

SRI Y.N.COLLEGE (AUTONOMOUS)

NARSAPUR W.G. Dt., A.P.

NAAC Accredited 'A' Grade College, Affiliated to Adikavi Nannaya University

DEPARTMENT OF MANAGEMENT STUDIES

B.B.A

(BACHELOR OF BUSINESS ADMINISTRATION)



SYLLABUS

(w.e.f. 2020 - 2021 Admitted Batch)



SRI Y.N.COLLEGE (AUTONOMOUS), NARSAPUR
NAAC Accredited 'A' Grade College, Affiliated to Adikavi Nannaya University
Department of Management Studies
(Syllabus w.e.f. 2020 - 21 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	BBA 1A	Principles of Management	T	5	4	25	75
	BBA 1B	Managerial Economics	T	5	4	25	75
	BBA 1C	Quantitative Methods for Managers	T	5	4	25	75
II	BBA 2A	Accounting for Managers	T	5	4	25	75
	BBA 2B	Fundamentals of Marketing	T	5	4	25	75
	BBA 2C	E-Commerce	T	5	4	25	75
		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 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	Six Months job Specialisation Internship		400 Marks 30 Credits				



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B.B.A I Year, Semester-I
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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	(Telugu/Hindi/Sanskrit)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics	50		50	2	2
4.	Skill Development Courses	1.Insurace Promotion	50		50	2	2
5.	BBA 1A	Principles of Management	100	25	75	5	4
6.	BBA 1B	Managerial Economics	100	25	75	5	4
7.	BBA 1C	Quantitative Methods for Managers	100	25	75	5	4
8.	---	Total	600	125	475	27	18



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BBA 1A : PRINCIPLES OF MANAGEMENT

Course outcomes: *On completion of the course the student will -*

- *understand the basic principles of management*
- *get acquaintance with the management functions and techniques*
- *get the idea about new developments in management.*

Unit- I: Introduction to Management – Definition, -Management – Functions of Management — Principles of Management – Levels of Management- Trends and Challenges of Management in Global Scenario.

Unit-II: Planning – Nature and Purpose of Planning – Planning Process-Types of plans- Objectives- Management by objectives (MBO) Strategies-Types of strategies.


Unit-III: Organizing Nature and purpose of organizing-Organization structure – Formal and informal groups organization- Line and Staff authority – Centralization and Decentralization- Delegation of authority

Unit-IV: Directing-Motivation-Motivation Theories-Leadership Styles-Leadership theories- Communication – Barriers to effective communication.

Unit-V: Controlling process of controlling-Types of control-Budgetary and non-budgetary, control techniques- Managing productivity-Cost Control-purchase Control-Maintenance Control – Quality Control

References:

1. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st Edition.
2. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
3. Harold Koontz & Heinz Weihrich " Essentials of Management", Tata McGraw-Hill, 1998
4. Joseph L. Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
5. Principles of Management, By T. R. Parthi, Reddy Tata McGraw Hill
6. Management Theory & Practice J.N. Chandan
7. Management: Concept and Strategies By J. S. Chandan., Vikas Publishing



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BBA 1A : PRINCIPLES OF 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]

1. Levels of Management
2. MBO
3. Line and Staff
4. Leadership
5. Quality Control
6. Cost Control
7. Authority
8. Directing

Section-B

Answer **FIVE** questions

[5X10=50]

9. (a) Define Management. Briefly explain the functions of management.
(OR)
(b) Briefly explain the trends and challenges of management in global scenario.
10. (a) Explain the nature, scope and purpose of planning.
(OR)
(b) Define Planning. Explain the objectives and process planning.
11. (a) Distinguish between Centralization and Decentralization.
(OR)
(b) What is meant by Organizing? Explain the nature and purpose of organizing.
12. (a) Briefly explain Herzberg two factors theory.
(OR)
(b) Define communication. Explain the barriers to effective communication
13. (a) Briefly explain the process of controlling.
(OR)
(b) Explain the budgetary and non-budgetary control techniques.



