas Publishing.

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COURSE-1: ACCOUNTING FOR MANAGERS
MODEL QUESTION PAPER

Time: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. What is accounting?.
2. State any two objectives of accounting.
3. What is financial statement analysis?.
4. State any two purposes of financial statement analysis..
5. What is cost?.
6. Define cost accounting.
7. Marginal Cost.
8. Break-even Point (BEP).
9. What is budgeting?.
10. What is a functional budget.

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

Unit-I

11. Explain the meaning, objectives, functions, and importance of accounting?
or
12. Discuss the various accounting concepts and conventions with examples.

Unit-II

13. Explain the meaning and purpose of financial statement analysis. Discuss how it helps stakeholders in decision-making.
or
14. Describe the different methods of financial statement analysis and explain their importance?

Unit-III

15. Explain the meaning and importance of cost accounting. Discuss the role of cost accounting in business decision-making.
or
16. Describe the elements of cost with suitable examples.?

Unit-IV

17. Explain the concept of marginal costing and discuss its importance in managerial decision-making..
or
18. Discuss the key components of marginal costing such as contribution, P/V ratio, profit, and margin of safety.

Unit-V

19. Explain the meaning and objectives of budgeting. Discuss how budgeting helps in planning and controlling business operations..?
or
20. Describe the different types of budgets such as functional budget, cash budget, flexible budget, and master budget with examples.?

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COURSE – 2: PRINCIPLES OF MANAGEMENT
MODEL QUESTION PAPER

Max. Marks: 70 Marks

Time: 3Hrs

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. What is management?.
2. Name any two characteristics of management..
3. What is planning?.
4. Define strategic planning..
5. What is organizing?
6. Define principle of unity of command.?
7. What is directing?
8. Mention any two characteristics of directing.
9. What is controlling?
10. Mention any two features of controlling.

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

UNIT-I

11. Define management and explain its nature. How is management considered both an art and a science?.
- or
12. Discuss the evolution of management thought, highlighting the contributions of classical, behavioral, and modern approaches..

UNIT-II

13. Explain the nature and significance of planning in management. How does planning contribute to organizational success?
- or
14. Discuss the different types of planning: strategic, tactical, and operational, with suitable examples.

UNIT-III

15. Explain the nature and purpose of organizing. How does organizing contribute to effective management?.
- or
16. Discuss the principles of organization and their importance in creating an efficient organizational structure.

UNIT-IV

17. Define directing. Explain its meaning and importance in the management process..
- or
18. Discuss the concept of motivation, its importance, and the key motivational theories: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and McGregor's Theory X and Theory Y.?

UNIT-V

19. Explain the nature and importance of controlling in management. How does it help in achieving organizational goals?
- or
20. Describe the process of control in management. Explain the steps involved in effective control.

Yours

COURSE-3:FUNDAMENTALS OF DIGITAL MARKETING

COURSE OUTCOMES

Upon successful completion of the course, students will be able to:

- CO1: Understand the core concepts and evolution of digital marketing.
- CO2: Apply digital marketing techniques such as SEO, social media, email, and mobile marketing.
- CO3: Use automation tools like CRM and Mail Chimp to streamline marketing activities.
- CO4: Design basic email campaigns and analyze the effectiveness of influencer marketing strategies.
- CO5: Create, optimize, and track blog content for individual or business branding.

SYLLABUS

UNIT-I: INTRODUCTION TO DIGITAL MARKETING

Definition and Meaning of Digital Marketing - Need and Scope of Digital Marketing - Evolution and History - Conceptual Approaches to Digital Marketing - Role of Digital Marketing in the Global Economy - Examples of Best Practices in Digital Campaigns.

UNIT -II: MARKETING AUTOMATION

Definition and Advantages of Marketing Automation - Marketing Automation Software Tools: CRM, Sales force, Analytics, Platforms - Role of Marketing Automation in Improving Customer Experience (CX) - Benefits for Marketers - Introduction to Marketing Automation Tools for Campaign Management and Personalization.

UNIT -III: DIGITAL MARKETING MIX AND INFLUENCER MARKETING

Digital Marketing Mix Elements - Online Advertising and Lead Generation - Social Media Marketing: Platforms and Strategies - Content Marketing and Copywriting - Influencer Marketing and Celebrity Endorsements.

UNIT -IV: EMAIL AND MOBILE MARKETING

Email Marketing: Importance and Effectiveness - Types of Emails: Transactional, Promotional, Newsletters - Email Advertising Options - Key Features and Uses of Mail Chip - Mobile Marketing Overview - Strategies for B2B and B2C Mobile Marketing - SMS and App -based Marketing Channels.

