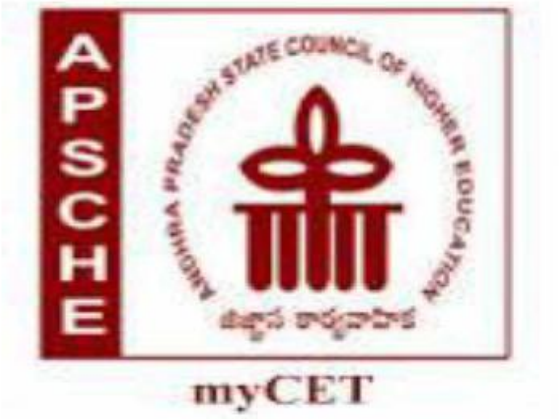


ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

3 rd,4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road,
Atmakur (V), Mangalagiri(M), Guntur-522 503, Andhra Pradesh
Web: www.apsche.org Email: acapsche@gmail.com

REVISED SYLLABUS UNDER CBCS FRAMEWORK WITII EFFECT FROM 2020-21

PROGRAMME: TIIREE-YEAR

Bachelors of Business Administration

(Human Resource, Operations, Marketing and Finance Disciplines)

(With Learning Outcomes, Unit-wise Syllabus, References, Internships Activities & Model Q.P.) For Fifteen Courses of 1, 2, 3, 4 5& 6s semesters) (To be Implemented from 2020-21 Academic Year)

BBA Course Details

The BBA programme aims at creating transformed, future-ready individuals who can take up any business challenge head-on. With a continuous emphasis on practical knowledge.

BBA Course Subjects & Syllabus

The BBA course syllabus entails an immersive approach towards subjects like accounts, economics, management, behaviour, business laws. Here, we aim to teach them nuances of interplay between various factors in the business sphere. The students are taught to analyse the impact of economy, laws and technology on business.
In the latter half of the programme, BBA subjects are extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media and digital marketing – all are imbibed in the students with theoretical study and practical application.

BBA Elective course Subjects (Skill Enhancement subjects)

Elective courses aim to make the student to become an expert in their chosen specialization. The elective courses are offered in the Fifth Semester of BBA.
BBA Skill Development

Life skills and Skill development subjects are from Semester 1 to III.
Life Skills
Life Skills Subject examination will be held by concern University's.

Skill Development subjects

Skill Development subjects are inserted in the syllabus for the students to learn the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.

Admission

The admission policy and procedure shall be decided from time to time by the APSHCE of the University based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India.

Eligibility for Admission

The Candidate should have qualified in 10 + 2 examination and should have
obtained at least 40%. Marks

Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

Any act of indiscipline of a student reported to the Principal (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated.

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

Irrespective of the reason for the shortfall of the attendance, a student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as "DE", meaning Detained due to shortage of attendance. The students with "DE" category cannot proceed to the subsequent semester.
Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory.

The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Principal. Such condonation is permitted only twice for a student in the entire duration of the programme.
The Principal, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Principal deems it fit and deserving, but in any case, the condonation cannot exceed 10%

Examination Assessment Procedure

Every course shall have two components of assessment namely,

Continuous Internal Assessment "CIA": This assessment will be carried out throughout the semester as per the Academic Schedule with an internal examination of 25 marks.

Attendance	Activities& events	Behavior	Internal Exam
4 marks	4 marks	4 marks	13marks

Total: 25 marks

End Semester Examination "ESE": This assessment will be carried out at the end of the Semester as per the Academic Schedule

Semester end Theory exam	75 Marks

BBA Internships Guidelines

Social Immersion Internship

All first-year students are required to undergo an internship in an NGO or a company in social development for a period of five to six weeks during the summer vacation at the end of the Second semester of the Program.

The objective of this internship is to help students appreciate the social needs of the society; understand how technology and a good business model can help to address those issues and come up with a self-sustainable solution. The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability.

