A.P. State Council of Higher Education
Revised Framework and Syllabi under CBCS for Colleges in Andhra Pradesh
w.e.f.2015-16(Revised in April, 2016)

Table-1: B.B.A - Semester – I

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam*</th>
<th>Sem. End Exam</th>
<th>Teaching Hours</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Second Language</td>
<td>(Tel/Hindi/Urdu/Sans)</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>3.</td>
<td>Foundation Course-1</td>
<td>HVPE (Human Values &amp; Professional Ethics)</td>
<td>50</td>
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<td>4.</td>
<td>Foundation Course-2</td>
<td>Environmental Studies</td>
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<td>50</td>
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<tr>
<td>5.</td>
<td>DSC 1A</td>
<td>Management Process</td>
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<td>25</td>
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<tr>
<td>6.</td>
<td>DSC 2A</td>
<td>Managerial Economics</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>DSC 3A</td>
<td>Information Technology for Managers</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
<td><strong>475</strong></td>
<td><strong>27</strong></td>
<td><strong>22</strong></td>
</tr>
</tbody>
</table>

* At the college (The marks split between Formal Test and Co-curricular activities may be decided by the University concerned)

** Syllabus size shall be in accordance with the number of teaching hours.

Table-2: B.B.A -Semester – II

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Second Language</td>
<td>(Tel/Hindi/Urdu/Sans)</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>3.</td>
<td>Foundation Course-3</td>
<td>ICT-1 (Information &amp; communication Technology)</td>
<td>50</td>
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<td>4.</td>
<td>Foundation Course-4</td>
<td>Communication &amp; Soft Skills-1</td>
<td>50</td>
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<td>5.</td>
<td>DSC 1B</td>
<td>Quantitative Methods for Managers</td>
<td>100</td>
<td>25</td>
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</tr>
<tr>
<td>6.</td>
<td>DSC 2B</td>
<td>Accounting for Managers</td>
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<td>25</td>
<td>75</td>
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<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>DSC 3B</td>
<td>Business Environment</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
<td><strong>475</strong></td>
<td><strong>27</strong></td>
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### Table-3: B.B.A Semester – III

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
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<tr>
<td>2.</td>
<td>Second Language</td>
<td>(Tel/Hindi/Urdu/Sans)</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<td>3</td>
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<tr>
<td>3.</td>
<td>Foundation Course-5</td>
<td>ICT-2 (Information &amp; communication Technology)</td>
<td>50</td>
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<td>4.</td>
<td>Foundation Course-6</td>
<td>Communication &amp; Soft Skills-2</td>
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<td>5.</td>
<td>DSC 1C</td>
<td>Operations Management</td>
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<td>25</td>
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<tr>
<td>6.</td>
<td>DSC 2C</td>
<td>Human Resource Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
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</tr>
<tr>
<td>7.</td>
<td>DSC 3C</td>
<td>Organization Behaviour</td>
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<td><strong>600</strong></td>
<td><strong>125</strong></td>
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### Table-4: B.B.A -Semester – IV

<table>
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<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Foundation Course-7</td>
<td>Communication &amp; Soft Skills-3</td>
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<td>2.</td>
<td>Foundation Course-8</td>
<td>Analytical Skills</td>
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<td>Foundation Course-9</td>
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<td>4.</td>
<td>Foundation Course-10</td>
<td>Leadership Education (LE)</td>
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<td>5.</td>
<td>DSC 1D</td>
<td>Financial Management</td>
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<td>25</td>
<td>75</td>
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</tr>
<tr>
<td>6.</td>
<td>DSC 2D</td>
<td>Marketing Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
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</tr>
<tr>
<td>7.</td>
<td>DSC 3D</td>
<td>Business Ethics &amp; Corporate Governance</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<td>4</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
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<td><strong>425</strong></td>
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</tbody>
</table>

