

SRI Y.N.COLLEGE

(Autonomous)

Affiliated to Adikavi Nannaya University, Rajamahendravaram

Accredited by NAAC with A+ Grade (IV Cycle)

DEPARTMENT OF MANAGEMENT STUDIES

B.B.A

(BACHELOR OF BUSINESS ADMINISTRATION)

SYLLABUS

(with effect from 2023-24 AY)



SRI Y.N.COLLEGE

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Affiliated to Adikavi Nannaya University, Rajamahendravaram
Accredited by NAAC with A+ Grade (IV Cycle)

Department of Management Studies

(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Bachelor of Business Administration (BBA) Programme:

Programme outcomes

After successful completion of BBA

- The students will gain knowledge and skills, both functional and integrative, in the field of business.
- The students will attain the right views and outlook on the business, leadership and entrepreneurship.
- The students will acquire the most essential theoretical and practical skills which would help in the overall development of them.
- The students will develop key aspects of business understanding and professional ethics.
- The students will achieve a winning career in the field of Business and Corporate Sector

Programme Specific Outcomes of BBA:

After successful completion of BBA

- ❖ The students will be able to identify and define problems and opportunities.
- ❖ The students will demonstrate problem solving skills by gathering and assessing appropriate information.
- ❖ The students will demonstrate use of appropriate techniques to effectively manage business challenges.
- ❖ The students will be able to effectively communicate management concepts, plans and decisions in oral presentations.
- ❖ The students will be able to effectively communicate management concepts, plans and decisions in written reports.
- ❖ The students will demonstrate professional conduct within any team activities.

BBA Programme Structure

Sem	Course No	Course Name	Course type (T/L/P)	Hrs./ Week (Arts/ Commerce:5 and Science: 4+2)	Credits (Arts/ Commerce: 4 and Science: 4+1)	Max. Marks Cont/ Internal/Mid Assessment	Max. Marks Sem-end Exam
I	1	English		5	4	40	60
	2	T/H/S		5	4	40	60
	3	Fundamentals of Commerce	T	5	4	40	60
	4	Business Organization	T	5	4	40	60
	5	Skill Courses: 1. Analytical Skills 2. Communication Skills		2	2	----	50
	6			2	2	----	50
	7	MULTI DISCIPLINARY COURSE: Principles of Physical Sciences		2	2	----	50
	8	Certificate Course: Human Values & Professional Ethics		2	----	---	50
II	1	English		5	4	40	60
	2	T/H/S		5	4	40	60
	3	Principles of Management	T	5	4	40	60
	4	Business Economics	T	5	4	40	60
		Minor :Computer Applications Office Automation Tools	T	5	4	40	60
	6	Skill Courses: 1. Business Writing 2. Digital Literacy		2	2	----	50
	7						
	8	Two Months Social Immersion Internship	-	-	4	100 Marks	
III	BBA 3A	Organizational Behaviour	T	5	4	25	75
	BBA 3B	Human Resource Management	T	5	4	25	75
	BBA 3C	Financial Management	T	5	4	25	75
IV	BBA 4A	Training and Development	T	5	4	25	75
	BBA 4B	Business Law	T	5	4	25	75
	BBA 4C	Micro, Small & Medium Enterprises Management	T	5	4	25	75
	BBA 4D	International Business	T	5	4	25	75
	BBA 4E	Cost and Management Accounting	T	5	4	25	75
	BBA 4F	Financial Services	T	5	4	25	75
		Corporate /Short term Internship	-	-	4	100 Marks	

V	BBA 5A	Talent Management (HR)	T	4	4	25	75
	BBA 5B	Leadership (HR)	T	4	4	25	75
	BBA 5C	Export and Import Management (MM)	T	4	4	25	75
	BBA 5D	Brand Management (MM)	T	4	4	25	75
	BBA 5E	Foreign Exchange Management (FM)	T	4	4	25	75
	BBA 5F	E-Payments System (FM)	T	4	4	25	75
VI	Semester internship		200 Marks				

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

B.B.A - Semester- I

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	First Language	General English	100	40	60	4	3
2	Second Language	(Tel/Hindi/San)	100	40	60	4	3
3	Major	Fundamentals of Commerce (for B.Com, BBA & BCA)	100	40	60	5	4
4	Major	Business Organization (for B.Com, BBA & BCA)	100	40	60	5	4
5	Skills Courses	• Analytical Skills	50	----	50	2	2
6		• Communication Skills	50	-----	50	2	2
7	MULTI DISCIPLINARY COURSE	Principles of Physical Sciences	50	-----	50	2	2
*	Certificate Course:	Human Values and Professional Ethics (for BBA & BCA)	50		50	2	--
	Total		600	160	440	26	20



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Major Paper I: FUNDAMENTALS OF COMMERCE

(for B.Com, BBA & BCA)

(w.e.f. 2023 - 24 Admitted Batch)

Learning Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. To acquire Knowledge on Accounting and Taxation.

Course Outcomes:

At the end of the course, the student will able to

Identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and micro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.

Unit-I Introduction:

Definition of Commerce - Importance of Commerce - Role of Commerce in Economic development - Role of Commerce is Societal development - Imports and Exports - Balance of Payments - Functions of World Trade Organisation

Unit-II Accounting Principles:

Need for Accounting - Definition, Objectives and advantages of Accounting - Book Branches of Keeping and Accounting Accounting concepts and Conventions Classification of Accounts - GAAP - Accounting Double entry book keeping Preparation of Journal - Posting to Ledger - Meaning of Subsidiary books - Preparation of Cash book - Three Columned cash book (Including Problems). -

Unit-III Trial Balance and Final Accounts:

Objectives of Trial Balance - Preparation of Trial Balance Methods Capital and Revenue- Preparation of Final Accounts - Trading Account - Profit and Loss Account - Balance Sheet(Including Problems). -

Unit- IV Economic Theory:

Meaning and Definition of Economics - Micro and Macro Economics Demand and Supply Determinants of Demand - Law of Demand Definition of National Income - Concepts of National Income National Income Meaning of Meaning and Measurement of

Unit - V Taxation:

Meaning of Tax - Types of tax - Income Tax, Corporate Tax, GST, Customs duty and Excise Duty - Differences between Direct and Indirect Taxes Objectives of Tax Concerned Authorities - Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC) -



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Major Paper I: FUNDAMENTALS OF COMMERCE: Model Paper
(for B.Com, BBA & BCA)
(w.e.f. 2023 - 24 Admitted Batch)

Time: 3 hours

Max. Marks: 60

PART-I

Answer any **FIVE** of the following.

5X4=20M

1. Define Commerce.
2. What is Double entry system .
3. Explain the Rules of Debit and Credit.
4. Explain the objectives of preparing the trail balance.
5. Write about Micro Economics.
6. What is meant by National Income?5t6
7. Write about Income Tax.
8. CBDT

PART-II

Answer any **FIVE** of the following by selecting at least **TWO** from each section

5X8=40M

SECTION-A

9. Prepare a Three Column Cash Book from the following.

Jan 1	Cash balance	15000
"	Bank balance	50000
" 2.	Cash sales	40000
" 5.	Furniture purchased and issued cheque	8000
" 6.	Rent paid by the cheque	5000
7.	Cash deposited in the bank	40000
" 8.	Received interest on Investment	4000
" 9.	Paid salaries	5000
" 10.	Received from Vishnu	15000
	Discount allowed	500
" 14.	Goods purchased from Gopi for cash	6000
" 18.	Cash withdrawn from bank for office use	12000
" 20.	Cheque issued to Raja	5800
	Discount Received	200
" 24.	Cash withdrawn from bank personal use	4000

10. Trail Balance Problem.

	Rs.		Rs.
Cash	85,600	Creditors	6,000
Capital	1,00,000	Discovered received	200
Purchases	40,000	Discount allowed	500
Sales	35,000	Advertisement	700
Salaries	5,000	Interest received	500
Furniture	800	Drawings	1,000
Stationery	300		
Bank	7,800		

11. Describe the Role of Commerce in Economic Development.
12. Explain determinants of Demand
13. Distinguish between Book Keeping and Accounting.

SECTION-B

14. Journalize the following transactions
 2019, Jan 1. Mohan started Business with cash Rs.2,50,000
 - “ 2. Purchased goods R.50,000.
 - “ 4. Deposited cash into Bank Rs.20,000
 - “ 5. Cash sales Rs. 30,000.
 - “ 7. Bought goods from Pavan Rs.5,000.
 - “ 10. Purchased furniture from Gupta and Co. Rs. 6,000.
 - “ 15. Drawings Rs.3,000.
 - “ 20. Drew from Bank for office use Rs.5,000.
 - “ 25. Received commission Rs. 2,000.
 - “ 31. Paid salaries by cheque Rs.10,000.

15. The following are the extracted from the books of Krishna Murthy on 30-09- 2019. Prepare Trading & Profit and loss A/c and Balance sheet.

<u>Particulars</u>	<u>Debit (Rs.)</u>	<u>Credit(Rs.)</u>
Capital		50000
Plant and Machinery	20000	
Furniture	11500	
Sundry debtors and creditors	15000	20000
Bills Receivable and Payable	10000	5000
Opening Stock	20000	
Purchases and Sales	60000	90000
Depreciation	1200	
Outstanding salaries		800
Salaries	10000	
Wages	22000	
Insurance	1000	
Prepaid Insurance	100	
Carriage	400	
10% Loan		5400
	17120	171200

Adjustments:

1. Write off Rs.1000 as bad debts
2. Closing stock was valued at Rs.40000
3. Allow 10% interest on capital.

16. Describe the Concept of National Income.
17. Explain the Advantages of Accounting.
18. Discuss the objectives of Tax.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Major Paper II :BUSINESS ORGANSATION
(for B.Com, BBA & BCA)
(w.e.f. 2023 - 24 Admitted Batch)

Learning Objectives:

The course aims to acquire conceptual knowledge of business, formation various business organizations.

To provide the knowledge on deciding plant location, plant layout and business combinations.