The internship has a partial credit of 4and 100 marks. The Placement Office will assist the students in finding suitable summer internships. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They will also be required to make peer group presentations and discuss their learning with their fellow students. A 'certificate of completion' from the host organization is an essential requirement. The Social Immersion Internship shall be credited as approved in the curriculum

Sno	Course	Total Marks	Credits
1	Two months Social Immersion Internship	100	04

Marks Break up

*Attendance 20 Marks
*Training certificate 20 Marks
*Report evaluation 10 Marks
*Report Presentation 10 Marks
*Viva Voce 40 Marks
Total 100 Marks

*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.
*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated industry related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:
Title Section – This includes the name of the author(s) and the date of report preparation.

Summary – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

Introduction – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

Body – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
Conclusion – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

Corporate Internship (End of Fourth semester)

At the end of the Fourth Semester every student shall undertake an internship in an organization / company for a period of six to eight weeks during the summer vacation. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously. They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

Sno	Course	Total Marks	Credits
1	Two months Corporate Internship	100	04

MARKS BREAK UP

*Attendance	20 Marks
*Training certificate	20 Marks
*Report evaluation	10 Marks
*Report Presentation	10 Marks
*Viva Voce	40 Marks
Total	100 Marks

*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated Corporate related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:

- **Title Section** – This includes the name of the author(s) and the date of report preparation.
- **Summary** There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- **Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.**

Specialization internship (sixth Semester)Sixth Semester:

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty-four weeks in the sixth semester. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

SIX MONTHS ON JOB SPECIALIZATION INTERNSHIP

Sno	Course	Total Marks	Credits
1	SIX Months on Job specialization Training	400	30

MARKS BREAK UP

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voce	100 Marks
Total	400 Marks

PROJECT CONTENTS AND GUIDELINES

Topic	Page No
Certificate	
Acknowledgement	
Executive summary	
Chapter 1: Introduction	
Chapter2: Review of Literature	
Chapter3: Research Methodology	
Chapter 4: Data Reduction, Presentation & Analysis	
Chapter 5: Data Interpretation	
Chapter 6: Summary & Conclusions	
References/ Bibliography	
Appendices	
List of Tables	
List of Figures	

Viva Voce and Report evaluation, Report presentation and project report will be evaluated by the externals nominated by intercollegiate committee.
Committee is instructed to nominate externals from professionals from organisational /Industry professionals/academia.

If the student is employed during the Job training and unable to attend the Viva voce, Externals are recommended to conduct online evaluation of students to allocate the marks.

MODEL FORMAT FOR QUESTION PAPER
RECOMMENDATIONS TO THE PAPER SETTERS

1. The paper setter may him/herself prepare a blue print assigning appropriate weightage to all learning outcomes as per Blooms Taxonomy and specified in the syllabus (if no design is prescribed)

2. All units may be fairly covered and even the learning outcomes may be fairly distributed.

3. Action verbs specific to the learning outcome to be tested may be used.

4. There may be no ambiguity in the question. The wording may be carefully framed.

5. Weightage to the difficulty level may also be determined in such a way that neither the paper is too difficult nor too easy. Even an average learner shall be able to pass the examination with minimum marks.

SECTION - A Write Short Answer for any FIVE of the following Each question carries 5 marks (5 x 5 – 25 Marks)

1	
2	
3	
4	
5	
6	
7	
8	

(Total 8 Questions in Section A)

SECTION – B Answer the following questions Each question carries 10 marks (5 x 10 = 50 Marks)

9	**A or B**
10	**A or B**
11	**A or B**
12	**A or B**
13	**A or B**

(Total 10 Questions in Section–B. Internal choice for all questions from 9 to 13 (Two questions given under choice shall be from the same unit)

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)

B.B.A - Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life skills	1. Human Values and Professional Ethics	50		50	2	2
		2. Computer Applications					
4	Skill Development Courses	3. Entrepreneurship ✓ 1.Secretary ship 2 Insurance Promotion	50		50	2	2
5.	1A	Principal of management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative Methods for Managers	100	25	75	5	4
8.		Total	600	125	475	27	18

