

BBA (Business Analytics) II Course Structure for the Batch 2025-2028

Second Year –III Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS4	English	ELS4	5	5	40+60
SL3	Second Language	SL3	5	5	40+60
DSC 301	Basics of Marketing	DSC-1C	5	5	40+60
DSC 302	Management Science	DSC-2C	5	5	40+60
DSC 303	Descriptive Business Analytics (Practical Excel)	DSC-3C	5	5	40+60
IKS -III	Indian Knowledge System-III	Non-CGPA	2	2	20+30
	Total		25+2	25+2	500+50

Second Year –IV Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS4	English	ELS4	5	5	40+60
SL4	Second Language	SL4	5	5	40+60
DSC 401	Human Resource Management	DSC-1D	5	5	40+60
DSC 402	Financial Management	DSC-2D	5	5	40+60
DSC 403	Predictive Business Analytics (Practical Excel)	DSC-3D	5	5	40+60
IKS -IV	Indian Knowledge System-IV	Non-CGPA	2	2	20+30
	Total		25+2	25+2	550+50

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Department of Business Management
Year-II, Semester -III
Academic Year – 2026-27
Batch: 2025-2028

COURSE NO: DSC -301
COURSE: BASICS OF MARKETING

Course Objectives: After completion of the course, the students will be able to:

1. To define marketing, its core concepts, and distinguish it from selling while addressing the concept of marketing myopia.
2. To evaluate the micro and macro marketing environments and apply consumer market segmentation, targeting, and positioning strategies.
3. To analyze product classifications, life cycle management, and pricing methods for effective marketing decisions.
4. To assess integrated marketing communications, distribution channel design, and logistics management.
5. To examine online marketing, social media engagement, customer and partner relationship management (CRM and PRM), and green marketing practices.

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

CO1: Define and explain marketing concepts, its evolution, and differentiate it from selling while addressing marketing myopia and value creation. (Understand)

CO2: Analyze micro and macro marketing environments and apply segmentation, targeting, and positioning (STP) strategies effectively. (Analyse)

CO3: Design product strategies across various life cycle stages and implement pricing methods for competitive advantage. (Apply)

CO4: Evaluate integrated marketing communications, distribution channels, and logistics to enhance value delivery. (Evaluate)

CO5: Examine and integrate digital marketing, social media, CRM/PRM systems, and sustainable marketing practices into business strategies. (Examine)

UNIT—I: Introduction to Marketing

Marketing: Definitions, nature, and scope; core concepts – needs, wants, demand, value, and customer satisfaction, Evolution of marketing philosophies; marketing vs selling; marketing myopia; Customer value and relationship marketing; Marketing Mix (4Ps & extended 7Ps overview)

UNIT—II: Marketing Environment & STP

Marketing environment: Micro and macro factors; PESTLE framework and environmental scanning; Market Segmentation: Definition, bases (demographic, psychographic, behavioral, geographic); Targeting: Strategies and key factor considerations; Positioning: Concept, positioning strategies, and perceptual mapping

UNIT—III: Marketing Mix: Product and Pricing Strategies

Product: Levels (core, actual, augmented); product classification (consumer & industrial goods); Product Life Cycle (PLC) and its strategies, new product development process, Pricing: Objectives, methods (cost-based, value-based, competitive), and factors influencing pricing

decisions.

UNIT—IV: Marketing Mix: Promotion & Place Decisions

Integrated Marketing Communications (IMC): Meaning, elements, and role in brand building; Promotion mix: Advertising, sales promotion, public relations, personal selling, direct marketing; Place decisions: Distribution channels – types, role, and design; intermediaries and channel conflicts; Logistics and supply chain management: Concepts and importance in marketing.

UNIT—V-Emerging Trends in Marketing

Digital marketing: Online marketing, social media, and influencer marketing; Customer Relationship Management (CRM) and Partner Relationship Management (PRM); Experiential and event marketing; Green and sustainable marketing practices; Personalization, data-driven marketing, and ethical considerations in modern marketing.

SUGGESTED BOOKS

1. Saxena, R. (2019) *Marketing management*. Tata McGraw-Hill.
2. Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of marketing* (17th ed.). Pearson Education.
3. Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. (2018) *Principles of marketing*. Pearson Education/Prentice Hall of India.
4. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective Indian context*. Macmillan Publishers India Limited.
5. Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). *Principles of marketing: A South Asian perspective*. Cengage Learning.

