



UG Program (4 Years Honors)
CBCS-2020-21

BBA
BACHELOR OF BUSINESS ADMINISTRATION



SYLLABUS

Bhaskar
PRINCIPAL
Aditya Degree College
KAKINADA



**ADIKAVI NANNAYA UNIVERSITY
RAJAHMAHENDRAVARAM, A.P., INDIA**

1. Program Structure for UG program (4 years Honors): (3rd and 4th year detailed design will be followed as per APSCHE GUIDELINES)

CBCS CURRICULAR FRAMEWORK (2020 - 2021 ONWARDS) - BACHELOR OF ARTS/commerce/BBA/BCA															
Subjects/Semesters	I		II		III		IV		V		VI				
	Hrs /W	Cre dits	Hrs /W	Cre dits	Hrs /W	Cre dits	Hrs /W	Cre dits	Hrs /W	Cre dits	Hrs /W	Cre dits			
Languages															
English	4	3	4	3	4	3									
Language (H/T/S)	4	3	4	3	4	3									
Life Skill Courses	2	2	2	2	2+	2									
Skill Development Courses	2	2	2+	2	2	2									
Core Papers															
M - 1	C1 to C5	5	4	5	4	5	4	5	4						
M - 2	C1 to C5	5	4	5	4	5	4	5	4						
M - 3	C1 to C5	5	4	5	4	5	4	5	4						
M - 1	SEC (C6,C7)									5	4				
M - 2	SEC (C6,C7)									5	4				
M - 3	SEC (C6,C7)									5	4				
Hrs/W (Academic Credits)		27	22	29	24	29	24	30	24	30	24	0	12	4	4
Project Work															
Extension Activities (Non Academic Credits)															
NCC/NSS/Sports/Extra Curricular									2						
Yoga						1		1							
Extra Credits															
Hrs/W (Total Credits)		27	22	29	24	29	25	30	27	30	24	0	12	4	4

THIRD PHASE OF APPRENTICESHIP Entire 5th / 6th Semester
FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two)

M= Major; C= Core

B. Sridhar

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1. LIFE SKILL AND SKILL DEVELOPMENT COURSES

Life /Skill development courses: 4 courses of LSC and 4 courses of SDC with options

Each course of 2 hrs/ week containing 3 units of syllabi for 30 hrs teaching with 2 credits based on 50 marks evaluation. No internal assessment. University sem-end exam:50 marks (2 Hrs)

Question paper would be in two sections (Section A and Section B) for 50 marks

Section A consisting of 8 questions covering two questions from each unit and the remaining to be from any unit. Student has to write 4 questions and each question carries 5 marks (i.e., 5 X 4 = 20 marks). Each question to be answered with 5-7 points/10-15 lines of answer with necessary diagram/equations/figure/flow charts, if necessary.

Section B consisting of 6 questions covering all units (i.e., from each unit two questions to be given with either or choice). Student has to write 3 questions and Each question carries 10 marks. (i.e., 10 X 3 = 30 marks). Each question to be answered with 10 to 15 points or 20 to 35 lines along with diagrams/equations/figure/flow charts, if necessary.

List of Life Skill courses

Sem	No. of Courses	Course name	Preferred teaching department
I	1	Human Values and Professional Ethics (HVPE)	English/Telugu/Any Dept
		Entrepreneurship Development (ED)	Commerce
II	1	Information and Communication Technology (ICT)	Computers
		Indian Culture and Science (ICS)	History/Telugu
III	Compulsory	Environmental Education (EE)	Botany/Zoology/Environmental Science/ Any dept.
	1	Personality Development and Leadership (PDL)	English/Any Dept
		Analytical Skills (AS)	Maths/Statistics

List of Skill Development Courses along with their Semester-wise allotment with choices.

SEM	No. of courses	Names of courses	Preferred teaching department	
I	One	1. Tourism Guidance (or)	History/Any dept	
		2. Plant Nursery (or)	Botany	
		3. Electrical Appliances (or)	Physics	
		4. Insurance Promotion	Commerce	
II	Two (1 from A group and 1 from B Group)	'A' Group	1. Survey & Reporting (or)	Economics/History
			2. Business communication (or)	English
			3. Solar Energy (or)	Physics
			4. Agricultural Marketing	Commerce/Economics
		'B' Group	1. Social Work Methods (or)	Political science/social work
			2. Advertising (or)	Commerce
			3. Dairy Technology (or)	Zoology
			4. Performing Arts	Telugu
III	one	1. Disaster Management (or)	English/Telugu/Any dept	
		2. Online Business (or)	Commerce	
		3. Poultry Farming (or)	Zoology	
		4. Financial Markets	Economics/Commerce	



2. DETAILS OF COURSE TITLES & CREDITS

Sem	Course no.	Course Name	Course type (T/L/P)	Hrs./ Week (Arts/ Commerce:5)	Credits (Arts/ Commerce: 4)	Max. Marks Cont/ Internal/Mid Assessment	Max. Marks Sem-end Exam
I	1A	Principles of Management	T	5	4	25	75
	1B	Managerial Economics	T	5	4	25	75
	1C	Quantitative Methods for Managers	T	5	4	25	75
II	2A	Accounting for Managers	T	5	4	25	75
	2B	Fundamentals of Marketing	T	5	4	25	75
	2C	E-Commerce	T	5	4	25	75
		Two Months Social Immersion Internship	-	-	4	100 Marks	
III	3A	Organizational Behaviour	T	5	4	25	75
	3B	Human Resource Management	T	5	4	25	75
	3C	Financial Management	T	5	4	25	75
IV	4A	Training and Development	T	5	4	25	75
	4B	Business Law	T	5	4	25	75
	4C	Micro, Small & Medium Enterprises Management	T	5	4	25	75
	4D	International Business	T	5	4	25	75
	4E	Cost and Management Accounting	T	5	4	25	75
	4F	Financial Services	T	5	4	25	75
		Corporate Internship	-	-	4	100 Marks	
V	5A	Talent Management(HR)	T	4	3	25	75
	5B	Global HR (HR)	T	4	3	25	75
	5C	Export and Import(OM)	T	4	3	25	75
	5D	Brand Management(MM)	T	4	3	25	75
	5E	Foreign Exchange Management (FM)	T	4	3	25	75
	5F	E-Payments System(FM)	T	4	3	25	75
V		Six Months Job Specialization Internship				400 Marks 30 Credits	

Note: *Course type code: T: Theory, L: Lab, P: Problem solving



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM
BBA Syllabus (w.e.f:2020-21A.B)

Skill Enhancement Courses (SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

Structure of SECs for Semester-V

(To choose One pair from the **THREE** alternate pairs of SECs)

Uni Code	Course No 6&7	Name of the Course	Hours/ Week	Credits	Marks	
					Internal Assmt: 20 Field Work/ Project Work: 5	Semester End
	16-A	Talent Management	5	4	25	75
	17-A	Leadership	5	4	25	75
OR						
	18- A	Stress Management	5	4	25	75
	19 -A	Performance Management	5	4	25	75
OR						
	20- A	HR Analytics	5	4	25	75
	21- A	HR Audit & Accounting	5	4	25	75

Uni Code	Course No 6&7	Name of the Course	Hours/ Week	Credits	Marks	
					Internal Assmt: 20 Field Work/ Project Work: 5	Semester End
	16-B	Export and Import Management	5	4	25	75
	17-B	Brand Management	5	4	25	75
OR						
	18 -B	Digital Marketing	5	4	25	75
	19 -B	Retail Analytics	5	4	25	75
OR						
	20 -B	Sales Promotion & Practice	5	4	25	75
	21 -B	E - Business	5	4	25	75

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BBA Syllabus (w.e.f.2020-21A.B)

Uni Code	Course No 6&7	Name of the Course	Hours/ Week	Credits	Marks	
					Internal Assmt: 20 Field Work/ Project Work: 5	Semester End
	16-C	Foreign Exchange Management	5	4	25	75
	17-C	E – Payment System	5	4	25	75
OR						
	18 -C	Income Tax Procedure & Practice	5	4	25	75
	19 -C	GST Procedure & Practice	5	4	25	75
OR						
	20 -C	Stock Market	5	4	25	75
	21 -C	Stock Market Analysis	5	4	25	75

***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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ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester - I	Credits: 03
Course - 1	A Course In Communication And Soft Skills	Hrs/Week: 04

Learning Outcomes:

By the end of the course the learner will be able to :

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

UNIT I: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

UNIT II: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

UNIT III: Grammar

- a) Concord
- b) Modals
- c) Tenses (Present/Past/Future)
- d) Articles
- e) Prepositions
- f) Question Tags
- g) Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h) Error Correction

UNIT IV: Writing

- v. Punctuation
- vi. Spelling
- vii. Paragraph Writing

UNIT V: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills



పాఠ్య ప్రణాళిక

యూనిట్-1

రాజనీతి - నన్నయ
మహాభారతం-సభాపర్వం-ప్రథమాశ్వాసం-(26-57 పద్యాలు)

యూనిట్-II

దక్షయజ్ఞం - నన్నెచోడుడు
కుమారసంభవం-ద్వితీయాశ్వాసం-(49-86 పద్యాలు)

యూనిట్-III

ధౌమ్య ధర్మోపదేశము - తిక్కన
మహాభారతం-విరాటపర్వం-ప్రథమాశ్వాసం-(116-146) పద్యాలు

యూనిట్-IV

పలనాటి బెబ్బులి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర-ద్విపద కావ్యం పుట 108-112
'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..
..... వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం
ముద్రణ.వి.కె.స్వామి, బెజవాడ 1911.

యూనిట్-V

సీతారావణ సంవాదం - మొల్ల
రామాయణము-సుందరకాండము-(40-87 పద్యాలు)

✦వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, ఇత్వ, అనునాసిత సంధులు.

సమాసాలు: అవ్యయీభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు : అనుప్రాస (వృత్తనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మల్లేభము;

జాతులు : కందం, ద్విపద; ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - I	Credits:03
Course: I	Poetry, Prose & Grammar	Hrs/Weeks:04

- UNIT – I OLD POETRY:**
1. "Arya Padukabhishekaha",
Valmiki Ramayanam- Ayodhya Kanda, Sarga-100 Geetha Press,
Gorakhpur.
 2. " YakshaPrasnaha", Mahabharatam of Vedavyasa,
Vanaparva, Adhyaya -313, Geeta Press, Gorakhpur.
- UNIT – II MODERN POETRY:**
1. " Mevada Rajyastapanam" 4th Canto, Srimat Pratapa
Ranayanam, Mahakavyam, Pt.Ogeti Parikshit sarma,
Published by, Pt.Ogeti Parikshitsarma, 10/11,
Sakal nagar, Pune, 1989.
 2. "VivekanandaSuktayaha", Vivekanandasuktisudha by
Dr.SamudralaLakshmanalah, Published by Author, 18-1-84, Yasoda
Nagar, Tirupati. Selected Slokas 25.
- UNIT – III PROSE:**
1. "Atyutkataihi papapunyairihaiva phalamsnute",
Hitopadesaha-Mitralabha 2 & 3 stories, Pages 61-84.
 2. " Sudraka -Veeravarakatha", Hitopadesaha-Vigraham,
8th story, Pages 63-70, Chowkhamba krishadas academy, Varanasi,
2006.
- UNIT - IV GRAMMAR:**
1. **DECLENSIONS** Nouns ending in vowels
Deva, Kavi, Bhanu, Dhatru, Pitru, Go, Ramaa, Mati.
 2. **CONJUGATIONS**
1st Conjugation - Bhoo, Gam, Shtha, Drusir, Labh, Mud.
2nd Conjugation - As. 10th Conjugation – Bhaash.
- UNIT – V GRAMMAR:**
1. **SANDHI** - Swara Sandhi : Savarnadeergha, ayavayava,
Guna, Vruddhi, yaanadesa.
-Halsandhi: Schutva, Stutva, Anunasika.
 2. **SAMASA**
Dwandwa, Tatpurusha, Karmadharaya,, Dwigu.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f:2020-21 A.Y)

UG(General HINDI)	Semester - I	Credits:03
Course :1	Prose, Short Stories, Grammar and Letter Writing	Hrs/Weeks:04

UNIT 1

गद्य संदेश (Prose)(सं. डा. वी. एल. नरसिंहम शिवकोटि)

1. साहित्य की महत्ता
2. मित्रता
- 3.पुष्पराज की आँखें

UNIT 2

कथा लोक (Short Stories)(सं. डा. घनश्याम)

- 1.मुक्तिघन
- 2.गूदडसाई
- 3.उसने कहा था

UNIT 3

व्याकरण (Grammar)(सरल हिन्दी व्याकरण, दक्षिण भारत हिन्दी प्रचार सभा,मद्रास)

लिंग, वचन, काल, वाच्य।

UNIT 4

कार्यालयीन शब्दावली : अंग्रेजी से हिंदी और हिंदी से अंग्रेजी

(Changing Administrative Terminology Hindi to English and English to Hindi)

UNIT 5

पत्र लेखन : वैयक्तिक पत्र(छुट्टी पत्र, पिता, मित्र के नाम पत्र, पुस्तक विक्रेता के नाम पत्र

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UG- LIFE SKILL COURSE

HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Human values and professional ethics (HVPE)	30	2	2	50 Marks

Objective: Learning Outcome: On completion of this course, the UG students will be able to

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

UNIT: 1 - Introduction – Definition, Importance, Process & Classifications of Value Education:

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

UNIT: 2 - Harmony in the Family – Understanding Values in Human Relationships:

Understanding harmony in the Family- the basic unit of human interaction, Understanding the set of proposals to verify the Harmony in the Family; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship, Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.