B.B.A -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)	100	25	75	4	3
3.	Life skills	1.Indian Culture and Science 2.Information andCommunication Technology (ICT) Elementary Statistics ✓ ~~3.Entrepreneurship~~	50	---	50	2	2
4.	*Skill Development Courses	Development (Any 1 of the 3) 1Agricultural Marketing 2Business Communication (English) 3Advertising 4Logistics & Supply Chain	50 50	--- -------	50 50	2 2	2 2
5.	1	Accounting for Managers	100	25	75	5	4
6.	2	Fundamentals of Marketing	100	25	75	5	4
7.	3	E- Commerce	100	25	75	5	4
8.		Two Months Social Immersion Internship		-	-	-	
		Total	750	125	525	34	28

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B.B.A Semester – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)/Arabic)	100	25	75	4	3
3.	Life skills	1. Analytical Skills 2. Personality Enhancement 3. Health& Hygiene	50 50	- ---	50 50	2 2	2 2
4.	Skill Development courses	Online Business Retailing	50	---	50	2	2
5.	1C	Organization Behavior	100	25	75	5	4
6.	2C	Human Resource Management	100	25	75	5	4
7.	3C	Financial management	100	25	75	5	4
		Total	650	125	525	29	24

B.B.A -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	1C	Training and Development	100	25	75	5	4
2.	2C	Business law	100	25	75	5	4
3.	3C	Micro, Small & Medium Enterprises Management	100	25	75	5	4
4.	4C	International Business	100	25	75	5	4
5.	5C	Cost&Management Accounting	100	25	75	5	4
6.	6C	Financial Services	100	25	75	5	4
7		Corporate internship	100	-	-	-	4
		Total	700	125	375	25	24

B.B.A -Semester – V

Sl. No.	Course Skill Enhancement	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Skill Enhancement Course	(IIR)Talent Management	100	25	75	4	3
		(HR) Global HR	100	25	75	4	3
2	Skill Enhancement Course.	(OM)Export and Import	100	25	75	4	3
		(Marketing) Brand management	100	25	75	4	3
3	Skill Enhancement Course	(FM)Foreign Exchange Management	100	25	75	4	3
		(FM) E-Payments System	100	25	75	4	3
		Total	600	150	450	24	18

B.B.A -Semester – VI

1	Six Months Job Specialization Internship	Total	400	-	-	-	30

Semester – I

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)
B.B.A - Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam *	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic	100	25	75	4	3
3.	Life skills	1. Human Values and Professional Ethics	50		50	2	2
		2. Computer Applications					
		3. Entrepreneurship					
4	Skill Development Courses	1.Secretary ship 2 Insurance Promotion	50		50	2	2
5.	1A	Principal of management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative Methods for Managers	100	25	75	5	4
8.	–	Total	600	125	475	27	18

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SYLLABUS FOR SEMESTER - I (BBA)
Principles of Management

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management
Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

- **Books Recommended**
- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz& Heinz Weihrich "Essentials of Management", Tata McGraw-Hill,1998
- Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing

SYLLABUS FOR SEMESTER - I (BBA)

Managerial Economics

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainly. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:
The object of the course is to enable the students to list the different goals and constraints that firms faceapplies the economic way of thinking to individual decisions and business decisions
Use calculus (first and second order derivatives) to solve for an optimum solution

Unit– I Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics
Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

Unit – II Consumer behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit -III Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve,Marginal rate of substitution, Budget line and consumer equilibrium
Law of supply, shift in supply curve

Unit– IV Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomics of scale
Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit – V Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

Recommended Books:
Managerial Economics by Ivan Png, Blackwell Publishers
Managerial Economics in a global economy by Dominick Salvotare, Thomson South Western Publications
Economics by Lipsey, Oxford University Press
Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications
Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons
Managerial Economics, D.N. Dwivedi, Vikas Publishing Co

Quantitative Methods for Managers

UNIT I:

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics – Collection of data – Primary and Secondary data – Schedule and questionnaire – Frequency distribution – Tabulation, Diagram and graphic presentation of data – Statistical system in India.