UNIT-V: BLOGGING AND OPTIMIZATION

Definition and Importance of Blogs - Types: Personal and Corporate Blogs - Overview of Popular Blog Platforms - Blog Optimization: Tags, Widgets, Blog Stats - Blog Engagement Techniques ; Search Engine Optimization- Techniques of SEO, Search Engine Marketing-Impressions, CTC, PPC, Quality score; Using Blogs for SEO and Brand Building - Measuring Blog Effectiveness.

Student -centric activities

- Digital Audit Assignment: Students analyze the digital presence (website, social media, SEO) of a local business or brand and suggest improvements.
- Create a Personal Blog or Website: Students build and maintain a blog using free tools like Word Press or Blogger to apply digital content creation and SEO practices.

- Social Media Campaign Simulation: Design and present a mock digital marketing campaign using platforms like Instagram, Facebook, or LinkedIn, including target audience, budget, and KPIs.
- Google Ads or SEO Tools Demo: Hands-on sessions using tools like Google Ads, Google Trends, or Uber suggest to understand keyword planning and ad strategy.
- Case Study Analysis of Successful Campaigns: Evaluate successful digital marketing case studies (e.g., Nike, Amul, Zomato) and present key strategies and outcomes.

Recommended Reference Books:

1. Evans, D., & Bratton, S. (2010). Social media marketing: The next generation of business engagement. Wiley.
2. Thibault, M.J. (2023). The influencer blueprint: A step-by-step guide to harnessing the power of influencer marketing for business success. Independently Published.
3. Pain, G. (2019). Marketing automation and online marketing: Automate your business through marketing best practices such as email marketing and search engine optimization. Independently Published.
4. Roberts, S. (2016). Marketing AI: From automation to revenue performance marketing. Independently Published.
5. Robinson, R. (2021). How to start a blog (on the side). Side Hustle Nation Press.

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SEMESTER-II
COURSE-4: MANAGERIAL ECONOMICS

COURSE OUTCOMES

Upon successful completion of this course, students will be able to:

CO1: Understand and apply core concepts of managerial economics in decision-making.

CO2: Analyze consumer behavior, demand elasticity, and supply responses.

CO3: Utilize managerial analysis and optimization techniques in pricing and output decisions.

CO4: Examine cost structures and production behavior in the short and long run.

CO5: Evaluate market structures and macroeconomic indicators affecting business performance.

SYLLABUS

UNIT-I: INTRODUCTION TO MANAGERIAL ECONOMICS

Definition, nature, and scope of managerial economics - Role of managerial economics in decision-making - Microeconomics vs Macroeconomics - Basic principles; Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective - Application of managerial economics in business problems.

UNIT -II: DEMAND, SUPPLY (BASICS)

Law of demand and determinants of demand - Elasticity of demand: Price, Income, and Cross Elasticity - Measurement and interpretation of elasticity - Factors affecting elasticity - Law of supply - Demand forecasting: types and importance (conceptual overview only).

UNIT -III: UTILITY THEORY AND CONSUMER EQUILIBRIUM

Cardinal Utility Approach: Total utility and Marginal Utility - Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility - Ordinal Utility Approach: Indifference Curve Analysis - Marginal Rate of Substitution - Budget Line and Consumer Equilibrium - Impact of changes in income and prices on equilibrium.

UNIT -IV: PRODUCTION, COST AND MARKET STRUCTURES

Production Function - Fixed and Variable Inputs - Laws of Production: Law of Variable Proportion and Returns to Scale - Cost Concepts: Explicit, Private, and Social Costs-Cost Curves in Short and Long Run - Economies and Diseconomies of Scale - Market Structures: Features and Pricing under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

UNIT -V: MACROECONOMIC ANALYSIS FOR MANAGERS

National Income Concepts: GDP, GNP, NDP, NNP, and Methods of Calculation (overview) - Theories of Income and Employment: Classical and Keynesian Views - Business Cycles and their Impact on Business - Relevance of Macroeconomic Indicators in Managerial Decision-making - Role of Government Policies in Economic Stabilization.

Student - Centric Activities

- Elasticity Case Study: Analyze demand elasticity for real -life products.
- Consumer Choice Simulation: Model consumer equilibrium using budget lines.
- Cost Curve Plotting: Prepare cost curves using sample industry data.
- Market Structure Role Play: Enact pricing strategies under different markets.
- Economic Indicator Report: Present business impact of GDP, inflation, etc.

