

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
I BBA-SEMESTER-I COURSE CODE: 23MBB1MJ01
COURSE 1: FUNDAMENTALS OF COMMERCE

Learning Objectives:

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

Learning Outcomes:

CO1: At the end of the course, the student will able to Identify the role commerce in Economic Development and Societal Development.

CO2: Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles.

CO3: They acquire knowledge on micro and micro economics and factors determine demand and supply.

CO4: An idea of Indian Tax system and various taxes levied on in India.

CO5: They will acquire skills on web design and digital marketing.

Unit 1: Introduction: Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.

Unit 2: Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.

Unit 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.

Unit 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

Unit 5: Definition and Overview of Computers, Evolution of Computers, Basic Components of a Computer System, Classification of Computers: Supercomputers, Mainframes, Minicomputers, Microcomputers Input Devices: Keyboard, Mouse and Pointing Devices, Scanners, Digital Cameras, Microphones, Joysticks and Game Controllers.

Output Devices: Monitors, Printers (Laser, Inkjet, Dot Matrix), Speakers, Projectors Secondary Storage Devices: Hard Disk Drives, Solid State Drives, Optical Drives, USB, Flash Drives, Memory Cards Random Access Memory (RAM): Definition and

Function, Volatility of RAM, Types of RAM, Read Only Memory (ROM): Definition and Function, Types of ROM; Operating System: Purpose of Operating System, Functions of an Operating System.

.

Reference Books:

1. S.P. Jain & K.L. Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications.
7. "Introduction to Computers and Information Technology", Douglas L. Cooper and Clarence L. Despain, 2018 (7th Edition), Cengage Learning, ISBN-13: 978-1337289815.
8. "Computer Science: An Overview", J. Glenn Brookshear and Dennis Brylow, 2018 (13th Edition). Pearson, ISBN-13: 978-0134677871.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
I BBA-SEMESTER-I COURSE CODE: 23MBB1MJ02
COURSE 2: BUSINESS ORGANISATION

By successfully completion of the course, student will be able to

CO 1: To understand business fundamentals, classifications, and modern business characteristics.

CO 2: To gain knowledge about various types of business organization

CO3: To enlighten with different types of Plant Location and Layout

CO 4: To distinguish different types of Business Combinations

CO 5: To familiarize with essentials of computers.

Unit 1: Business:

Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization.. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

Unit 2: Promotion of Business:

Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit 3: Plant Location and Layout:

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

Unit 4: Business Combination:

Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

Unit 5: Internet Concepts:

Definition and Overview of the Internet, Basics of Networking, Importance and Impact of the Internet, Hardware Requirements: Computer System Specifications, Modem/Router, Network Interface Card (NIC), Various Browsers: Introduction to Web Browsers, Commonly Used Browsers, Introduction to Email: Definition and Purpose, Evolution and Importance, Sending and Receiving Emails: Composing Emails, Adding Attachments, Sending and Receiving, Basic Email Functions: Inbox, Sent Items, Drafts, Trash, Creating Folders, Sorting and Filtering Emails, Introduction to the World Wide Web (WWW): Definition and Origin, Importance and Impact, Advantages of the Web, Web Searching: Search Engines, Basic Search Techniques, Advanced Search Features, Evaluating Search Results.

Reference Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S., "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindi and English)
6. "Introduction to Computers and Information Technology", Douglas L. Cooper and Clarence L. Despain, 2018 (7th Edition), Cengage Learning, ISBN-13: 978-1337289815
7. "Computer Science: An Overview", J. Glenn Brookshear and Dennis Brylow, 2018 (13th Edition). Pearson, ISBN-13: 978-0134677871.

ANDHRA LOYOLA COLLEGE (AUTONOMUS)

DEPARTMENT OF BBA

SEMESTER-VII

COURSE NAME	No. of hrs/week	Credits
Services Marketing	4	4
Financial Derivatives	4	4
Performance Management	4	4
Digital Marketing	4	4

Foreign Exchange Management	4	4
-----------------------------	---	---

Services Marketing

Credits: 4

Hours:4/week

Course Outcomes:

CO1: To develop an understanding on service sector and services marketing.