UNIT – II:

Measures of Central Tendency and Dispersion: Definition, objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewnes.

UNIT III:
Measures of Correlation: Meaning, Definition and use of correlation – types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis comparison between Correlation and Regression – Regression Equations – Interpretation of Regression Co-efficient.

UNIT IV:
Set Theory: Set, Subset, Types of Sets – Operations on sets – Venn Diagram Demogran Laws – Applications of Set theory Laws of indices Arithmetic Progressions Geometric Progressions Harmonic Progressions.

UNIT – V:

Matrix: Meaning and operations – Matrix Algebra – Types of matrices – Matrix addition – Matrix Multiplication Matrix Determinants, Minors and Co-factors Matrix inversion.

RECOMMENDED BOOKS: 1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur. 2. Sancheti and Kapoor V K., Business Mathematics, Sulthan Chand & Sons, New Delhi. 3. D. N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad. 4. Gupta S.C. : Fundamentals of Business Statistics, Sultan Chand, New Delhi. 5. Aggarwal, Business Statistics, Kalyani Publishers, Hyderabad. 6. Reddy C R, Business Statistics, Deep & Deep Publications, New Delhi.

B.B.A -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)	100	25	75	4	3
3.	Life skills	1.Indian Culture and Science 2.Information and Communication Technology (ICT) 3.~~Entreprencurship~~ Elementary Statistics Development (Any 1 of the	50	---	50	2	2
4.	*Skill Development Courses	1Agricultural Marketing 2Business Communication (English) 3Advertising 4Logistics & Supply Chain	50 50	--- ---	50 50	2 2	2 2
5.	1	Accounting for Managers	100	25	75	5	4
6.	2	Fundamentals of Marketing	100	25	75	5	4
7.	3	E- Commerce	100	25	75	5	4
8.		Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	34	28

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SEMESTER II
ACCOUNTING FOR MANAGERS

Type of Course:

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I – Introduction to Accounting
Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting– Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems). Difference between manual accounts and conputarised accounts.

Unit –II: Subsidiary Books:
Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

Unit-III- Bank Reconciliation Statement:
Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with adjustments (Problems).

Unit-V: Issue of Shares and Debentures: Shares – meaning –types –types of share capital- Issue of shares-forfeiture of shares –reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House

SEMESTER II
FUNDAMENTALS OF MARKETING

To study & critically analyse the basic concepts in marketing & to cater the needs of marketing industries

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments -Basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

Unit-V: Promotion mix Advertisement:- Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process..

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Frain.

Semester-II
E-Commerce

Unit-I:
Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business.

Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III:
Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

Unit-V:

HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

B.B.A Semester – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)/Arabic)	100	25	75	4	3
3.	Life skills	1. Analytical Skills 2. Personality Enhancement 3. Health& Hygien	50 50	- ---	50 50	2 2	2 2
4.	Skill Development courses	Online Business Retailing	50	---	50	2	2
5.	1C	Organization Behavior	100	25	75	5	4
6.	2C	Human Resource Management	100	25	75	5	4
7.	3C	Financial management	100	25	75	5	4
		Total	650	125	525	29	24

B.B.A Semester – III

Organizational Behaviour

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

Unit 3

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

Unit 4: THE GROUP

Foundation of Group Behaviour: Concepts related to Communication, Leadership, Power and Politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

Unit 5 :THE ORGANISATION

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture , Organization Change &Development, Organizational Conflict and Discipline

Suggested Reading:

Organizational Behavior – Stephen P. Robbins, Timothy A.Judge, SeemaSanghi

Organisational Behaviour – L M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstorm

Management &Organisational Behaviour – Laurie J Mullins

B.B.A Semester – III

ORGANIZATIONAL BEHAVIOUR

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

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Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

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Organizational Behavior, Human Behavior At Work – John W Newstorm

Management &Organisational Behaviour – Laurie J Mullins

B.B.A Semester – III

HUMAN RESOURCE MANAGEMENT

Objectives:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

UNIT I

Introduction: History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management vs. HRM.