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COURSE NO: DSC -302

COURSE: MANAGEMENT SCIENCE

Course Objectives

1. To give an overview of Operations Management
2. To Introduce OR techniques such as Linear Programming Problem Optimization Techniques useful for problem solving and decision making
3. To Discuss concepts of Stores Management and Inventory Control techniques
4. To analyze the managerial applications of Assignment problems and Transportation problems.

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

CO1: Describe the Concepts of Operations Management, PPC and Process Designs (Understand)

CO2: Identify Various types of Layouts, techniques of Method Study and Analyze the sequencing of Jobs (Analyze)

CO3: Describe the concepts of stores management and Analyze Various Inventory Control Techniques (Understand/Analyze)

CO4: Describe the Concepts of Operations Research and Evaluate LPP by Graphical Method (Understand/Evaluate).

CO5: Estimate Optimum Transportation cost and Zero assignment in LPP (Evaluate)

UNIT – I: INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT:

Definition of Production and Operations. An overview of Manufacturing processes: Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.

UNIT – II: PLANT MANAGEMENT AND WORK STUDY:

Capacity Planning, factory location, plant layout – types of layouts. Sequencing of Operations: n-Jobs with one, two and three facilities. (Simple Problems) Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT – III: PURCHASE AND STORES MANAGEMENT:

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating. Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. (only concept) Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT – IV: INTRODUCTION TO OR:

Introduction to Operations Research: Introduction, Nature, Managerial applications and limitations of OR. Linear Programming: Mathematical model, assumptions underlying LPP, Solution of LPP by Graphical Method. (Simple Problems in Graphical Method)

UNIT – V: TRANSPORTATION, ASSIGNMENT TECHNIQUES:


Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least

Cost Method (LCM) and Vogel's Approximation Method (VAM). Assignment Problem (AP):
Mathematical model, method of obtaining solution- Hungarian method. (Simple Problems)

SUGGESTED BOOKS

1. S.N. Chary, "Production & Operation Management" Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", Tata-McGraw – Hill Publishing Company Ltd.
5. J.K. Sharma, "Operations Research Theory and Applications Macmillan.

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COURSE NO: DSC – 303

COURSE: DESCRIPTIVE BUSINESS ANALYTICS

Course Objectives:

1. The objective of the course is to enable students to understand the nuances of data analysis and exploit MS-Excel to undertake various descriptive analysis.
2. Learn calculations of measures of central tendency & dispersion

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

CO1: Demonstrate the use of MS Excel tools and spreadsheet functionalities for data handling and analysis. (*Apply*)

CO2: Compute measures of central tendency, dispersion, skewness, and kurtosis using statistical techniques and Excel functions. (*Apply*)

CO3: Analyze datasets using descriptive statistical methods to summarize and present meaningful information. (*Analyze*)

CO4: Interpret statistical results and draw logical conclusions for business decision-making. (*Analyze*)

CO5: Explain fundamental concepts of probability distributions and data mining techniques in business analytics. (*Understand*)

Unit - I INTRODUCTION TO STATISTICS:

Overview, Origin and development and Managerial applications of statistics. MS-Excel Overview, Basics of Spreadsheet, Statistical Functions, Use of Data Analysis Tool Pack.

Unit – II DATA ANALYSIS:

Data Analysis and Frequency Distribution (DAFD), Scales of Measurement. Measures of Central Tendency, Pythagorean, Means, Dispersion, Skewness and Kurtosis.

Unit – III PROBABILITY:

Introduction to Probability-Concepts and definitions of probability-Classical, Relative frequency and Subjective.

Unit -IV MARGINAL, CONDITIONAL AND JOINT PROBABILITY:

Probability under conditions of statistical independence and statistical dependence, Marginal. Conditional and joint Probabilities.

Unit – V PROBABILITY DISTRIBUTION:

Random variables, discrete probability distributions (Binomial & Poisson Distributions).

Continuous probability distributions (Probability Density functions & normal distribution) Data Mining Motivation for Data Mining - Data Mining-Definition and Functionalities – Classification of DM Systems - DM task primitives - Integration of a Data Mining system with a Database or a Data Warehouse - Issues in DM – KDD Process

SUGGESTED BOOKS

1. Statistics for Management and Economics by Gerald Kellar, Cengage Learning.
2. Elementary Statistics by Mario F. Triola, Pearson Publication.
3. Fundamentals of Business Statistics by J K Sharma, Pearson Publications,
4. Levin R.I., Rubin S. David, "Statistics for Management", Pearson. Prentice-Hall India.
5. Sanjeet Singh, Business Statistics : For Contemporary Decision-Making, 10th Edition, An Indian Adaptation, Wiley