*HVPE: May be taught by Telugu Teachers

**Analytical Skills: To be taught by Maths/Statistics teachers (and partly by English Teachers)
## Table-5: B.B.A -Semester – V

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
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<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1.</td>
<td>DSC 1 E</td>
<td>E-Commerce</td>
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<td>Business Laws</td>
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<td>3.</td>
<td>DSC 3 E</td>
<td>Taxation</td>
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<td>25</td>
<td>75</td>
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<td>4.</td>
<td>DSC 1F Elective</td>
<td>1. E-Business</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<td>4</td>
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<tr>
<td></td>
<td></td>
<td>2. Financial Management</td>
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<tr>
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<tr>
<td>5.</td>
<td>DSC 1F Elective</td>
<td>4. International Business</td>
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<tr>
<td></td>
<td></td>
<td>5. Marketing Management</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>6. Operations Management</td>
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<td>6.</td>
<td>DSC 1F Elective</td>
<td>Management</td>
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<td>25</td>
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<td>4</td>
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<td>600</td>
<td>150</td>
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<td>24</td>
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</table>

## Table-6: B.B.A Semester – VI

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>DSC 1 G</td>
<td>International Business</td>
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<td>25</td>
<td>75</td>
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<tr>
<td>2.</td>
<td>DSC 2 G</td>
<td>Medium, Small &amp; Micro Enterprises Management</td>
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<td>25</td>
<td>75</td>
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<td>4</td>
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<tr>
<td>3.</td>
<td>DSC 3 G</td>
<td>Project Management</td>
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<td>25</td>
<td>75</td>
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<td>DSC 1 H Elective*</td>
<td>1. E-Business</td>
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<td>25</td>
<td>75</td>
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<td>2. Financial Management</td>
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<td>DSC 2 H Elective*</td>
<td>3. Human Resource Management</td>
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<td>75</td>
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<tr>
<td>6.</td>
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<td>4. International Business</td>
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<td>75</td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. Operations Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>600</td>
<td>150</td>
<td>450</td>
<td>30</td>
<td>24</td>
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<td><strong>Grand Total</strong></td>
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<td></td>
<td>3500</td>
<td>750</td>
<td>2750</td>
<td>164</td>
<td>134</td>
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</table>

**Note:**
1. Titles of a few Electives Streams are given for DSC-F (1F, 2F & 3F combined) at V Semester and the same titles are repeated for DSC-H (1H, 2H & 3H combined). Each Elective Stream consists of two theory papers and one project work for each semester. The total for V & VI semesters will be four theory papers and two project works under each stream. A student has to
select *One Stream of Elective consisting of four theory papers and two projects* (together for V & VI semesters). That means, the student will continue the same elective in the VI semester also.

2. The colleges have to implement original project work which may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

**Elective Papers:**

**E-Business (EB):**
- DSC 1F (EB) e-Commerce
- DSC 2F (EB) Business Networks
- DSC 1H (EB) e-Payments System
- DSC 2H (EB) Social Media and e-Marketing

**Financial Management (FM):**
- DSC 1F (FM) Financial Markets
- DSC 2F (FM) Foreign Exchange Management
- DSC 1H (FM) Financial Services
- DSC 2H (FM) Investment Management

**Human Resource Management (HR):**
- DSC 1F (HR) Talent Management
- DSC 2F (HR) Industrial Relations
- DSC 1H (HR) Global HRM
- DSC 2H (HR) Training & Development

**International Business Management (IB):**
- DSC 1F (IB) Global Marketing
- DSC 2F (IB) Foreign Exchange Management
- DSC 1H (IB) Global HRM
- DSC 2H (IB) Export and Import: Procedures and Documentation

**Marketing Management (MM):**
- DSC 1F (MM) Global Marketing
- DSC 2F (MM) Advertising & Media Management
- DSC 1H (MM) Marketing of Services
- DSC 2H (MM) Retail Management

**Operations Management (OM):**
- DSC 1F (OM) Purchase Management
- DSC 2F (OM) Warehouse Management
- DSC 1H (OM) Logistics and Supply Chain Management
- DSC 2H (OM) Export and Import: Procedures and Documentation
Semester – I

No change in the earlier syllabus.