Course Outcomes:

After completing this course a student will able to:

Understand the concept of Business Organization along with the basic laws and norms of Business Organization.

The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.

The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit-I Business:

Business concepts, Features of Business, Importance of business. Classification of Business activities. Characteristics and objectives of Business organisation. Differences between Industry and Commerce and Business & Profession, Modern Business and their Characteristics.

Unit - II Promotion of Business:

Forms of Business organisation - Sole proprietorship, Partnership, Joint Stock Companies and Co-operatives and their features, advantages. Differences between Private Ltd. and Public Ltd. Company, Concept of one person Company. Qualities of a successful Business man.

Unit - III Plant Location and Layout:

Importance of Plant Location, Factors affecting Plant Location. Plant Layout - Importance, Types of Layout, Factors affecting Layout. Size of Business Unit - Criteria for Measuring the size and Factors affecting the Size. Optimum Size and Factors determining the Optimum Size.

Unit - IV Business Combination:

Business Combination - Characteristics, Causes, Kinds of Business Combination. Rationalization - Meaning, Characteristics, Principles, Merits and demerits, Differences between Rationalisation and Nationalisation.

Unit - V Computer Essentials:

Computer Evolution: Computer History and Generations, Block Diagram of Computer. Internet Basics - Network, Types of Networks, Internet history, Internet Service Providers, Domain Name Services, Network Security Concepts - Cryptography, Malware, Firewalls. Web Design - Word Press Basics, Developing a Simple Website.

Reference Books:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Major Paper II : BUSINESS ORGANSATION: Model Paper
(for B.Com, BBA & BCA)
(w.e.f. 2023 - 24 Admitted Batch)

Time: 3 hours

Max. Marks: 60

PART - I

Answer any FIVE questions from the following.

5X4=20M

1. Explain the Concept of Business.
2. Explain the Objectives of Business Organisation
3. Explain the Features of sole proprietorship.
4. Concept of one person Company.
5. Write the Importance of Plant Location
6. Explain the Characteristics of Rationalisation.
7. Define Computer.
8. Explain about Firewall.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section

5X8=40M

SECTION-A

9. Define Business and explain various features of Business?
10. Discuss the advantages of Joint Stock Company.
11. Explain the Types of Plant Layout.
12. Explain the causes of Business Combination
13. Explain about Block Diagram.

SECTION-B

14. Write the differences between Industry and Commerce.
15. Differences between Private limited company and public limited company.
16. Discuss about factors determining the optimum size of Business unit.
17. Merits and Demerits of Rationalisation.
18. Write about Types of Networks



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Certificate /Value Added Course
(For BBA & BCA – in the I Semester)

Human Values and Professional Ethics
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Course Outcomes: On completion of this course, the students will be able to

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

UNIT: 1

Introduction – Definition, Importance, Process & Classifications of Value Education: Understanding the need, basic guidelines, content and process for Value Education Understanding the thought provoking issues; need for Values in our daily life Choices making – Choosing, Cherishing & Acting, Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT: 2

Harmony in the Family – Understanding Values in Human Relationships: Understanding harmony in the Family- the basic unit of human interaction, Understanding the set of proposals to verify the Harmony in the Family; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship, Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs. Understanding the Problems faced due to differentiation in Relationships. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family-I and The Body concept

. UNIT: 3

Professional Ethics in Education: Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive co-operation, Respecting the competence of other professions. Understanding about Taking initiative and Promoting the culture of openness. Depicting Loyalty towards Goals and objectives.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-I

Certificate /Value Added Course
Human Values and Professional Ethics
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MODEL QUESTION PAPER

Time :2hrs.

Max .Marks:50

ANSWER ANY THREE QUESTIONS OF THE FOLLOWING

Section -A

3x10=30

1. What is value education? What is the need and purpose of value education?
2. Write about professional integrity
3. Explain family as a basic unit of human interaction?
- 4 Write about the position of RESPECT in present situation
- 5 What is the situation of Harmony with the society today

ANSWER ANY FOUR QUESTIONS OF THE FOLLOWING

Section -B

4x5=20

6. Human interaction
7. Position of RESPECT in present situation
8. Professional integrity
9. Universal human order
10. Professional ethics
11. Value education



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

(w.e.f. 2023 - 24 Admitted Batch)

B.B.A - Semester- II

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	First Language	General English	100	40	60	4	3
2	Second Language	(Tel/Hindi/San)	100	40	60	4	3
3	Major	Principles of Management	100	40	60	5	4
4	Major	Business Economics	100	40	60	5	4
5	Minor	Computer Applications : Office Automation Tools	100	40	60	4	3
6	Skills Courses	• Business Writing	50	----	50	2	2
7		• Digital Literacy	50	-----	50	2	2
8		Two Months Social Immersion Internship	100				
	Total		700	200	400	26	21



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

Major Paper I :PRINCIPLES OF MANAGEMENT
(For BBA Major / BCA Minor)
(w.e.f. 2023 - 24 Admitted Batch)

Theory

Credits: 4

4 hrs/week

Course Outcomes:

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To comprehend the contemporary issues and challenges in the field of management
- To understand various control techniques practised at organisations.

UNIT-I: INTRODUCTION TO MANAGEMENT

Definition – Nature, process and significance of management . Role of managers – Managerial Skills and Roles. Schools of Management Thought , Management as a Science or Art - Management as a profession, Administration and Management Functions of Management. Contemporary Issues and Challenges in Management of 21st Century.

UNIT -II: PLANNING

Planning - Nature and Importance of Planning, Types of Plans- Levels of Planning. Steps in planning process, Making Effective Plans. Significance of Objectives, Management by Objectives (MBO). Decision making- Nature of decision making, Types of decisions, Decision Making Process.

UNIT -III: ORGANIZING

Organizing - Nature and purpose, Principles of Organization, Types of Organization. Organisational Structure and Design – Line, Staff and functional authority, Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation , process of delegation. Span of Control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.

UNIT -IV: STAFFING AND DIRECTING

Staffing - Nature and Purpose of Staffing, Importance of staffing. Components of Staffing, Manpower planning, Recruitment and Selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation- Maslow’s theory of Need Hierarchy and Herzberg’s Dual Factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

UNIT -V: CONTROLLING

Controlling - Concept, Nature and Importance, Essentials of Control. Requirements of an effective Control System, Techniques of Managerial control. Behavioural Implications of Control

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.
3. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. Principles of Management, Himalaya Publishing House.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Major Paper I : PRINCIPLES OF MANAGEMENT: Model Paper
(For BBA Major / BCA Minor)

Time: 3 hours

Max. Marks: 60

PART - I

Answer any **FIVE** questions from the following.

5X4=20M

1. Concept of Management.
2. Management as a Science and Art
3. Nature of Planning
4. Management By Objectives.
5. Line and Staff Concepts
6. Staffing
7. Controlling
8. Barriers in Communication.

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section

5X8=40M

SECTION-A

9. Explain the Nature, process and significance of Management.
10. Discuss the Importance of Planning? Explain Types of Plans.
11. Define Organization .Explain Types of Organization.
12. Explain the Concept of Maslow's theory of Need Hierarchy.
13. Explain the process of Controlling.

SECTION-B

14. Write the Functions of Management.
15. Explain the Nature, and process of Decision Making .
16. Explain the Principles of Delegation of Authority
17. Differentiate Recruitment and Selection.
18. Write about the Techniques of Controlling.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

Major Paper II : BUSINESS ECONOMICS

(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Theory

Credits: 4

4 hrs/week

Course Outcomes:

- Understand the concept of economics and its relevance to business.
- Comprehend the concept of Demand analysis for making important business decisions
- Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
- Understand concepts of perfect competition and monopoly for fixation of prices.
- Understand the international business scenario and concepts of BOP.

UNIT-I: INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.

UNIT-II: DEMAND ANALYSIS

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.

UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs ,Break -Even Analysis, applications of Break- Even analysis.

UNIT-IV: MARKET STRUCTURE

Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly.

UNIT-V: NATIONAL INCOME AND STRUCTURAL REFORMS

Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions.

Reference Books:

1. Aryasri and Murthy- Business Economics - Tata McGrawHill.
2. H.L Ahuja - Business Economics - Sultan Chand & Sons.
3. S.Sankaran - Business Economics - Margham Publications.
4. P.C.Chopra - Business Economics –Kalyani Publications.
5. Deepasree - Business Economics - Himalaya Publishing House.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

Major Paper II :BUSINESS ECONOMICS: Model Paper
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Time: 3 hours

Max. Marks: 60

PART - I

Answer any FIVE questions from the following.

5X4=20M

1. Micro Economics
2. Demand Determinants
3. Marginal Revenue
4. Monopoly
5. National Income
6. Elasticity of Demand
7. Production Function
8. WTO

PART – II

Answer any **FIVE** of the following by selecting at least **TWO** from each Section

5X8=40M

SECTION-A

9. Explain nature and scope of the Business Economics.
10. What is Law of Demand? Explain exceptions to Law of Demand.
11. Explain the Law of Variable Proportions with the help of graph.
12. Describe the characteristics of Perfect Competition
13. Analyse the methods for measuring National Income.

SECTION-B

14. Differentiate Micro and Macro Economics.
15. Explain methods to measure the Price Elasticity of Demand.
16. Explain the concept of Break-Even Analysis with chart.
17. How the price and output are determined in Monopoly?
18. Briefly write about Economic liberalization, Privatization, Globalization.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MINOR : COMPUTER APPLICATIONS

Minor Paper I : OFFICE AUTOMATION TOOLS
(For BCA Major / BBA Minor)

Theory

Credits: 3

3hrs/week

Course Objectives:

- ✓ To introduce the environment of GUI in Ms-Word and its features..
- ✓ To introduce the fundamental concepts using Ms-Word and its features to make it more useful.
- ✓ To provide hands-on use of Word, Excel and PowerPoint.