Recommended Text Books and Readings:

1. Ivan Png (2021). Managerial Economics. Blackwell Publishers.
2. Dominick Salvatore (2022). Managerial Economics in a Global Economy. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). Managerial Economics: Economic Tools for Today's Decision Makers. Pearson.
4. D.N. Dwivedi (2022). Managerial Economics. Vikas Publishing House.
5. L. Varshney & K.L. Maheshwari (2022) Managerial Economics. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). Economics. Oxford University Press. .

Yours

COURSE-3: FUNDAMENTAL OF DIGITAL MARKETING

MODEL QUESTION PAPER

Time: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. What is digital marketing??
2. Give one difference between traditional marketing and digital marketing.
3. What is marketing automation?
4. What is CRM in marketing automation??
5. What is the digital marketing mix?
6. Name any two elements of the digital marketing mix.
7. Define Email Marketing.?
8. What is the importance of email marketing??
9. What is a blog??
10. Name any two popular blog platforms.?

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

Unit-I

11. Define digital marketing and explain its meaning. How is it different from traditional marketing?
or
12. Discuss the need and scope of digital marketing in the modern business environment. .

Unit-II

13. Define marketing automation and explain its importance in modern digital marketing.
or
14. Discuss the advantages of marketing automation for businesses. How does it help streamline marketing processes?

Unit-III

15. Explain the elements of the Digital Marketing Mix. How do they differ from the traditional marketing mix?
or
16. Discuss the role of online advertising in lead generation. Explain different methods and strategies used for effective online advertising.

Unit-IV

17. Explain the importance and effectiveness of email marketing in modern digital marketing strategies.
or
18. Describe the various email advertising options available to marketers and analyze their relevance.

Unit-V

19. Define blogging and explain its importance in digital marketing. How do blogs help in brand building?
or
20. Discuss the different types of blogs, including personal and corporate blogs, with suitable examples.

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COURSE-4: MANAGERIAL ECONOMICS
MODEL QUESTION PAPER

Time: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. Define managerial economics.
2. State any two features of managerial economics.
3. What is the law of demand?
4. Give one method to measure elasticity of demand.
5. Define total utility.
6. Give one assumption of the Law of Diminishing Marginal Utility.
7. Define production function.
8. What is a fixed input? Give an example.
9. Define GDP.
10. What is NNP?

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

Unit-I

11. Define managerial economics. Explain its nature and scope in modern business management.
- or
12. Discuss the role of managerial economics in decision-making and problem-solving for businesses. .

Unit-II

13. Explain the law of demand and discuss the main determinants of demand with examples. ?
- or
14. Discuss the concept of elasticity of demand. Explain the types of elasticity: price elasticity, income elasticity, and cross elasticity.

Unit-III

15. Explain the cardinal utility approach, including the concepts of total utility and marginal utility. ?
- or
16. Discuss the Law of Diminishing Marginal Utility with examples. How does it explain consumer behavior?

Unit-IV

17. Explain the production function and the distinction between fixed and variable inputs.?
- or
18. Describe the behavior of cost curves in the short run and long run. Include diagrams of average and marginal cost curves.?

Unit-V

19. Explain the key concepts of national income including GDP, GNP, NDP, and NNP. Discuss the methods of calculating national income.
- or
20. Compare the Classical and Keynesian theories of income and employment. How do they differ in explaining unemployment and economic stability?

Y. B. S.

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13/521, Reddy Colony, Kamalapuram-516 289, Kadapa Dist. A.P.

Department of Business Studies 2025-26

Members Present for the Board of Studies:

S. No	Name of the Faculty	Designation	Position In Bos	Signature
1	M. Venkatasiva	Head of the Department	Chairperson	M. Venkatasiva..
2	Dr. Kothapalle Inthiyaz Department Of MBA Sri Sai Institute of Technology and Sciences Rayachoty, JNTU Ananthapuram Phone: 9490375716 E-mail Id:inthiyaz2024@gmail.com	Associate Professor	Subject expert	Virtual
3	Ms. M.Pavani Department Of MBA Sri Sai Institute Of Technology and Sciences Rayachoti, JNTU Ananthapuram	Assistant Professor	Subject expert	Virtual.
4	Prof. Y.Subbarayadu Department Of Business management Yogi Vemana University Phone: +91 9440883050 E-Mail Id : ysrayudu2002@yvu.edu.in	Professor	Subject Expert University Nominee	Y. Subbarayadu
5	D. Venkatasiva Apis India put Ltd Phone : 9705726662	Industrialist	Member	D. Venkatasiva
6	Pavan Kumar Reddy Phone : 8341596741	Alumni	Member	Pavan Kumar Reddy

BBA HONOURS Ist & IInd SEMESTERS BoS MEETING PHOTOS