Semester – II

No change in the earlier syllabus.

Semester - III

**DSC 1C: Operations Management**

Unit-I: Operations management - meaning, definitions, scope and objectives - interaction of operations management with other areas - manufacturing and non manufacturing operations and their characteristics.


Unit-III: Capacity planning - estimation of capital requirements - maintenance management— types of maintenance - work study - time and method study - work measurement, meaning, scope and importance.


Unit-V: Operations control - Meaning, Importance and objectives - Techniques of operations control.

**References:**

DSC 2C: Human Resource Management


Unit-II: HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.


Unit-V: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences Between Training and Development, Evaluation of Training and Management Development.

References:

DSC 3C: Organizational Behaviour

Unit-I: Focus and Purpose: Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.


Unit-IV: Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.


References:

Semester-IV

DSC 1D: Financial Management

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; financing of working capital; sources of working capital; management of inventory; management of cash; management of account receivables; optimum credit policy; credit collection; factoring service; various committee reports on bank finance; dimensions of working capital management.

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; measurement of leverages; effects of operating and financial leverages on profit.

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

References:

DSC 2D: Marketing Management.

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need of marketing in Business Sector - Non-profit sector and Government sector - Marketing environment - 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, Branding and Brand decisions, packing and labeling 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.


References:

1) Philip Kotler and Armstrong, Principles of Marketing, PHI
2) Philip Kotler, Marketing Management, PHI
3) V.S Ramaswamy and S. Namakuari, Marketing Management.
DSC 3D: Business Ethics and Corporate Governance

Unit- I: Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders’ Protection, Corporate Governance and Business Ethics.


Unit- III: Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

Unit- IV: Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, Corporate Governance in Public Sector Undertakings.

Unit-V: Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

References:


Semester - V

DSC 1E: e-Commerce


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): Definition, benefits of EDI, applications, advantages and limitations, EDI Model.


Unit-IV: Customer Relationship Management: Definition, 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:


2. Laura Lemay; Rafe Colburn, Teach Yourself Web with HTML in 24 Hours, Sams Publishing

DSC 2E: Business Laws


Unit-II: Contingent Contracts, Performance of Contract, Discharge of Contract, Quasi Contracts, Breach of Contracts and remedies.


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.


References:

1. Indian Contract Act – by Bare Act, Government of India.
3. Avatar Singh Mercantile Law, Vikas Publication.
DSC 3E: Taxation

Unit-I: Basic concept: Income – agricultural income – Person – Assessee - assessment year - previous year - gross total income - total income - maximum marginal rate of tax - Residential status - Scope of total income on the basis of residential status - Exempted income under section.


Unit-III: Profits and gains of business or profession: Computation – Allowable expenses and not allowable expenses – General deductions - Provisions relating to Depreciation.


Unit-V: Total income and tax computation: Income of other persons included in Assesse's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals and firms - Tax liability of an individual and firm.

References:

2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
DSC 1F (EB): e-Commerce


References:

3. Daniel Amor, E Business R (Evolution), Pearson Education.
DSC 2F (EB): Business Networks

Unit-I: **Business Forms**: Interrelation among Stakeholders – Business and Government – Business and Society: Social Network and Facebook.


Unit-IV: **Customer Relationship Management**: Establishing Network connection with customers – Forward and Backward Integration – Customer Data Base – Creation and Maintenance – Legal and Ethical Issues.

Unit-V: **Business Analytics**: Master Data Management – Data Warehousing and Mining – Data Integration – OLTP and OLAP.