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BBA 1B : MANAGERIAL ECONOMICS

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

- *Develop capacity to analyze the economic environments in which business entities operate.*
- *Understand how managerial decisions can vary under different constraints.*

Unit-I: Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

Unit– II: Consumer Behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit –III: Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, budget line and consumer equilibrium Law of supply, shift in supply curve

Unit- IV: Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variable factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomies of scale

Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit – V: Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

References:

1. Managerial Economics in a global economy by Dominick Salvotarc, Thomson South Western Publications
2. Economics by Lipsey, Oxford University Press
3. Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications
4. Managerial Economics by L Varshney and KL. Maheshwari, Sultan Chand and Sons 6. Managerial Economics, D.N. Dwivedi Vikas Publishing Co



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BBA 1B : MANAGERIAL ECONOMICS

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. Opportunity Cost
2. Law of Demand
3. Indifference Curve
4. Cost Function
5. National Income
6. Consumer Equilibrium
7. Oligopoly
8. Production Cost

Section-B

Answer **FIVE** questions

[5X10=50]

9. (a) Define Managerial Economics. Explain the nature and scope of Managerial Economics.
(OR)
(b) Distinguish between Micro Vs Macro economics
10. (a) What factors affecting Elasticity of Demand?
(OR)
(b) Define Demand. Explain various theories and types of demand.
11. (a) Briefly explain different approaches of Utility.
(OR)
(b) Elaborate Law of supply.
12. (a) What is meant by theory of production? Explain the factors of production.
(OR)
(b) Define Market. Briefly explain the classification of markets.
13. (a) Describe the different concepts and components in National Income.
(OR)
(b) Briefly explain problems in measuring National Income.



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(Syllabus w.e.f. 2020 - 21 Admitted Batch)
BBA 1C : Quantitative Methods for Managers

Course Outcome: *Upon completion of this course, the students will be able to gain the basic knowledge of quantitative methods and their applications to commercial situations.*

Unit- I:

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics - Collection of data - Primary and Secondary data - Schedule and questionnaire - Frequency distribution - Tabulation, Diagram and graphic presentation of data - Statistical system in India.

Unit- II:

Measures of Central Tendency and Dispersion: Definition, objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation - Definition and objectives of Skewness- Karl Pearson's and Bowle's measures of skewnes.

Unit -III:

Measures of Correlation: Meaning, Definition and use of correlation - types of correlation KarlPearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis comparison between Correlation and Regression - Regression Equations - interpretation of Regression Co-efficient.

Unit - IV:

Set Theory: Set, Subset, Types of Sets - Operations on sets - Venn Diagram Demogran Laws - Applications of Set theory Laws of indices, Arithmetic Progressions, Geometric Progressions and Harmonic Progressions

Unit-V:

Matrix: Meaning and operations - Matrix Algebra -Types of matrices - Matrix addition - Matrix Multiplication, Matrix Determinants, Minors, Co-factors and Matrix Inversion.

References:

1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur
2. Sancheti and Kapoor V K., Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. D. N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad.
4. Gupta S.C : Fundamentals of Business Statistics, Sultan Chand, New Delhi
5. Aggarwal, Business Statistics, Kalyani Publishers , Hyderabad.
6. Reddy C R, Business Statistics, Deep & Deep Publications, New Delhi.



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B.B.A I Year, Semester-I
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BBA 1C : Quantitative Methods for Managers

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. Tabulation
2. Graphic presentation of data
3. Types of Correlation
4. Harmonic Progressions
5. Matrix Determinants
6. Mean Deviation
7. Range
8. Set Theory

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) Define Statistics. Explain functions, importance and limitations of Statistics.
(OR)
(b) What is collection data? Distinguish between primary and secondary data.
10. (a) What are the objectives and characteristics of measures of central tendency?
(OR)
(b) Calculate quartile deviation and its coefficient from the following data :
- | | | | | | |
|-------|------|-------|-------|-------|-------|
| C.I.: | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 |
| F : | 5 | 7 | 10 | 5 | 8 |
11. (a) Distinguish between correlation and regression analysis.
(OR)
(b) Find out Karl Pearson's Co-efficient of Correlation from the following data.
Marks in Economics: 45 70 65 30 90 40 50 75 85 60
Marks in Accountancy : 35 90 70 40 95 40 60 80 80 50
12. (a) Explain the types of Sets.
(OR)
(b) Discuss the Venn Diagram and Demorgan Laws.
13. (a) Explain the types of matrices.
(OR)
(b) Discuss the minors and co-factors of matrix inversion with suitable example.