Understanding the Problems faced due to differentiation in Relationships. Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhautmVywastha*)- from family to world family.

UNIT: 3 - Professional Ethics in Education: Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive co-operation, Respecting the competence of other professions. Understanding about Taking initiative and Promoting the culture of openness. Depicting Loyalty towards Goals and objectives.

Text Books:

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References books:

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome's report, Universe Books.
5. A Nagraj, 1998, JeevanVidyaEkParichay, Divya Path Sansthan, Amarkantak.
6. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
7. A N Tripathy, 2003, Human Values, New Age International Publishers.

Co-curricular Activities:

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.



UG- LIFE SKILL COURSE

ENTREPRENEURSHIP DEVELOPMENT (ED)

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Entrepreneurship Development	30	2	2	50 Marks

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start-ups.

Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship, Seven Hills Publishers

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.



UG- SKILL DEVELOPMENT COURSE
TOURISM GUIDANCE
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
1	Skill Development Course	Tourism Guidance	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to:

- Understand the basic tourism aspects .
- Comprehend the requirements, role and responsibilities of profession of a Tourist Guide
- Apply the knowledge acquired in managing different groups and guiding in a tour
- Explain basic values related to tourism and heritage

Unit I: (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

Unit II: (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – Licence.
Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III: (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities – Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – Personal Hygiene and Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested: (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.



UG- SKILL DEVELOPMENT COURSE
PLANT NURSERY
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
1	Skill Development Course	Plant Nursery	30	2	2	50 Marks

Learning Outcomes: On successful completion of this course students will be able to;

- Understand the importance of a plant nursery and basic infrastructure to establish it.
- Explain the basic material, tools and techniques required for nursery.
- Demonstrate expertise related to various practices in a nursery.
- Comprehend knowledge and skills to get an employment or to become an entrepreneur in plant nursery sector.

Unit-1: Introduction to plant nursery: (06 Hrs)

1. Plant nursery: Definition, importance.
2. Different types of nurseries –on the basis of duration, plants produced, structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Plant propagation structures in brief.
5. Bureau of Indian Standards (BIS-2008) related to nursery.

Unit- 2: Necessities for nursery: (09 Hrs)

1. Nursery beds – types and precautions to be taken during preparation.
2. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
3. Seeds and other vegetative material used to raise nursery in brief.
4. Outlines of vegetative propagation techniques to produce planting material.
5. Sowing methods of seeds and planting material.

Unit-3: Management of nursery: (09 Hrs)

1. Seasonal activities and routine operations in a nursery.
2. Nursery management – watering, weeding and nutrients; pests and diseases.
3. Common possible errors in nursery activities.
4. Economics of nursery development, pricing and record maintenance.
5. Online nursery information and sales systems.

Suggested Co-curricular activities: (6 Hrs)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Demonstration of preparation of media for nursery.
4. Hands on training on vegetative propagation techniques.
5. Hands on training on sowing methods of seeds and other material.
6. Invited lecture cum demonstration by local expert.
7. Watching videos on routine practices in plant nurseries.
8. Visit to an agriculture/horticulture /forest nursery.
9. Case study on establishment and success of a plant nursery.

Reference books:

1. Ratha Krishnan, M., et.al. (2014) *Plant nursery management: Principles and practices*, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan
2. Kumar, N., (1997) *Introduction to Horticulture*, Rajalakshmi Publications, Nagercoil.
3. Kumar Mishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.



UG- SKILL DEVELOPMENT COURSE
ELECTRICAL APPLIANCES
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Electrical Appliances	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Acquire necessary skills/hand on experience/ working knowledge on multimeters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.
- Understand the working principles of different household domestic appliances.
- Check the electrical connections at house-hold but will also learn the skill to repair the electrical appliances for the general troubleshoots and wiring faults.

UNIT-I :

(6 hrs)

Voltage, Current, Resistance, Capacitance, Inductance, Electrical conductors and Insulators, Ohm's law, Series and parallel combinations of resistors, Galvanometer, Ammeter, Voltmeter, Multimeter, Transformers, Electrical energy, Power, Kilowatt hour (kWh), consumption of electrical power

UNIT-II :

(10 hrs)

Direct current and alternating current, RMS and peak values, Power factor, Single phase and three phase connections, Basics of House wiring, Star and delta connection, Electric shock, First aid for electric shock, Overloading, Earthing and its necessity, Short circuiting, Fuses, MCB, ELCB, Insulation, Inverter, UPS

UNIT-III:

(10 hrs)

Principles of working, parts and servicing of Electric fan, Electric Iron box, Water heater; Induction heater, Microwave oven; Refrigerator, Concept of illumination, Electric bulbs, CFL, LED lights, Energy efficiency in electrical appliances, IS codes & IE codes.

Co-curricular Activities (Hands on Exercises):

(04 hrs)

[Any four of the following may be taken up]

1. Studying the electrical performance and power consumption of a given number of bulbs connected in series and parallel circuits.
2. Measuring parameters in combinational DC circuits by applying Ohm's Law for different resistor values and voltage sources
3. Awareness of electrical safety tools and rescue of person in contact with live wire.
4. Checking the specific gravity of lead acid batteries in home UPS and topping-up with distilled water.
5. Identifying Phase, Neutral and Earth on power sockets.
6. Identifying primary and secondary windings and measuring primary and secondary voltages in various types of transformers.
7. Observing the working of transformer under no-load and full load conditions.
8. Observing the response of inductor and capacitor with DC and AC sources.
9. Observing the connections of elements and identify current flow and voltage drops.
10. Studying electrical circuit protection using MCBs, ELCBs
11. Assignments, Model exam etc.

Reference Books:

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand& Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBSEdn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwer, Scholar Institute Publications



UG- SKILL DEVELOPMENT COURSE
INSURANCE PROMOTION
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Insurance Promotion	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks.
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

UNIT I:

Section I:

(06 Hrs)

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

UNIT II:

Section II:

(10 Hrs)

Life Insurance plans. Health insurance plans. Products and features. Contents of documents- Sales Promotion methods - Finding prospective customers -Counselling - Helping customers in filing - Extending post-insurance service to customers.

UNIT III:

Section III:

(10 Hrs)

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers - Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested:

(4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion



4. Details of course-wise Syllabus

BBA	Semester: I	Credits: 4
Course: 1A	PRINCIPLES OF MANAGEMENT	Hrs/Wk: 5

Learning Outcome:

On completion of the course the student will understand the basic principles of management will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

UNIT I: Introduction of 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 – Managing By Objective (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 – theories of motivation – Leadership Styles – Leadership theories – Communication – Barriers of 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.

Books Recommended:

1. Gupta, Sharma and Bhalla; "Principles of 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 Mc Graw –Hill, 1998
4. Joseph L. Massie; "Essentials of Management", Prentice Hall of India, (Pearson) Fourth edition, 2003.
5. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
6. Management Theory & Practice, J.N. Chandan
7. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing.



BBA	Semester: I	Credits: 4
Course: IB	MANAGERIAL ECONOMICS	Hrs/Wk: 5

SYLLABUS FOR SEMESTER - I (BBA)

Managerial Economics

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:

The object of the course is to enable the students to list the different goals and constraints that firms face, apply the economic way of thinking to individual decisions and business decisions
Use calculus (first and second order derivatives) to solve for an optimum solution

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 variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economies 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

Recommended Books:

Managerial Economics by Ivan Png, Blackwell Publishers
Managerial Economics in a global economy by Dominick Salvatore, Thomson South Western Publications
Economics by Lipsey, Oxford University Press
Managerial Economics: Economic Tools for today's decision makers by Paul G. Kent, Philip K.Y. Young, Pearson Publications
Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons
Managerial Economics, D.N. Dwivedi, Vikas Publishing Co



BBA	Semester: I	Credits: 4
Course: 1C	QUANTITATIVE METHODS FOR MANAGERS	Hrs/Wk: 5

SYLLABUS FOR SEMESTER I (BBA)

Quantitative Methods for Managers

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 skewness.

UNIT III:

Measures of Correlation: Meaning, Definition and use of correlation – types of correlation Karl Pearson'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 Harmonic Progressions.

UNIT – V:

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

RECOMMENDED BOOKS: 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.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester -II	Credits: 03
Course - 2	A Course In Reading & Writing Skills	Hrs/Week: 04

Learning Outcomes:

By the end of the course the learner will be able to :

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

UNIT I:

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

Skills : 2. Vocabulary: Conversion of Words
: 3. One Word Substitutes
: 4. Collocations

UNIT II:

Prose : 1. The Doll's House Katherine Mansfield

Poetry : 2. Ode to the West Wind P B Shelley

Non-Detailed Text : 3. Florence Nightingale Abrar Mohsin

Skills : 4. Skimming and Scanning

UNIT III:

Prose : 1. The Night Train at Deoli Ruskin

Poetry : 2. Upagupta Rabindranath

Tagore

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

UNIT IV

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

UNIT V:

Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence



పాఠ్య ప్రణాళిక

యూనిట్-I : ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం- పరిచయం
2. కొండవీడు - దువ్వూరి రామిరెడ్డి
(‘కవికోకిల’ గ్రంథావళి-ఖండకావ్యాలు-నక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం - అనిసెట్టి సుబ్బారావు (‘అగ్నివీణ’ కవితాసంపుటి నుండి)
4. ‘తాతకో నూలుపోగు’ - బండారు ప్రసాదమూర్తి (‘కలనేత’ కవితాసంపుటి నుండి)

యూనిట్-II : కథానిక

5. తెలుగు కథానిక - పరిచయం
6. భయం (కథ) - కాళీపట్నం రామారావు
7. స్వేదం ఖరీదు....? - (కథ) - రెంటాల నాగేశ్వరరావు

యూనిట్-III : నవల

8. తెలుగు ‘నవల’ - పరిచయం
9. రథచక్రాలు (నవల) - మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) - డా॥ యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్-IV: నాటకం

11. తెలుగు ‘నాటకం’ - పరిచయం
12. యక్షగానము (నాటిక) - ఎం.వి.ఎస్. హరనాథరావు.
13. “అపురూప కళారూపాల విధ్వంసదృశ్యం ‘యక్షగానము’ (సమీక్షా వ్యాసం)”
-డా॥కందిమళ్ళసాంబశివరావు

యూనిట్-V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ - పరిచయం
15. విమర్శ-స్వరూప స్వభావాలు; ఉత్తమ విమర్శకుడు-లక్షణాలు



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f:2020-21 A.Y)

UG(General HINDI)	Semester - II	Credits:03
Course : 2	Prose, Short Stories, Grammar and Letter Writing	Hrs/Weeks:04

Unit 1

गद्य संदेश (Prose) (सं. डा.वी.एल.नरसिंहम शिवकोटि)

1. बिदा
2. भारत एक है
3. एच.आई.वी / एड्स

Unit 2

कथा लोक (Short Stories) (सं. डा. घनश्याम)

1. मूख हडताल
2. परमात्मा का कुत्ता
3. और वह पढ़ गई...

Unit 3

व्याकरण (Grammar) (सरल हिन्दी व्याकरण, दक्षिण भारत हिन्दी प्रचार सभा, मद्रास)

संधि विच्छेद, वाक्यों की शुद्धि

Unit 4

कार्यालयीन हिंदी : पदनाम ... हिंदी से अंग्रेजी और अंग्रेजी से हिंदी

(Changing Administrative Terminology Hindi to English and English to Hindi)

Unit 5

पत्र लेखन : (Letter Writing)

नौकरी के लिए आवेदन पत्र

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ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - II	Credits:03
Course: 2	Poetry, Prose & Grammar	Hrs/Weeks:04

- UNIT – I OLD POETRY:**
- 1.“Indumateeswayamvaram”, Raghuvamsam of kalidasa, 6thcanto, Chowkhamba krishadas academy, Varanasi-2012.
 2. “Deekshaapradanam”, Buddacharitam of Aswagosha, 16thcanto. Selected verses.
- UNIT – II MODERN POETRY:**
1. “Gangavataranam”, Bhojas Champu Ramayanam, Balakanda.
 2. “Mohapanodaha”, 4th cant. Dharma Souhrudam by P.Pattabhi Ramarao, , Published by Author, Ramanth Nagar.
 3. “VandeKasmeerabharatam”, by Doolypala Ramakrishna from Samskrita pratibha, sahitya academy , New Delhi -2018.
- UNIT – III PROSE:**
1. “Avantisundarikatha”, 5th Chapter. Dasakumara Charitam, Purva peetika.
 2. “Charudattacharitam”, Bhasakathasaraha by Y.Mahalingasastry.
- UNIT - IV GRAMMAR:**
1. **DECLENSIONS** :Nouns ending in vowels
Nadee, Janu, vadhoo, Matru, Phala, Vaari & Madhu.
 2. **CONJUGATIONS**
III Conjugation- Yudh, IV Conjugation- Ish, VIII Conjugation- Likh, Kru, IX Conjugation-Kreen X, Conjugation-Kath, Ram, Vand.
- UNIT – V GRAMMAR:**
1. **SANDHI** - Halsandhi : Latva, Jastva
-Visarga sandhi: Utva, Visargalopa, Rephadesa, Ooshma.
 2. **SAMASA**
Avyayeebhava, Bahruvrihi.



