

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

B.B.A -Semester – V

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Skill Based Course	<i>5.1 B-Business Leadership</i>	50	---	50	2	2
2.	DSC 1 E	E-Commerce	100	25	75	5	4
3.	DSC 2 E	Business Laws	100	25	75	5	4
4.	DSC 3 E	Taxation	100	25	75	5	4
5.	Elective*-DSC 1F/Inter-disp.	1. E-Business 2. Financial Management	100	25	75	5	4
6.	Elective*-DSC 2F /Inter-disp.	3. Human Resource Management 4. International Business Management	100	25	75	5	4
7.	Elective*-DSC 3F/Inter-disp. Project Work	5. Marketing Management 6. Operations Management	100	25	75	5	4
Total			650	150	500	32	26

*6th (F) paper of each of the domain specific subjects (2nd paper of semester V) may preferably be an Elective. More than one Elective may be offered giving choice to students. The Electives may be of Domain (applied/specialization) or Inter-disciplinary in nature. The number of Electives may be decided (along with the syllabus) by the University concerned keeping the feasibility of conduct of university concerned keeping the feasibility of conduct of University examinations in view.

B.B.A Semester -VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	Skill Based Course	<i>6.1 -Event Management</i>	50	--	50	2	2
2.	DSC 1 G	Business Strategy	100	25	75	5	4
3.	DSC 2 G	Medium, Small & Micro Enterprises Management	100	25	75	5	4
4.	DSC 3 G	Project Evaluation & Management	100	25	75	5	4
5.	Elective*-DSC 1 H/Inter-disp./Gen. Elec.	1. E-Business 2. Financial Management 3. Human Resource Management	100	25	75	5	4
6.	Elective*-DSC 2H/Inter-disp./Gen. Elec.	4. International Business Management 5. Marketing Management 6. Operations Management	100	25	75	5	4
7.	DSC 3H Viva-Voce Exam.		100	25	75	5	4
Total			650	150	500	32	26
Grand Total			3600	750	2850	168	138

*** Note:**

1. A candidate has to select one stream of elective consists of four papers (two papers each in V & VI semesters) and the candidate has to continue the same elective in the VI semester also.

Elective Papers:

E-Business (EB):

DSC 1F (EB) e-Commerce Applications
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) e-Procurement & 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 - V

SBC 5.1 Business Leadership

Unit-I: Introductory: Leadership - Traits, Skills and Styles- Qualities of a Good Leader - Theoretical Foundations of Leadership - Decision-Making and Leadership - Leadership Practices.

Unit -II: Organizations and Groups: Organizational Culture and Leadership - Leadership in Business Organizations - Leadership in Small groups and Academic Organizations.

Unit-II: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.

References:

1. Northouse, Peter G., Leadership: Theory and Practice, Sage Publications.
2. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
3. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
4. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
5. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications.

DSC 1E: 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. Efraim 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, Prentice Hall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

DSC 2E: Business Laws

Unit-I: Law of Contract – Essentials of valid contract, Kinds of Contracts, Offer, Acceptance, consideration, Capacity of parties to a contract, Free Consent, Stranger to the contract.

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

Unit-III: Specific Contract – Contract of Indemnity, Guarantee Contract, Contract of Bailment, Pledge, Contract of Agency.

Unit-IV: Sale of Goods Act – 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, 1955; The Competition Act, 2002; The Consumer Protection Act, 1986.

References:

1. Indian Contract Act – 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.
8. All Bare Acts, Published by the Government of India.

DSC 3E: Taxation

Unit-I: Basic concepts: 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-II: Computation of income under different heads: Salaries – Allowances – Perquisites – Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual value of House property – Computation under different circumstances – Deduction from annual value.

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

Unit-IV: Capital gains: Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Computation – Grossing up – Deductions and other relevant provisions.

Unit-V: Tax Administration: Income Tax Authorities, Assessment procedure, collection and recovery of tax, refunds, Search & Seizure – VDS Schemes, tec.

References:

1. Vinod K. Singhania : Direct Taxes - Law and Practice, Taxman Publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Bhagwati Prasad: Direct Taxes – Law and Practice, Wishwa Prakashan.
4. Dr. Mehrotra and Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang: Income Tax.