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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/Sanskrit)	100	25	75	4	3
3	Life Skills	1.Information and Communication Technology (ICT)	50	-----	50	2	2
4	*Skill Development Courses	1.Business Communication(English) 2.Advertising	50 50	-----	50 50	2 2	2 2
5	BBA 2A	Accounting for Mangers	100	25	75	5	4
6	BBA 2B	Fundamentals for Marketing	100	25	75	5	4
7	BBA 2C	E-Commerce	100	25	75	5	4
8	----	Two Months Social immersion Internship	100	-	-	-	4
	Total		750	125	525	34	28



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BBA 2A : ACCOUNTING FOR MANAGERS

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

- *Acquire conceptual knowledge of basics of financial accounting.*
- *Understand the accounting practices of business enterprises.*
- *Demonstrate hands on skills in preparing Financial Statementsof a Business enterprise.*

Unit-I: Introduction to Accounting

Need for Accounting - Definition - Objectives, Advantages - Book keeping and Accounting- Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts ,Difference between manual accounts and computerised accounts.

Unit -II: Subsidiary Books

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

Unit-III: Bank Reconciliation Statement

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances• Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavorable balances.

Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-

Preparation of Final Accounts: Trading account - Profit and Loss account - Balance Sheet - Final Accounts with adjusmtents (Problems).

Unit-V: Issue of Shares and Debentures: Shares - meaning -types -types of share capital- Issue of shares-forfeiture of shares - reissue of forfeiture shares. Debentures-meaning- types- various methods of issue of debentures.

References:

1. Accounting for Managers - J. Made Gowda- Himalaya Publishing House
2. Introductionto Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition
3. Modern Accountancy – Hanif Muke ji – TMH
4. Financial Accounting by Dr. Kaustubh Sontake – I st Edition – Himalaya Publishing House

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BBA 2A : ACCOUNTING FOR MANAGERS

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. Accounting Cycle
2. Journal Proper
3. BRS
4. Trail Balance
5. Forfeiture of shares
6. Book-keeping
7. Balance Sheet
8. Preference share capital

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) Define financial accounting. Briefly explain the objectives and advantages of financial accounting.
(OR)
(b) What are the advantages and limitations of Double Entry System?
10. (a) Explain various types of subsidiary books.
(OR)

- (b) Enter the following transitions in the Three Columnar Cash Book of Sunil and balance the same:

Date	Particulars	Rs.
Jan – 2006		
1 st	Cash in hand	5,400
	Cash at Bank	1,475
2 nd	Issued cheque to Shekar	850
	Discount received	150
3 rd	Paid Salaries	1,150
5 th	Cash received from sale of investments of which 1,250 was deposited into bank	4,900
6 th	Received from Vikram a cheque of in settlement hid account for	775 950
9 th	Received from Naidu	1,150
	Discount Allowed	50
10 th	Withdrew for personal by Cheque	175
11 th	Bank Charges as per pass book	10
14 th	Interest Received from Manohar	140
16 th	Goods sold	7,000
18 th	Bank collected Dividends on Shares	360
20 th	Purchased from Wahed	2,400
	Paid Rent	400

- 11.(a) Write the reasons for difference between pass book and cash book for bank reconciliation.
(OR)

- (b) From the following particulars, prepare a Bank Reconciliation Statement for M/s Ramesh Traders as at 31st December, 2020.

- Bank Balance as per cash book 8,000
- Two cheques were issued for 18,000 and 12,000 respectively, of which the cheque for 12,000 was presented on 4th January next year.
- Cheque for 6,000 deposited on 25th was collected and credited by the bank on 4th January.
- Dividends collected by the bank 1,800 not recorded in the cash book.
- Information relating to 4,600 deposit made by a debtor directly into the bank account has not yet been received.
- Bank charges 750 have been debited to the account by the bank on 31st December

12. (a) Distinguish between Profit and Loss Account and Balance Sheet.