UG- LIFE SKILL COURSE
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
II	Life skill course	Information and Communication Technology (ICT)	30	2	2	50 Marks

Objectives: This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes: After completion of the course, student will be able to;

- Understand the literature of social networks and their properties.
- Explain which network is suitable for whom.
- Develop skills to use various social networking sites like twitter, flickr, etc.
- Learn few GOI digital initiatives in higher education.
- Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
- Get acquainted with internet threats and security mechanisms.

UNIT-I: Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser–Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp.

UNIT-II: E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III: Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues. What are GOI digital initiatives in higher education? (SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/ independent and group learning.

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz and Group Discussion
4. Slip Test
5. Try to solve MCQ's available online.
6. Suggested student hands on activities:
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books:

1. In-line/On-line: Fundamentals of the Internet and the World Wide Web, 2/e –By Raymond Green law and Ellen Hepp, Publishers: TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.



UG- LIFE SKILL COURSE
INDIAN CULTURE AND SCIENCE(ICS)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam(2 Hrs)
II	Life skill course	Indian culture and science(ICS)	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Understand the evolution of India's culture
- Analyze the process of modernization of Indian society and culture from past to future
- Comprehend objective education and evaluate scientific development of India in various spheres
- Inculcate nationalist and moral fervour and scientific temper

Unit – I: Unity in Diversity in India:

(09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements. The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit – II: Social Reforms and Modern Society:

(09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and Gurrarn Jashua (only reforms in brief, biographies not needed). Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology:

(11 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education. Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: Assignments, Group discussions, Quiz etc

1. Invited Lecture by a local expert
2. Visit to a scientific institutions, local heritage sites, museums, industries etc.

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K.Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications



UG- SKILL DEVELOPMENT COURSE
SURVEY & REPORTING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Survey & Reporting	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, the student will be able to:

- Understand the basics of survey and reporting needs and methods
- Comprehend designing of a questionnaire
- Conduct a simple and valid survey and Collect data
- Organize and interpret data and Prepare and submit report.

Unit I: (08Hrs)

Survey: Meaning and Definition –Identifying need for survey - Identifying Sample –Characteristics of Sample - Types of Survey – Survey Methods – Advantages and Disadvantages of Survey – Essential Steps in Survey – Online Survey.

Unit II: (09Hrs)

Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good Questionnaire – Precautions in Preparing Questionnaire. Administering/Piloting Questionnaire –Collection of data – Dealing with People – Maintaining objectivity/neutrality.

Unit III: (10 Hrs): Methods of Organizing data – Forms of data presentation - Tables and Figures – Basic Statistical Methods of Analysis of data –Percentages - Mean, Mode and Median –Simple Ways of showing Results– Tables/Graphs/Diagrams

Report Writing: Forms of Reporting - Parts of a Report - Title page to Acknowledgements - Characteristics of a Good Report – Style of language to be used - Explaining Data in the Report – Writing fact-based Conclusions – making Recommendations – Annexing required material.

Recommended Co-curricular Activities (3 hrs):

1. Invited Lecture/Training by a Local Expert
2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. Dencombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973



UG- SKILL DEVELOPMENT COURSE
BUSINESS COMMUNICATION
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'A'	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Business Communication	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- Understand the types of business communication and correspondence
- Comprehend the processes like receiving, filing and replying
- Acquire knowledge in preparing good business communications
- Acquaint with organizational communication requirements and presentations.

UNIT I:

(06hrs)

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II:

(10hrs)

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III:

(10hrs)

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities

(04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education.
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd .
3. www.swayam.gov.in
4. Websites on business communication



UG- SKILL DEVELOPMENT COURSE
SOCIAL WORK METHODS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Social work Methods	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India
- List out different approaches of providing help to the people in need.
- Acquaint the process of primary methods of social work
- Get to know the skills of working with individuals, groups and communities.

Unit-I: (07Hrs)- Introduction to social work and concepts related to social work : Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

Unit-II: (09Hrs) Methods of Working with Individuals and Groups

Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills.

Social Group Work-Definition-scope- the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques.

Unit-III: (09Hrs) Working with Communities and Field Work in social work

Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization - 3 concepts of community development, community participation and community empowerment.

Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

Suggested Co-curricular Activities: (05 hours)

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.



Reference books:

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
6. Siddiqui, H.Y. (2007). Social Group Work. Jaipur: Rawat Publications
7. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
8. Websites on Social work methods.



UG- SKILL DEVELOPMENT COURSE

SOLAR ENERGY

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Solar Energy	30	2	2	50 Marks

Learning Outcomes: After successful completion of the course, students will be able to:

- Acquire knowledge on solar radiation principles with respect to solar energy estimation.
- Get familiarized with various collecting techniques of solar energy and its storage
- Learn the solar photovoltaic technology principles and different types of solar cells for energy conversion and different photovoltaic applications.
- Understand the working principles of several solar appliances like Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses

UNIT-I – Solar Radiation:

(6 hrs)

Sun as a source of energy, Solar radiation, Solar radiation at the Earth's surface, Measurement of Solar radiation-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

UNIT-II – Solar Thermal Systems:

(10 hrs)

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

UNIT-III – Solar Photovoltaic Systems:

(10 hrs)

Conversion of Solar energy into Electricity - Photovoltaic Effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

Co-curricular Activities (Hands on Exercises):

(04 hrs)

[Any four of the following may be taken up]

1. Plot sun chart and locate the sun at your location for a given time of the day.
2. Analyse shadow effect on incident solar radiation and find out contributors.
3. Connect solar panels in series & parallel and measure voltage and current.
4. Measure intensity of solar radiation using Pyranometer and radiometers.
5. Construct a solar lantern using Solar PV panel (15W)
6. Assemble solar cooker
7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power
8. Assignments/Model Exam.

Reference Books:

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
2. Solar Energy- Fundamentals, design, modeling& applications, G.N. Tiwari, Narosa Pub., 2005.
3. Solar Energy-Principles of thermal energy collection & storage, S.P. Sukhatme, Tata Mc-Graw Hill Publishers,1999.
4. Solar Photovoltaics- Fundamentals, technologies and applications, Chetan Singh Solanki, PHI Learning Pvt. Ltd.,
5. Science and Technology of Photovoltaics, P. Jayarama Reddy, BS Publications, 2004.



AGRICULTURAL MARKETING

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Agricultural Marketing	30	2	2	50 Marks

Learning Outcomes:

By the successful completion of this course, the student will be able to;

- Know the kinds of agricultural products and their movement
- Understand the types, structure and functioning of agricultural marketing system
- Comprehend related skills and apply them in sample situations
- Extend this knowledge and skills to their production/consumption environment

Unit- I:

(06hrs)

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II:

(09hrs)

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III:

(10hrs)

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities:

(05hrs)

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. S.S.Acharya & N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.



UG- SKILL DEVELOPMENT COURSE
ADVERTISING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Advertising	30	2	2	50 Marks

Learning Outcomes:

After Successful completion of this course, the students are able to;

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

UNIT I:

(06hrs)

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II:

(10 hrs)

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III:

(10hrs)

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities:

(04 hrs)

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Bhatia, K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising



UG- SKILL DEVELOPMENT COURSE

DAIRY TECHNOLOGY

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Dairy Technology	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- Understand the pre-requisites for starting a Dairy farm
- Recognize different breeds of Cows & buffaloes following safety precautions.
- Prepare and give recommended feed and water for livestock
- Maintain health of livestock along with productivity
- Vaccination of cattle, nutrients requirements
- Entrepreneurship i.e., Effectively market dairy products
- Ensure safe and clean dairy farm and Standard safety measures to be taken Efficiently start and manage to establish or develop a Dairy Industry

Unit- I (Introduction and Establishment of a Dairy Farm): (05 Hrs)

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMPI) (1hr)
- 1.2 Constraints of Present Dairy Farming and Future Scope of Dairy Farmer. (1 hr)
- 1.3 Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm. (2 hrs)

Unit - II (Livestock Identification and Management): (13 Hrs)

- 2.1 Breeds of Dairy Cattle and Buffaloes – Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)
- 2.2 Systems of inbreeding and crossbreeding. (2 hrs)
- 2.3 Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)
- 2.4 Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks.(3 hrs)

Unit- III (Feed Management, Dairy Management, Cleaning and Sanitation): (8 Hrs)

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing (2 hrs)
- 3.2 Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh – Methods of Collection and Storage of Milk–Labelling and Storage of milk products (4 hrs)
- 3.3 Cleaning and sanitation of dairy farm – Safety precautions to prevent accidents in an industry. (2 hrs)

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion & SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation

Reference books:

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Principles and practices of Dairy Farm –Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Processing – Ananthakrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edition
9. Economics of Milk Production – Bharati Pratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>



UG- SKILL DEVELOPMENT COURSE
PERFORMING ARTS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Performing Arts	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, the student will be able to:

- Acquire the basic knowledge in performing arts
- Understand the modern stage and performance on the stage
- Comprehend and improve the skills related to performing arts on the stage
- Understand various Telugu folk arts and their significance
- Know the modes of presentation and skills pertaining to folk arts.

Unit-I: Introduction to performing Arts

(06 Hrs)

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

Unit-II: Performing Arts – Stage Arts

(10 Hrs)

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas. Stage performance; Dramatic Actor and its definition; Actor-characteristics, Functions and Responsibilities. Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary, Dress code, Make-up, lighting & Stage Direction.

Unit-III: Performing Arts – Forms

(10 Hrs)

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand Pulivesham.

Co-curricular Activities Suggested:

(4 hrs)

1. Collection of information on modern stage plays, natakasamajams and audio visual material.
2. Providing training classes/inviting lectures with the help of local artists
3. Visit to a real time performing folk arts, if possible.
4. Mock experience classes of Stage plays and Folk arts.
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu Naataka Vilaasam – Dr.P.S.Rappa Rao
4. Telugu Jaanapada Vignanam – Prof. Tangirala Venkata Subba Rao
5. Jaanapada Vignandhyayanam – Prof. G.S. Mohan
6. Naatya Sasthramu (Visleshanathmaka Adhyayanam) – Dr.P.S.Rappa Rao
7. Sahithya Silpa Sameeksha – Prof. Pingali Lakshmi Kantham
8. Nurella Telugu Nataka Rangam – Prof. Modali Nagabhushana Sarma
9. Websites on Performing Arts.



BBA	Semester: II	Credits: 4
Course: 2A	ACCOUNTING FOR MANAGERS	Hrs/Wk: 5

SEMESTER II ACCOUNTING FOR MANAGERS

Type of Course:

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

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 (problems). 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 unfavourable 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 adjustments (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.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustabh Sontake – 1st Edition – Himalaya Publishing House



BBA	Semester: II	Credits: 4
Course: 2B	FUNDAMENTALS OF MARKETING	Hrs/Wk: 5

SEMESTER II FUNDAMENTALS OF MARKETING

To study & critically analyse the basic concepts in marketing & to cater the needs of marketing industries

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments -Basis for market segmentation for consumer and industrial market and requirement of effective segments.

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

Unit-III: Pricing: Setting the price, pricing process, pricing methods, Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

Unit-V: Promotion mix Advertisement: - Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process..

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Fraim.