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COURSE CODE: IKS-III

INDIAN KNOWLEDGE SYSTEM-III

COURSE: ARTHASASTRA -PRINCIPLES FOR LEADERSHIP & MANAGEMENT

Course outcomes: After completion of the course, the students will be able to:

CO1: Identify ethical, value-based principles, Analyze the educational and family management Philosophies advocated by Chanakya. (Understand)

CO2: Understand Chanakyas principles for effective accounting, finance, marketing, production, and human resource management. (Understand)

UNIT I Ethics and values

Ethics and values laid down by Chanakya

Education management and family management as per Chanakya

Philosophy of chanakya and Chanakyanithi

Modern Leadership - According to Chanakya's Arthashastra

Unit-II: Management Practices by Chanakya

Accounting and Financial management, Marketing management, Production and operation

Management and human resource management as per Chanakya.

Principles and practice of governance of a state and of a corporation as per Chanakya.

Suggested Books:

1. Chanakya in You by Radhakrishnan Pillai
2. The Wit and Wisdom of Chanakya by Deepa Agarwal
3. Chanakya Neeti by B.K. Chaturvedi
4. Chanakya: The Art of Getting Rich by Ravi Kumar
5. Chanakya 7 Secrets of Leadership by Radhakrishnan Pillai

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COURSE NO: DSC – 401
COURSE: HUMAN RESOURCE MANAGEMENT

Course Objectives:

To provide an overview of the principles, theories and practices of Human Resource management (HRM) and the linkage between HRM and business strategy.

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

CO-1: Explain the importance of human resources and their effective management in organizations (Understand)

CO-2: Analyze the role of recruitment and selection in relation to the organization's business. (Analyze)

CO-3: Compare and analyze training strategies and specifications for the delivery of training programs. (Analyze)

CO-4: Describe the key issues and challenges relating to HRM processes and practices (Evaluate)

CO-5: Evaluate the new trends in HRM. (Evaluate)

UNIT – I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT:

HRM- Introduction, Importance, Objectives, nature and scope of HRM and HRD. Functions of HRM Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II: ACQUIRING HUMAN RESOURCES:

Human Resource Planning – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation.

UNIT – III: DEVELOPING HUMAN RESOURCES:

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT:

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V: REWARDING HUMAN RESOURCES:

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

Suggested Books:

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management, P Subba Rao, HPH, 2009

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COURSE NO: DSC – 402
COURSE: FINANCIAL MANAGEMENT

Course Objectives:

To enable the students to understand the objectives and importance of Financial Management, make sound decisions in the area of Investment, Financing and Dividends and help the students understand the various sources of funds available to the companies.

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

CO- 1: Describe the role played by finance function in an organization. (Understand)

CO- 2: Apply discounted and non-discounted techniques for evaluating the investment decisions of a company (Apply)

CO-3: Evaluate different capital structure theories and capital structure decisions. (Evaluate)

CO -4: Evaluate the components of working capital management. (Evaluate)

CO -5: Compare the different dividend decision theories in terms of their relevance. (Analyze)

UNIT-I: INTRODUCTION:

Nature & Scope, Evolution of Finance Function - its New Role in the Contemporary Scenario-Goals of Finance Function - Maximization Versus Satisfying; Profit Versus Wealth Versus Welfare; Risk Return Trade Off; Concept of Time Value of Money – Future Value & Present Value.

UNIT-II: INVESTMENT DECISION:

Investment Decision Process - Project Generation, Project Evaluation, Project Selection & Project Implementation, Capital Budgeting Decision: Discounted Techniques- NPV, IRR, PI(Simple Problems), Non-Discounted Techniques- ARR and Payback Period (Simple Problems).

UNIT-III: FINANCING DECISION:

Sources of Finance, Capital Structure Theories, Concept and Financial Effects of Leverage, Cost of Capital (Simple Problems) – Concept, Average versus Marginal Cost of Capital, Measurement, Weighted Average Cost of Capital (Simple Problems).

UNIT-IV: WORKING CAPITAL MANAGEMENT:

Concept of Current Assets, Characteristics of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements, Cash Management – Preparations of Budgets (simple Problems), Receivables Management – Evaluations of Various credit proposals (simple Problems) & Inventory Management- EOQ & Reorder Point- ABC Analysis (simple Problems).

UNIT -V: DIVIDEND DECISION:

The Dividend Decision: Major Forms of Dividends - Cash & Bonus Shares. The Theoretical Back Drop - Dividends & Valuation. Major Theories Centered on the Works of Gordon (Simple Problems) and Walter (Simple Problems).