Case study: Conceptualize and get sacked

UNIT II

Acquisition of Human Resources: Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning.

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification.

Recruitment: Introduction to recruitment, Factors governing Recruitment, Process & Sources of recruitment

Selection: Meaning of Selection, Steps in selection process, Selection Tests & Interviews

Placement, Induction & Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion Policy

Case Study: A tale of Twists and Turns

UNIT II

Training: Concept and importance of training; types of training; methods of training; designing of a training programme; evaluation of training effectiveness

Executive Development: Concept, process and techniques.

Career planning and development: Concept, objectives and process.

Case Study: Vishal Fast Foods Private Ltd.

Unit IV

Job evaluation: Concept & Essentials of Job Evaluation, Methods of Job evaluation.

Performance Appraisal: Concept, importance, process of performance Appraisal, methods of Performance Appraisal, Job evaluation Vs. Performance Appraisal.

Compensation: Introduction to Compensation Management, Objectives & Components of Compensation.

Case Study: Should Job Evaluation plan be specific or General

Unit V

International Dimensions of Human Resource Management: Introduction to International Human Resource Management, understanding role of cultural in International Management Practice; HRM Practices as a cultural variable. International HRM on Productivity, Quality of Work Life and Bottom Line

Text Books:

Chhabra, T. N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
Dr. Gupta, C. B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.
Reference Books:

Flippo, Edwin B., Personnel Management, Tata McGraw Hill.

Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.

Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata

McGraw Hill Publishing Company, New Delhi, 2003

Dessler, Gary; Human Resource Management; Prentice Hall.

D'Cenzo, David A & Stephen P.Robbin, Personnel Human Resource Management, Prentice Hall of India.

Beardwell, Ian & Len Holden, Human Resource Management, Macmillan, Delhi.

B.B.A SEMESTER – III
FINANCIAL MANAGEMENT

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Unit-I**: Financial management**: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

Unit-III: Working capital: meaning, significance and types of working capital; determinants of working capital; sources of working capital; management of inventory; management of cash; management of account receivables.

Unit-IV: Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital:: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages.

Unit-V: **Dividend decisions**—Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

SUGGESTED READINGS

Horne, James Van Financial Management & Policy

SolomanEzreThe Theory of Financial Management

Hunt William and Donaldson BasIc Business Finance ,

Kuchal, S.C. Financial Management

Bradley Fundamentals of Corporation Finance

Pandey, I.M. Financial Management

Fred, Weston J. The Scope & Methodology of Finance

Weston & Brigham Essentials of Management Finance

B.B.A -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	1C	Training and Development	100	25	75	5	4
2.	2C	Business law	100	25	75	5	4
3.	3C	Micro, Small & Medium Enterprises Management	100	25	75	5	4
4.	4C	International Business	100	25	75	5	4
5.	5C	Cost &Management Accounting	100	25	75	5	4
6.	6C	Financial Services	100	25	75	5	4
7		Corporate internship	100	-	-	-	4
		Total	700	125	375	25	24

B.B.A -SEMESTER – IV
TRAINING AND DEVELOPMENT

Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II:

Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.

Unit III:

Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV:

Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V:

Coaching and Counselling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counselling - Special Projects, Committee assignments conferences, Management games.

References:

1.P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
No index entries found.2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.

B.B.A -SEMESTER – IV
BUSINESS LAW

Unit-I:

Law of Contract – Definition, Essentials of valid contract, Kinds of contact, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contracts, and remedies

Unit-II

Companies Act definition of company, kinds of company, Memorandum of Association, Articles of association, prospectus, meetings and resolutions

Unit-III

Factories act 1948 definition of factory provisions of health, safety, welfare

Unit-IV

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V:

The essential Commodity Act. The Consumer Protection Act, 1986. District forum, state commission, national commission. Consumer councils.