Course Outcomes:

The students will be able:

- ✓ To understand concept of Word Processor and use its features.
- ✓ To use the advanced features of Ms-Word to make day to day usage easier.
- ✓ To work comfortably with Ms-Excel Environment.
- ✓ To Create worksheets and use advanced features of Excel.
- ✓ To create presentations and inserting multimedia items in them.

SYLLABUS

UNIT–I : Introduction to Ms-Office & Ms-Word

MS-Word: Features of MS-Word, MS-Word Window components, working with formatted text, Shortcut keys, Formatting documents: Selecting text, Copying & moving data, Formatting characters, changing cases, Paragraph formatting, Indents, Drop Caps, Using format painter, Page formatting, Header & footer, Bullets & numbering, Tabs, Forming tables. Finding & replacing text, go to (F5) command, proofingtext (Spellcheck, Auto correct),

Case Study:

1. Create a document to write a letter to the DM&HO of the district complaining about Hygienic conditions in your area.
2. Create a document to share your experience of your recent vacation with family.

UNIT–II : Ms-Word Advanced Features

Difference between Wizard and Template - Customize the Quick Access Tool Bar – Macros: Purpose – Creating Macro – Using Macro – Storing Macro - Inserting pictures: From Computer, Online Pictures – Insert 3d Models - Insert Shapes – Insert Text Box – Insert Equation, Hyperlinks- Tables : Insert tables - Mail merge ,Printing documents, Tables : Insert tables, Mathematical calculations

on tables data. InsertText Box etc.

Case Study:

1. Create a document to send a holiday intimation to all the parents attime about Dasara Vacation.
2. Create a document to create Time Table of you class using tables.

UNIT–III: Introduction to Ms-Excel & Its Features

MS-Excel: Excel Features, Spread sheets, workbooks, creating, saving & editing a workbook, Renaming sheet, cell entries(numbers, labels, and formulas), spell check, find and replace, Adding and deleting rows and columns Filling series, fill with drag, data sort, Formatting worksheet, Functions and its types, Some useful Functions in excel(SUM,AVERAGE,COUNT, MAX,MIN, IF),

Case Study:

1. Create a worksheet with you class marks displaying total, average, topmarks in the class and least marks in the class.
2. Create a Worksheet with employee no, name, job, salaries of 10 employees, calculate DA,TA,HRA ,Gross Salary and Net Salary.
 - i. Find the sum of HRA's of Total employees.
 - ii. Find the average DA
 - iii. Display the Maximum salary of the employee.

UNIT-IV: Ms-Excel Advanced Features

Cell referencing (Relative, Absolute, Mixed), What-if analysis, Introduction to charts: types of charts, creation of charts, printing a chart, printing worksheet – Sort – Filters – View Menu- Goal Seek –Scenarios.

Case Study:

1. Prepare a chart with height and weights of you class mates in at least 3 types of charts.
2. Demonstrate the use of Filter with the attendance data of your class.

UNIT-V: Ms-PowerPoint and its Applications

MS-PowerPoint: Features of Power Point, Uses, components of slide, templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide, adding slides, changing color scheme, changing background and shading, adding header and footer, adding clip arts and auto shapes. Various presentation, Working with slide sorter view(deleting, duplicating, rearranging slides), adding transition and animations to slide show, inserting music or sound on a slide, viewing slideshow, Printing slides.

Case Study:

1. Prepare a presentation with your achievements and experiences inCollege.
2. Create a Presentation of your organization with pictures,

clip arts and animations

Text Books:

1. Computer Fundamentals—Pradeep .K.Sinha: BPB Publications.
2. Fundamentals of Computers –Reema Thareja, Oxford University Press India

GUIDELINES TO THE PAPER SETTER

BLUE PRINT

Unit No.	Essay Questions	Short Answer Questions
I	2(Section-II)	2(Section-I)
II	3(Section-II)	1(Section-I)
III	2(Section-III)	2(Section-I)
IV	2(Section-III)	1(Section-I)
V	1(Section-III)	2(Section-I)



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II
(Syllabus w.e.f. 2023 - 24 Admitted Batch)

MINOR : COMPUTER APPLICATIONS
(For BCA Major / BBA Minor)

Minor Paper I : OFFICE AUTOMATION TOOLS

Time: 3 Hours

Max.Marks:60

Section – I

(5X4=20Marks)

Answer any five questions from the following.

1. Write a short note on Formatted Text.
2. Write about Headers and Footers.
3. Write about how to insert pictures in MS-Word.
4. Write about Cell Entries in MS-Excel.
5. Write about Adding and Deleting Rows.
6. Write about What-if analysis in MS-Excel.
7. Write about Components of Slide in MS-PowerPoint.
8. Write about how to work with the Slide Sorter View in MS PowerPoint.

Answer any five questions choosing at least two questions from Sections II & III

Section – II

(5X8=40Marks)

9. What are the features of MS-Word? Explain the Word Window Components.
10. Explain the steps to create a Letter in MS-Word with an example.
11. Explain the steps for Mail Merge in MS-Word with an example.
12. Briefly explain the concept of Macros in MS-Word.
13. Write a procedure to create Time Table in MS-Word with an example.

Section – III

(5X8=40Marks)

14. Write the features of MS-Excel. Explain how to create a Workbook with an example.
15. Explain various Functions in Excel with an example.
16. Explain Cell Referencing in MS-Excel with an example.
17. Explain different types of Charts in MS-Excel.
18. What are the features of MS-PowerPoint? Explain the steps for how to create a Presentation in MS PowerPoint.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
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(Syllabus w.e.f. 2023 - 24 Admitted Batch)

Major Paper I: OFFICE AUTOMATION TOOLS

Practical

Credits: 1

2 hrs/week

List of Experiments

1. Design a visiting card for managing director of a company as per the following specification.
 - Size of visiting card is $3\frac{1}{2} \times 2$
 - Name of the company with big font
 - Phone number, Fax number and E-mail address with appropriate symbols.
 - Office and Residence addresses separated by new line
2. Create a table with following columns and display the result in separate cells for the following
 - Emp Name, Basic pay, DA, HRA, Total salary.
 - Sort all the employees in ascending order with the name as the key
 - Calculate the total salary of the employee
 - Calculate the Grand total salary of the employee
 - Find highest salary and
 - Find lowest salary
- 3) Prepare an advertisement to company requiring software professional with the following
 - Attractive page border
 - Design the name of the company using WordArt
 - Use at least one clipart.
 - Give details of the company (use bullets etc.)
 - Give details of the Vacancies in each category of employee's (Business manager, Software engineers, System administrators, Programmers, Data entry operators) qualification required.
- 4) Create a letter head of a company with the following specifications
 - Name of the company on the top of the page 2 with big font and good style
 - Phone no, Fax no and E-mail address with symbols.
 - Main products manufactured by the company
 - Slogans if any should be specified in bold at the bottom
- 5) Create two pages of curriculum vitae of a graduate with the following specifications
 - Table to show qualifications with proper headings
 - Appropriate left and right margins
 - Format $\frac{1}{2}$ page using two-column approach about yourself
 - Name on each page at the top right side
 - Page no. in the footer on the right side
- .6) Write a macro format document as below
 - Line spacing "2" (double)
 - Paragraph indent of 0.1
 - Justification formatting style
 - Arial font and Bold of 14pt-size

7) Create a letter as the main document and create 10 records for the 10 persons Use mail merge to create letter for selected persons among 10.

8) Create an electronic spread sheet in which you enter the following decimal numbers and convert the number to octal, Hexadecimal and binary numbers and vice-versa.

DecimalNumbers:35,68,95,78,165,225,355,375,465

BinaryNumbers:101,1101,11101,11111,10001,11101111

9) Calculate the net pay of the employees following the conditions below.

	A	B	C	D	E	F	G	H	I
1	Employee Number	Employee Name	Basic pay	DA	HRA	GPF	Gross Pay	Income tax	Netpay
2									

- DA:- 16% of the basic pay if Basic pay is greater than 20000 or else 44%.
- HRA:- 15 % of the Basic pay subject to maximum of Rs.4000.
- GPF: -10% of the basic pay.
- INCOMETAX:-10% of basic If Basic pay is greater than20000.
- Find who is getting highest salary & who is get lowest salary?

10) The ABC Company shows the sales of different product For5years.CreateBARGraph, 3D and Pie chart for the following.

A	B	C	D	E	F
S.No.	Year	Pro1	Pro2	Pro3	Pro4
1	1989	1000	800	900	1000
2	1990	800	80	500	900
3	1991	1200	190	400	800
4	1992	400	200	300	1000
5	1993	1800	400	400	1200

11) Create a suitable examination database and find the sum of the marks(total) of each student and respective, class secured by the student.

- ✓ Pass – if marks in each subject ≥ 35
- ✓ Distinction- if average ≥ 75
- ✓ First class - if average ≥ 60 but < 75
- ✓ Second class – if average ≥ 50 but < 60
- ✓ Third class – if average ≥ 35 but < 50
- ✓ Fail: if marks in any subject < 35

12) Enter the following data in to the sheet.

Name	Department	Salary
Anusha	Accounts	12000
Rani	Engineering	24000
Lakshmi	Accounts	9000
Purnima	Marketing	20000
Bindu	Accounts	4500
Tejaswi	Accounts	11000
Swetha	Engineering	15000
Saroja	Marketing	45000
Sunitha	Accounts	5600
Sandhya	Engineering	24000
Harika	Marketing	8000

- Extract records for department in Accounts and Salary>10000
- Sort the data by salary with the department using “sort commands”.
- Calculate total salary for each department using Subtotals

13)Enter the following data into the sheet.

	Raju	Rani	Mark	Rosy	Ismail	Reshma
English	76	89	43	51	76	87
2ndLang	55	85	78	61	47	33
Maths	65	82	34	58	52	65
Computers	45	91	56	72	49	56
Human Values	51	84	54	64	32	64

Apply the conditional formatting for marks

- 35 below Red
- 35 to 50 Blue
- 51 to 70 Green
- 71 to 100 Yellow

14)Create a presentation using templates.

