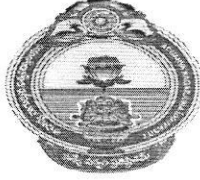


ACHARYA NAGARJUNA UNIVERSITY

NAAC 'A' GRADE

REGISTRAR



Telephone No: 0863-2346115
Fax:0863-2293378/2293320
Website::http://www.anu.ac.in

No.ANU/Acad./U.G/CBCS/III BBA/ SEM-VI/Syllabus/2017 Date: 30-10-2017.

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 11-06-2017.

2. Vice-Chancellor's orders dated 30-10-2017.

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

Specializations

| | | |
|----|-----------------------------------|---|
| 1. | Financial Management | DSC(1) H:Financial Services |
| | | DSC(2) H:Investment Management |
| 2. | Marketing Management | DSC(1) H:Marketing of Services |
| | | DSC(2) H:Retail Management |
| 3. | Human Resource Management | DSC(1)H:Global Human Recourse Management |
| | | DSC(2) H:Trainig & Development |
| 4. | Hospital & Health Care Management | DSC(1)H: Management of Out-Patient Department |
| | | DSC(2)H:Diagnostic Support & Utility Services |
| 5. | International Business Management | DSC(1)H: Global Human Resource Management |
| | | DSC(2)H: Export & Import Procedures & Documentation |
| 6. | Operations Management | DSC(1)H: Logistics & Supply Chain Management |
| | | DSC(2)H:Export & Import: Procedures & Documentation |

(BY ORDER)


**JOINT REGISTRAR
Academic**

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.

ACHARYA NAGARJUNA UNIVERSITY.
(Bachelor of Business Administration)

Table-6: B.B.A Semester – VI 2017-18

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours | Credits |
|--------------------|-------------------|---|-------------|----------------|---------------|----------------|------------|
| 1. | DSC 1 G | International Business | 100 | 25 | 75 | 5 | 4 |
| 2. | DSC 2 G | Medium, Small & Micro Enterprises Management | 100 | 25 | 75 | 5 | 4 |
| 3. | DSC 3 G | Project Management | 100 | 25 | 75 | 5 | 4 |
| 4. | DSC 1 H Elective* | 1. E-Business | 100 | 25 | 75 | 5 | 4 |
| | | 2. Financial Management | | | | | |
| 5. | DSC 2 H Elective* | 3. Human Resource Management | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 3 H Elective* | 4. International Business | 100 | 25 | 75 | 5 | 4 |
| | | 5. Marketing Management | | | | | |
| | | 6. Operations Management | | | | | |
| Total | | | 600 | 150 | 450 | 30 | 24 |
| Grand Total | | | 3500 | 750 | 2750 | 164 | 134 |

Note:

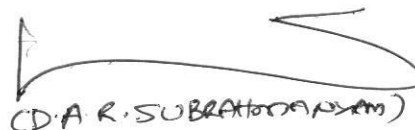
1. Titles of a few Electives Streams are given for DSC- F (1F, 2F & 3F combined) at V Semester and the same titles are repeated for DSC – H (1H, 2H & 3H combined). Each Elective Stream consists of two theory papers and one project work for each semester. The total for V & VI semesters will be four theory 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:

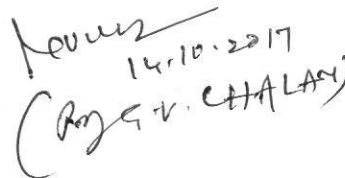
E-Business (EB):

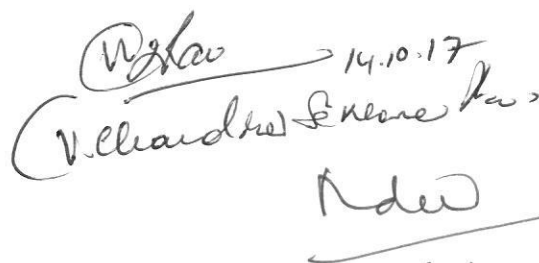
- DSC 1F (EB) e-Commerce
- DSC 2F (EB) Business Networks
- DSC 1H (EB) e-Payments System
- DSC 2H (EB) Social Media and e-Marketing


C.D.A.R. SUBRAMANIAM

Financial Management (FM):

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


14.10.2017
P. S. CHALAN


14.10.17
V. Chandrababu Naidu