(OR)

(b) From the following Trial Balance of Ramesh as on 31st March 2020, prepare Trading and Profit and Loss account and Balance sheet taking into account the adjustments.

Trial Balance

Debit Balances	Rs.	Credit Balances	Rs.
Purchases	2,00,000	Capital	3,00,000
Salaries	10,000	Sales	2,50,000
Rent	7,500	Creditors	1,05,000
Insurance premium	1,500		
Drawings	50,000		
Machinery	1,40,000		
Cash at bank	22,500		
Computers	1,25,000		
Furniture	50,000		
Cash	10,000		
Opening Stock	26,000		
Sundry debtors	12,500		

Adjustments:

- i. Closing stock as on 31.3.2015 Rs. 39,000
 - ii. Rent outstanding Rs. 1,000
 - iii. Provide interest on capital @ 10% and on Drawings @ 8%.
 - iv. Depreciation on Machinery @10% and Furniture @ 5%
13. (a) X Ltd. Forfeited 100 equity shares of Rs. 10 each held by Rooldu Ram on 15th December, 2015 for nonpayment of First Call of Rs. 2 per share and the final call of Rs. 3 per share. These shares were re-issued to Mohan on 25th December 2015 at a discount of Rs. 3.50 per share. Pass journal entries.

(OR)

(b) What are the advantages of Equity Share Capital and Preference Share Capital?



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BBA 2B : FUNDAMENTALS OF MARKETING

Course Outcome: *On completion of the course the students will gain complete insights into different concepts of marketing, marketing mix and strategies to compete successfully in the present day competitive world.*

Unit-I: Market, Marketing, Marketing Management- Importance of Marketing – Concepts of marketing - Production Concept- Product Concept- Selling Concept, Marketing Concept, Societal Marketing Concept – Marketing Segmentations – Bases for market segmentation and requirement of effective segments – Targeting and Positioning.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions- Product line decisions - Product life cycle, marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, Pricing Objectives, Pricing Methods – Cost Plus, Marginal Cost Pricing – Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance and Types of channels, Functions of Channels, Channel design decisions, Factors Influencing the Choice of Channels, Distribution Channel Policies- Channel management decisions, Physical Distribution

Unit-V: Promotion mix Elements –Advertising: - Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Personal selling, Direct Marketing.

Reference

1. Marketing Management By Philip Kotler, Keller, Koshi & Jha .
- 2..Marketing Management Cravens By Hills -Woodruff
- 3..Marketing- A Managerial Introduction By Gandhi



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BBA 2B : Fundamentals of Marketing

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. Marketing Management
2. Explain the Requirements of effective segments
3. Product Mix
4. Penetration Pricing
5. Types of Channels.
6. Sales Promotion
7. Advertising
8. Define Direct Marketing.

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) Explain the importance of Marketing
(OR)
(b) Explain different bases of Market Segmentations
10. (a) Explain the stages of Product Life Cycle and strategies to adapt at every stage.
(OR)
(b) Discuss the product mix decisions.
11. (a) Explain various methods of pricing products.
(OR)
(b) Explain the Price Adapting Strategies.
12. (a) Explain the functions of marketing channels.
(OR)
(b) Briefly explain the channel design decisions.
13. (a) What is Promotion Mix? Explain the elements of Promotion Mix.
(OR)
(b) Explain the types of Advertising Media.



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BBA 2C : E-COMMERCE

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

- *Understand the concepts and uses of electronic commerce in different areas of the economy*
- *Recognize the impact of Information and Communication technologies on the business operations.*

Unit-I:

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market – e-Business.

Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, Characteristics,. Strategies of SC_M , Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III:

Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security-cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit- IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic.CRM, E-CRM applications.

Unit-V:

HTML-Navigating the World Wide Web, Preparing to publish on the Web, HTML and XHTML Learning the basics of HTML, creating simple web pages, formatting text with HTML,adding imagers, color and background, table creation, designing forms.