15)Create a Custom layout or Slide Master for professional presentation.

16)Create a presentation with slide transitions and animation effects.

17)Create a table in PPT and apply graphical representation



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

SKILL COURSE

BUSINESS WRITING
Semester -II

B.Sc./B.A/B.Com./B.Voc/B.B.A/BCA Majors
w.e.f. AY 2023 – 24

Theory

Credits :2

2Hrs/Week

Course Outcomes:

By the end of this course, students will be able to:

1. Understand the fundamentals of business writing, including style, tone, and language.
2. Produce well-structured and concise business documents, such as emails, memos, and reports.
3. Apply principles of effective communication in business letters and interoffice correspondence.
4. Craft persuasive and well-organized business proposals and formal reports.
5. Cultivate a professional and ethical approach to business writing.

Unit 1. Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing -format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing

Activities:

1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.

3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities

Text Books:

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002) ISBN-10: 1551803860 ISBN-13: 978-1551803869
2. Successful Business Writing -How to Write Business Letters, Emails, Reports, Minutes and for Social Media -Improve Your English Writing and Grammar: of Exercises and Free Downloadable Workbook by Heather Baker Publisher : Universe of Learning Ltd; Illustrated edition (1 March 2012) ISBN-10 : 1849370745 ISBN-13 : 978-1849370745
3. Business Correspondence and Report Writing, 6th Edition by R C Sharma, Krishna Mohan, Virendra Singh Nirban. Publisher: McGraw Hill Education (India) Private Limited. ISBN-10: 9390113008 ISBN-13 : 978-9390113002

Reference Books:

1. "The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)
2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A I Year Semester-II

SKILL COURSE

BUSINESS WRITING

(For B.Sc./B.A/B.Com./B.Voc/B.B.A/BCA Majors)

w.e.f. AY 2023 - 24

Time : 2 Hours

Total Marks : 50

Section-I

Answer any three questions from the following

(3x10=30 Marks)

1. Write the characteristics of Good Business Writing.
2. Explain the Structure and components of Business Letter with Examples.
3. Define Report. Explain the types of Reports.
4. Elaborate different Formalities followed in Email Communication.
5. How Technology is Impactful and efficient in business writing?

Section – II

Answer any Four Questions from the following.

(4x5=20 Marks)

6. Importance of Business Writing
7. Structure of Memos.
8. Digital Platforms
9. E-mail.
10. Professional Business Letters.
11. Online Communications



SRI Y.N.COLLEGE
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B.B.A I Year Semester-II

(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA Internships Guidelines

Social Immersion Internship/ Community Service Project
100 Marks

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

The **objectives of this internship** are to help students-

- To appreciate the social needs of the society;
- To understand how technology and a good business model can help to address those issues ,
- To come up with a self• sustainable solution.

The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability.

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

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

Marks Break up

*Project Log:	20 Marks
*Project Implementation:	30 Marks
*Project Report:	25 Marks
*Project Presentation & * Viva Voce	25 Marks
Total:	100 Marks



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

(Syllabus w.e.f. 2020 - 21 Admitted Batch)

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	First Language	General English	100	25	75	4	3
2	Second Language	(Tel/Hindi/San)	100	25	75	4	3
3	Life Skills	1. Environmental Education	50	----	50	2	2
		2. Analytical Skills	50	-----	50	2	2
4	Skill Development Courses	Disaster Management	50	-----	50	2	2
5	BBA 3A	Organization Behavior	100	25	75	5	4
6	BBA 3B	Human Resource Management	100	25	75	5	4
7	BBA 3C	Financial Management	100	25	75	5	4
	Total		650	125	525	29	24



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3A : Organizational Behaviour
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Course outcomes: Upon completion of this course, the students will be able to:

- Understand the behavior of people in the organizations.
- Comprehend the concepts of Personality, Perception, Attitudes, Values and Motivation of individuals in the Organisations.
- Understand the group dynamics and demonstrate Team building skills required for effective performance.

Unit-I: INTRODUCTION

Introduction to Organisational Behaviour - Nature, Goals and Scope of OB - Key elements in OB – Fundamental concepts of OB- Importance of OB- The OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit-II: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values and Ethics .

Unit-III: Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving- Counseling - Importance and Relevance

Unit -IV: THE GROUP

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

Unit-V: THE ORGANISATION

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture, Organization Change & Development, Organizational Discipline, Conflict – Conflict resolution techniques.

Additional Inputs :

Unit-I: Fundamental concepts of OB

Unit II : Ethics

Unit-III: Counseling, importance and relevance

Unit-V: Conflict resolution techniques

References:

- 1.Organizational Behavior - Stephen P. Robbins, Timothy A.Judge, SeemaSanghi
- 2.Organisational Behaviour - L M Prasad
- 3.Organizational Behavior, Human Behavior At Work- John W
- 4.Newstorm Management & Organisational Behaviour - Laurie J.Mullin



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3A : Organizational Behaviour
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page.
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions.

[5X5=25]

1. List the importance of studying OB.
2. Explain the word 'Personality'.
3. What is emotional intelligence?
4. What is perception? Explain its importance to OB?
5. Explain Conflicts resolution.
6. Define group dynamics.
7. Explain the different styles of leadership.
8. What is the relationship between power and politics?

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) Explain the nature and scope of OB. Explain the organizational behavior models.
(OR)
(b) What are the challenges and opportunities for organizational behaviour.
10. (a) Explain the factors that influence personality and any one theory of personality in detail.
(OR)
(b) Explain the importance and types of motivation in organization.
11. (a) Describe the learning theories in detail.
(OR)
(b) Explain how attitudes are formed and the measurement process in detail
12. (a) Differentiate leader and manager. Discuss the relation and relevance of leadership as a power centre.
(OR)
(b) Explain in detail on how groups are formed in organizations in different stages and the emergence of informal leaders and working norms.
13. (a) Explain the factors that affect an organizational climate. What are the determinants of job satisfaction of employees inside the organization?
(OR)
(b) Explain the organizational change process and suggest ways to overcome the resistance to change.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3B: HUMAN RESOURCE MANAGEMENT
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Course outcomes: *Upon completion of this course, the students will be able to:*

- *Acquire knowledge, process and techniques of HRM in an Organisation.*
- *Obtain the skills to manage the Human Resources.*

.Unit-I: Introduction: Concept, Scope, Objectives and Importance of HRM, Evolution of HRM, Personnel Management Vs. HRM, Functions of HRM

Unit-II: Acquisition of Human Resource: Concept or Human Resource Planning, Objectives, need and importance of HR Planning, Process of HR Planning, Job Analysis, Job Description and Job Specification.

Recruitment: Introduction to Recruitment, Process and Sources of Recruitment.

Selection: Meaning of Selection, Steps in Selection Process, Concept of Placement
Concept of Induction. Concept of Transfer and Concept of Promotion.

Unit-III: Training & Development: Concept and Importance of Training, types of Training, Methods of Training, Evaluation of Training effectiveness.

Executive Development: Concept and Techniques of Executive Development
Programmes Career Planning and development: Concept, Objectives and Path.

Unit-IV: Job Evaluation: Concept of Job Evaluation, Methods of Job Evaluation.

Performance Appraisal: Concept and Importance of Performance Appraisal,
Methods of Performance Appraisal. Compensation Management: Introduction of
Compensation Management, Objectives and Components of Compensation, wage
fixation methods, wage payment methods.

Unit-V:Industrial Relations: Definition and importance of Industrial Relations,
Employees participation in Management, Collective Bargaining. International HR:
Introduction to International Human Resource Management.

Additional Inputs :

Unit I: Functions of HRM

Unit IV::Wage fixation methods, wage payment methods.

Unit-V: Definition and importance of Industrial Relations, Employees participation
in Management, Collective Bargaining.

References:

- 1.P.Jyothi&D.N.Venkatesh, Human Resource Management, Oxford University Press, New Delhi.
2. Biswajeet Pattanayak, Human Resource Management, Prentice-Hall of India, New Delhi.



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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3B: HUMAN RESOURCE MANAGEMENT
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page.
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions.

[5X5=25]

1. Personnel Management
2. HR Planning
3. Training & Development
4. Executive Development
5. Compensation Management
6. Job Evaluation
7. Promotions
8. Job Analysis

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) Explain the evolution of human resource management.
(OR)
(b) Briefly explain the functions of human resource management.
10. (a) Discuss the need for human resource planning and explain the Process of HR Planning.
(OR)
(b) Discuss the various internal and external sources of recruitment.
11. (a) Discuss various on-the-job and off-the-job training methods.
(OR)
(b) Explain the objectives and process of career planning and development.
12. (a) What are the techniques of performance appraisal?
(OR)
(b) Briefly explain objectives and components of compensation.
13. (a) Explain the concept and importance of Industrial Relations.
(OR)
(b) Briefly explain the International Human Resource Management



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3C: FINANCIAL MANAGEMENT
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Course outcomes: *Upon completion of this course, the students will be able to:*

- *Understand the functions and decisions of Financial Management of Business Organisations*
- *Apply financial theory to analyze real life situations in an uncertain environment.*

Unit-I: Financial Management: Meaning, Nature and Scope of Finance – **Financial Planning and Forecasting** -Financial Goals: Profit Maximization, Wealth Maximization; Finance Functions,- Investment , Financing and Dividend Decisions.

Unit-II: Capital Budgeting: Nature of Investment Decisions – **Estimation of Cash flows** – 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 – **Significance of Working Capital – Components of Working Capital** – Determinants of Working Capital; Sources of Working Capital: Management of Inventory; Management of Cash; Management of Account Receivables .

Unit-IV: Capital Structure Theories: Traditional and MM Hypotheses: Determining Capital Structure in Practice; Capital Structure Planning. Cost of Capital Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Operating and Financial Leverages.

Unit-V: Dividend Decisions-Types of Dividend- Dividend Models - Determinants of Dividend Policy -Practical Aspectsof dividend.