References:

1. Jerry, FitzGerald and Alan Dennis, Business Data Communications and Networking, John Wiley & Sons.
2. Tanenbaum, A. S., Computer Networks, Pearson Education.
5. Business Analytics - An Application Focus, PurbaHalady Rao, PHI learning
6. R.N Prasad and Seema Acharya, Fundaments of Business Analytics, Wiley India.
DSC 1F (FM): Financial Markets

Unit-I: Introduction: Basics of Investment - Types of markets - Securities and role of regulator – SEBI - Primary market, Procedure for buying shares through IPO, Dematerialization of securities.


Unit-III: Debt Funds: Salient features, debt mutual fund schemes, fixed maturity plans - Capital protection funds, gilt funds, etc. Liquid Funds – Salient features.

Unit-IV: Regulation of Financial Markets: Regulations governing equity market, techniques of market analysis - Income tax and capital gains having relevance for investment - trading in stock market.

Unit-V: Market Simulation: Internet based software to develop basic numeric and keyboarding skills- Students must read daily newspapers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

References:

1. Financial Markets: A Beginners’ Module, Workbook from NSE Reference Books:
DSC 2F (FM)/(IB): Foreign Exchange Management

Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

Unit-II: 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 determinations: 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.
DSC 1F (HR): 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, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit-III: Performance management and employee development: Personal Development plans, 360 degree feed 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, behaviors 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:
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.
DSC 2F (HR): Industrial Relations

Unit-I: Meaning and Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, Industrial Relations program, Scope of Industrial Relations work, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, Government and Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure.

Unit-III: Trade Unions: Principles of Trade Unionism, Objectives and function of trade union, Achieving of Trade Union objectives, growth of Trade union movement, Factors affecting growth of Trade union, Features, Weakness of Trade unions, essentials of successful Trade union.

Unit-IV: Participative Management: Meaning and objectives, forms of participation, objectives of workers participations in management, levels of participation, forms of participation in India, Causes of failure of joint management council.


References:

1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.

2) Labour and Industrial Laws – Central Law Publications Allahabad.
DSC 1F (IB)/(MM): Global Marketing


Unit-IV: Pricing Meaning – factors influencing pricing - International pricing terms - export pricing.

Unit-V: Promotion Channels of distribution in selected foreign countries - factors affecting channel decision - foreign agents - identification - motivation - control of foreign agents.

References:

DSC 2F (IB)/(FM): Foreign Exchange Management

Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

Unit-II: 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 determinations: 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.
DSC 1F (MM)/(IB): Global Marketing


Unit-IV: Pricing Meaning – factors influencing pricing - International pricing terms - export pricing.

Unit-V: Promotion Channels of distribution in selected foreign countries - factors affecting channel decision - foreign agents - identification - motivation - control of foreign agents.

References:


DSC 2F (MM): Advertising and Media Management

Unit-I: Concept of Public Relations - Working definitions - Nature and scope of public relations.


Unit-IV: Types of Advertising: Classified - Display - Political advertising - public service ads - radio and television spots.

Unit-V: Media Planning: Research, Frequency and Continuity, Media information and selection, media plan frame work - Media Mix - Computerized media selection - determining the size and timing of insertion - determining the reach and frequency and GRP goals - creativity in media planning – scheduling and patterns of scheduling.

References:

DSC 1F (OM): Purchase Management

Unit-I: Introduction: Significance of Purchase Function - Sources of Purchase: Local vs. Global - Negotiation & Bargaining - Purchasing Methods - e-Procurement - DGS & D.


Unit-III: Vendor Analysis: Identification of vendors – Selection of vendors - Criteria and Methodology of evaluation - Vendor Rating – Maintenance of Vendor relations.

Unit-IV: Buyer-Supplier Relationships: Transformation of buyer-supplier relationships - Developing and managing collaborative and alliance relationships – joint problem solving, Information sharing.

Unit-V: Supply Chain Management: Significance - JIT in the supply management - Cross-Functional Teams: Cross-functional teams and supply management - challenges of cross-functional teams, prerequisites to success.