DSC 1F (EB): e-Commerce Applications

Unit-I: e-Commerce: Features - Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce applications.

Unit-II: e-Business Applications: Integration and e-Business suits - ERP, e-SCM, e-CRM - methods and benefits of e-Payment Systems –e-Marketing – applications and issues

Unit-III: e-Business in different Fields: e-Tourism – e-Recruitment – e- Real Estate – e-Stock Market – e-Music/Movies - e-Publishing and e-Books.

Unit-IV: Online Education: Process - Methods - e-Content development and deliveries - Major technologies used in e-Education - Online testing - Methods - Future trends.

Unit-V: Mobile Commerce: Ticketing - Me-Seva; Government and Consumer Services – e-Retailing - e-Groceries – Security challenges - Case Studies.

References:

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Daniel Amor, E Business R (Evolution), Pearson Education.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.

DSC 2F (EB): Business Networks

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

Unit-II: Business Networking through ICT: Basic concepts – Uses and Application of Business Networks – Different Layers of Business Networks – Internet and Business Networks – Network Security.

Unit-III: Business Networking Systems and Devices: Communication Satellites – Servers – Cloud Computing – Sharing – Spectrum – Commercial issues.

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.
3. David A Stamper, Business Data Communications. Addison Wesley.
4. Business Analytics – Methods, Models and Decisions, James R. Evans, Prentice Hall.
5. Business Analytics - An Application Focus, Purba Halady Rao, PHI learning
6. R.N Prasad and Seema Acharya, Fundamentals of Business Analytics, Wiley India.

DSC 1F (FM): Financial Markets

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

Unit-II: Secondary Market: Stock Exchanges, stock trading, products in Secondary market: equity, debt, derivatives – types: commodity derivatives and financial derivatives.

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 should read daily news papers, like Economic Times, Financial Express etc., watch business channels, e.g. CNBC, NDTV Profit, E.T Now, etc. and get updates from websites of SEBI, NSE etc.)

References:

1. Financial Markets: A Beginners' Module, Workbook from NSE Reference Books:
2. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.
3. Dalton, John M: How the Stock Markets Works, 2001, New York Institute of Finance
4. I.M. Bhole, Financial Institutions and Market, Tata McGraw Hill, 2009.
5. Vasant Desai, Indian Financial System, Himalaya Publisher, 1997.

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

(Common to FM & IB)

Unit-I: Nature and Scope of Forex management: Objectives, significance, 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 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) Thummuluri Siddaiah, International Financial Management, Pearson, New Delhi.
- 8) Vyuptakesh Sharan, International Financial Management, Prentice Hall of India, New Delhi.

DSC 1F (HR): Talent Management

Unit-I: Talent Management: 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 - Competency mapping procedures and steps - methods of data collection for mapping - Developing competency models from raw data - data recording and analyzing, validating the competency models.

Unit-III: Performance Management and Employee development: Personal development plans, 360⁰ Feed back as a Developmental Tool, Performance management and Reward systems: performance linked remuneration system, performance linked career planning and promotion policy.

Unit-IV: Employee Engagement: Significance, constituents of engagement, conceptual framework of engagement, behaviors associated with engaged employees - engaged, not engaged, actively disengaged, parameters to measure employee engagement.

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 – 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.

DSC 2F (HR): Industrial Relations

Unit-I: Meaning, Importance, Scope of Industrial Relations, Content and Objectives of Industrial Relations, Industrial Relations programs, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, Causes, 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 functions of trade unions, growth of Trade union movement in India, Factors affecting growth of Trade unions, Features, Weakness of Trade unions, essentials of successful Trade union.

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

Unit-V: Collective Bargaining: Meaning, Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.

References:

- 1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.
- 2) Labour and Industrial Laws – Central Law Publications, Allahabad.
- 3) Industrial Relations – Arun Monappa
- 4) Management of Industrial Relations – Pramod Verma
- 5) Mamoria C B: Industrial Relations
- 6) Charles Myeres: Industrial Relations in India

**DSC 1F (IB)/(MM): Global Marketing
(Common to IB & MM)**

Unit-I: Introduction: Scope - trend towards globalization - classification of foreign markets - tariff and non-tariff barriers - stages of global marketing - global and multi-international marketing - economic, technological, political and social factors affecting global marketing.