Additional Inputs:

Unit – I : Fianancial planning and Forecasting

Unit - II: Estimation of Cash Flows

Unit – III : Significance of Working Capital, Components of Working Capital

References:

1. Home, James Van Financial Management &
2. Policy SolomanEzre The Theory of 3.
3. FinanciaManagement Hunt Williamand4.,
4. Donaldson BaslcBusiness Finance
5. Kuchal, S.C. Financial Management
6. Bradley Fundamentals of Corporation finance



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 3C: FINANCIAL MANAGEMENT

(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page.
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions.

[5X5=25]

- 1.Dividend Decisions
- 2.Pay Back Period
- 3.Components of Working capital
- 4.Cost of Capital
- 5.Dividend Decisions
- 6.Risk analysis
- 7.Account Receivables
- 8.Retained earnings

Section- B

Answer **FIVE** questions

[5X10=50]

9.(a) Explain the stages & steps involved in the modern approaches to Financial Management

.(OR)

(b) Briefly explain the nature, scope and objectives of financial management.

10. (a) Explain the key techniques adopted by Firms in Capital Budgeting process.

(OR)

(b) Find out Net Present Value from the following information:

Initial investment – Rs. 10,000 Discount rate: 9%

Life of the project – 5 years

Year	1	2	3	4	5
Cash inflows	3,000	4,000	4,500	5,000	3,000
Present Value factor	0.917	0.842	0.772	0.708	0.650

11.(a) Define working capital management. Explain significance and types of working capital Management.

(OR)

(b) From the following information extracted from the books of a manufacturing concern. Compute the operating cycle in days:

Period covered- 365 days; Average period of credit allowed by suppliers - 25 days
Average total of debtors outstanding – Rs. 560; Raw material consumption – Rs. 5200;

Total Production cost- Rs.12,000; Total cost of sales- Rs.12,000; Sales for the year Rs.18,000.

Value of average stock maintained: Raw materials - 360; Work in progress - 400

Finished goods – 300.

12. (a) Explain the different theories of capital structure.

(OR)

(b) Calculate the Operating Leverage, Financial Leverage & Combined Leverage for a Firm using the following information:- Sales 60,000 Units at Rs. 10 per unit; Variable cost at Rs.4 per unit; The Fixed Cost is Rs. 2,00,000; Also 10% Debentures of Rs. 3,00,000 were raised by the firm.

13. (a) Briefly explain various models of Dividend.

(OR)

(b) Explain the determinants of dividend policy.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

Semester-IV

SL. NO	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1	BBA 4A	Training and Development	100	25	75	5	4
2	BBA 4B	Business law	100	25	75	5	4
3	BBA 4C	Micro, Small & Medium Enterprises Management	100	25	75	5	4
4	BBA4D	International Business	100	25	75	5	4
5	BBA 4E	Cost & Management Accounting	100	25	75	5	4
6	BBA 4F	Financial Services	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
		Total	700	125	375	25	24



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4A: TRAINING AND DEVELOPMENT

(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Course outcome: *Upon completion of this course, the students will be acquainted with the different methods of Training and Development in the organizations*

. Unit-I:

Meaning and Definition - Need for Training - importance of Training, Objectives of Training, Responsibility for Training Training Vs Development

Unit- II:

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

Unit- III:

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

Unit –IV:

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

Unit-V:

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

References:

1. P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses , Mumbai.
2. Subas Gurg & S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
3. Beardwell & LenHoldmen ,Human Resource Management ,Macmillan Publisher.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4A: TRAINING AND DEVELOPMENT
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions

[5X5=25]

1. Training Policy
2. Training
3. Role Play
4. Management Development
5. Counseling
6. T-Group Training
7. Conferences
8. Principles of learning

Section-B

[5X10=50]

Answer **FIVE** questions

9. (a) Explain need and importance of training in Indian Business Organizations.
(OR)
(b) What are the objectives and responsibilities for training?
10. (a) Discuss the steps involved in training programmes.
(OR)
(b) Explain the various training policies and training courses.
11. (a) Briefly explain various methods of training.
(OR)
(b) What are the advantages and limitations of On-line training methods?
12. (a) Explain the purpose and objectives of development.
(OR)
(b) Distinguish between training and development.
13. (a) Briefly explain various methods of coaching and counseling.
(OR)
(b) Explain the advantages, limitations and techniques of counseling.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4B: BUSINESS LAW

(Syllabus W.e.f. 2020 - 21 Admitted Batch)

Course outcome: *Upon completion of this course, the students will be acquainted with the different aspects of managing Legal activities in the organizations.*

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, Contract of Bailment and Pledge, Contract of Agency.

Unit-III: Companies Act, Definition of Company, Kinds of Company, Memorandum of Association, Article of Association, Prospectus, Meetings and Resolution.

Unit-IV: Sale of Goods Act 1930 – Meaning and Definition, Essentials of Sale Contract, Contract of Sale, Agreement to sell, Conditions and Warranties, Unpaid Seller, Caveat Emptor, Sale by Non-owner.

Unit-V: The Essential Commodity Act, 1955; The Competition Act, 2002, The Consume Protection Act, 2019

Additional Inputs :

Unit-I: Stranger to the Contract

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

Unit-IV: Caveat Emptor

Unit-V: Competition Act, 2002

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.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4B: BUSINESS LAW
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. Section A consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. Section B consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any FIVE of the following questions

[5X5=25]

1. Agreement
2. Prospectus
3. Memorandum of Association
4. Caveat Emptor
5. Consus-ad-idem
6. Unpaid Seller
7. Free consent
8. Quasi Contract

Section - B

Answer FIVE questions

[5X10=50]

9. (a) "All contracts are agreements but all agreements are not contract"... Explain.
(OR)
(b) Briefly explain the Essentials of Valid Contract.
10. (a) Distinguish between Memorandum of Association and Articles of Association.
(OR)
(b) Define meeting. Explain various types of meeting in a Company.
11. (a) What are the salient features of Performance of Contract?
(OR)
(b) Briefly explain the mode of discharge of contract
12. (a) Distinguish between sale and agreement to sell.
(OR)
(b) Difference between conditions and warranties.
- 13 (a) Briefly explain the salient features of Essentials of Commodity Act.
(OR)
(b) What are the Redressal Agencies of Consumer Protection Act, 1986?



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4C: MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Course outcomes: *Upon completion of this course, the students will be able to :*

- *Understand the structure and functioning of Medium, Small and Micro Enterprises.*
- *Setup own ventures and emerge as entrepreneurs*

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 Project Feasibility study – Project report preparation, location of Units , Industrial estates and the role of **IDBI and NIESBUD.**

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:

Introduction to MSME's - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries

Additional Inputs :

Unit II – IDBI, NIESBUD

Unit V – Introduction to MSME's

References:

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

Vansant Desai, Management of SSI, Himalaya publishing House, Delhi,1998.

Entrepreneurial Development,Sultan Chand & Co. Ltd., New Delhi. 1999.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4C: MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any FIVE of the following questions.

[5X5=25]

1. Micro Vs Small Enterprises
2. DIC
3. Venture Capital
4. BIFR
5. SISI
6. Finance Function
7. Ancillary Industry
8. Industrial Estate

Section-B

[5X10=50]

Answer **FIVE** questions

9. (a) Briefly explain the role of government in promoting small and medium enterprises.
(OR)
(b) What type of incentives provided to backward area development by Small and Medium Enterprises?
- 10.(a) Explain the project formulation and identification of formulation.
(OR)
(b) Briefly explain the role IDBI and NIESBUD for development of economy.
- 11(a) Briefly explain the management functions in Small and Medium Enterprises.
(OR)
(b) Discuss the source of finance with examples
- 12.(a) What are the causes of sickness and prevention of sickness?
(OR)
(b) Discuss the role of Board for Industrial and Financial Reconstruction.
- 13 (a) What are the functions and objectives of SIDO?
(OR)
(b) What are the Merits and demerits of MSME's.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4D: INTERNATIONAL BUSINESS
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Course outcome: *Upon completion of this course, the students will acquire the skills of managing the International Business of the organizations.*

Unit-I:

Introduction - Need - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade international trade- **Free Trade Vs Protected Trade, Trade Barriers, Monetary and Non-Monetary**

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, recent Exim policy

Additional Inputs :

Unit I- Free Trade Vs Protected Trade, Trade Barriers, Monetary and Non-Monetary

References:

1. C. Jeeva nandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. KP M Sunda ram&Rud radatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4D: INTERNATIONAL BUSINESS
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions.

[5X5=25]

1. Trade
2. Option Market
3. BOP
4. AFTA
5. AR forms
6. Trade Blocks
7. Letter of Credit
8. Bill of Lading

Section-B

Answer **FIVE** questions

[5X10=50]

9. (a) Difference between domestic and international trade.

(OR)

(b) Briefly explain the need and objectives of international trade.

10. (a) What factors influencing exchange rate fluctuations?

(OR)

(b) Discuss foreign market operations.

11. (a) What are the contents and importance of BOP?

(OR)

(b) Briefly explain the structure of Balance of Payment.

12. (a) What are the advantages and limitations of WTO.

(OR)

(b) Explain the structure of WTO.

13. (a) Briefly explain the procedure for import and export.

(OR)

(b) Explain the incentives to exports and recent Exim Policy.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4E: COST & MANAGEMENT ACCOUNTING
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Course outcome: : *Upon completion of this course, the students will get familiarized with the different aspects of Cost and Management Accounting activities in the organization.*

Unit-I: Introduction: Management accounting- nature – scope – **Importance** – functions- Distinguish between financial Accounting, Cost Accounting and Management Accounting - Cost Concepts and Classification.

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

Unit-III: Financial statement Analysis: financial Statements Need for analysis of financial statements• comparative statements- common size statements- Trend analysis.

