



**SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE, New Delhi, Affiliated to JNTUK, Kakinada)

Accredited by NAAC with 'A+' Grade

Recognised as Scientific and Industrial Research Organisation

SRKR MARG, CHINA AMIRAM, BHIMAVARAM – 534204 W.G.Dt., A.P., INDIA

Regulation: R24		II - B.B.A. II - Semester							
BACHELOR OF BUSINESS ADMINISTRATION									
COURSE STRUCTURE (With effect from 2024-25 admitted Batch onwards)									
Course Code	Course Name	Category	L	T	P	Cr	C.I.E.	S.E.E.	Total Marks
B24BB2201	HumanResourceManagement	CC	4	0	0	4	30	70	100
B24BB2202	ResearchMethodology	CC	3	0	0	3	30	70	100
B24BB2203	OperationsResearch	CC	4	0	0	4	30	70	100
B24BB2204	CrosscultureManagement	CC	3	0	0	3	30	70	100
B24BB2205	PublicHealthManagement	VAC	2	0	0	2	30	70	100
B24BB2206	Entrepreneurship Development	SEC	2	1	0	2	30	70	100
B24BB2207	Design of NewStart-up (Mini project)	SEC	0	0	4	2	50	--	50
TOTAL			18	1	4	20	230	420	650

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2201	CC	4	--	--	4	30	70	3 Hrs.
HUMAN RESOURCE MANAGEMENT								
(For BBA)								
Course Objectives:								
1.	Explain the nature, scope, and significance of Human Resource Management and the role of HR managers in organizations.							
2.	Describe the processes of human resource planning, recruitment, and selection.							
3.	Illustrate the importance and methods of training and development.							
4.	Explain performance appraisal systems and compensation management practices.							
5.	Describe the concept and importance of industrial relations and collective bargaining.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Explain the functions of HRM and its contribution to organizational objectives.							K2
2.	Describe the stages involved in recruitment, selection, placement, and induction.							K2
3.	Explain different training techniques and evaluate training effectiveness.							K2
4.	Describe appraisal methods and components of compensation.							K2
5.	Explain grievance handling procedures and collective bargaining processes.							K2
SYLLABUS								
UNIT-I (10Hrs)	Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company’s objectives and policies, organizing the HRM Department.							
UNIT-II (10 Hrs)	Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process.							
UNIT-III (10 Hrs)	Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.							

UNIT-IV (10 Hrs)	Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation- Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation.
UNIT-V (10 Hrs)	Industrial Relations –Definition, Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.
Textbooks:	
1.	Human Resource Management: Text and Cases by K. Ashwathappa& Sadhna Dash (McGraw Hill)
2.	Human Resource Management by L.M. Prasad (Sultan Chand & Sons)
Reference Books:	
1.	A Text book of Human Resource Management – C. B. Mammoria& S. V. Ghankar. - Himalaya Publishing House.
2.	Personnel and Human Resource Management - Text & Cases, P Subba Rao, Himalaya Publishing House.
3.	Human Resource Management – P. Jyothi, Oxford University Press.
4.	Human Resource Management ,R.Wayne Mondy, Robert M, Noe, Pearson Education.
e-Resources	
1.	https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2202	PC	3	--	--	3	30	70	3 Hrs.
RESEARCH METHODOLOGY								
(For BBA)								
Course Objectives:								
1.	Developing the students in Research orientation and to acquaint them with fundamental of research methods							
Course Outcomes: Students can be able to								
S.No	Outcomes							Knowledge Level
1.	Understand the nature, importance, and role of research in business and social sciences by explaining different types of research and ethical issues involved..							K2
2.	Explain the concepts of primary and secondary data, sampling techniques, and measurement scales used in research studies.							K2
3.	Understand survey research designs, fieldwork procedures, data editing, coding, classification, and methods of data presentation							K2
4.	Describe the concepts of hypothesis formulation, null and alternative hypotheses, and the differences between parametric and non-parametric tests.							K3
5.	Apply standard report-writing techniques to prepare and present a clear, logical, and professional research report.							K3
SYLLABUS								
UNIT-I	Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research-Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, ethical issues in business research- Defining Research Problem, Steps in Research process							
UNIT-II	Data Base: primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.							
UNIT-III	Survey Research and data analysis: Selection of an appropriate survey research design, the							

	nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self-administered Questionnaires- Editing–Coding–Classification of Data –Tables and Graphic Presentation–Preparation and Presentation of Research Report.
UNIT-IV	Formulation of Hypothesis –Tests of Hypothesis - Introduction to Null hypothesis vs. alternative hypothesis, parametric vs.non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, ChiSquare test.
UNIT-V	Report Writing: Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of a research report.
Textbooks:	
1.	C.R.Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2.	Navdeep and Guptha : Statistical Techniques & Research Methodology, Kalyani Publishers
Reference Books:	
1.	Willam G.Zikmund, Adhkari: Business Research Methods
2.	A.N.Sadhu, Amarjitsingh, Research methodology in social sciences, 7 th Edition Himalaya Publications.
3.	ABhujangarao, Research methodology, Excel Books, 2008

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2203	CC	4	--	--	4	30	70	3 Hrs.
OPERATIONS RESEARCH								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand and analyze managerial problems in industry so that they are able to use resources (capitals, materials, machines etc) more effectively.							
2.	Formulate mathematical models and solve them using simplex method for quantitative analysis of managerial problems in industry.							
3.	Understand the Transportation, Assignment and Sequencing models to optimize industrial resources.							
4.	Predict the strategies of the competitor and simulate various working models to improve the business concerns.							
5.	Generate different PERT and Replacement models to improve the efficiency of the Industrial models.							
Course Outcomes: Upon the successful completion of this course, Students will								
S.No	Outcome							Knowledge Level
1.	Formulate Mathematical models and solve them using Graphical and Simplex methods.							K3
2.	Apply Transportation and Assignment algorithms to optimize industrial resources.							K3
3.	Apply the Sequencing and Replacement procedures to increase the efficiency of the business systems.							K3
4.	Use the Game theory strategies and Simulation processes to use the resources more effectively.							K3
5.	Identify the Critical Path and apply the techniques to optimize the project cost and duration.							K3
SYLLABUS								
UNIT-I (10Hrs)	Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modeling, Graphical method. The Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method.							

UNIT-II (10 Hrs)	<p>Transportation & Assignment Models: Transportation Model: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem. Assignment Model: Introduction-Mathematical formulation of assignment model-Hungarian method of solving assignment problem, Travelling Salesman Problem.</p>
UNIT-III (10 Hrs)	<p>Sequencing & Replacement models: Job Sequencing: Sequencing problem-Terminology, processing n-jobs through two machines, n-jobs through three machines, n-jobs through m-machines. Replacement models: Introduction-Replacement situations- Individual replacement and group replacement</p>
UNIT-IV (10 Hrs)	<p>Game Theory & Simulation: Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods. Simulation: Methodology, advantages, limitations- Monte-Carlo method of simulation- Applications-Simulation for Inventory and Waiting Lines.</p>
UNIT-V (10 Hrs)	<p>CPM and PERT Models: Objectives, Network components, Drawing network diagrams – Critical path algorithm- Floats in Network -Identifying critical path – PERT algorithm- probability of completing the project within given time- optimum cost and optimum duration.</p>
Textbooks:	
1.	V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons.
2.	P. K. Gupta and D.S.Hira, Operations Research S. Chand and company Pvt. Ltd.
Reference Books:	
1.	Kanti Swarup, P K Gupta, and Man Mohan, Operations Research, Sultan Chand & Sons.
2.	S. D. Sharma, Operations Research –Theory, Methods and Applications, Kedar Nath Ram Nath.
3.	Anand Sharma, Operations Research, Himalaya Publishing House, 3. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd..
4.	JK Sharma Operation Research – Theory and Applications, MacMillan.
5.	Richard Bronson & Govindasami Naadimuthu, SCHAUM’S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata McGraw-Hill Edition.