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand & Company New Delhi.
3. Trepper, E-Cornmerce Strategies, PrenticeHall of India , New Delhi. 2006
4. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.
5. Parag Diwan: E-Commerece ,Excel publishers
- 6 .C.S.V.Murthy, E-Commerce ,Concepts, Models, Strategies, Himalaya publishing House,2004
7. C.S.Rayudu, E-Commerce, E-Business, Himalaya Publishing House,2004
- 8.Effraim Turban, Joe Lee, David kind-H Michael Chung, E-Commerece , A Management Perspective – pearson Education Asia.



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BBA 2C : E-COMMERCE

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.

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

[5X5=25]

1. E-Business
2. EDI
3. Electronic Cash
4. CRM Architecture
5. Structure of HTML
6. WWW
7. E-security
8. Hacker

Section- B

Answer **FIVE** questions

[5X10=50]

9. (a) What are the advantages and limitations of E-Commerce?
(OR)
(b) Define Electronic Market. Explain various models of Electronic Market.
- 10.(a) What are the benefits and goals of Supply Chain Management?
(OR)
(b) Briefly explain the Electronic Logistics and its implementation in business houses.
- 11.(a) Explain the merits and demerits of Electronic Payment System.
(OR)
(b) Briefly explain the traditional and modern payment systems.
12. (a) What are the components of a CRM. Explain the merits and demerits of CRM.
(OR)
(b) Briefly explain the E-CRM applications.
13. (a) Discuss the objectives and role of HTML on World Wide Web.
(OR)
(b) Explain the creating simple web pages and formatting text with HTML.



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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

Report Writing Format

Here are the main sections of the standard report writing format:

- **Title Section** - This includes the name of the author(s) and the date of report preparation.
- **Summary** - There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report make sure you include all the relevant information. **It** would be best to write this last so you will include everything, even the points that might be added at the last minute.
- **Introduction**- The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** - This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion** - This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.



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B.B.A - Semester- III

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



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BBA 3A : Organizational Behaviour

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

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BBA 3A : Organizational Behaviour

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.



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BBA 3B: HUMAN RESOURCE MANAGEMENT

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

Case Study: Conceptualize and get Sacked

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.

Case Study: A tale of Twists and Turns.

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.

Case Study: Vishal Fast Foods Private Ltd.

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.**

Case Study: Should Job Evaluation plan be specific or general

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. BiswajeetPattanayak, Human Resource Management, Prentice-Hall of India, New Delhi.



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BBA 3B: HUMAN RESOURCE 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]

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



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BBA 3C: FINANCIAL MANAGEMENT

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 : Financial 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

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BBA 3C: FINANCIAL 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]

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 capitalmanagement.

(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 ofaverage 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.



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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



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BBA 4A: TRAINING AND DEVELOPMENT

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. Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.



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BBA 4A: TRAINING AND DEVELOPMENT

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.



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BBA 4B: BUSINESS LAW

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.



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BBA 4B: BUSINESS LAW

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?



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BBA 4C: MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

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.
- Vasant Desai, Management of SSI, Himalaya publishing House, Delhi,1998.
- Entrepreneurial Development,Sultan Chand & Co. Ltd., New Delhi. 1999.



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Department of Management Studies
B.B.A II Year, Semester-IV
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BBA 4C: MICRO, SMALL & MEDIUM ENTERPRISES 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]

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.



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BBA 4D: INTERNATIONAL BUSINESS

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.



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BBA 4D: INTERNATIONAL BUSINESS

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.



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BBA 4E: COST & MANAGEMENT ACCOUNTING

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



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BBA 4E: COST & MANAGEMENT ACCOUNTING

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.



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BBA 4F: FINANCIAL SERVICES

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.



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BBA 4F: FINANCIAL SERVICES

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.



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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



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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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B.B.A III Year, Semester-V
(Syllabus w.e.f. 2020 - 21 Admitted Batch)
BBA 5A:Talent 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=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.



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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 Weihrich .,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.



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B.B.A III Year, Semester-V
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BBA 5B:Leadership

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



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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.



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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 its 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)



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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.



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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.



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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, Training 10 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. Hockey skates 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.



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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?



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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



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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.



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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 years to 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 of 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