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

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

Additional Inputs :

Unit – I : Importance of Management Accounting

Un it – II : EOQ

Unit – V : Standard costing, Historical Costing

References:

- 1.Cost & Management Accounting: Kishore. R.M. 4th ed Taxman Allied Service
- 2.Principles & Practice Of Cost Accounting : Bhattacharyya, A.K. 3rd ed PHI
- 3.Management & Cost Accounting: Drury, Colin 6th ed Thompson Books
- 4.Cost Accounting: Managerial Emphasis: Homgren C. T/ Datar, S.M/ Foster, G.12th ed Pearson



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4E: COST & MANAGEMENT ACCOUNTING
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any FIVE of the following questions.

[5X5=25]

1. ABC Technique
2. Trend Analysis
3. Quick Ratio
4. Standard Costing
5. Cost Concept
6. Time Rate System
7. Stock Turnover Ratio
8. Materials

Section-B

Answer **FIVE** questions

[5X10=50]

9. (a) Define Cost Accounting. Briefly explain the objectives and functions of Cost Accounting.
(OR)
(b) Distinguish between Cost Accounting and Management Accounting.
10. (a) From the following details write Store Ledger under simple average method:

2006.			
Dec.	1	Opening Balance	100 kg @ Rs. 5-00
"	5	Received	50 kg @ Rs. 5-20
"	8	Issued	120 kg
"	10	Issued	10 kg
"	15	Received	80 kg @ Rs. 5-40
"	18	Issued	50 kg
"	20	Received	100 kg @ Rs. 5-60
"	25	Issued	40 kg
"	29	Issued	60 kg

The stock verifier found a shortage of 10 kg. on 16.12.06 and another shortage of 10 kg on 26.12.06

(OR)

(b) Define 'Labour Turnover'. How is it measured? Explain.

11. (a) Define financial statement analysis .Explain the objectives and process of financial statement analysis.

(OR)

(b) Briefly explain comparative analysis and common size analysis.

12. (a) Define Ratio Analysis. What are the advantages and limitations of Ratio analysis?

(OR)

(b) Briefly explain the classification of ratios.

13. (a) Define Marginal Costing. Explain the features and importance of marginal costing.

(OR)

(b) From the following data, you are required to calculate:

- (a) P/V ratio
(b) Break –even sales with the help of P/V ratio.
(c) Sales required to earn a profit of Rs. 4,50,000
Fixed Expenses = Rs.90,000
Variable Cost per unit:
Direct Material =Rs.5
Direct Labour = Rs.2
Direct Overheads = 100% of Direct
Labour
Selling Price per unit = Rs 12.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-IV

BBA 4F: FINANCIAL SERVICES

(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Course outcome : *Upon completion of this course, the students will get enlightened with the different aspects of Financial Services in the organizations.*

Unit-I: Financial Services: Concept, Nature and Scope of Financial services – Fund based and Non- Fund based and Modern Activities- Innovative Financial Instruments- Regulatory frame work of financial services in India, Growth of Financial services.

Unit – II: Merchant Banking - Meaning – Types – Services of Merchant Banks- Merchant Bankers as Lead Managers- Responsibilities of Merchant bankers – Role of Merchant bankers in Issue Management.

Unit-III: Leasing: Lease Evaluation, Types of Lease, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV: Concept of Credit rating – Meaning –Functions –Debt rating of Crisil, ICRA, CARE –SEBI guidelines for Credit Rating- Credit Cards –Mutual funds –concept and objectives – Functions.

Unit-V: Factoring and Forfeiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India - Venture Capital Financing- Venture Capital Guideliness- Methods of Venture Financing

ADDITIONAL INPUTS:

Unit- I: Fund based and Non-Fund based and Modern Activities, Innovative Financial Instruments

Unit –II: Services of Merchant Banks , Merchant Bankers as Lead Managers

Unit-IV: SEBI guidelines for Credit Rating

Unit-V: Venture Capital Guideliness- Methods of Venture Financing

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.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A II Year Semester-III

BBA 4F: FINANCIAL SERVICES
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

Section-A

Answer any **FIVE** of the following questions

[5X5=25]

1. Factoring
2. Hire Purchase
3. Credit Cards
4. Mutual Funds
5. Issue Managers
6. Mortgage
7. Consumer durables
8. CRISIL

Section-B

Answer **FIVE** questions

[5X10=50]

9. (a) Briefly write about regulatory framework of financial service in India.
(OR)
(b) Explain the functions and responsibilities of merchant bankers in India.
10. (a) Briefly explain the factoring services in India.
(OR)
(b) Explain the theoretical framework of Forfeiting.
11. (a) What do you mean by leasing? Explain various types of leases.
(OR)
(b) Explain the evaluation of Hire Purchase Agreements.
12. (a) What is venture capital? Evaluate the growth of venture capital in India.
(OR)
(b) Define consumer finance. Explain various schemes for consumer durables.
13. (a) What are the Objectives and functions of Housing Finance Companies?
(OR)
(b) Explain the guidance for extending refinance support to housing finance.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Semester-V

Skill Enhancement Courses (SECs)

SL. NO	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End. Exam	Teaching Hours	Credits
1.	BBA 5A	(HR)Talent Management	100	25	75	5	4
2.	BBA 5B	(HR) Leadership	100	25	75	5	4
3	BBA 5C	(MM)Export and Import Management	100	25	75	5	4
4	BBA 5D	(MM) Brand Management	100	25	75	5	4
5	BBA 5E	(FM)Foreign Exchange Management	100	25	75	5	4
6	BBA 5F	(FM)E-Payments System	100	25	75	5	4
		Total	600	150	450	30	24

***Note:** FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two summer vacations)

***Note:** THIRD PHASE of APPRENTICESHIP Entire 6th Semester

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

(Syllabus w.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 5A	Talent Management	Hrs/Wk:5

COURSE LEARNING OUTCOMES:

Upon completion of this course,

- *the students will illustrate the connections between factors identified, the strategy of the company and the talent management system*
- *the students will gain the ability to develop talent management strategy for the organization chosen*
- *the students will acquire the talent that meets the organizational needs*

Syllabus: Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

UNIT-1 Introduction to Talent Management

Talent Management: Definition, Meaning of Talent Management, Objectives & Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Consequences of Failure in Managing Talent, Benefits of Talent Management: How Your Business Can Benefit From it, Responsibilities of Talent Management Manager & Professionals.

UNIT-2 Talent Management Planning

Understanding the Needs and Mind set of Employee, Steps in Talent Management Process, Knowledge, Values, Beliefs and Skill Implications for Talent Management, Modeling Excellence.

UNIT-3 Talent Acquisition

Defining Talent Acquisition, develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent, Succession Planning, Difference between Talent Acquisition and Recruitment, Current Trends in Talent Acquisition.

UNIT-4 Talent Retention

"SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them, Employee Retention Programs, Career Planning & Development, Return on Investment (ROI) on Talent Management, Employee Engagement, Best Practices in Employee Retention.

UNIT-5 Opportunities and Challenges in Talent Management:

Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management, Talent Management in the Digital Era, Current trends in Talent Management.

Reference Text Books:

1. A Framework for Human Resource Management, Dessler Gary, Pearson, Edition: 7th
2. Fundamentals of Human Resource Management, Varkkey Biju, Dessler Gary, Pearson, Edition: 14th
3. Talent Management Hand Book, Lance A Berger, Dorothy R Berger, McGraw-Hill, Edition: 13th
4. Talent management in India: Challenges and opportunities, Hasan, & Singh, Atlantic Publication.

CO-CURRICULAR ACTIVITIES

A. Mandatory (student training by teacher in related real time field skills: total 10 hrs)

FOR TEACHERS

1. Laying foundation of critical thinking Cases+ Exercise Skills
2. Developing students to strategically Exercise+ Case formulates talent management tools.
3. Developing analysis of multiple Case/Workshop perspectives of Talent Management.

B. FOR STUDENTS

1. Developing an understanding of how Case to manage other people (i.e. their subordinates or peers) and themselves with regard to career-related issues.
2. Students in a group of 2-4 to study and submit spiral bound report on Talent Management Strategy in any organisation of their choice.

C. Suggested co-curricular activities

- Training of students by related experts
- Assignments on talent management techniques and tools
- Seminars, conferences, discussions by inviting concerned institutions
- Guest lectures.

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DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

BBA 5A:Talent Management
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION-A

Answer any FIVE of the following questions

[5x5=25M]

1. Talent Management
2. Competitive Advantage
3. Modeling Excellence
4. Talent Management Planning
5. Talent Acquisition
6. Employee Engagement
7. Career Development
8. Talent Management in Digital Era

SECTION – B

Answer any FIVE of the following questions

[5x10=50 M]

9. (a) Briefly explain the objectives and role of talent management in Indian Business Organizations.
(OR)
(b) Explain various responsibilities and functions of talent manager.
10. (a) Explain various steps in Talent Management Process.
(OR)
(b) What are the advantages and limitations of talent management planning?
11. (a) Discuss the current trends in Talent Acquisition.
(OR)
(b) Explain the importance of Talent Development Process.
12. (a) Describe Best Practices in Employee Retention.
(OR)
(b) Explain Return on Investment in Talent Management.
13. (a) What are the challenges and opportunities in talent management in the era of globalization?
(OR)
(b) Explain current trends in Talent Management.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
5B	Leadership	Hrs/Wk:5

COURSE LEARNING OUTCOMES: *Upon completion of this course,*

- *the students will recognize the implications of leadership style and its impact on team and organizational performance*
- *the students will identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building*
- *the students will receive and integrate feedback on decision-making practices, conflict resolution skills, and teamwork behaviours with the support of a team-based coach.*
- *the students will gain the leadership skills, e.g., interpersonal skills, team development, conflict management, communication and change skills.*

Syllabus: Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

UNIT 1- Introduction

Introduction to Leadership: Importance of leadership, Roles of a Leader, Overview of Organizational Leadership - Differences between leadership and management in organizations.

UNIT-2 Leadership Theories

Trait approach to Leadership, Greatman Theory, Characteristics of Leaders – Stogdill’s theory of Leadership Traits – Behaviour approach to Leadership – Leadership styles – Likert’s Four Systems Theory- Managerial Grid .