BBA	Semester: II	Credits: 4
Course: 2C	E-COMMERCE	Hrs/Wk: 5

Semester-II E-Commerce

Unit-I:

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

Unit-II:

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

Unit-III:

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

Unit-IV:

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

Unit-V:

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

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effrain Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce. A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi, 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester -III	Credits: 03
Course - 3	A Course In Conversational Skills	Hrs/Week: 04

Learning Outcomes

By the end of the course the learner will be able to :

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

UNIT I:

Speech : 1. Tryst with Destiny Jawaharlal Nehru

Skills : 2. Greetings
: 3. Introductions

UNIT II:

Speech : 1. Yes, We Can Barack Obama

Interview : 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India
Knowledge at Wharton

Skills : 3. Requests

UNIT III:

Interview : 1. Nelson Mandela's Interview With Larry King

Skills : 2. Asking and Giving Information
: 3. Agreeing and Disagreeing

UNIT IV:

Interview : 1. JRD Tata's Interview With T.N.Ninan

Skills : 2. Dialogue Building
: 3. Giving Instructions/Directions

UNIT V:

1. **Speech** : 1. You've Got to Find What You Love Steve Jobs

Skills : 2. Debates
: 3. Descriptions
: 4. Role Play



పాఠ్య ప్రణాళిక

యూనిట్-1: వ్యక్తీకరణ నైపుణ్యాలు

1. భాష-ప్రాథమికాంశాలు: భాష-నిర్వచనం, లక్షణాలు, ఆవశ్యకత, ప్రయోజనాలు
2. వర్ణం-పదం-వాక్యం', వాక్య లక్షణాలు, సామాన్య-సంయుక్త-సంక్లిష్టవాక్యాలు
3. భాషా నిర్మాణంలో 'వర్ణం-పదం-వాక్యం' ప్రాధాన్యత

యూనిట్-II సృజనాత్మక రచన

4. కవితా రచన : ఉత్తమ కవిత - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం-లక్షణాలు

యూనిట్-III: అనువాద రచన

7. అనువాదం-నిర్వచనం, అనువాద పద్ధతులు,
8. అనువాద సమస్యలు-భౌగోళిక,భాషా,సాంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసము : ఆంగ్లం నుండి తెలుగుకు,తెలుగు నుండి ఆంగ్లానికి ఒక పేరాను అనువదించడం

యూనిట్ IV మాధ్యమాలకు రచన-1 (ముద్రణామాధ్యమం/ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం (అచ్చుమాధ్యమం) : పరిచయం, పరిధి, వికాసం
11. వివిధ రకాల పత్రికలు-పరిశీలన, పత్రికాభాష, శైలి, వైవిధ్యం
12. పత్రికా రచన : వార్తా రచన, సంపాదకీయాలు, సమీక్షలు-అవగాహన

యూనిట్ V మాధ్యమాలకు రచన-2 (ప్రసార మాధ్యమం/ఎలక్ట్రానిక్ మీడియా)

13. ప్రసారమాధ్యమాలు : నిర్వచనం, రకాలు, విస్తృతి, ప్రయోజనాలు
14. శ్రవణ మాధ్యమాలు - రచన: రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం
15. దృశ్యమాధ్యమాలు - రచన: వ్యాఖ్యానం (యాంకరింగ్), టెలివిజన్ రచన



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f:2020-21 A.Y)

UG(General HINDI)	Semester III	Credits:03
Course : 3	Old and Modern Poetry, History of Hindi Literature ,Essays (Translation and Functional Hindi)	Hrs/Weeks:04

Unit 1

1. काव्यदीप (Ancient and Modern Poetry) (सं.बी.राधाकृष्णमूर्ति)

साखी...1-10 दोहे

सूरदास...बाल वर्णन

मातृभूमि...मैथिलीशरण गुप्त

तोडती पत्थर...सूर्यकांत त्रिपाठी निराला

भारतमाता...सुमित्रानंदन पंत

Unit 2

2. हिंदी साहित्य का इतिहास (History of Hindi Literature) (डा. बाबू गुलाबराय)

हिंदी साहित्य का काल विभाजन (डा. रामचन्द्र शुक्ल)

भक्तिकाल की विशेषताएँ

ज्ञानाश्रयी शाखा ... कबीर

प्रेमाश्रयी शाखा ... जायसी

Unit 3

3. निबंध (General Essays)

1.समाचार पत्र

2.बेकारी समस्या

3.पर्यावरण और प्रदूषण

4. साहित्य और समाज

Unit 4

4. अनुवाद (Translation) अंग्रेजी से हिंदी (Five Simple Sentences)

Unit 5

5. प्रयोजनमूलक हिंदी (Functional Hindi)

राष्ट्रभाषा, राजभाषा, संपर्क भाषा

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ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - III	Credits:03
Course: 3	Drama, Upanishad, Alankara and History of Literature.	Hrs/Weeks:04

UNIT – I : OLD DRAMA

- 1."Madhyamavyayogaha". Bhasa Natakachakram.
krishadas academy, Varanasi 1998.

UNIT – II :MODERN DRAMA

- "Sankalpabalam" by Prof.G.S.R.Krishna Murthy,
Published by Semushi, R.S.Vidyapeetam, Tirupati-2019.

UNIT – III :UPANISHAD

- 1."Sishyanusasanam" – Sikshavalli of Taittireeyopanishad.
2. "Sraddatrayavibhagayoga",
17th Chapter, Bhagavadgita, Geetapress, Gorakhpur.

UNIT - IV : 1. ALANKARAS:

1. Upama 2. Ananvaya 3. Utpreksha 4. Deepakam
5. Aprastutaprasamsa 6.Drushtanta 7. Prateepa.

2.HISTORY OF SANSKRIT LITERATURE

- 1.Panini 2.Kautilya 3.Bharatamuni 4. Bharavi 5.Magha
- 6.Bhavabhuti 7. Sankaracharya, 8.Jagannatha. 9. Dandi.

UNIT – V : HALANTA SABDAS

- 1.Jalamuch 2.Vaach 3.Marut 4.Bhagavat 5.Bhavat
- 6.Pachats 7. Naman 8.Rajan 9.Gunin 10.Vidwas 11. Manas.



Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Life skill course	Environmental Education(EE)	30	2	2	50 Marks

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

Learning outcomes: On completion of this course the students will be able to

- Understand the nature, components of an ecosystem and that humans are an integral part of nature.
- Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
- Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
- Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
- Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit 1: Environment and Natural Resources:

(06hrs)

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: genetic, species and ecosystem diversity.

Unit-2: Environmental degradation and impacts:

(10hrs)

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.
7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit 3: Conservation of Environment:

(10hrs)

Concept of sustainability and sustainable development with judicious use of land, water and forest resources; a forestation.

1. Control measures for various types of pollution; use of renewable and alternate sources of energy.
2. Solid waste management: Control measures of urban and industrial waste.
3. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
4. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
5. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.



Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book:

- ¹ Erach Barucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
- ² Purnima Smarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books:

1. Odum, E.P., Odum, H.T. & Andrews, J. (1971) *Fundamentals of Ecology*. Philadelphia: Saunders.
2. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. (2011). *Environmental and Pollution Science*. Academic Press.
3. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) *Environment. 8th edition*. John Wiley & Sons.
4. Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
5. Sengupta, R. (2003) *Ecology and economics: An approach to sustainable development*. OUP.
6. Wilson, E. O. (2006) *The Creation: An appeal to save life on earth*. New York: Norton.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) *Principles of Conservation Biology*. Sunderland: Sinauer Associates.



UG- LIFE SKILL COURSE
PERSONALITY ENHANCEMENT AND LEADERSHIP (PDL)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam(2 Hrs)
III	Life skill course	Personality enhancement and leadership(PDL)	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit – I:

(7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II:

(8 hrs)

Assessment of Personality - Projective& Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:

(10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Co-curricular Activities Suggested:

(05 hrs)

- Assignments, Group discussions, Quiz etc
- Invited Lecture by a local expert
- Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

1. Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
2. Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
3. Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
4. Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998



UG- LIFE SKILL COURSE
ANALYTICAL SKILLS(AS)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Life skill course	Analytical skills(AS)	30	2	2	50 Marks

Course Objective: Intended to inculcate quantitative analytical skills and reasoning as an inherent ability in students.

Course Outcomes:

After successful completion of this course, the student will be able to;

- Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
- Acquire competency in the use of verbal reasoning.
- Apply the skills and competencies acquired in the related areas
- Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.

UNIT – 1: (10 Hrs)

Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF).

Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2: (10 Hrs)

Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance–speed.

Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

UNIT – 3: (07 Hrs)

Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Recommended Co-Curricular Activities (03 Hrs)

Surprise tests / Viva-Voice / Problem solving/Group discussion.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books:

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.



UG- SKILL DEVELOPMENT COURSE
DISASTER MANAGEMENT
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Disaster Management	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, the students are able to;

- Understand the nature, cause and effects of disasters
- Comprehend the importance of Disaster Management and the need of awareness
- Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
- Volunteer in pre and post disaster management service activities

UNIT-I:

(06 hrs)

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

UNIT-II:

(09hrs)

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.- Use of technology -Role of Citizens and Youth in the prevention.

UNIT-III:

(09 hrs)

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies

Suggested co curriculum Activities:

(06 hrs)

1. Invite lectures by local experts
2. Training on preparedness, post disaster services
3. Analysis of Case studies
4. Visit to a disaster management office and facility
5. Assignments, Group discussion, quiz etc.

Reference books:

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K.W.Publishers
2. GOI - UNDP Disaster Management Guidelines
3. J.P.Singhal - Disaster Management - Laxmi Publications
4. www. ndma. gov.in
5. Wikipedia and other websites on Disaster management.



UG- SKILL DEVELOPMENT COURSE

ONLINE BUSINESS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Online Business	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- Understand the online business and its advantages and disadvantages
- Recognize new channels of marketing, their scope and steps involved
- Analyze the procurement, payment process, security and shipping in online business
- Create new marketing tools for online business
- Define search engine, payment gateways and SEO techniques.

Unit-I:

(06 Hrs)

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business-Challenges-Differences between off-line business, e-commerce and Online Business.

Unit-II:

(10 Hrs)

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Unit-III:

(10 Hrs)

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested:

(4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.



UG- SKILL DEVELOPMENT COURSE

POULTRY FARMING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Poultry Farming	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

Unit I (Introduction to Poultry Farming): (10Hrs)

- 1.1 General introduction to poultry farming -Definition of Poultry; Past and present scenario of poultry industry in India.
- 1.2 Principles of poultry housing. Poultry houses. Systems of poultry farming.
- 1.3 Management of chicks, growers and layers. Management of Broilers.
- 1.4 Preparation of project report for banking and insurance

Unit II (Feed and Livestock Health Management): (10 Hrs):

- 2.1 Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding.
- 2.2 Poultry diseases – viral, bacterial, fungal and parasitic(two each); symptoms, control and management; Vaccination programme.

Unit III (Harvesting of Eggs and Sanitation): (10 Hrs)

- 3.1 Selection, care and handling of hatching eggs. Egg testing. Methods of hatching.
- 3.2 Brooding and rearing. Sexing of chicks.
- 3.3 Farm and Water Hygiene, Recycling of poultry waste.

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion & SWOT analysis
2. Visit to a poultry farm
3. Invited Lectures by Concerned officers of government or private farms
4. Cheap and Healthy Feed preparation by students based on government standards
5. Market study and Survey (Monitoring of daily price hike in poultry market and analysis)
6. Online Swayam Moocs course on poultry farming (see reference 9 below)

Reference books:

1. Sreenivasaiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"
3. Hurd M. Louis, 2003. Modern Poultry Farming. 1st Edition. International Book Distributing Company, Lucknow.
4. Life and General Insurance Management
5. Financial services, Tata McGraw hill
6. <http://www.asci-india.com/BooksPDF/Small%20Poultry%20Farmer.pdf>
7. https://nsdcindia.org/sites/default/files/MC_AGR-Q4306_Small-poultry-farmer-.pdf
8. <http://ecoursesonline.iasri.res.in/course/view.php?id=335>
9. https://swayam.gov.in/nd2_nou19_ag09/preview



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UG- SKILL DEVELOPMENT COURSE
FINANCIAL MARKETS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Financial Markets	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, the students will be able to;

- Acquire knowledge of financial terms
- Know the concepts relating to and markets and different avenues of investment
- Understand the career skills related to Stock Exchanges
- Comprehend the personal financial planning and money market skills

UNIT-I:

(06hrs)

Indian Financial System- its components - Financial markets and institutions

UNIT-II:

(10hrs)

Capital Market - its function - organizations - elements - (shares, debentures, bonds, mutual funds) debt market - Equity market (SEBI) and secondary market (NSE)

UNIT-III:

(10hrs)

Money market - Organized - Unorganized - Sub market (call money, commercial bills, Treasury bill, Certificate of Deposit, Commercial papers)

Co-curricular activities:

(04 hrs)

1. Collection and study of pamphlets, application forms etc.
2. Invited lectures on the field topics by local experts
3. Introducing Online classes from NSE
4. Field visit to mutual fund offices/share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc.

Reference books:

1. T.R. Jain R.L.Sarma - Indian Financial System- VK Global publisher
2. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishing house
3. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
4. Websites on Indian Financial markets.



BBA	Semester: III	Credits: 4
Course: 3A	ORGANIZATIONAL BEHAVIOUR	Hrs/Wk: 5

B.B.A Semester – III

ORGANIZATIONAL BEHAVIOUR

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

Unit 3

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving

Unit 4: 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 5 :THE ORGANISATION

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

Suggested Reading:

Organizational Behavior – Stephen P. Robbins, Timothy A.Judge, SeemaSanghi

Organisational Behaviour – L. M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstrom

Management &Organisational Behaviour – Laurie J Mullins



BBA	Semester: III	Credits: 4
Course: 3B	HUMAN RESOURCE MANAGEMENT	Hrs/Wk: 5

B.B.A Semester – III

HUMAN RESOURCE MANAGEMENT

Objectives:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

UNIT I

Introduction: History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management vs. HRM.

Case study: Conceptualize and get sacked

UNIT II

Acquisition of Human Resources: Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning.