Suggested Books:

1. James, C. Vanhorne “Fundamentals of Financial Management”, 13th Edition, Prentice Hall.
2. M. Y. Khan & P.K. Jain, “Financial Management- Text Problems and

- Cases”, 7th Edition,UBSPD.
3. Prasanna Chandra, “Financial Management" Theory and Practice”, 7th Ed, Tata McGraw Hill
 4. IM. Pandey, “Financial Management”, 2010, 10 th E d. Vikas Publishing House.
 5. Jonathan Berk, Peter DeMarzo, Ashok Thampy, “Financial Management”, 2010, Pearson.

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COURSE NO: DSC – 403
COURSE: PREDICTIVE BUSINESS ANALYTICS

Course Objectives

1. To introduce students to statistical and analytical techniques used in predictive business decision-making.
2. To develop understanding of dimensionality reduction methods such as factor analysis and principal component analysis.
3. To equip learners with hypothesis testing techniques for data-driven inference.
4. To provide knowledge of classification and clustering techniques for market segmentation and pattern recognition.
5. To enable students to analyze time series data for forecasting business trends.

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

1. **CO1:** Explain the concepts of factor analysis, principal component analysis, and dimensionality reduction techniques. (Understand)
2. **CO2:** Apply hypothesis testing methods (t-test, chi-square, ANOVA, F-test) to analyze (Apply)
3. **CO3:** Analyze datasets using classification (K-NN) and clustering techniques (K-means, hierarchical) to identify patterns and groupings. (Analyze)
4. **CO4:** Evaluate time series data and forecasting models to support strategic business decisions. (Evaluate)
5. **CO5:** Apply correlation and regression techniques (linear and logistic regression) to model relationships between variables. (Apply)

Unit - I FACTOR ANALYSIS:

Introduction to Dimension reduction using Factor Analysis Statistics. Principal Component Analysis, Exploratory and Confirmatory Factor Analysis.

Unit – II HYPOTHESIS TESTING:

Hypothesis Testing, Errors in Hypothesis Testing. Hypothesis testing for single Population Means, Hypothesis testing for the difference between two population means. Errors in Hypothesis Testing. Hypothesis Testing based on F Distribution, Chi-square and ANOVA.

Unit – III CLUSTER ANALYSIS:

Classification (K – Nearest Neighbour Algorithm) and Cluster Analysis (Hierarchical and K Means Clustering)

Unit -IV TIME SERIES:

Forecasting & Time Series: Qualitative and Quantitative forecasting methods, Time series analysis, time series decomposition models, Measurement of Seasonal effects.

Unit – V CORRELATION & REGRESSION

Correlation and Regression: Types of Correlation, Methods of Correlation Analysis, Advantages of Regression Analysis, Simple Linear Regression, Logistic Regression

Suggested Readings

1. An Introduction to Statistical Learning – Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani
2. Business Analytics: Data Analysis & Decision Making – S. Christian Albright & Wayne L. Winston
3. Applied Multivariate Statistical Analysis – Richard A. Johnson & Dean W. Wichern
4. Forecasting: Principles and Practice – Rob J Hyndman & George Athanasopoulos
5. Regression Analysis for Business and Economics – Samprit Chatterjee & Ali S. Hadi

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COURSE CODE: IKS-IV
INDIAN KNOWLEDGE SYSTEM-IV

COURSE: ANCIENT INDIAN EDUCATION SYSTEM: GURUKUL SYSTEM

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

CO1: To understand the Gurukul System of education which is prevalent in ancient India. (Understand).

CO2: To examine the ancient gurukul system. (Analyze)

Unit- 1: Conceptual Understanding of Education in Ancient India

Introduction to Ancient Education - Key features of the system-Evolution over time

Comparative analysis with contemporary education-Criticisms and challenges faced

Unit-2: Essence of Gurukul System

The origin of the Gurukul system - The fundamental principles of the Gurukul system

Structure of Gurukul system- The lifestyle in a Gurukul - Role and Importance of a Guru

Relationship between Guru and Shishya

Suggested Books:

1. The Gurukula System of Education; by Tara Anne, which offers a comprehensive overview;
2. Ancient Indian Education (Brahmanical and Buddhist; (various authors, including Dharampal, Leitner, and G.L. Prendergast), which explores both traditions;
3. Revisiting the educational heritage of ancient India; by Sahana Singh, published in 2021;
4. Indian Ethos in Management; by Tushar Agarwal and Nidhi Chandorkar, which provides insights into the management principles embedded in the system;
5. Encyclopedia of Indian Knowledge Systems; edited by Karl H. Potter.

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