References:

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D.Geet and M.S. Patil: Business Laws
6. S.S. Gulshan: Business Laws. 7. N.M. Wechlakar: Business Laws.

B.B.A -SEMESTER – IV
MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II:

Project Formulation:Project identification and formulation, Feasibility study - Project report preparation, location ofUnits, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III:

Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsides and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV:

Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V

Ancillary Industries, Rural Industries andArtisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, HimalayaPublishing House.

2. Vasant Desai,Management of SSI, Himalaya publishing House, Delhi,1998.

3. Vasant Desai,Small Scale Industries & entrepreneurship, Himalayan Publishing House.

4.S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.[1]

B.B.A -SEMESTER – IV
INTERNATIONAL BUSINESS

Unit-I:
Introduction – Need - - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade /international trade

Unit-II:
Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, spot-future forward and option market.

Unit-III:
Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.

Unit-IV:
WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTOmembership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of
LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

Unit-V:
Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, recent Exim policy

References:
1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.

B.B.A -SEMESTER – IV

COST & MANAGEMENT ACCOUNTING

Unit-I:Introduction: Management accounting- nature -scope-functions- Distinguish between Financial Accounting, Cost Accounting and management accounting - Cost Concepts and Classification.

Unit-II: Elements of Cost: Materials: Material control Selective control, ABC technique Methods of pricing issues FIFO, LIFO, Weighted average, (including problems). Labour: Control of labor costs time keeping and time booking Idle time Methods of remuneration labour incentives schemes

Unit-III: Financial statement Analysis: Financial Statements Need for analysis of Financial statements-comparative statements-commonsize statements- Trend analysis.

Unit IV: Ratio Analysis: Meaning – Accounting Ratios – uses – limitations – types of ratios – profit and loss account ratios – balance sheet ratios – mixed ratios.

Unit V: Costing Techniques: Marginal Costing –cost classification- differences between marginal costing and absorption costing – marginal cost equation- contribution- p/v ratio- margin of safety-BEP Analysis – (including problems).

Reference Books

Cost & Management Accounting : Kishore, R. M. 4th ed Taxman Allied Service
Principles & Practice Of Cost Accounting : Bhattacharyya, A. K. 3rd ed PHI

Management & Cost Accounting: Drury, Colin 6th ed Thompson Books
Cost Accounting: Managerial Emphasis: Horngren C. T/ Datar, S. M/ Foster, G. 12th ed Pearson

B.B.A -SEMESTER – IV
FINANCIAL SERVICES

Unit-I:

Financial Services: Public Issue –Prospectus-Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II:

Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India.

Unit-III:

Leasing: Lease Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV:

Credit Cards-Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V:

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

References:

1. Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
2. Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, Mumabi.
3. Siddiah, T., Financial Services, Pearson
4. TripatyNaliniPrava, Financial Services, Prentice Hall of India, New Delhi.
5. Guruswamy.S, Financial Services, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
6. V. Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai, 2009.
7. Rajesh Kothari, "Financial Services in India", SAGE.

B.B.A -SEMESTER – V

Sl. No.	Course Skill Enhancement	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	1. Skill Enhancement Course	(HR) Talent Management	100	25	75	4	3
		(HR) Global HR	100	25	75	4	3
2	2. Skill Enhancement Course.	(OM)Export and Import	100	25	75	4	3
		(Marketing) Brand management	100	25	75	4	3
3	3. Skill Enhancement Course	(FM) Foreign Exchange Management	100	25	75	4	3
		(FM) E-Payments System	100	25	75	4	3
		Total	600	150	450	24	18

B.B.A -Semester – V
Talent Management

Unit-I:

Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II:

Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies -methods of data collection for mapping - Developing competency models from raw data- data recording, analysing the data, content analysis of verbal expression, validating the competency models.

