PROCEEDINGS OF THE VICE-CHANCELLOR

Sub:- ANU - Academic - UG courses - CBCS - III - BBA VI Semester Syllabus - Approval - Orders - Issued.

Ref:- 1. Minutes of the meeting of the Board of Studies (UG) in BBA held on 11-05-2017.

ORDER:-

The Vice-Chancellor, after having considered the minutes 1st cited, has approved the III BBA VI semester syllabus (Theory & Practical) under CBCS pattern for the academic year 2017-18 prepared by the Board of Studies (UG) in BBA. The titles of the Papers are mentioned below:

Semester - VI

Paper: 1. DSC 1G: International Business
2. DSC 2G: Medium, Small & Micro Enterprises Management
3. DSC 3G: Project Management

<table>
<thead>
<tr>
<th>Specializations</th>
<th>DSC(1) H: Financial Services</th>
<th>DSC(2) H: Investment Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Financial Management</td>
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</tr>
</tbody>
</table>

(BY ORDER)

To
The Chairman and all members, Board of Studies (UG) in BBA. ANU.
All the Principals of the Affiliated Colleges under ANU area.
Copy to:
The Dean, Faculty of Commerce ANU.
The Dean, CDC, ANU.
The Coordinator, UG (Exams), ANU.
The Addl. Controller of Examinations, ANU.
The In-Charge, ANU website.
The P.A. to Vice-Chancellor/ Registrar/Rector, ANU.
Table-6: B.B.A Semester – VI  2017-18

<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>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
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<tr>
<td>2.</td>
<td>DSC 2 G</td>
<td>Medium, Small &amp; Micro Enterprises Management</td>
<td>100</td>
<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>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>4.</td>
<td>DSC 1 H</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>Elective*</td>
<td>2. Financial Management</td>
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<tr>
<td>5.</td>
<td>DSC 2 H</td>
<td>3. Human Resource Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<td>4</td>
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<tr>
<td>Elective*</td>
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<tr>
<td>6.</td>
<td>DSC 3 H</td>
<td>4. International Business</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Elective*</td>
<td></td>
<td>5. Marketing Management</td>
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<td></td>
<td>6. Operations Management</td>
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<td></td>
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<td>Management</td>
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</tbody>
</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.
ACHARYA NAGARJUNA UNIVERSITY
B.B.A
(Bachelor of Business Administration)
B.B.A: VI Semester (C.B.C.S)

* For the batch of students admitted during and from the academic year 2015-16.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course</th>
<th>Subject</th>
<th>Total Marks</th>
<th>Mid Sem Exam</th>
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<tbody>
<tr>
<td>1</td>
<td>DSC 1 G</td>
<td>International Business</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>2</td>
<td>DSC 2 G</td>
<td>Medium, Small &amp; Micro Enterprise Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>3</td>
<td>DSC 3 G</td>
<td>Project Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
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<tr>
<td>5</td>
<td>DSC 2 H Elective</td>
<td>4. Hospital &amp; Health Care Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
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<tr>
<td>6</td>
<td>DSC 3 H Elective</td>
<td>5. International Business Management 6. Operations Management</td>
<td>100</td>
<td>25</td>
<td>75</td>
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</tbody>
</table>

Total       600          150       450          30     24

Grand Total of all the Six Semesters 3500       750        2750       164    134

* There are six elective streams for DSC – F (1F, 2F and 3F) at V Semester and the same titles of the elective streams are continued for VI Semester as DSC – H (1H, 2H & 3H). Each elective stream consists of two theory papers and one project work per each semester. Thus, the total number of papers for V & VI semesters will be four theory papers and two project works under each stream. A student has to choose one elective stream 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.