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification.

Recruitment: Introduction to recruitment, Factors governing Recruitment, Process & Sources of recruitment

Selection: Meaning of Selection, Steps in selection process, Selection Tests & Interviews

Placement, Induction & Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion Policy

Case Study: A tale of Twists and Turns

UNIT III

Training: Concept and importance of training; types of training; methods of training; designing of a training programme; evaluation of training effectiveness

Executive Development: Concept, process and techniques.

Career planning and development: Concept, objectives and process.

Case Study: Vishal Fast Foods Private Ltd.

Unit IV

Job evaluation: Concept & Essentials of Job Evaluation, Methods of Job evaluation.

Performance Appraisal: Concept, importance, process of performance Appraisal, methods of Performance Appraisal, Job evaluation Vs. Performance Appraisal.

Compensation: Introduction to Compensation Management, Objectives & Components of Compensation.

Case Study: Should Job Evaluation plan be specific or General



Unit V

International Dimensions of Human Resource Management: Introduction to International Human Resource Management, understanding role of cultural in International Management Practice; HRM Practices as a cultural variable, International HRM on Productivity, Quality of Work Life and Bottom Line

Text Books:

Chhabra, T. N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
Dr. Gupta, C. B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.

Reference Books:

Flippo, Edwin B., Personnel Management, Tata McGraw Hill.

Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.

Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata

McGraw Hill Publishing Company, New Delhi, 2003

Dessler, Gary; Human Resource Management; Prentice Hall.

D'Ceazo, David A & Stephen P.Robbin, Personnel Human Resource Management, Prentice Hall of India.

Beardwell, Ian & Len Holden, Human Resource Management, Macmillan, Delhi.



BBA	Semester: III	Credits: 4
Course: 3C	FINANCIAL MANAGEMENT	Hrs/Wk: 5

B.B.A SEMESTER – III FINANCIAL MANAGEMENT

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Unit-I: Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; 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; 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 aspects of dividend.

SUGGESTED READINGS

- Home, James Van Financial Management & Policy
- SolomanEzreThe Theory of Financial Management
- Hunt William and Donaldson Basic Business Finance ,
- Kuchal, S.C. Financial Management
- Bradley Fundamentals of Corporation Finance
- Pandey, I.M. Financial Management
- Fred, Weston J. The Scope & Methodology of Finance
- Weston & Brigham Essentials of Management Finance



BBA	Semester: IV	Credits: 4
Course:4A	TRAINING AND DEVELOPMENT	Hrs/Wk: 5

B.B.A -SEMESTER – IV TRAINING AND DEVELOPMENT

Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II:

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

Unit III:

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.
- No index entries found 2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher



BBA	Semester: IV	Credits: 4
Course: 4B	BUSINESS LAWS	Hrs/Wk: 5

**B.B.A -SEMESTER – IV
BUSINESS LAW**

Unit-I:

Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contracts, and remedies

Unit-II

Companies Act – definition of company, kinds of company, Memorandum of Association, Articles of association, prospectus, meetings and resolutions

Unit-III

Factories act 1948 definition of factory provisions of health, safety, welfare

Unit-IV

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V:

The essential Commodity Act, The Consumer Protection Act, 1986. District forum, state commission, national commission, Consumer councils.

References:

1. Indian Contract Act – by 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.



BBA	Semester: IV	Credits: 4
Course: 4C	Micro, Small & Medium Enterprises Management	Hrs/Wk: 5

B.B.A -SEMESTER – IV
MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II:

Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III:

Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV:

Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness - Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V

Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi, 1999.¹



BBA	Semester: IV	Credits: 4
Course: 4D	INTERNATIONAL BUSINESS	Hrs/Wk: 5

B.B.A -SEMESTER – IV INTERNATIONAL BUSINESS

Unit-I

Introduction – Need - - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade /international trade

Unit-II

Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, spot-future forward and option market.

Unit-III

Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.

Unit-IV

WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

Unit-V

Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, recent Exim policy

References:

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.



BBA	Semester: IV	Credits: 4
Course: 4E	COST & MANAGEMENT ACCOUNTING	Hrs/Wk: 5

B.B.A -SEMESTER – IV

COST & MANAGEMENT ACCOUNTING

Unit-I:Introduction:Management accounting- nature -scope-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 Methods of pricing issues FIFO, LIFO, Weighted average, (including problems). Labour: Control of labor 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-commonsize 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- differences between marginal costing and absorption costing – marginal cost equation- contribution- p/v ratio- margin of safety-BEP Analysis – (including problems).

Reference Books

Cost & Management Accounting : Kishore, R. M. 4th ed Taxman Allied Service

Principles & Practice Of Cost Accounting : Blattacharyya, A. K. 3rd ed PHI

Management & Cost Accounting: Drury, Colin 6th ed Thompson Books

Cost Accounting: Managerial Emphasis: Horngren C. T/ Datar, S. M/ Foster, G. 12th ed Pearson



BBA	Semester: IV	Credits: 4
Course: 4F	FINANCIAL SERVICES	Hrs/Wk: 5

Unit-I:

Financial Services: Public Issue –Prospectus-Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II:

Factoring and Forfeiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India.

Unit-III:

Leasing: Lease Evaluation, Types of Lease, Structuring and Finding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV:

Credit Cards-Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V:

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

References:

- 1.Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
- 2.Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, Mumbai.
- 3.Siddiah, T., Financial Services, Pearson
- 4.TripathyNaliniPrava, 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.



BBA	Semester: V	Credits: 3
Course: 5A	TALENT MANAGEMENT (HR)	Hrs/Wk: 4

Unit-I:

Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II:

Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies -methods of data collection for mapping - Developing competency models from raw data- data recording, analysing the data, content analysis of verbal expression, validating the competency models.

Unit-III:

Performance management and employee development: Personal Development plans, 360degreefeed back as a developmental tool, performance management & reward systems; performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV:

Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey.

Unit-V:

Succession planning: Identifying managerial positions which are critical for the business -Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

References:

1. Competence at work - Lyle M. Spencer, Signie M. Spencer, John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IHRM, 2010.
3. Performance Management - Hernan Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.



BBA	Semester: V	Credits: 3
Course: 5B	Global Human Resource Management (HR)	Hrs/Wk: 4

B.B.A -SEMESTER – V
GLOBAL HUMAN RESOURCE MANAGEMENT

Unit-I:

Introduction to IHRM: Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM, Organizational Processes in IHRM, Challenges of International Human Resource Management.

Unit-II:

Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection.

Unit-III:

Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-IV:

Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V:

International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, compensation practices across the countries, social security systems across the countries, global compensation: emerging issues.

References:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise F. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.



BBA	Semester: V	Credits: 3
Course: 5C	EXPORT AND IMPORT (OM)	Hrs/Wk: 4

B.B.A -SEMESTER – V EXPORT AND IMPORT

Unit-I:

Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses Patent, Trade Mark, Copy Right Registrations Confidentiality and NDA.

Unit-II:

Export Sales Selling and Purchasing- Consignment - Leases Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms Export License Import License.

Unit-III:

Export Packaging - Preparation of pre-shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

Unit-IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export Isolated Sales Transactions.

Unit-V:

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export-oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

References:

- 1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
- 3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.



BBA	Semester: V	Credits: 3
Course:5D	BRAND MANAGEMENT (MM)	Hrs/Wk: 4

Course Objectives :To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management

UNIT 1 :

Product Management — An Introduction , Corporate Strategy and Product Policy ,Product line Decisions , Product Life Cycle and Marketing Strategies.

Unit 2

New Product Development and the Techniques of Idea Generation and Screening ,Concept Development and Testing ,Test Marketing ,Launching and Tracking New Product Programmes .

UNIT 3

Organising for New Products ,Introduction to Brand Management and Crafting of Brand Elements , Consumer Brand Knowledge ,Brand Identity, Personality and Brand Associations

Unit 4

Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand Equity

Unit 5

Leveraging Brand Equity , Measurement of Brand Equity

References

Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition by : *John Michael Morgan*

Marketing Management by Philip Kotler and Kevin Lane Keller



BBA	Semester: V	Credits: 3
Course: 5E	FOREIGN EXCHANGE MANAGEMENT(FM)	Hrs/Wk: 4

B.B.A -Semester – V

Foreign Exchange Management

Unit-I:

Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

Unit-II: I

international financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

Unit-III:

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV:

Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

Unit-V:

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

References:

- 1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.
- 4) Sailaja, G., International Finance, Universities Press.
- 5) Jeff Madura, International Financial Management, Cengage, New Delhi.
- 6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.
- 7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.
- 8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.



BBA	Semester: V	Credits: 3
Course: 5F	E-PAYMENTS SYSTEM (FM)	Hrs/Wk: 4

B.B.A -Semester – V
e-Payments System

Unit-I:

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

Unit-II:

Automated Clearing and Settlement: Process of Real Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.

Unit-III:

e-Payment Security and Digital Signature: Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

Unit-IV:

Mobile Payments:Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges – Debit & Credit Cards – RU Pay Card – e-Challan.

Unit-V:

Electronic Invoice and Payment System:Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers -Reconciliation through Bank -Invoice Paper elimination - Scan-based trading (SBT).

References:

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



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 16-A	Talent Management	Hrs/Wk:5

COURSE LEARNING OUTCOMES:

- 1) Illustrates the connections between factors identified, the strategy of the company and the talent management system
- 2) Develops talent management strategy for the organization chosen
- 3) Defends the talent management strategic plan for the organization chosen
- 4) Identify and acquire talent that meet organizational needs by sourcing the right candidate for the right role
- 5) Enhance performance of talent within the organization for development, retention and succession planning
- 6) Coach leaders within the organization to nurture talent and uplift capability within their work teams.

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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 17A	Leadership	Hrs/Wk:5

COURSE LEARNING OUTCOMES

- 1) Recognize the implications of leadership style and its impact on team and organization performance
- 2) Identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building
- 3) Receive and integrate feedback on decision-making practices, conflict resolution skills, and teamwork behaviours with the support of a team-based coach.
- 4) Evaluate your leadership capacity using an action learning approach to development.
- 5) Have increased knowledge and skills to design and change work organisation, to contribute to working environments in which everyone is able to contribute to organisational learning and success.
- 6) Have strengthened his/her 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 Major Coursework and Issues in Organizational Leadership, Defining an Organization, Defining Leadership, Organizational Leadership, Differences between leadership and management in organizations.

UNIT-2 Leadership Theories

Theories of Leadership, Leadership Traits, Leadership Skills, Leadership Styles, Levels of Analysis of Leadership Theory – Leadership Traits and Ethics:

UNIT-3 Leadership Behavior and Motivation

Leadership Behavior and Styles, Process Theories: Reinforcement Theory, Contingency Leadership Theories and Models, normative leadership theory, and Leadership Substitute

UNIT-4 Leading with Effective Communication

Communication Process, Barriers to Effective Communication, Active Listening, Nonverbal and Body Language, Ethical Communication

UNIT-5 Leading High Performance Teams:

Difference Between “Group” and “Team”, Stages of Team Development, Leading, Empowering, Following. Resolving Conflict and Negotiation: Levels of Conflict, Conflict Resolution



REFERENCE TEXT BOOKS:

1. Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.
2. 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.
3. 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.
4. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and Development Journal, 23 (5), 26-34.
5. Katz, R. L. (1955). Skills of an effective administrator. Harvard Business review, 33 (1), 33-42.
6. Kirkpatrick, S. & Locke, E. (1991). Leadership: Do traits matter? Academy of Management Executive, May, 48-60.
7. Kotter, J. P.(1990). Force for change: How leadership differs from management. New York: The Free Press.
8. Likert, R. (1967). New patterns of management. New York: McGraw-Hill.
9. 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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 18-A	Stress Management	Hrs/Wk:5

COURSE LEARNING OUTCOMES

- 1) Describe the relationship between stress, human health, behaviours, and perceptions
- 2) Recognize signs and symptoms of stress.
- 3) Summarize the physiological response to stress and how it impacts human health.
- 4) Identify stressors and possible root causes using health models.
- 5) Evaluate the effectiveness of stress management strategies and relaxation techniques on a personal level.

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

UNIT-I

Introduction to Stress: Nature, Meaning–Symptoms –Work Related Stress –Individual Stress –Reducing Stress –Sources of Stress –Consequence of Stress Burnout –Symptoms of Burnout –Stress Vs Burnout-Model of Stress-Strategies for Coping Stress (individual and Organizational strategies)

UNIT-II

Frustration, Meaning of Frustration, Causes of Frustration, Some General Frustration of Our Culture, Conflict, Meaning of Conflict, Types of Conflict, General Conflict of Our Society, Pressure, Meaning of Pressure, Causes of Pressure, General Pressure of Our Society.

UNIT -III

Stress Framework-Sources of Managerial Stress, Stress and Thought Processes - Learning, Stress and Personality - Behavioral and Situational Modifiers, Stress and Motivation, Managerial Implications of Stress-Leadership Styles in Stressful and Non-Stressful Situations, Decision Making under Stress.