Unit-II: Selection of Foreign Markets: Meaning - parameters for market choice decision - modes of entry into global markets - Exporting - licensing - franchising - joint ventures – subsidiaries.

Unit-III: Product Selection of global markets: product policy - product standardization - adaptation - international product life policy - global product strategies - promotion of global products.

Unit-IV: Pricing: Concept – factors influencing pricing - International pricing terms - export pricing – Transfer pricing – Issues.

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

References:

1. Warren Keegan, International Marketing, Pearson Publication, 2011.
2. Philip R Cateora and John Graham, International Marketing, Tata McGraw Hill, 1999.
3. Susan Douglas & Samuel Craig, Kripalani, Global Marketing Strategy Tata McGraw Hill, 2005.
4. Varshney and Bhattacharya, International Marketing, Book well Publishers, New Delhi, 2007.
5. R.Srinivasan, International Marketing, Prentice Hall.
6. S.A.Sherlekar, S.A.Sherlekar, Global Marketing Management, Himalaya publishing House.
7. Francis Cherunilam, International Marketing, Himalaya Publication.

DSC 2F (MM): Advertising and Media Management

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

Unit-II: Four elements of Public Relations : Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions – Public Relations as Action - Public Relations as communication.

Unit-III: Brand Management: Brand Positioning: Strategies for competitive advantages - components of positioning - consumer segmentation - perceptual Mapping - Brand benefits and attributes, positioning with Non-Functional values - Self Concept and Preferred Brand – Brand Personality - Image Versus Personality - Positioning Successes – Brand equity.

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 framework - Media Mix – TRP Rating - creativity in media planning – significance of Mass Media to business.

References:

1. Jack G. Wiechmann, N.T.C's Dictionary of Advertising, NTC Publishing Group Lincolnwood, Illinois, U.S.A. 1998.
2. D.B. Taraporevala : Advertising Management – Selected Readings, D.B. Taraporevala & Sons Co. Private Ltd., Bombay, 1965.
3. J.S. Chandan, Jagjit Singh, P.N. Malhan, : Essentials of Advertising, Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta, 1990.
4. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.
5. William F Arens, Irwin : Contemporary Advertising, MC Graw Hill, Boston.
6. Paul Winner: Effective PR Management - A Guide to Corporate Survival, Jaico Publishing House, Bangalore, 2001.
7. Alison Theaker: The PR Hand Book, Routledge Publishers New York, 2001.

DSC 1F (OM): e-Procurement and Purchase Management

Unit-I: Introduction: Categories and Methods of Procurement - Public Procurement Operations - Public Procurement of Civil Works and Services.

Unit-II: E-Procurement: E-award of public contracts - e-auctions - Framework agreements - Electronic signatures - Difference between purchase and procurement - Documentation and different Forms.

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

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

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

References:

1. Dobler & Burt, Purchasing and Supply Management, McGraw Hill.
2. P. Gopala Krishan, Purchasing and Materials Management, Tata McGraw-Hill Education.
3. L.N. Aggarwal & Parag Diwan, Management & Production Systems, National Publishing House.
4. N.G. Nair, Production and Operations Management, Tata McGraw Hill Publishing Co. Ltd.
5. Gopalakrishnan P. & Sundaresan. M., Materials Management-An Integrated Approach, PHI.

DSC 2F (OM): Warehouse Management

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.

Unit-III: Warehouse Operations: Organization Structure - Inventory Receiving - Picking - Locating - Dispatching - Maintenance of warehousing - Security and Safety - Records Maintenance.

Unit-IV: Health and Safety Perspective: Health and Safety Risks at Warehouse, Assessment of Risks, Management of Health and Safety risks - Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID).

Unit-V: Warehousing Practices: FCI, CWC, Reliance - Wal-Mart - KFC - ICT Applications in Warehouse - World-class Warehousing.