UNIT-3 Modern theories of leadership

Contingency approach to Leadership – Hersey & Blanchard’s theory – Fieldler’s contingency theory – Tannenbaum & Schmidt’s theory – Path & Goal approach to leadership.

UNIT-4 Leading High Performance Teams:

Transactional and Transformational Leaders – Differences between “Groups” and “Teams”- Team building, Types of Teams – Stages of Team Development - Creating effective teams

UNIT-5 Profiles of Successful Business Leaders

Jemshedji Tata , Aditya Birla- Dhirubhai Ambani , NR Narayana Murthy , Azim Premji , Anand Mahinda

REFERENCE TEXT BOOKS:

1. Essentials of Management .,Harold Koontz,Heinz Wehrich .,MC GrawHill Education
2. Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.
3. Bryman, A. (1996). Leadership in organizations. In Clegg S. R., Hardy, C. and Nord, W. R. (Eds). Handbook of Organization Studies, pp.276-292. London: Sage.
4. French, J. R. P. Jr. and Raven, B. (1962). The bases of social power. In D. Cartwright (Ed), Group Dynamics: Research and Theory (pp. 259-269). New York: Harper and Row.
5. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and Development Journal, 23 (5), 26-34.
6. Katz, R. L. (1955). Skills of an effective administrator. Harvard Business review, 33 (1), 33-42.
7. Kirkpatrick, S. & Locke, E. (1991). Leadership: Do traits matter? Academy of Management Executive, May, 48-60.
8. Kotter, J. P.(1990). Force for change: How leadership differs from management. New York: The Free Press.
9. Likert, R. (1967). New patterns of management. New York: McGraw-Hill.
10. Mintzberg, H. (1973). The nature of managerial work. New York: Harper and Row.

CO-CURRICULAR ACTIVITIES:

Mandatory (student training by teacher in related real time field skills: total 10 hrs)

A. FOR TEACHERS:

- Each class participant will be assigned to a leadership development group (LDG) with five other people to build his/her support team with values, principles and ethical boundaries.
- Ask the student to describe their leadership style to their group and solicit their feedback. Talk about the role of power in your leadership and how you deal with your power and the power of people you work with.
- What resources should he/she call upon in determining a course of action?

B. FOR STUDENTS:

- Each class participant will be assigned to a leadership development group (LDG) with five other people.
- Discuss with your LDG the people and the relationships that have been most
- Important to you.
- Describe for your group a specific situation you have faced where these
- Relationships were especially important for your leadership.
- To whom did you turn for counsel and advice?
- How did you use these relationships in this case?
- Discuss these relationships with your development group, and solicit their feedback and insights about the role relationships play in your life.
- Then discuss the kind of support network you plan to establish in the future and discover your authentic leadership.

Discussion questions:

1. What can you learn from their experiences that will help you in thinking about your life story's influence on your leadership trajectory?
2. Identify any three effective and efficient leaders in Indian and Western business organizations? How well they build an integrated leadership in their organizations?
3. How did they optimize their leadership effectiveness? How well do they use their personal leadership? to empower others? In what ways do you want your leadership (assumed) to change to improve your effectiveness?

C. Suggested co-curricular activities

- Training of students by related experts
- Assignments on leadership management
- Seminars, conferences, discussions by inviting concerned institutions
- Guest lectures.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

BBA 5B:Leadership
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

Time : 3 Hrs

Model Question Paper

Max. Marks :75

- 1.**Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
- 2.**Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION – A

Answer any FIVE of the following questions

[5x5=25M]

1. Leadership
2. Greatman Theory
3. Contingency Theory
4. Transactional Leaders
5. Leadership Vs Management
6. Autocratic Style
7. Group Vs Teams
8. Selling Style

SECTION – B

Answer any FIVE of the following questions

[5x10=50 M]

9. (a) Explain the significance of Leadership in the Organisations.
(OR)
(b) Define Leadership and explain the functions of Leadership .
10. (a) Explain the Leadership Styles .
(OR)
(b) Explain the Managerial Grid in detail.
- 11.(a) Narrate Hersey & Blanchard’s model of Leadership.
(OR)
(b) Outline “Path & Goal” approach to Leadership.
- 12 (a) Explain different types of Leaders.
(OR)
(b) Explain the steps in the Team development.
- 13 (a) Discuss the profile of Dhirubhai Ambani.
(OR)
(b) Discuss the profile and Leadership styles of Narayana Murthy

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
5C	Export And Import Management	Hrs/Wk:5

Learning Outcomes: *Upon completion of this course,*

- *the students will understand the significance of Export and Import Management and its role in Economy and as job careers*
- *the students will acquire knowledge on Procedures of export and import*
- *the students will gain skills to involve in pre and post EXIM activities*
- *the students will gain strength to do foreign trade*

Syllabus: Total 75hrs (Teaching 60, Training10, Others 05 including IE etc.)

UNIT 1: Introduction of EXIM policies and procedures

Objectives of EXIM policies- Role of export houses in the development of Economy- State Trading Corporations and SEZs - Flow of Procedure for export and import process.

UNIT 2: Product planning and for import and export

Export Promotion Councils in India and Commodities Board of India - Its functions and their role - Registration cum Membership Certificate (RCMC) and registration of Export Credit and Guarantee Corporation of India (ECGC)

UNIT 3: Documentation at the time of EXIM goods

Commercial documents- Principal and Auxiliary documents - Regulatory documents (relating to Goods, Shipment, Payment, Inspection, Payment, Excisable and FERA)

UNIT 4: Payment Procedures in foreign trade

Factors determine for Payment and methods of receiving Amount -Payment in advance Documentary Bills- Documentary credit under Letter of Credit- Different types of Letters of Credit - Open account with periodical settlement.

UNIT 5: Insurance and Shipment of Goods

Cargo Insurance (Marine)- Types of Marine insurance policies- Kinds of losses - Shipment of goods - Clearing and forwarding agents- its role and significance-Classification of services Essential and Optional services-clearance procedures for export of goods.

III. Reference Text Books

1. Rama Gopal.C; Export and Import Procedure- New Age International Publishers
2. Neelam Arora, Export and Import Procedure and documentation- Himalaya Publishing House
3. Sudhir Kochhar, Export and Import Procedure- Aggarwal Book house

Co-Curricular Activities:

A. Mandatory (Student training by teacher in the related field skills:10 hrs):

1. For Teachers:

Training of students by teacher (using actual field material) in classroom and field for not less than 10 hours on techniques of foreign trade by involving students in making observations, preparation of documents, identification of exportable goods and recording experiences of exporters.

2. For Students:

Students shall visit export import houses or related centers and observe processes of identification of exportable goods, registration of RCMC, logistic support and insurance procedures. They shall submit their observations as an individual handwritten Fieldwork/Project work Report in the given format and submit to teacher.

3. Max marks for Fieldwork/Project work Report: 05

4. Suggested Format for Fieldwork/Project work (not more than 10 pages):

Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.

5. Unit tests (IE).

B. Suggested Co-Curricular Activities

1. Training of students by a related field expert.
2. Assignments (including technical assignments like identifying sources of exportable and Excisable goods, Case Studies of export procedures and the success stories and getting practical experiences by exporting Agricultural and local products including DWACRA
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Visits to exporting units. SEZs and Export houses
5. Invited lectures and presentations on related topics by field experts.



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

BBA 5C:Export and Import Management

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION-A

Answer any FIVE of the following questions

5x5=25 Marks

1. Bill of Entry
2. Certificate of Origin
3. EXIM policy
4. Letter of credit
5. RCMC
6. Sales tax formalities for exports
7. Documentary Bill
8. Cargo Insurance

SECTION-B

Answer any FIVE of the following questions

5x10=50 Marks

- 9 (a) Explain the objectives of EXIM Policies.
(OR)
(b) Discuss the flow of procedure for Export and Import process.
10. (a) Describe the formalities and registrations with the different authorities before an exporter can accept export contract.
(OR)
(b) Explain the Functions and their role of Export promotion councils in India and commodities board of India.
- 11 (a) Describe different regulatory documents which serve the purpose of monitoring the realization of Export proceeds.
(OR)
(b) What is Bill of lading and explain the purposes it serves?
- 12 (a) Describe the different methods of receiving payment in case of Export Contract.
(OR)
(b) Describe the different types of Marine Insurance policies that can be issued.
- 13 (a) Briefly explain Export Promotion Councils in India and Commodities Board of India.
(OR)
(b) Discuss the registration of Export Credit and Guarantee Corporation of India (ECGC)



SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus w.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
5D	Brand Management	Hrs/Wk:5

Learning Outcomes: Upon completion of this course,

- *the students will understand the nuances of product and product concepts, and understand key principles of branding*
- *the students will understand the branding concepts and ideas in their own words*
- *the students will understand and conduct the measurement of brand equity and brand performance*
- *the students will formulate effective brand strategies for consumer and business goods and services.*
- *the students will demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.*

Syllabus: Total 75hrs (Teaching 60, Training 10, Others 05 including IE etc.)

UNIT-I Introduction:

Brand: Meaning, Definition, Evolution of Brands, Different Types of Brands, Functions of Brand to Consumer – Role of Brand – Advantages of Brand – Product Vs Brand – Brand Life Cycle – Branding: Meaning, Creation of Brands – Branding Decisions.

UNIT – II Brand Management:

Meaning and Definition – Strategic Brand Management Process: Meaning, Steps in Brand Management Process – Concept of Brand Equity: Customer Based Brand Equity, and Models of CBBE – Brand Building and its Implications – Brand Value Chain.

UNIT-III Branding Strategies:

Multiple Branding, Brand Extension, Co-branding Strategies, Brand Personality, Brand Image Building, Brand Repositioning, Brand Leveraging – Branding Impact on Buyers and Competitors – Methods for Measuring Brand Equity – Methods for Measuring Brand Performance – Brand Audit.