UNIT-IV

Stress-related Disorders and Treatment Methods: Cardiovascular, Gastrointestinal and – Convulsion, Pain and hypochondriacs, Eating disorders–Anorexia nervosa, Bulimia Nervosa, obesity Substance use related disorder.

UNIT-V

Stress Management Techniques: Coping with Resources and Processes —Assertiveness Training, Stress and Social Support, Group Processes and Changing Values for Understanding and Coping with Stress, Behavioral techniques for stress control, Behavioral Assignments, Risk taking, Shame Attaching, Relaxation techniques, Techniques of Relaxation, Yoga, Vipasyana.



Reference Text Books:

1. Patel ,M.K. and Other Authors, (2006), 1stEd.“ Stress, Emotions, Coping and Health”, Saurashtra University, Rajkot .
2. Patel ,S.T.andOther Authors, (1992), 1stEd.“ Psychology and Effective Behaviour”,Liberty Publication , Ahmedabad.
3. Shah ,K.N.(2001), 1stEd.“ Psychology and Effective Behaviour”,University Book Production Bord, Ahmedabad.
4. Shah, D. R.and Other Authors, (2008 -9). 5thEd, “ Psychology and Effective Behaviour”, C. Jamnadas Co. Ahmedabad.
5. Jerrold Greenberg: Comprehensive Stress Management, McGraw-Hill
6. V. J. Sutherland & C. L. Cooper: Strategic Stress Management: An Organizational Approach, Macmillan Business.
7. Emma Short: Strategic Stress Management: An Organizational Approach, Emerald Group Publishing Limited.
8. Carol Turkington: Stress Management for Busy People: McGraw-Hill
9. J. Cranwell, Ward & A. Abbey: Organizational Stress, Palgrave Macmillan

CURRICULAR ACTIVITIES

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

A. FOR TEACHERS

- Ask students to visit different business organizations in their locality or region to identify the factors causing stress to employees/ workers.
- Ask students to analyze various coping mechanism practiced by different business organizations and develop innovative coping mechanisms.

B. FOR STUDENTS

- Students are formed into groups (6-8) to develop case study on stress management
- Mechanism followed in their region.
- Invite students to share their favorite stress management activities.
- List out any stress-relievers and discuss in the class.

C. Suggested co -curricular activities

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



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:19-A	Performance Management	Hrs/Wk:5

COURSE LEARNING OUTCOMES

- 1) Develop an understanding of the principles behind performance measurement and management. Develop a working knowledge of how to effectively apply performance assessment and
- 2) Management processes/techniques. Learn to improve program/project planning and accomplishment, facilitate effective decision
- 3) Making, assist budget formulation and justification, enhance transparency and accountability with stakeholders from goal-setting to performance reporting. Understand the different types of performance assessments and be able to select and
- 4) Implement the appropriate approach that best suits.
- 5) Apply techniques to improve performance of employees in business organisations.

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

UNIT- I Performance Management

Scope and Significance – Advantages of Performance Management – Organizational Structure – Impact of Organizational structure and Operational Problems Performance management process – Performance Planning – Performance Appraisal -Performance Mentoring – Performance Management Strategic Planning.

UNIT – II Planning performance:

Performance Appraisal – Employer and Employee perspective, performance appraisal versus performance management and merit rating. Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Developing an effective appraisal program. Issues in appraisal design.

UNIT III Performance Management and Employee Development:

Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

UNIT – IV Performance management:

Methods of Performance Appraisal, Pros and cons of 360 Degree Appraisal. Types of Appraisal Interviews and Conducting Appraisal Interviews. Barriers to effective appraisal and overcoming barriers to appraisal.



UNIT – V Improving performance:

Identifying sources of ineffective performance. Performance Diagnosis, factors that influence performance, legal issues in Performance Appraisal. Strategies to improve performance. Contemporary practices of PMT, Balanced Scorecard – HR Scorecard - Business Process Reengineering - McKinsey 7S framework - Lean Management - Quality management systems, Six-sigma practices, Quick Response Manufacturing.

Reference Text Books:

1. Bhattacharyya, Dipak Kumar (2011). Performance Management, Systems and Strategies, 1/e; New Delhi: Pearson
2. SoumendranarianBagchi, Performance Management, 2e, Cengage Learning 2013.
3. Herman Aguinis, Performance management, 3e, Pearson, 2014.
4. David A Decenzo, Stephen P Robbins, "Fundamentals of Human Resource Management", Wiley Publications.
5. Snell / Bohlander, "Human Resource Management", Thomson.
6. Luis R. Gomez Mejia, David B Balkin, Robert L. Cardy, "Managing Human Resources, PHIPvt. Ltd.
7. John W Newstrom, "Organizational Behaviour", Mc Graw Hill.
8. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.

CO-CURRICULAR ACTIVITIES

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

A. FOR TEACHERS

1. Laying foundation of performance management Cases with examples.
2. Developing students to strategically Exercise performance management methods.
3. Developing analysis of multiple Case/Workshop perspectives of performance Management

B. FOR STUDENTS

- Students must prepare a performance management plan and trail it in the class.
- Students to collect information from any organization regarding performance management of an employee.
- Students have to prepare questionnaire for conducting performance management survey
- Solve various case studies.

D. 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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 20-A	HR Analytics	Hrs/Wk:5

COURSE LEARNING OUTCOMES

- 1) Understand the role and use of human resource analytics in business organizations.
- 2) Apply different statistical tools for HR analytics.
- 3) Apply and examine issues related to diversity of human resources.
- 4) Identify and evaluate the best practices of HR analytics in business organizations.
- 5) Develop HR analytics to measure contribution.

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

UNIT I Introduction to Human Resource Analytics

Introduction to HR Analytics, People Analytics & Workforce Analytics, HR Analytics & the Organizational Structure, Types of Data, HR Analytics & HRBP, Understanding HR indicators, metrics and data, Frameworks for HR Analytics: LAMP Framework, Human Capital Management Framework.

Unit II Statistics for HRM

Statistical analysis for HR (regression analysis, measures of central tendency), Graphs, tables, spreadsheets, Excel Quantitative Techniques, Key Systems of Record for HR Data Software Tools Metrics, Benchmarks, and Other Indicators Using Excel for HR Analytics Excel Visualization Excel Analytic Techniques.

UNIT III Diversity Analysis

Equality, Diversity and Inclusion, Measuring Diversity and Inclusion, Testing the Impact of Diversity, Workforce Segmentation and Search for Critical Job Roles. Recruitment and Selection Analytics--Evaluating Reliability and Validity of Selection Models, Finding Out Selection bias. Predicting the Performance and Turnover. Performance Analysis-- Predicting Employee Performance, Training Requirements, Evaluating Training and Development.

Unit IV Benchmarking and best Practices

Staffing, supply and demand forecasting, Total compensation analyses, Performance Analytics, Attrition Analytics, Learning and Development Analytics, Diversity Analytics, Employee engagement analytics, Employee satisfaction analytics

Unit V Measuring HR Contribution

Developing HR Scorecard, Developing HR Analytics Unit: Analytics Culture, Analytics for decision making.



Reference Text Books:

1. Fitz-Enz, J., The New HR Analytics: Predicting the Economic Value of Your ompany's Human Capital Investments, American Management Association
2. Bassi, L., Carpenter, R., and McMurrer, D., HR Analytics Handbook, Reed Business
3. Prasad, B. V. S., and Sangeetha, K., HR Metrics: An Introduction, IUP
4. Becker, B.E., Huselid, M.A., Ulrich, D, The HR Scorecard: Linking People, Strategy and Performance, Harvard Business School Press

CO-CURRICULAR ACTIVITIES

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

A.FOR TEACHERS

- Ask students to solve case studies on HR ANALYTICS benefits into an organizational context.
- Visit organizations and find out the process of implementation of HR ANALYTICS at Workplace.
- Identify the important HR metrics used in manufacturing companies.
- Ask students to collect manpower data of your institute and prepare HR Dashboards.
- Collect the payroll detail from any Company and use HR Analytics Excel Visualization Excel.

B.FOR STUDENTS

- Group projects on the application of Analytics in selected areas of HR, Marketing and Finance domain
- Practice: HR Analytics for Cost Savings: Help Your Leadership Make a Decision
- Using Analytics to Find Relationships
- Excel Demonstration for Testing Linear Relationships
- Application of HR Analytics to Measure the Effectiveness of Training

C. Suggested co -curricular activities

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



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 21-A	HR Audit & Accounting	Hrs/Wk:5

COURSE LEARNING OUTCOMES

- 1) To understand the value of human resource in organisations
- 2) To understand the importance of Human Resource Accounting at National and international level
- 3) To familiarise with the Human Resource Accounting Practices in India
- 4) To familiarise the learners with the process and approaches of Human Resources Accounting and Audit
- 5) To understand the significance of Human Resource Auditing as a Tool of Human Resource Valuation

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

UNIT-I Human Resource Accounting:

An Overview of Human Resource Accounting – Meaning, need and Objectives of HR Accounting, Historical Development of Human Resource Accounting, Cost of Human Resource – Acquisition Cost, Training and Development Cost and Additional Cost, Benefits and Limitations of Human Resource Accounting, Reporting of Human Resource Accounting at National Levels, Disclosures at International Level

UNIT-II Methods and Human Resource Accounting Practices in India:

Methods of Human Resource Accounting: Cost of Production Approach – Concept Historical Cost Model – Meaning, Advantages and Limitations. Replacement Cost Model – Meaning, Advantages and Limitations. Opportunity Cost – Meaning, Advantages and Limitations Capitalized Earnings Approach – Concept Economic Value Model – Meaning, Advantages and Limitations. Capitalization of Salary – Meaning, Advantages and Limitations

UNIT-III Human Resource Audit: An Overview:

Human Resource Audit – Meaning, Features, Objectives -HR Audit, Benefits and Limitations of HR Audit, Need and Significance of HR Audit, Process of HR Audit, Approaches of HR Audit, Principles of Effective HR Auditing, Role of HR Auditor, Methods of Conducting HR Audit – Interview, Workshop, Observation, Questionnaire, Components of HR Audit, HR Audit and Workforce Issues: Workforce Communication and Employee Relations, Performance Management, Compensation System, Teambuilding System.

UNIT-IV HR Audit for Legal Compliance and Safe Business Practices:

Areas Covered by HR Audit – Pre-employment Requirements, Hiring Process, New-hire Orientation Process, Workplace Policies and Practices

UNIT-V HR Audit as Intervention:



Introduction, Effectiveness of Human Resource Development Audit as an Intervention● Human Resource Audit and Business Linkages● Human Resource Auditing as a Tool of Human Resource Valuation: Introduction, Rationale of Human Resource Valuation and Auditing, Valuation of Human Resources, Issues in Human Capital Measurement and Reporting.

Reference Text Books:

1. Caplan E. H. and Landekich, S., "Human Resource Accounting: Past, Present and Future".
2. Personnel / Human Resource Management (Text, Cases and Games): P.Subbarao & V.S.P. Rao.
3. Personnel / Human Resource Management: A.R. Sharma.
4. Personnel / Human Resource Management: David A. Decenzo, Stephen P. Robbins.
5. Theodore W. Schultz, "Investment in Human Capital", The American Review, Vol. I
6. HUMAN RESOURCE ACCOUNTING: ADVANCE IN CONCEPTS, METHODS AND APPLICATIONS (Hardcover), "Eric G. Flamholtz", Springer; 3 editions, ISBN: 0792382676
7. HUMAN RESOURCE ACCOUNTING: D. PrabakaraRao. Inter India Publication.
8. HUMAN RESOURCE ACCOUNTING: M. Saeed, D. K. Kulshrestha, Anmol Publication

CO-CURRICULAR ACTIVITIES

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

A.FOR TEACHERS

- Help students in preparation of balanced score card and discuss it in class with examples
- Observe and study HRIS Development Process of any organization
- Suggest various measures to improve the Human Resource Audit system followed in your organization

B.FOR STUDENTS

1. Assume that you are required to conduct a Human Resource Audit in your organization, to collect adequate information, prepare a suitable questionnaire covering all aspects of information.
2. Prepare a Checklist of key questions to be asked in regard to assessment of major Manpower concerns.
3. Prepare a draft report regarding the installation of Human Resource Accounting in your organization.

C. Suggested co -curricular activities

- Training of students by related experts
- Assignments on HR AUDIT techniques and tools
- Seminars, conferences, discussions by inviting concerned institutions
- Guest lectures.
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BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 16-B	Export And Import Management	Hrs/Wk:5

Learning Outcomes:

Upon successful completion of the course the student will be able to

1. Understand the significance of Export and Import Management and its role in Economy and as job careers
2. Acquire knowledge on Procedures of export and import
3. Involve in pre and post EXIM activities
4. Enhance their skills by practicing in 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. Dr.SwapnaPilai, Export and Import Procedure & documentation- Sahityabhawan Publications
4. 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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 17-B	Brand Management	Hrs/Wk:5

Learning Outcomes:

1. Understand the nuances of product and product concepts, and understand key principles of branding
3. Explain branding concepts and ideas in their own words
4. Understand and conduct the measurement of brand equity and brand performance
5. Formulate effective brand strategies for consumer and business goods and services.
6. Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.