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2204	CC	3	--	--	3	30	70	3 Hrs.
CROSS CULTURE MANAGEMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand the concept of culture in a business context and how the cultural backgrounds of various business stakeholders influence managerial decisions and organizational behavior.							
2.	Illustrate the role of culture in global management, both Indian and foreign-design communication strategies and build high-performance global teams.							
3.	Describe the negotiation and decision-making across cultures, negotiation processes in multicultural contexts for effective international operations.							
4.	Summarize global HRM practices and behavior shaping for building high-performance global teams.							
5.	Interpret the nature of corporate culture and strategies for designing, implementing, and measuring successful culture change in organizations.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Identify the cultural backgrounds of various business stakeholders and these cultural factors influence business interactions and decisions.							K2
2.	Summarize communication strategies used by multinational companies and the cultural implications for effective team building.							K2
3.	Explain the processes involved in cross-cultural negotiation and the skills required for effective multicultural negotiations.							K2
4.	Interpret methods for developing global managerial talent and strategies for motivating, leading, and retaining employees in global organizations.							K2
5.	Describe the key steps in designing a culture-change strategy and methods for measuring ongoing cultural improvement.							K2
SYLLABUS								
UNIT-I (10Hrs.)	Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.							
UNIT-II (10 Hrs.)	Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures;							

	Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.
UNIT-III (10 Hrs.)	Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.
UNIT-IV (10 Hrs.)	Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.
UNIT-V (10 Hrs.)	Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.
Textbooks:	
1.	Cross-Cultural Management: Essential Concepts — David C. Thomas & Mark F. Peterson, SAGE Publications, 4th Edition (2016)
2.	Cross-Cultural Management Textbook: Lessons from the World Leading Experts in Cross-Cultural Management — Edited by Jerome Dumetz, with contributions from authors such as Fons Trompenaars, Meredith Belbin, Edgar H. Schein and others, CreateSpace / Independent Publishing Platform, 2012
3.	Cross-Cultural Management: A Contemporary Approach — Jasmin Mahadevan, SAGE Publications, 2023
4.	Understanding Cross-Cultural Management — Marie-Joëlle Browaeys & Roger Price, Pearson, (latest edition 2024)
Reference Books:	
1.	Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2.	Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3.	Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi
e-Resources	
1.	https://books.google.com/books/about/Cross_Cultural_Management.html?id=M6_4DQAAQB_AJ
2.	https://vdoc.pub/documents/organizations-and-management-in-cross-cultural-context-1oq7c0ttt380

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2205	VAC	2	--	--	2	30	70	3 Hrs.
PUBLIC HEALTH MANAGEMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Understand the basic concepts of environmental health.							
2.	Describe the development of health policies and management principles in health services.							
3.	Summarize how social, cultural, and behavioral factors shape health outcomes in individuals and communities.							
4.	Interpret the causes, transmission, risk factors, and basic prevention strategies for infectious and chronic diseases.							
5.	Explain the principles, strategies, and methods used in health promotion and health education.							
Course Outcomes: Students can be able to								
S.No	Outcome							Knowledge Level
1.	Explain environmental health concepts and environmental factors influence public health.							K2
2.	Describe health policy processes and healthcare systems, management principles operate in public health.							K2
3.	Illustrate the influence of social and behavioral determinants on health and common behavior change concepts.							K2
4.	Summarize diseases into communicable and non-communicable types and their causes and prevention methods.							K2
5.	Interpret the principles of health promotion and strategies used for improving community health behaviors.							K2
SYLLABUS								
UNIT-I (8Hrs.)	Environmental Health Sciences: Focuses on understanding and preventing environmental health hazards.							
UNIT-II (8Hrs.)	Health Policy and Management: Covers health policy development, healthcare systems, and management principles.							
UNIT-III (8Hrs.)	Social and Behavioral Sciences: Explores the social and behavioral factors influencing health outcomes.							