UNIT-IV Designing & Implementing Branding Strategies:

Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy. Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels

UNIT-V Brand Rejuvenation and Re-launch strategies.

Brand Rejuvenation and Re-launch – Brand Development through Acquisition, Takes over and Merger – Brand Licensing and Franchising – Role of Packaging and Labeling. Brand Success Strategies – Brand Loyalty Programs – Building Global Brands – Branding Failure

References

1. Kevin Lane Keller, Strategic brand Management, Person Education, New Delhi.
2. Jean Noel, Kapferer, Strategic brand Management, The Free Press, New York.
3. Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York,
4. S.Ramesh Kumar, Managing Indian Brands, Vikas publishing House (P) Ltd., New Delhi.
5. Richard Elliott & Larry Perclu, Strategic Brand Management, Oxford Press.
6. Chernatony, Creating powerful brands, Elsevier Publication.

Co-Curricular Activities:

A. Mandatory (Student training by teacher in the related field skills:10 hrs):

1. For Teachers:

- Ask Students to choose any consumer durable products or FMCGs and identify their elements of positioning.
- Guide Students to do a mini project on product mix decisions of FMCG/Consumer durables/automobile companies in India.
- Discuss about PLCS of any consumer durable or FMCG product in class.
- Direct Students go to a supermarket and find the brand elements in various brands of soaps,
- Mobiles, consumer durables and other products.

2. For Students:

Students can pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?

- a. Consider some groups like Tata's, Birla's, Infosys etc – what is their branding strategy
- b. Students are supposed to assess the product life cycle and appraise alternative approaches to
- c. Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.
- d. Students form brand management teams and conduct a brand audit. Every team must study

C. Suggested co-curricular activities

- Training of students by related experts
- Assignments on brand equity techniques and tools
- Seminars, conferences, discussions by inviting concerned institutions
- Guest lectures.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA 5D:Brand Management

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION-A

Answer any FIVE of the following questions

5x5=25 Marks

1. Product Vs Brand
2. Branding Decisions
3. Concept of Brand Equity
4. Brand Value Chain
5. Image Building
6. Brand Audit
7. Brand Architecture
8. Merger

SECTION-B

Answer any FIVE of the following questions

5x10=50 Marks

- 9 . (a) Briefly explain various types and functions of Brands.
(OR)
(b) Discuss the role and advantages of brands.
- 10 (a) Explain various models of CBBE.
(OR)
(b) Describe various steps in Brand Management Process.
- 11 (a) Explain various methods for Measuring Brand Equity.
(OR)
(b) Explain the Branding Impact on Buyers and Competitors.
- 12 (a) Briefly explain Building Equity at Different Hierarchy Levels.
(OR)
(b) Explain the advantages and limitations of Brand Architecture.
- 13 (a) Describe the role of Packaging and Labeling.
(OR)
(b) Explain the Brand Development through Acquisition.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
5E	Foreign Exchange Management	Hrs/Wk:5

Learning Outcomes: Upon completion of this course,

- *the students will be able to identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment;*
- *the students will be able to analyze alternative currency translation methods for settlement of goods;*
- *the students will be able to examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange;*
- *the students will be able to identify operational difficulties in financing, and settling in foreign currency, and currency forecasting;*
- *the students will be able to evaluate the intercompany funds-flow mechanisms, cost and benefits, pertaining to all foreign sales and settlements;*

Syllabus Total 75hrs (Teaching 60, Training10 and others 05 including IE etc.)

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.

Reference Text books:

- 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) R Exchange Risk and corporate International Financial, Aliber
- 5) International Financial Management, Bhalla VK, Himalya Publishers
- 6) WH Trading in Currency Options, Sulaton Chand Publishers

CO-CURRICULAR ACTIVITIES**A. Mandatory (student training by teacher in related real time field skills: total 10 hrs)****FOR TEACHERS:**

- 1) Outline the differences between a 'market and a 'financial "market
- 2) Give examples on derivative instruments
- 3) Discuss about balance of payments.

B. FOR STUDENTS

1. Students shall individually undertake field study of any country and shall submit the report on: Inflation rate, Terms of Trade, Public debt., Political stability and "economic performance"
2. Suppose you sell a three4month forward contract at \$35. One month later, new forward contracts are selling for \$30. The risk-free rate is 10 percent. What is the value of your contract?
3. Hockeyskates sell in Canada for 105 Canadian dollars. Currently, 1 Canadian dollar equals 0.71 us dollars. If purchasing power parity (PPP) holds, what is the price of hockey skates in the United States?

C. Suggested co -curricular activities

- Training of students by related experts
- Assignments on FEMA
- Seminars, conferences, discussions by inviting concerned institutions
- Guest lectures.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA 5E: Foreign Exchange Management

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. **Section A** consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page
2. **Section B** consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION-A

Answer any FIVE of the following questions

5x5=25 Marks

1. Forex Management
2. Financial Management
3. Euro equity
4. Money Markets
5. International Payments
6. Forex trading
7. Swaps
8. Commercial Paper

SECTION – B

Answer any FIVE of the following questions

5x10=50 Marks

- 9 (a) Explain various objectives and significance of Forex Management.
(OR)
(b) Briefly explain the relationship between Forex Management and Global Environment.
- 10 (a) Discuss the various international money and capital market instrument.
(OR)
(b) Describe an overview of international capital and money markets.
- 11 (a) Explain the functions and characteristics of Forex Exchange Market.
(OR)
(b) State mechanics of making foreign payments, cost associated with international payments.
- 12 (a) Briefly explain Forex trading and financing of international trade.
(OR)
(b) Explain the exchange rate, spot, forward and cross exchange rates
- 13 (a) Briefly explain Swaps, Options, offshore banking, payment terms.
(OR)
(b) What are the advantages and limitations of Bills of Exchange?

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V
(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
5F	E-Payment System	Hrs/Wk:5

Learning Outcomes: *Upon completion of this course,*

- *the students will be able to define key components and key players in the payment industry;*
- *the students will be able to describe, at a high level, the various payment channels, networks, and systems;*
- *the students will be able to describe the risks, mediations, and controls related to various payment types, payment channels, and systems;*
- *the students will be able to identify key principles based on exam guidelines;*
- *the students will be able to conduct risk-focused payment system exam.*

UNIT-I:

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

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).

Reference Text Books:

1. Domonique Rambure and Alec Nacamuli, “Payment Systems: From the Salt Mines to the BoardRoom”, Palgrave MacMillan.
2. WeidongKou, “Payment Technologies for E-Commerce”. Springer, Germany.
3. DonalO’Mahony, Michael Peirce and Hitesh Tewari, “Electronic Payment Systems”, Artech House, Inc.
4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

CO-CURRICULAR ACTIVITIES

A. Mandatory (student training by teacher in related real time field skills: total 10 hrs)

FOR TEACHERS:

Guide the students to observe the following for any reputed bank.

- The Basic Checking Relationship and the Bank's Right to Pay Checks
- The Bank's Obligation to Pay Checks
- Collection of Checks
- Risk of Loss in the Checking System - The Basic Framework
- Risk of Loss in the Checking System - Special Rules

B. FOR STUDENTS

Students shall individually undertake field study of any corporate bank // company and shall submit the report on:

- The Credit Card System
- Error and Fraud in Credit-Card Transactions
- Debit Cards
- Automated Clearinghouse Payments
- The Wire-Transfer System
- Error in Wire-Transfer Transactions
- Fraud, System Failure, and International Issues in Wire-Transfer Transactions

C. Suggested co-curricular activities

- Training of students by related experts
- Assignments on E-payments system techniques and tools
- Seminars, conferences, discussions by inviting concerned institutions

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-V

(Syllabus W.e.f. 2020 - 21 Admitted Batch)

BBA 5F: E-Payment System

Time : 3 Hrs

Model Question Paper

Max. Marks :75

1. Section A consists of **Eight** short answer questions out of which the candidate has to answer any **Five** Questions. Each answer shall not exceed one page

2. Section B consists of **Five** questions . Each question consists of either or choice and the candidate has to answer either **a** or **b** from each question. The answer shall not exceed 4 pages each.

SECTION-A

Answer any FIVE of the following questions

5x5=25 Marks

1. E-Cash
2. Virtual Money
3. SWIFT
4. ATM Networks
5. E-Payment Security
6. Digital Signature
7. Google Wallet
8. Scan-Based Trading

SECTION – B

Answer any FIVE of the following questions

5x10=50 Marks

- 9 (a) What are the advantages and limitations of Electronic Data Interchange (EDI)?
(OR)
(b) Explain foundations of e-Cash and Issues.
- 10 (a) Discuss the process of Real Time Gross Settlement System and Net Settlement System.
(OR)
(b) Explain various types of Net Settlement in E-cash system in India.
- 11 (a) Elaborate Digital identity Documents and Remote Authentication.
(OR)
(b) Briefly explain Cryptographic Methods.
- 12 (a) What are the benefits and objectives of Mobile payments?
(OR)
(b) Explain the advantages and limitations of Digital Wallets.
- 13 (a) Explain Electronic Statement Delivery.
(OR)
(b) Discuss the importance of Electronic Invoice and Payment System in India.

SRI Y.N.COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A III Year Semester-VI
 (Syllabus W.e.f. 2020 - 21 Admitted Batch)

SIX MONTHS ON JOB SPECIALIZATION INTERNSHIP

S.NO	COURSE	TOTAL MARKS	CREDITS
1	Six Months on job specialization Training	400	30

The Internship Outcomes: The Internship will make the students

- (a) To apply the knowledge and techniques learnt in the first and second yearsto real life business problems.*
- (b) To understand the inter-linkages among different functions and will gain the skills to develop a realistic managerial perspective about organizations in their totality.*

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

The Placement Office has to assist the students in finding suitable summer assignments / projects. The students are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned.

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

MARKS BREAK UP

Attendance	50 Marks
Training Certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva Voce	100 Marks
Total	400 Marks