Unit-III:
Performance management and employee development: Personal Development plans, 360degreefeed back as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV:

Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V:

Succession planning: Identifying managerial positions which are critical for the business -Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

References:
1. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IIHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.

B.B.A -SEMESTER – V
GLOBAL HUMAN RESOURCE MANAGEMENT

Unit-I:

Introduction to IHRM: Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM,
Organizational Processes in IHRM, Challenges of International Human Resource Management.

Unit-II:

Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection..

Unit-III:
Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-IV:

Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V:

International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, compensation practices across the countries, social security systems across the countries, global compensation: emerging issues.

References:
1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denice E. Welch, International Human Resource Management, CengageLearning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human ResourceManagement - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.

B.B.A -SEMESTER – V
EXPORT AND IMPORT

Unit-I:

Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses Patent, Trade Mark, Copy Right Registrations Confidentiality and NDA.

Unit-II:

Export Sales Selling and Purchasing- Consignment - Leases Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms Export License Import License.

Unit-III:

Export Packaging - Preparation of pre-shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

Unit-IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export Isolated Sales Transactions.

Unit-V:

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export-oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

References:

1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.

2. P K Khurana, Export Management.

3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.

B.B.A -Semester – V

Brand Management

Course Objectives :To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management

UNIT 1 :

Product Management — An Introduction , Corporate Strategy and Product Policy ,.Product line Decisions . Product Life Cycle and Marketing Strategies.

Unit 2

New Product Development and the Techniques of Idea Generation and Screening ,Concept Development and Testing ,Test Marketing ,Launching and Tracking New Product Programmes .

UNIT 3

Organising for New Products ,Introduction to Brand Management and Crafting of Brand Elements , Consumer Brand Knowledge ,Brand Identity, Personality and Brand Associations

Unit 4

Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand Equity

Unit 5

Leveraging Brand Equity , Measurement of Brand Equity

References

Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition *by : John Michael Morgan*

Marketing Management by Philip Kotler and Kevin Lane Keller

B.B.A -Semester – V

Foreign Exchange Management

Unit-I:

Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

Unit-II: I
international financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

Unit-III:

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV:

Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

Unit-V:

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

References:

1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi

2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.

3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

4) Sailaja, G., International Finance, Universities Press.

5) Jeff Madura. International Financial Management, Cengage, New Delhi.

6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.

7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.

8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.

B.B.A -Semester – V
e-Payments System

Unit-I:

e-Cash and Virtual Money:Electronic Data Interchange (EDI) -NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies, Bitcoin.

Unit-II:

Automated Clearing and Settlement: Process ofReal Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.

Unit-III:

e-Payment Security and Digital Signature: Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

Unit-IV:

Mobile Payments:Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges – Debit & Credit Cards – RU Pay Card – e-Challan.

Unit-V:

Electronic Invoice and Payment System:Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers - Reconciliation through Bank -Invoice Paper elimination - Scan-based trading (SBT).

References:

1. Domonique Rambure and Alec Nacamuli, "Payment Systems: From the Salt Mines to the Board Room", Palgrave MacMillan.

2. WeidongKou, *"Payment Technologies for E-Commerce"*. Springer, Germany.

3. DonalO'Mahony, Michael Peirce and Hitesh Tewari, "Electronic Payment Systems", Artech House, Inc.

4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

B.B.A -Semester – VI

1	Six Months Job Specialization Internship	Total	400	-	-	-	30

Specialization internship (sixth Semester)

Sixth Semester:

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty-four weeks in the sixth semester. The summer internship is compulsory and an integral part of the BBA Program.

The Placement Office will assist the students in finding suitable summer assignments / projects. The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned.

The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curricula

SIX MONTHS ON JOB SPECIALIZATION INTERNSHIP

Sno	Course	Total Marks	Credits
1	SIX Months on Job specialization Training	400	30

MARKS BREAK UP

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voce	100 Marks
Total	400 Marks