

**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**OSMANIA UNIVERSITY**  
**HYDERABAD -500007**  
**I YEAR**  
**SEMESTER – I**

| Course Code | Course Title                  | HPW       | Credits   | Duration of Exam | Max. Marks  |
|-------------|-------------------------------|-----------|-----------|------------------|-------------|
| ELS 1       | English (First Language) – 1  | 4         | 4         | 3 Hrs            | 80 U + 20 I |
| SL 1        | Second Language – 1           | 4         | 4         | 3 Hrs            | 80 U + 20 I |
| AECC 1      | Environmental Studies         | 2         | 2         | 1 ½ Hrs          | 40 U + 10 I |
| DSC 101     | Principles of Management      | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 102     | Basics of Marketing           | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 103     | Business Economics            | 5         | 5         | 3 Hrs            | 80 U + 20 I |
|             | <b>Total Semester Credits</b> | <b>25</b> | <b>25</b> |                  |             |

  
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## SEMESTER – II

| Course Code | Course Title                  | HPW       | Credits   | Duration of Exam | Max. Marks  |
|-------------|-------------------------------|-----------|-----------|------------------|-------------|
| ELS 2       | English (First Language) – 2  | 4         | 4         | 3 Hrs            | 80 U + 20 I |
| SL 2        | Second Language – 2           | 4         | 4         | 3 Hrs            | 80 U + 20 I |
| AECC 2      | Basic Computer Skills         | 2         | 2         | 1 ½ Hrs          | 40 U + 10 I |
| DSC 201     | Organizational Behavior       | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 202     | Business Statistics           | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 203     | Financial Accounting          | 5         | 5         | 3 Hrs            | 80 U + 20 I |
|             | <b>Total Semester Credits</b> | <b>25</b> | <b>25</b> |                  |             |



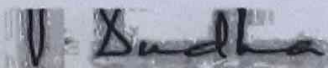
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**II YEAR  
SEMESTER – III**

| Course Code | Course Title                                               | HPW          | Credits   | Duration of Exam | Max. Marks               |
|-------------|------------------------------------------------------------|--------------|-----------|------------------|--------------------------|
| ELS 3       | English (First Language) – 3                               | 3            | 3         | 3 Hrs            | 80 U + 20 I              |
| SL 3        | Second Language – 3                                        | 3            | 3         | 3 Hrs            | 80 U + 20 I              |
| SEC 1       | a) Communication Skills<br>b) Professional Skills          | 2            | 2         | 1.5 Hrs          | 40 U + 10 I              |
| SEC 2       | a) Basic Quality Management<br>b) Advanced Computer Skills | 2            | 2         | 1.5 Hrs          | 40 U + 10 I              |
| DSC 301     | Human Resource Management                                  | 5            | 5         | 3 Hrs            | 80 U + 20 I              |
| DSC 302     | Introduction to Information Technology                     | 4T + 2 P     | 5         | 3 Hrs            | 60 U + 20 P<br>+<br>20 I |
| DSC 303     | Financial Management                                       | 5            | 5         | 3 Hrs            | 80 U + 20 I              |
|             | <b>Total Semester Credits</b>                              | <b>24/25</b> | <b>25</b> |                  |                          |

  
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**SEMESTER – IV**

| Course Code | Course Title                                                               | HPW       | Credits   | Duration of Exam | Max. Marks  |
|-------------|----------------------------------------------------------------------------|-----------|-----------|------------------|-------------|
| ELS 4       | English (First Language) – 4                                               | 3         | 3         | 3 Hrs            | 80 U + 20 I |
| SL 4        | Second Language – 4                                                        | 3         | 3         | 3 Hrs            | 80 U + 20 I |
| SEC 3       | a) Leadership and Management Skills<br>b) Universal Human Values           | 2         | 2         | 1.5 Hrs          | 40 U + 10 I |
| SEC 4       | a) Start Up Opportunity and Feasibility<br>b) Business Policy and Strategy | 2         | 2         | 1.5 Hrs          | 40 U + 10 I |
| DSC 401     | Business Law and Ethics                                                    | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 402     | Marketing Research                                                         | 5         | 5         | 3 Hrs            | 80 U + 20 I |
| DSC 403     | Management Science                                                         | 5         | 5         | 3 Hrs            | 80 U + 20 I |
|             | <b>Total Semester Credits</b>                                              | <b>25</b> | <b>25</b> |                  |             |

  
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III YEAR  
SEMESTER – V

| Course Code            | Course Title                                                                                                                                                   | HPW | Credits | Duration of Exam | Max. Marks  |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|------------------|-------------|
| ELS 5                  | English (First Language) – 5                                                                                                                                   | 3   | 3       | 3 Hrs            | 80 U + 20 I |
| SL 5                   | Second Language – 5                                                                                                                                            | 3   | 3       | 3 Hrs            | 80 U + 20 I |
| GE 501                 | Mobile Commerce                                                                                                                                                | 4   | 4       | 3 Hrs            | 80 U + 20 I |
| DSE501                 | a) Entrepreneurship Development<br>b) Business Analytics                                                                                                       | 5   | 5       | 3 Hrs            | 80 U + 20 I |
| DSE 502                | a) Financial Markets and Services (F)<br>b) Brand Management (M)<br>c) Organizational Development (HR)<br>d) Fundamentals of Retail Management (RM)            | 5   | 5       | 3 Hrs            | 80 U + 20 I |
| DSE 503                | a) Analysis of Investment in Financial Assets (F)<br>b) Retail Marketing (M)<br>c) Performance Appraisal and Counseling (HR)<br>d) Retail Mall Management (RM) | 5   | 5       | 3 Hrs            | 80 U + 20 I |
| Total Semester Credits |                                                                                                                                                                | 25  | 25      |                  |             |

**Electives**

- (F) Finance  
(M) Marketing  
(HR) Human Resource Management  
(RM) Retail Management

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**SEMESTER – VI**

| Course Code | Course Title                                                                                                                                  | HPW       | Credits    | Duration of Exam | Max. Marks  |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|------------------|-------------|
| ELS 6       | English (First Language) – 6                                                                                                                  | 3         | 3          | 3 Hrs            | 80 U + 20 I |
| SL 6        | Second Language – 6                                                                                                                           | 3         | 3          | 3 Hrs            | 80 U + 20 I |
| DSE 601     | a) Supply Chain Management<br>b) Business Intelligence and Data Visualization                                                                 | 5         | 5          | 3Hrs             | 80 U + 20 I |
| DSE 602     | a) Banking (F)<br>b) Buyer Behaviour (M)<br>c) Leadership and Change Management (HR)<br>d) Global Retailing and Merchandizing (RM)            | 5         | 5          | 3Hrs             | 80 U + 20 I |
| DSE 603     | a) Insurance (F)<br>b) Customer Relationship Management (M)<br>c) Compensation Management (HR)<br>d) Retail Store Operations and Pricing (RM) | 5         | 5          | 3 Hrs            | 80 U + 20I  |
| PR 601      | Project Report                                                                                                                                |           | 3          |                  | Grade       |
| CV 601      | Viva Voce                                                                                                                                     |           | 1          |                  | Grade       |
|             | <b>Total Semester Credits</b>                                                                                                                 | <b>21</b> | <b>25</b>  |                  |             |
|             | <b>Total of All Semesters Credits</b>                                                                                                         |           | <b>150</b> |                  |             |

*V. Sudha*

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**Electives**

(F) Finance,

(M) Marketing

(HR) Human Resource Management

(RM) Retail Management

**\* Project Report and Viva Voce will be evaluated for total of 100 marks and converted to Grade**



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