References:

1. Edward H. Frazelle, World Class Warehousing and Material Handling.
2. Gwynne Richards, Warehouse Management: A Complete guide to improving efficiency and minimizing costs in the modern warehouse, Kogan Page, London.
3. Stuart Emmett, Excellence in Warehouse Management: How to Minimize costs and Maximize Value, John Wiley & Sons, Ltd., London.
4. James A. Tompkins & Jerry D. Smith, The Warehouse Management Handbook, Tompkins Press, North Carolina.
5. David E. Mulcahy & Joachim Sydow, Supply Chain Logistics Program for Warehouse Management, CRC Press, New York.

Semester-VI

SBS 6.1 Event Management

Unit-I: Event Concept: Types of Events - Corporate hospitality – Exhibitions – Trade Fairs – Conferences –Business and Government Meets - Staff events, Customer events - Team building - Menu Selection - Customization.

Unit-II: Outdoor Events: Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment.

Unit-III: Celebrity Events: Launches, Fashion shows, National festivals and high-profile charity events - Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations - Liaisoning with Govt. Departments.

References:

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-and Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher.
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Entertainment and Production - Mark Sonder, CSEP, Wiley & Sons, Inc.
5. Special Event Production - Doug Matthews.
6. Fenich, G. Meetings, Expositions, Events, and Conventions: An introduction to the Industry. Pearson Prentice Hall, New Jersey.

DSC 1G: Business Strategy

Unit-I: Introduction to Business Strategy: Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies

Unit-II: Strategic Analysis: Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making

Unit-III: Strategy Formulation: Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation,

Unit-IV: Strategic Planning and Implementation: Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies,

Unit-V: Strategic Management Process: Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making

References:

1. Nitin Balwani, *Strategic Management & Business Policy*, Excel Books, New Delhi.
2. Upendra Kachru, *Strategic Management: Concepts & Cases*, Excel Books, New Delhi.
3. Porter, M.E., *Competitive Strategy*, The Free Press, New York, 1980.
4. Kazmi, Azhar, “*Business Policy and Strategic Management*”, Tata McGraw Hill, New Delhi.
5. Srinivasan R. *Strategic Management – The Indian Context*, Prentice Hall of India, New Delhi.
6. B.S. Hoti, *Strategic Management and Business Policy*, Wisdom Publications, New Delhi.
7. Dess, G.T. Lumpkin and Alan B. Eisner, *Strategic Management: Text and Cases*, Tata McGraw Hill .
8. Fred R. David, *Strategic Management ; Concepts and Cases*, Prentice Hall of India (P) Ltd.

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 Development.

Unit-II: Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, 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 - Subsidies 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 and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing 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.

DSC-3G: Project Evaluation & 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-II: Analysis of Project Proposal: Markets and Demand Analysis, Technical Analysis, Material Input, Manufacturing Process, Technology-Product Mix- Estimation of Sales and Production. Machinery and Equipment Selection.

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

Unit-IV: Human Aspects of Project Management – Manpower Planning - Human Ergonomics - Estimation - Pre requisites for Successful Project Implementation.

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

References:

1. Prasanna Chandra, Project: Planning, Analysis, Selection, Implementation and Review. ‘Tata McGraw Hill Publishing Co.
2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing House.
3. James P Lewis, Fundamentals of Project Management, 2006
4. Pinto, Jeffrey K., Project Management, Achieving Competitive Advantage, Prentice Hall 2009.
5. Project Management Institute, A Project Management Body of Knowledge.
6. Mantel, Samuel J., Jack R. Meredith, Scott M. Shafer, Margaret M. Sutton, Project Management in Practice, Wiley 2010.

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-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. Weidong Kou, “Payment Technologies for E-Commerce”. Springer, Germany.
3. Donal O’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.

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 - LikedIn - 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:

1. Chaffey, D., e-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Burlington: Elsevier.
2. Hanson, W. A. & Kalyanam, K., Internet Marketing & e-Commerce, Thomson Southwestern, Mason, Ohio.
3. Harris, L., Marketing the e-Business, Hoboken: Taylor & Francis.
4. Krishnamurthy, S., Contemporary research in e-Marketing, Hershey, PA: Idea Group Publication.
5. Stephen Dann & Susan Dann, E-Marketing: Theory and Application, Macmillan, New York.