UNIT-IV (8Hrs.)	Communicable and Non-Communicable Diseases: In-depth study of infectious and chronic diseases.
UNIT-V (8Hrs.)	Health Promotion and Education: Strategies to promote healthy behaviors and lifestyles.
Textbooks:	
1.	Public Health Management: Principles and Practice – <i>Sunder Lal, Vikas</i> – CBS Publishers
2.	Public Health Education, Management, System and Practices in the Context of the Indian Subcontinent – <i>Krishnendu Sarkar, Reeti Debnath, Pinaki Sensarma (Editors)</i> – Cambridge Scholars Publishing
3.	An Introduction to Community & Public Health – <i>James F. McKenzie, Robert R. Pinger</i> – Jones & Bartlett Learning
4.	Health Systems in Transition: India – <i>Sanjay Zodpey, Prashant Mathur</i> – WHO / NHP India
Reference Books:	
1.	Social and Behavioral Foundations of Public Health – <i>Jeanne M. McLain, Gilbert K. Lee</i> – Cengage Learning
2.	Environmental Health Science – <i>Morton Lippmann</i> – Oxford University Press
3.	Noncommunicable Disease Prevention: Best Buys – World Health Organization – WHO Publications
e-Resources	
1.	https://www.cdc.gov/foundational-public-health-services/index.html
2.	https://www.ncbi.nlm.nih.gov/books/

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2206	SEC	2	1	0	2	30	70	3 Hrs.
ENTREPRENEURSHIP DEVELOPMENT								
(For BBA)								
Course Objectives: Students are expected to								
1.	Interpret what entrepreneurship is and how it has impacted the world and their country.							
2.	Explain about opportunity discovery, prototyping, Feasibility analysis and competition analysis.							
3.	Convert their business idea into the Business Model Canvas and will use it to further refine as bootstrapping.							
4.	Summarize the Problems encountered channels and customer acquisition, business model and plan finalization, efficiency and growth processes.							
5.	Associate advanced concepts such as Innovation management in franchising, renewal, and profit maximization.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1.	Describe entrepreneurship concepts, theories, types, and key entrepreneurial skills.							K2
2.	Illustrate idea generation, design thinking, prototyping, and feasibility analysis to develop business ideas.							K2
3.	Explain business planning, government programs, institutional support, and financial assistance for entrepreneurs.							K2
4.	Interpret operational, financial, and managerial problems in startups and discuss possible solutions.							K2
5.	Explain innovation strategies, new product development, and management of intellectual property rights.							K2
SYLLABUS								
UNIT-I (10Hrs)	Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis.							
UNIT-II (10Hrs)	Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. - Idea Evaluation: - Design thinking for finding solutions, prototyping, idea							

	evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation. - Feasibility Analysis: - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis- Understanding legal requirements, and compliance issues.
UNIT-III (10 Hrs)	Development Processes: Translate Business Model into a Business Plan, Visioning for venture- Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Supporting organizations- Govt. Incentives and facilities, Financial Institutions support- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell.
UNIT-IV (10 Hrs)	Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability- understanding of market size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Market- Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival, Bank Syndications.
UNIT-V (10 Hrs)	Introduction to Innovation management, Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.
Textbooks:	
1.	Robert D. Hisrich & Michael P. Peters – <i>Entrepreneurship</i> (McGraw Hill, 2023)
2.	Satyanarayana (2018) – <i>Entrepreneurship Management</i> (Discovery Publishing House, New Delhi)
Reference Books:	
1.	Holt – <i>Entrepreneurship: New Venture Creation</i> (Prentice-Hall, 1998)
2.	Tushman & Lawrence – <i>Managing Strategic Innovation & Change</i> (Oxford, 1997)
3.	Nina Jacob – <i>Creativity in Organisations</i> (Wheeler, 1998)
4.	Dollinger M. J. – <i>Entrepreneurship</i> (Prentice-Hall, 1999)
5.	Jones T. (2003) – <i>Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability</i> (Butterworth-Heinemann, U.K.)
e-Resources	
1.	https://nptel.ac.in/
2.	https://swayam.gov.in/