References:

5. Gopalakrishnan P. & Sundaresan. M., Materials Management-An Integrated Approach, PHI.
Unit-I: Warehouse: Importance - Functions of Warehouses - Warehousing Cost - Warehousing Management Systems (WMS) - Strategic planning for Warehousing - Supply Chain and Warehousing.

Unit-II: Warehousing in Retail: Role of Warehousing in Retail - Challenges in retail warehousing, Warehousing in fashion retail - Retail product tracking in warehouse using RFID - Role of government in warehousing - Warehousing and Supply Chain.


References:

1. Edward H. Frazelle, World Class Warehousing and Material Handling.
Semester-VI

DSC 1G: International Business

Unit-I: Introduction – Need - Theories of international trade - Difference between Domestic and International/Foreign 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 WTO membership 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, Exim policy

References:

DSE 2G: Medium and Small 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 and development.

Unit-II: Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSO and registration with DIC.


Unit-IV: Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness.

Unit-V: Ancillary Industries, Rural Industries and Artisans. Role of SIDO, SSIDC, SISI, DIC. Prospects for small-scale industries.

References:

DSC-3G: Project Management

Unit-I: Introduction: Meaning, Scope and Objectives, Types of Projects, Generation and Screening of Ideas, Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening - Problems of Project management.


Unit-III: Project evaluation for Selection:- Methods of evaluation, ROR and ROI, Pay Back period, Net present value method. PERT and CPM techniques, Time estimations, slack time and critical path and post Project Review.


Unit-V: Closing of the Project:- Types of project termination, Termination procedure and evaluation of Termination possibilities.

References:


2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing.
DSC 1H (EB): 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 of Real Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.


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:

DSC 2H (EB): Social Media and e-Marketing

**Unit-I: Social Media:** Career in Social Media Marketing - Strategic Marketing - Social media Planning process - Campaigns (tactics and results).

**Unit-II: Social Consumers:** Social media marketing segments - Digital consumers - Digital communities - Online communities - Strong & Weak Ties - Social Community - Social Publishing.

**Unit-III: Social Media Sites:** Face book - Twitter - LinkedIn - YouTube and their Operations - Data mining and Social Media - Role of Social Media in Marketing Research - Social Media and Privacy/Ethics.

**Unit-IV: e-Marketing:** Objectives, Online Advertising - Distribution in e-Marketing, Lead Generation Platform - Customer Service mechanism - Relationship Building medium.

**Unit-V: Methods of e-Marketing:** Advertising Techniques, Selling Methods, Sales Promotion - Public Relations - Sponsorship, Merchandising, Teleconferencing - Chatting.

**References:**


3. Harris, L., Marketing the e-Business, Hoboken: Taylor & Francis.


DSC 1H (FM): Financial Services


Unit-II: Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Frame work, 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:

DSC 2H (FM): Investment Management


Unit-IV: Valuation of Securities: Bond Valuation, Bond Duration - Equity shares- Valuation, Dividend Valuation models.


References:

DSC 1H (HR)/(IB): 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-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:


**DSC 2H (HR): 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-V: Coaching and Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.

**References:**


DSC 1H (IB)/(HR): 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.

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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:


**DSC 2H (IB)/(OM): Export and Import: Procedures and Documentation**

Unit-I: Exporting Preliminary Consideration - Generation of Foreign enquiries, obtaining local quotation & 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-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 & 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:**

3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.
DSC 1H (MM): Marketing of Services

Unit-I: Introductions to services, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

Unit-II: Service Marketing Management: Marketing management process for services organizing, marketing, planning, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

Unit-III: Customer expectations of service: Factors influencing customer expectation of service, issues involving customer service expectations, Customer perception of service - Service quality, Service recovery - Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

Unit-IV: Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

Unit-V Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

References:

1. Services Marketing by - Valarie A. Zeithaml and May Jo BtnerPub : Tata Mc Grow HIL
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.
DSC 2H (MM): Retail Management

Unit-I: Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

Unit-II: Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

Unit-III: Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, Emerging trends in retailing.