DSC 1H (FM): 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.Tripaty Nalini Prava, 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.

DSC 2H (FM): Investment Management

Unit-I: Investment: Attributes of Investment, Investment and speculation, Features of a good investment, Investment Process - Investment Instruments - Derivatives.

Unit-II: Securities Market: Primary Market - Issue Management-Pre and Post Issue Management. 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: Economic and Industry Analysis: Fundamental analysis - Economy, Industry, Company Analysis. Technical Analysis – Theories - Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns – Moving averages, ROC, RSI, Market Indicators.

References:

1. Investment Analysis and Portfolio management – Prasanna Chandra, TMH, 2010.
2. Security Analysis & Portfolio Management – Punithavathy Pandian, Vikas, 2005.
3. Investment Management – Bhalla V. K, S.Chand, 2011.
4. Security Analysis & Portfolio Management – Fisher and Jordan, Pearson, 2011.
5. Security Analysis & Portfolio Management- Kevin S, PHI, 2011.
6. Investment Analysis & Portfolio Management– Reilly, Cengage Learning.
7. Investments: Principles and Concepts – Charles P. Jones, Wiley, 2010.

DSC 1H (HR)/(IB): Global Human Resource Management

(Common to HR & IB)

Unit-I: Concept of IHRM: Reasons for emergence of IHRM, Difference between IHRM and Domestic HRM, Organizational dynamics and IHRM: Role of culture 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, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - 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.

DSC 2H (HR): Training and Development

Unit-I: Meaning - 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.

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

References:

1. P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
2. Subas Gurg & S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
3. Bearddwell & Len Holdmen, Human Resource Management, Macmillan Publisher.
4. Linton R, Pareek.U. "Training for Development", Vistaar, New Delhi.
5. P.L.Rao," Training & Development", Excel Books, New Delhi.
6. Satish Pai, S.Ravi Shankar, Management Development Skills for Excellence, Himalaya Publishing House.

**DSC 2H (IB)/(OM): Export and Import: Procedures and Documentation
(Common to IB & MM)**

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.

DSC 1H (MM): Marketing of Services

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

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

Unit-V: Service marketing and ICT interface – Deficiency in Services – Consumer Protection Act, 1986 – Service Tax Rules – Goods and Services Tax (GST) Bill.

References:

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata Mc Grow HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
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.

Unit-V: Case Studies: Practical:

(i) To 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) To 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.

(iii) To visit any one the modern Malls like, Reliance, Best Price, More, Lifestyle and prepare a Report.

References:

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. David Gilbert, Retail Marketing Management, Pearson Education.
4. A. J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.
6. S.L. Gupta, Sales and Retail Management: An Indian Perspective, 2007, Excel Books.
7. Rosemary Varley, Mohammed Rafiq, Principles of Retail Management, Palgrave Macmillan, 2009.
8. Chetan Bajaj, Retail Management, Oxford University Press.
9. Sinha, Piyush Kumar and Uniyal, Managing Retailing, Oxford University Press, 2010.

DSC 1H (OM): Logistics and Supply chain Management

Unit-I: Logistics Management: Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory-Logistics in 21st Century.

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.

Unit-V: Case Studies on Logistics and Supply chain firms like, GATI, TCI, etc.

References:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. McMillan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, Pearson.
4. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003.

Project Work

Guidelines for Project Work (8 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:

- (i) To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;
- (ii) to sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior;
- (iii) to enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;
- (iv) 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 8 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 8th week of internship final report should be submitted to the university before one week of the commencement of theory examination.

Evaluation: There are two evaluations, internal and external. Internal evaluation is by the internal guide and the external evaluation is 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 Comprehensive viva-voce examination will be conducted at the respective institution on the curriculum of the course and also on the project work. The viva-voce examination committee shall be conducted by a Committee consisting of (i) Head/Senior Teacher of the respective college, (ii) Faculty member of the Dept. of Commerce & Business Administration, Acharya Nagarjuna 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 shall 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.