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

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY  
BBA (CBCS)  
DETAILS OF SPECIALIZATIONS IN V & VI SEMESTERS  
(Semester-wise, Specialization-wise Papers)  

<table>
<thead>
<tr>
<th>Specialization</th>
<th>V</th>
<th>VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Management</td>
<td>DSC1 F: Financial Markets</td>
<td>DSC1 H: Financial Services</td>
</tr>
<tr>
<td></td>
<td>DSC2 F: Foreign Exchange</td>
<td>DSC2 H: Investment Management</td>
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<tr>
<td></td>
<td>Management</td>
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<tr>
<td>Marketing Management</td>
<td>DSC1 F: Global Marketing</td>
<td>DSC1 H: Marketing of Services</td>
</tr>
<tr>
<td></td>
<td>DSC2 F: Advertising &amp; Media</td>
<td>DSC2 H: Retail Management</td>
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<td>Management</td>
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<tr>
<td>HRM</td>
<td>DSC1 F: Talent Management</td>
<td>DSC1 H: Global Human Resource Management</td>
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<tr>
<td></td>
<td>DSC2 F: Industrial Relations</td>
<td>DSC2 H: Training &amp; Development</td>
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<td></td>
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<tr>
<td>Hospital &amp; Health Care Management</td>
<td>DSC1 F: Medical Terminology,</td>
<td>DSC1 H: Management of Out-Patient Department</td>
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<td></td>
<td>Records &amp; Insurance</td>
<td></td>
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<tr>
<td></td>
<td>DSC2 F: Management of Health</td>
<td>DSC2 H: Diagnostic Support &amp; Utility Services</td>
</tr>
<tr>
<td></td>
<td>Systems</td>
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</tr>
<tr>
<td>International Business Management</td>
<td>DSC1 F: Global Marketing</td>
<td>DSC1 H: Global Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>DSC2 F: Foreign Exchange</td>
<td>DSC2 H: Export &amp; Import: Procedures &amp;</td>
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<tr>
<td></td>
<td>Management</td>
<td>Documentation</td>
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<tr>
<td>Operations Management</td>
<td>DSC1 F: Purchase Management</td>
<td>DSC1 H: Logistics &amp; Supply Chain Management</td>
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<tr>
<td></td>
<td>DSC2 F: Warehouse Management</td>
<td>DSC2 H: Export &amp; Import: Procedures &amp;</td>
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<tr>
<td></td>
<td></td>
<td>Documentation</td>
</tr>
</tbody>
</table>

* Every student has to choose one specialization in the V Semester. The student has to continue the same specialization in VI Semester also. For example, if a student chooses Financial Management specialization in V Semester, he has to continue the same Financial Management specialization in VI semester also.

* Each specialization has got 4 papers. 2 papers in V Semester and 2 papers in VI Semester. The details of these papers, semester-wise – specialization-wise, are provided in the above table.

* In each semester there is one Project Work viz., DSC3F & DSC3H. The Project work must be related to the specialization chosen by the student.
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
DSC 1 G : INTERNATIONAL BUSINESS
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks
Semester end examination: 75
Internal assessment: 25

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:

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Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
DSC 2 G : MEDIUM, SMALL AND MICRO ENTERPRISES MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

<table>
<thead>
<tr>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester end examination: 75</td>
</tr>
<tr>
<td>Internal assessment: 25</td>
</tr>
</tbody>
</table>

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-III:

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:

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
DSC 3 G : PROJECT MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks : 100
Semester end examination : 75
Internal assessment : 25

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-II:


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-IV:


UNIT-V:

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

References:

2. Rao P.C.K., Project Management & Control, S. Chand, New Delhi.

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Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Financial Management Elective
DSC 1 H : FINANCIAL SERVICES
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks
Semester end examination : 100
Internal assessment : 75

UNIT – I:

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:

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Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Financial Management Elective
DSC 2 H: INVESTMENT MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4
Max. Marks: 100
Semester end examination: 75
Internal assessment: 25

UNIT-I:
Investment: Attributes of Investment, Investment and speculation, Features of a good

UNIT-II:
Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges,
Leading Stock Exchanges in India.

UNIT-III:
Risk and Return Concepts: Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk
and returns - Calculation of Risk and Return.

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

UNIT-V:
Technical Analysis – Theories- Dow Theory, Elliot wave theory. Charts-Types, Trend and Trend
Reversal Patterns – Moving averages, ROC, RSI, Market Indicators.

References:

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University

8
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Marketing Management Elective
DSC 1 H : MARKETING OF SERVICES
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks
Semester end examination  : 75
Internal assessment       : 25

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 Hill
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Marketing Management Elective
DSC 2 H : RETAIL MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks: 100
Semester end examination: 75
Internal assessment: 25

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:
5. Dravid Gilbert, Retail Marketing Management, Pearson Education.