Syllabus: Total 75hrs (Teaching 60, Training10, 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 Failures.



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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 18-B	Digital Marketing	Hrs/Wk:5

Learning Outcomes

Upon successful completion of the course students will be able to;

1. Analyze online Micro and Macro Environment
2. Design and create website
3. Discuss search engine marketing
4. Create blogs, videos, and share
- 5.

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

UNIT-I Introduction to Digital marketing:

Meaning – importance – traditional online marketing vs digital marketing –online market place analysis Micro Environment – Online Macro Environment - trends in digital marketing – competitive analysis.

UNIT - II Website Planning and Creation:

Web Site: meaning – objectives – components of website - website creation – incorporation of design and– adding content, installing and activating plugins.

UNIT-III Search Engine Optimization (SEO)

SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization – Role of Search Engine Operation- Google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions.

UNIT -IV Social Media Marketing:

Meaning of social media and Social Media Marketing – social Management tools-strategy and planning – social media network – Social Networking – video creation and sharing – use of different social media platforms - Content creation - Blogging – Guest Blogging.

UNIT-V Email marketing:

Meaning – Evolution of email – importance of email marketing – Development and Advancements in e mail marketing - email marketing platforms – creating and Tracking e-mailers–create forms – create opt-in lists – mapping industry trends and eliminating spam messages.



Reference Text Books:

1. Digital Marketing for Dummies by Ryan Deiss& Russ Henneberry, publisher John Wiley first edition 2020.
2. Youtility by JayBaer, Published by Gilda MediaL C Portfolio 2013,
3. Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013
4. New Rules of Marketing and PR byDavidMeermanScott. Wiley, 2017
5. Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley & Sons.
6. Digital Marketing 2020 by Danny Star, Independently Published, 2019
7. Web sources suggested by the concerned teacher and college librarian including reading material.

Co-Curricular Activities:

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

1. For Teachers:

Teacher shall train students (using actual field material) in classroom/field for not less than 10 hours in the skills in digital marketing viz., SEO, SEM, social media Marketing, content writing, e-mail marketing, web designing and development, Blogging, Google ad words.

2. Students:

Students shall individually undertake an online study on any aspect such as Analysis of local online Micro and Macro Environment and make a trend analysis of digital marketing, build a blog on any topic or subject of their interest, Develop website to market for (real/imaginary) product or service, Create video with product or service description to evoke customer attention.

2. Each student has to submit his/her observations as a handwritten Fieldwork/Project work Report not exceeding 10 pages in the given format to the 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. Organize short term training on Digital Marketing in collaboration with local or online skill providers.
2. Seminars/Conference/ Workshops on significant and emerging areas in Digital Marketing
3. Real time work experience with Digital marketing service providers.
4. Arrange for Interaction with Area Specific Experts.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 19-B	Retail Analytics	Hrs/Wk:5

Learning Objectives

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

1. Understand the basic functions involved in running a retail business, and the concepts and principles necessary for decision-making in a retail firm.
2. Analyse historical and current trends affecting retailing sector.
3. Understand the determinants and characteristics of consumer-level and market-level demand, and of pricing.
4. To learn the role of analytics in retail functions.
5. To apply descriptive, predictive and perspective analytics in retailing.
6. To endow students with computing skills in statistics, machine learning, and spatial analysis required to perform each topic.

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

UNIT-I Introduction to Retailing:

Introduction to retailing: Definition and Scope, Evolution of retailing, Benefits of retailing, retailing environment – Growing importance of retailing – Types of retail – Retail Channel and Formats –Trends in retailing industry,

UNIT-II Retail Management process:

Functions and Activities of Retailing – Strategic retail management process – Stores Location – Steps in choosing a retail location – Merchandise category its uses and Functionality in retail environment – Retail Assortment basics – Retail promotions and Pricing.

UNIT-III Retail Service and operations:

Services & Quality in Retailing – Factors constituting retailing the service – classification of service and quality – Implementation of service management – Elements & Components of Retail Operation –Managing Inventory & Display.

UNIT-IV Introduction to Retail Analytics:

Definition, importance, functions, types of analytics, Role and applications of analytics in retailing – In-store Analytics – Inventory and product assortment analytics – Customer analytics.

UNIT V Descriptive and Predictive Retail Analytics:

Descriptive analytics in understanding retail consumer behavior – Predictive analytics in understanding retail consumer purchase decision making – Diagnostic and Prescriptive analytics in service quality and service recovery.



References Text Books:

1. Analytics at Work by Thomas H. Davenport, Jeanne G.Harris and Robert Morison,Harvard Business Press, 2010.
2. Getting Started with Business Analytics: Insightful Decision – Making by DavidHardoon, GalitShmueli, Chapman & Hall/CRC, 2013.
3. Business Intelligence: A Managerial Approach by Efraim Turban, Ramesh Sharda,DursunDelen and Daid King, Pearson Publication, 2012.
4. Business Intelligence Making Decision through Data Analytics, Jerzy Surma, BusinessExpert Press, 2011.
5. Successful Business Intelligence: Secrets to Making BI a Killer App by Cindi Howson,Tata McGraw Hill Edition 2012. 6. R for Everyone: Advanced Analytics and Graphics,Jared Lander, Addison Wesley.

Co-Curricular Activities:

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

For teachers:

Discuss the following in the class room with industry examples

- Analysing Sales Patterns v Customer Data
- Market Basket Analysis:
- Channel Attribution Modeling
- RFM Modeling:
- Sentiment Analysis
- Customer Lifetime Value (CLV) Analysis
- Suggest students to review of any products Trend Identification to Drive the Pricing & Promotion Plan

For students:

Develop a written market entry retail plan for a new boutique that will open in a recently revitalized urban neighborhood:

Your plan should be based on the seven stages of the Strategic Retail Management Process:

1. Outline the retail mission
2. Conduct a SWOT analysis
3. Find the strategic opportunities in the marketplace
4. Assess the strategic opportunities in the marketplace
5. Create strategic objectives and assign resources
6. Create a retail mix to execute the strategic objectives
7. Assess the strategy's performance and course-correct as necessary.

C. Suggested co -curricular activities

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



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 20-B	Sales Promotion And Practice	Hrs/Wk:5

Learning Outcomes:

By the end of the course students are able to:

1. Analyze various sales promotion activities
2. Get exposed to new trends in sales Promotion
3. Understand the concepts of creativity in sales promotion
4. Enhance skills to motivate the salesperson to reach their targets
5. Develop the skills of designing of sales promotion events

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

UNIT-I

Introduction to Sales Promotion: Nature and Scope of Sales Promotion- Influencing Factors - Sales Promotion and Control - Strengths and Limitations of Sales Promotion – Sales Organization - Setting-up of Sales Organization - Types of Sales Organization.

UNIT-II

Sales Promotion and Product Life Cycle: Types of Sales Promotion – Consumer Oriented - Trade Oriented - Sales Oriented - Various Aspects -Sales Promotion methods in Different Product Life Cycle – Cross Promotion - Sales Executive Functions- Theories of Personal Selling - Surrogate Selling.

UNIT-III

Strategies and Promotion Campaign: Tools of Sales Promotion - Displays, Demonstration, Fashion Shows, Conventions - Conferences, Competitions –Steps in designingof Sales Promotion Campaign – Involvement of Salesmen and Dealers – Promotional Strategies - Ethical and Legal issues in Sales Promotion.

UNIT-IV

Salesmanship and Sales Operations: Types of Salesmen - Prospecting - Pre-approachand Approach - Selling Sequence - Sales budget, Sales territories, Sales Quota's - Point of Sale – Sales Contests - Coupons and Discounts - Free Offers - Showrooms and Exhibitions – Sales Manager Qualities and functions.

UNIT-V

Sales force Management and Designing: Recruitment and Selection - Training -Induction - Motivation of sales personnel - Compensation and Evaluation of Sales Personnel -Designing of Events for Enhancing Sales Promotion



Reference Text Books:

1. Don.E. Schultz - Sales Promotion Essentials- Mc Graw hill India
2. S.H.H Kazmi & Satish K Batra, Advertising and Sales Promotion- Excel Books
3. Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press
4. Dr.ShailaBootwalaDr.M.D. Lawrence and Sanjay R.Mali -Advertising and Sales Promotion- NiraliPrakashan
5. Advertising and Sales Promotion Paperback – S. H. H. Kazmi & Satish Batra

Co-Curricular Activities:

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

1. For teachers

Training of students by the teacher (using actual field material) for 10 hours in the classroom and field for not less than 10 hours on techniques in areas such as;

- Design special tools and techniques for sales promotion
- Planning of sales promotion and strategic planning for given product
- Report Writing on Success Stories of Sales promotion agencies
- Preparation of report on legal issues in sales promotion techniques.

2. For Student:

Students have to get individually training in the field the functional aspects of sales promotion, advertisement, strategic planning, sales promotion agencies and related legal issues, Students have to involve the sales promotion activities as practical training. Take up survey on sales promotional activities of existing products. Each student has to record his/her observations and prepare a handwritten Fieldwork/Project work Report, not exceeding 10 pages, and submit to teacher in the given format.

3) Max marks for Fieldwork/Project work Report: 10

4) Suggested Format for Fieldwork/Project work Report (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.

5. Unit tests (IE).

Suggested Co-Curricular Activities

Assignments, Class seminars, Case studies, Compilation of paper cuttings, Group Discussions, Debates, Quiz, Class exhibitions, Preparation of related videos, Invited lectures etc.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 21-B	E-Business	Hrs/Wk:5

Learning Outcomes:

By the completion of the course, the students are able to

1. Understand the mechanism of ecommerce
2. Equip specialization in website designing for e commerce
3. Enhance their skills in operational services of e commerce
4. Involve in activities of e commerce
5. Able to create awareness among the public on commerce activities

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

UNIT-I

Introduction, Nature and Scope Introduction- Definition –importance- Nature and scope of e-commerce-Advantages and limitations-Types of ecommerce – B2B, B2C, C2B, C2C,B2A,C2A- Framework e commerce

UNIT -II

Environmental and Technical support Aspects Technical Components- Internet and its component structure-Internet Vs Intranet, Vs Extranet and their differences-Website design-its structure-designing, developing and deploying the System

UNIT-III

Security and Legal Aspects Security environment –its preliminaries and precautions-protecting Web server with Firewalls Importance of Digital Signature –its components – Cyber Law-Relevant Provisions of IT Act2000.

UNIT-IV

Operational Services of e Commerce E retailing –features- E Services-Banking, Insurance, Travel, Auctions, Learning, Publication and Entertainment-Payment of utilities (Gas, Current Bill, Petrol Products)- On Line Shopping(Amazon, Flip kart, Snap deal etc.)

UNIT-V

E Payment System Types of e payment system- its features-Digital payments (Debit Card/Credit Cards, Internet Banking, Mobile wallets- Digital Apps (unified Payment Services-Phone Pay, Google Pay, HIM Etc.) Unstructured Supplementary Services Data (Bank Prepaid Card, Mobile banking)-



Reference Text Books:

1. Bharat Bhaskar, Electronic Commerce Framework, Technology and Application. McGraw Hill Education.
2. Bajaj, D.Nag, E Commerce, Tata McGraw Hill Publication
3. Whitely David, E-Commerce, McGraw Hill
4. TN Chhabra, E Commerce, Dhanapat Rai & Co
5. Dave Chaffey, E Business and E Commerce Management, Pearson Publication
6. Dr.Pratikumar Prajapati, Dr.M.Patel, E Commerce , Redshine Publication
7. Web resources suggested by the Teacher concerned and the College Librarian including reading material

Co-Curricular Activities (teacher participation: total 15 hours):

A. Mandatory

1. For Teachers:

Training of students by the teacher (using actual field material) in class room and field for a total of not less than 10 hours on the skills of listing out the local institutions who are involved in e commerce activities, Identifying the institutions and their experience in operational activities of e commerce, Case studies are to be analyzed of various problems raised at the time of e payment and operational activities of e commerce

2. For Students:

Students shall individually undertake field study by contact websitedesigners and studying various procedures adopted by the merchants and individuals and their experiences. Each student has to record and submit his/her observations in a handwritten Fieldwork/Project work Report not exceeding 10 pages to teacher in the given format.

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

4. Suggested Format for Fieldwork/Project work Report (not more than 10 pages): Titlepage, 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 volume of business operated through e-commerce, Case Studies of problems raised at the time of e commerce
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Conduct surveys on pros and cons of ecommerce
5. Invited lectures and presentations on related topics by field experts.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 16-C	Foreign Exchange Management	Hrs/Wk:5

Learning Outcomes

The student will be able to:

- 1) Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment;
- 2) Analyze alternative currency translation methods for settlement of goods;
- 3) 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;
- 4) Be able to identify operational difficulties in financing, and settling in foreign currency, and currency forecasting;
- 5) Evaluate the intercompany funds-flow mechanisms, cost and benefits, pertaining to all foreign sales and settlements;
- 6) Explain foreign exchange units in financial intermediaries;
- 7) Describe operational benefits of Electronic Data Interchange (EDI), Letters of Credit (LC) and other exchange mechanisms, in settling foreign accounts.