Unit-IV: Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research: Customer Audits, Brand Management in retailing.

Unit-V: Case Studies: Practical:

(i) Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.

(ii) Go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.

References:
3. Dravid Gilbert, Retail Marketing Management, Pearson Education.
8. Chetan Bajaj, Retail Management, Oxford University Press.

DSC IH(OM): Logistics and Supply Chain Management


Unit-II: Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) -

Unit-III: Supply Chain Management: Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications.

Unit IV: Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain.


References:

DSC 2H (OM)/(IB): Export and Import: Procedures and Documentation

Unit-I: Exporting Preliminary Consideration - Generation of Foreign enquiries, obtaining local quotation & 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-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 & 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:


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

Guidelines for Project Work (12 Weeks’ Duration) after 4th Semester of BBA.

The project work (Internship) is an integral part of the academic curriculum of BBA. It is an initiative to bridge the gap between knowledge and its application through a series of interventions that will enable students of BBA program to gain insights and exposure to the industry. The objective of conducting Internship (project work) at the end of 4th semester of the course is:

- To provide an opportunity for students to apply theoretical concepts in real life situations at the workplace;
- To sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior;
- To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;
- To sharpen domain knowledge and provide cross functional skills

Guidelines: The student will have to identify an Internship (project work) in a business enterprise that matches the student’s area of specialization. Internship (project work) is a combination of In-plant study and a research project. Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems.

Duration of Project work: The project work shall be for a period of 12 weeks immediately after completion of 4th semester but before commencement of the 5th semester. Students are expected to take up the work, such as identifying the organization, finalization of topic and review of literature during the fourth semester and start the Internship (project work) immediately after this.

Project Guide: Internal guide of the Internship is a full time faculty member working in management department of respective institution with minimum of three years of experience. External guide is from the business organization where the student is carrying out his/her project work. Maximum of ten students can work under an internal guide. The students are expected to be in continuous interaction with the guide during the course of the Internship. No two students of an institute shall work on the same problem in the same organization.
The student will present Synopsis with the detailed execution plan to the internship committee (HOD, senior faculty of the Dept. of Management) who will review and may (a) approve, (b) approve with modification or (c) Reject for fresh synopsis. The approval status is submitted to HOD who will officially give concurrence for execution of the internship

**Synopsis:** It is a 3 page document/hard copy to be submitted to the HOD with the signatures of guide and the student (Introduction with objectives and summary, Review of articles/literature about the topic with source of information and methodology of the study)

Submission of report 12th week of internship final report should be submitted to the university before one week of the commencement of theory examination.

**Evaluation:** Internal Evaluation: Internal evaluation will be done by the internal guide. • External Evaluation: External evaluation shall be done by a faculty member (not below the rank of Associate Professor) drawn from Dept. of Commerce & Business Administration of the University.

**Viva-voce/Presentation:** A viva-voce examination will be conducted at the respective institution where student is expected to give a presentation of his/her work. The viva-voce examination will be conducted by the respective HOD / Sr. Professor of the department and an expert drawn from the University as appointed by the University.

Internship (Project) work carries 100 marks evaluation by the internal guide and external evaluation (average mark will be taken for award) and 100 marks for viva-voce examination.

**Format of the Internship report:** The internship report shall be prepared using word processor viz., MS word, using Times New Roman font sized 12, on a page layout of A4 size with 1” margin on 175 all sides and 1.5 line spacing. The internship report shall not exceed 75 pages.

**Submission of report:** Students should submit the internship report in electronic data form only, in PDF file (Un-editable format) to the Institute. Institute in turn shall submit all the CDs of their students along with a consolidated master list as per specialization containing USN, Name of the student and title of the report to Controller of Examination one week before the commencement of the theory examinations.

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