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
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 headhunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests; interviews for international selection.

UNIT-III:


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:


Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Human Resource Management Elective
DSC 2 H : TRAINING AND DEVELOPMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks

Semester end examination : 75
Internal assessment : 25

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:

UNIT-IV:

UNIT-V:
Coaching and Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.

References:

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Hospital & Health Care Management Elective
DSC 1 H : MANAGEMENT OF OUT-PATIENT DEPARTMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks : 100
Semester end examination : 75
Internal assessment : 25

UNIT-I:
Evolution of Out Patient Department – Planning of Out Patient Department – Objectives –
Functions of Out Patient Department – Organization Structures – Day Care Centres –
Community Health Care Centres – Physical Medicine & Rehabilitation Centre – Performance
Evaluation of Out Patient Departments – Conclusion – Unit Review Questions – Reference
Books.

UNIT-II:
Emergency Services – Managerial Issues in Emergency Department – Staffing of Emergency
Department – Checklist Management.

UNIT-III:
Patient Care in Out Patient Department – Emergency Operation Theatre Management –
Planning & Organization of Minor Operation Theatre.

UNIT-IV:
Departments of Out-patient Departments – Planning of Departments.

UNIT-V:
Diagnostic Services of Out Patient Department – Secretarial Services in Management of Out
Patient Departments – Referrals & Cross Referrals – Treatment.

References:
   New Delhi.
2. Srinivasan, A. V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New
   Delhi, 2000.

Prof. NOOR BASHA ABDUL
Chairman
Board of Studies in Business Administration (UG)
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
Hospital & Health Care Management Elective
DSC 2 H : DIAGNOSTIC, SUPPORT AND UTILITY SERVICES (C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks : 100
Semester end examination : 75
Internal assessment : 25

UNIT-I:
Clinical Services – Outpatient Services – Accident and Emergency Services – Inpatient Services –
Operation Theatre Services – Intensive Care Unit Services – Nursing Services.

UNIT-II:
Diagnostic and therapeutic Services – Laboratory Services – Radio Diagnosis and Imaging

UNIT-III:
Support and Utility Services – Sterile Supply Services in Hospitals – Medical Records
Department – Linen and Laundry Services – Dietary Services – Housekeeping Services.

UNIT-IV:
Mortuary Services – Transportation System – Ambulance Services – Sanitation and Waste
Management.

UNIT-V:
Safety Services – Hospital Acquired Infection – Disaster Management – Fire Fighting – Security
Services.

References:
1. Outpatient Services in Hospital Planning and Administration, WHO, Zeniva.
3. Role of Hospitals in Ambulatory Care, WHO Technical Series, Zeniva.
4. Hospital Planning and Administration, WHO, Zeniva.
6. The Organization and Management of Hospital Dietary Services, NIHFW, New Delhi.

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BBA – SIXTH SEMESTER
International Business Management Elective
DSC 1 H : GLOBAL HUMAN RESOURCE MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks: 100
Semester end examination: 75
Internal assessment: 25

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 headhunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection.

UNIT-III:


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.

P.T.O.
References:

ACHARYA NAGARJUNA UNIVERSITY
BBA – SIXTH SEMESTER
International Business Management Elective
DSC 2 H : EXPORT AND IMPORT: PROCEDURES AND DOCUMENTATION
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5  Max. Marks : 100
No. of Credits: 4  Semester end examination : 75
Internal assessment : 25

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-II:


UNIT-III:


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:


P.T.O.
References:


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

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BBA – SIXTH SEMESTER
Operations Management Elective
DSC 1 H : LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(C.B.C.S)

* With effect from the batch of Students admitted during and after 2015-16

No. of hours per week: 5
No. of Credits: 4

Max. Marks : 100
Semester end examination : 75
Internal assessment : 25

UNIT-I:

UNIT-II:

UNIT-III:

UNIT-IV:
Role of 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.

UNIT-V:

P.T.O.
References:


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BBA – SIXTH SEMESTER
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