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

UNIT-I: Nature and scope of forex management:

Objectives, significance and scope of fore xmanagement, 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.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 17-C	E-Payment System	Hrs/Wk:5

Learning Outcomes:

1. Define key components and key players in the payment industry;
2. Describe, at a high level, the various payment channels, networks, and systems;
3. Describe the risks, mediations, and controls related to various payment types, payment channels, and systems;
4. Identify key principles based on exam guidelines;
5. 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



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 18-C	Income Tax Assessment Procedures And Practice	Hrs/Wk:5

Course Learning Outcomes

After successfully completing the course, the student shall be able to:

1. Understand the basic concepts in computation of tax liability under all heads of income of the individuals.
2. Analyze the clubbing provisions, aggregate income after set-off and carry forward of losses under the Income Tax Act.
3. Compute taxable income and tax liability of individuals and firms.
4. Acquire the ability to file online returns of income.
5. Acquire skills of TDS/TCS and online filing of Tax returns.

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

UNIT-I: Computation of Total Income and Tax Liability

Computation of Total Income and Tax Liability of Individuals- Firms and Companies - Procedure for Assessment including Problems in calculation of tax for firms& Companies

UNIT-II: Clubbing of Income-Set off of Losses

Meaning of clubbing of income– Different items come under the provisions of clubbing of Income Meaning of set-off of losses and carry-forward and set-off of losses – Types of set-off - Intra-setoff and Inter-set off

UNIT-III: Tax Payment- Penalties

Advance Payment of Tax - Persons liable to pay Advance Tax – Procedure for Computation of Advance Tax – Due Dates for the Payment of Advance Tax - Consequences of Non-payment of Advance Tax- Refund of tax, interest on refund – Appeals and Revisions

UNIT-IV: Returns Filing

Procedure for Assessment - Filing of Return – Prescribed Forms for filing of Returns – PAN & TAN - On-line filing of Returns- 26 AS - Traces.

UNIT-V: TDS & TCS and e-Filing

TDS-TCS- Provisions in brief relating to TDS/TCS- Schedule for deposit & Submission of Returns of TDS- Form-16 generation.

Reference Text Books:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian& Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra& Goyal, Sahitya Bhavan Publications, Agra.
4. E.A. Srinivas, Corporate Tax Planning, Tata McGraw Hill.
5. Vinod K. Sinhanian, Taxman's Direct Taxes Planning and Management.
6. Bhagawati Prasad, Direct Taxes Laws Practice, Vishwa Prakashan.
7. <https://incometaxindia.gov.in>
8. Web resources suggested by the Teacher concerned and the College Librarian including reading material



Co-Curricular Activities

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

1. For Teachers:

Training of students by the teacher (using actual field material) in classroom/field for not less than 10 hours on techniques in tax consultancy, Income Tax calculation and Tax filing. Tax filing in respect to individuals, firms and Corporate. Income Tax Portal for a selected Tax Payer. Each student has to be trained in using forms for filing of returns.

- a. Tax Calculation and preparation of Annexure w.r.t employees in the institutions and selected organizations (ref. unit-1)
- b. Working with Clubbing income and set of losses/carry forward losses for a given Company/organization (ref. unit-2)
- c. Working with CBDT website for Income Tax website for various provisions and Penalties (ref. unit-3)
- d. Working with Online tax portal for downloading different formats (ref. unit 4)
- e. Preparation of TDS and TCS reports and generating Form 16 from respective DDO (ref. unit.5)

1. For Students:

Students shall individually take up a field study and make observations on Tax Assessment and Submission of Tax Return to Income tax department, payment of tax and other formalities. They may also work with an Income Tax Practitioner and participate in the real time submissions of Tax.

2. Each student has to submit his/her observations as a handwritten Fieldwork/Project work Report not exceeding 10 pages in the given format to the 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 Working with Tax Consultancy for Observation of Tax Assessment and Return Filing Procedure.
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Field Visit
5. Invited lectures and presentations on related topics



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 19-C	Goods And Services Tax With Tally	Hrs/Wk:5

Course Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the concept of Liability and Payment of GST
2. Create a new company in Tally with GST components and establish environment for GST Voucher entry.
3. Comprehend the utilization of input tax credit, and the reverse charge mechanism in GST
4. Acquire Skills of preparation of GST Returns in accordance with GST Law and Tally
5. Acquire skill of online payment of GST through GST Portal.

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

UNIT 1: GST- Liability and Payment

Output tax liability - Input tax credit utilization-- Schedule for payment of GST- Interest/penalty for late/non-filing of return-Payment of GST- GST Network

UNIT-II: GST – Accounting Masters and Inventory Masters in Tally

Company Creation- General Ledgers & GST Ledgers Creation - Stock Groups, Stock Items and Unit of Measure - GST Rate Allocation to Stocks

UNIT-III: GST Voucher Entry

GST Vouchers - Customizing the Existing Voucher types with applicable GST Rates – Mapping of Input Tax Credit on Purchase Vouchers - Output Tax on Sales Vouchers- Purchase and Sales Voucher Entries with Single Rated GST and Multiple Rated GST Goods.

UNIT-IV: GST Returns

Regular Monthly returns and Annual Return- Returns for Composition Scheme- Generation of Returns - GSTR-1, GSTR-2, GSTR-3, GSTR-4, GSTR-9, GSTR-3B

UNIT-V: Payment of GST online

Payment of GST- Electronic Filing of GST Returns – Refunds – Penalties- Administrative structure of GST Officers- Powers- Jurisdiction.

Reference Text Books:

1. Ahuja, Girish, Gupta Ravi, GST & Customs Law.
2. Babbar, Sonal, Kaur, Rasleen and Khurana, Kritika. Goods and Service Tax (GST) and Customs Law. Scholar Tech Press.
3. Bansal, K. M., GST & Customs Law, Taxmann Publication.
4. Singhanian, Vinod K. and Singhanian Monica. Students' guide to Income Tax. University Edition. Taxmann Publications Pvt Ltd., New Delhi.
5. Sisodia Pushpendra, GST Law, Bharat Law House.
6. Web resources: <https://cbic-gst.gov.in>
7. Web resources suggested by the Teacher concerned and the College Librarian including reading material



Co-Curricular Activities

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

1. For Teachers: Training of students by the teacher (using actual field material) in classroom/ field for not less than 10 hours on techniques in computation of and online submission of GST. On Tally ERP 9 for entering entries of a selected firm.

- a. Calculation of output tax liability and input Tax Credit through voucher entries (ref. unit-1)
- b. Creation of Company and working with Masters in Tally ERP9 (ref. unit-2)
- c. Voucher entry along with Input tax and output taxed entries (ref. unit-3)
- d. Preparation of GST Returns for regular dealer and composite dealer in tally (Ref. unit 4)
- e. Online Payment of GST using Tally (ref. unit.5)

2. For Students:

1. Students shall take up individual field study on Entry of GST Voucher, Calculation of Input Tax and Output Tax including single rated /multi rated GST with a selected organization. Submission of online GST Returns for a selected business firm.
2. Each student has to submit his/her observations as a handwritten Fieldwork/Project work Report not exceeding 10 pages in the given format to the teacher.
3. Max marks for Fieldwork/Project work Report: 05.
4. Suggested Format for Fieldwork/Project work Report (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 Working with Tally for Observation of real-time entries for transaction of accounting with inventory
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Field Visit
5. Invited lectures and presentations on related topics.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 20-C	Stock Markets	Hrs/Wk:5

Learning Outcomes:

By the completion of the course, the students will be able to

1. Expose to theory and functions of the Share Market in Financial Sector as job careers
2. Study the functioning of capital markets and create awareness among the public
3. Acquire knowledge on operations of Share Market and Research skills
4. Involve in activities of Mutual Funds and stock market firms
5. Enhance their skills by practicing in preparation of accounting statements

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

UNIT 1 Introduction, Nature, Scope and basics of stock market

Introduction of Investments-Need of Investment-Short- and Long-Term investment- Money market Vs Capital Market-Primary Market-Secondary Market-Depositories-Buy Back Shares Forward Contract and Future Contract- Types of Investors- Speculators, Hedgers, Arbitraders.

UNIT 2 Capital Markets

Definition-Participants of Capital Market Participants-Primary Market issues of Equity Shares and Preference Shares and Debentures its types Mutual Funds –Secondary Market- /Stock Exchange-National Stock Exchange of India-Over the Counter Exchange of India – Qualified Individual/Institutional Buyers -Under writers.

UNIT 3 Financial Intermediaries

Depositories- -Buy Back of Shares-- Forward Contract and Future Contract- differences – Participants in Future Contract- Clearing of Mechanism.

UNIT 4 Stock Indices

Index and its types-SENSEX- Calculation Methodology-Types of Clearing Members.

UNIT 5 Regulatory Mechanism

Security and Exchange Board of India (SEBI)-Powers, functions, -Over the Counter Exchange(OTCE) of India-Functions and Mechanism.

Reference Text Books:

1. I.M.Pandey. ,Financial Management, Vikas Publishing House
2. Prasanna Chandra, Fincial Management TaTa Mc Graw Hill
3. Bhole.L.M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
4. Khan MY,Jain PK, Financial Management, Tata McGraw Hill
5. Kishore Ravi.M., Financial Management, Taxman Publication
6. Web resources suggested by the Teacher concerned and the College Librarian including reading material



Co-Curricular Activities:

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

1. For Teachers:

Training of students by the teacher (using actual field material) in classroom and field for not less than 10 hours on techniques in valuation of shares of selected companies, preparation of documents, and identification of local individuals / institutions who are involved in share markets. Listing out Local Money Market institutions, identifying the investors and their experience in operational activities Analysis of various companies Financial Statements and interpretations

2. For Students:

Students shall individually study the work of stock market professionals and agencies and make observations. Their observations shall be written as the Fieldwork/Project work Report in the given format not exceeding 10 pages and submit to the 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, objectives, 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 the investors and their activities in share markets
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Visits to local Investment Institutions, offices,
5. Invited lectures and presentations on related topics by field experts.



BBA	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 21-C	Stock Markets Analysis	Hrs/Wk:5

Learning Outcomes:

By the completion of the course, the students are able to

1. Expose to theory and functions of the monetary and Financial Sector as job careers
2. Study the functioning of local Capital markets and
3. Create awareness among the public by giving reporting after analysis
4. Acquire knowledge on operations of Share Market and Research skills
5. Enhance their skills by involving activities of Share Market analysis

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

UNIT 1

Introduction, Nature, Scope and basics of stock market analysis, Introduction of Investments-Need of Security Analysis-Types of analysis-Fundamental Analysis, Technical Analysis, Quantity Analysis.

UNIT 2

Fundamental Analysis-Based on Company's Records and Performance-EPS Ratio Price to Sales Ration-P/Earnings Ratio, P/Equity Ratio, ROI, D/P Ratio- Intrinsic Value

UNIT 3

Technical Analysis- Based on Share Price Movement and Market Trends-Bullish Pattern-Bearish pattern

UNIT 4

Quantity Analysis: Based on data for special Research purpose (Descriptive, Correlation, Comparative and Experimental) by preparing questionnaire, observation, focus groups and interviews – Dow Theory

UNIT 5

Mutual Funds--Importance and the role of Mutual Fund –Types of Mutual Funds-Variety schemes in India Growth Fund, Income Fund, Growth and Income Fund, Tax planning schemes, other categories, Asset Management Mutual Funds-its method of analysis's



Reference Text Books:

1. Khan.M.Y. Financial Management, Vikas Publishing House
2. Bhole.L.M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
3. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill
4. Damodharan Aswath, Valuation: Security Analysis for Investment and corporate Finance., John Wiley, Newyork
5. Francis.J.C., Investment Analysis and Management, Tata Mc Graw Hill
- 6 Web resources suggested by the Teacher concerned and the College Librarian including reading material

Co-Curricular Activities:

B. Mandatory: (student training by teacher in real time field skills: 10 hours)

1. For Teachers:

Training of students by the teacher (using actual field material) in classroom and field for not less than 10 hours on Security Markets analysis, preparation of documents and Analysis of Shares and debentures, Fundamental Analysis of various companies Financial Statements and interpretations, Technical Analysis of Various Financial Statements, Quantity Analysis of various companies Financial statements and interpretations, Analysis of Mutual fund operations and their performances Case Studies of various companies' performances based on analysis of their securities and the success stories of investors.

2. For Students:

Students shall individually study the data of selected institutions and their performance by analyzing the statements learning from practical experiences from Chartered Accountants and Cost Accountants. They shall record their observations in a hand written Fieldwork/Project work report not exceeding 10 pages in the given format and submit to the teacher.

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

4. Suggested Format for Fieldwork/Project work Report (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 local financial institutions,
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Visits to local Financial Institutions like HDFC securities, ICICI Direct Securities Reliance Securities etc.
5. Invited lectures and presentations on related topics by field experts.