CO2: To learn about the service process and elements of services marketing mix.

CO3: To understand and analyse customer expectations and perceptions towards services.

CO4: To analyze the impact of service failure and develop service recovery strategies.

CO5: To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO).

Reference Books:

1. K.Ram Mohan Rao, Service Marketing, Pearson Education.
2. Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.
3. P.N. Reddy , Services Marketing , Himalaya Publishing House.
4. S M Jha, Services Marketing, Himalaya Publishing House.

SEMESTER-VII

FINANCIAL DERIVATIVES

Credits: 4

4 hrs/week

Course outcomes:

CO1: To gain knowledge about various instruments

CO2: To learn about forward contracts and advantages, disadvantages

CO3: To understand about future contracts, mechanics of future contracts, advantages and disadvantages

CO4: To learn about historical uses of options and types of options

CO5: Knowledge regarding financial swaps

UNIT 1: INTRODUCTION:

Meaning of Derivatives - Common Derivatives- Characteristics of Derivatives- Significance of Derivatives - Origin and Evolution of Derivatives – types of derivatives- Derivatives vs. Shares Derivatives Markets-Growth and Functions- Traders in Derivatives Markets.

UNIT 2: FORWARD CONTRACTS:

Meaning – Classification- Features- Advantages- Disadvantages-Pricing Forwards Contracts - Hedging with Forward Contracts Offsetting the Forward Position.

UNIT 3: FUTURES CONTRACTS:

Meaning -Nature - Characteristics - Significance - Types- Comparison between Futures and Badla - Mechanics of Futures Contracts- Advantages and Risks of Trading in Futures over Cash- Margin Requirements in Futures Trading- Settlement of Futures Position- Participants in Futures Markets.

UNIT 4: OPTIONS CONTRACTS:

Meaning - Historical Uses of Options - Types of Option- Participants in the Options Market – Regulatory Frameworks & Terminology - Options vs. Futures.

UNIT 5: FINANCIAL SWAPS:

Meaning –Nature-Evolution - Features – Types of swaps: Interest Rate Swaps-currency swaps-Debt Equity Swap- Commodity Swap –Equity Index Swaps.

Reference Books:

1. Financial Derivatives: Bishnupriya Mishra, Sathya Swaroop Debasish –Excel Books 2007
2. Financial Derivatives: S.L.Gupta –PHI publications
3. Fundamentals of Financial Derivatives: Prafulla Kumar Swain –Himalaya publications.

Performance Management

Credits:4

4hours/week

Course Outcomes:

CO1: To acquire knowledge of Performance Management.

CO2: To gain an understanding about performance management system.

CO3: To understand Reward Systems and legal issues.

CO4: To Evaluate Reward Systems and High Performing Teams

CO5: To Apply Modern performance measurement frameworks

UNIT I: INTRODUCTION TO PERFORMANCE MANAGEMENT:

Definition, 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: COMMUNICATION OF PERFORMANCE EXPECTATIONS:

Job Description - Defining Performance and Choosing a measurement approach measuring results and Behaviors. Gathering performance Information – Presentation, Information and Taking Corrective action – Metrics- Types of Metrics - Critical Success Factors Indicators– managing Metrics- Ownership and Responsibility.

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: REWARD SYSTEMS AND LEGAL ISSUES AND HIGH PERFORMING TEAMS:

Reasons for introducing contingent Pay Plan, Problems associated with contingent pay plans Selecting a contingent pay plan- Pay Structures- Job Evaluation- Broad Banding- Legal Principles affecting Performance Management - Building and leading High performing teams - team oriented organizations - developing and leading high performing teams.

UNIT V: MODERN PERFORMANCE MEASUREMENT FRAMEWORKS:

Bench Marking, Six Sigma; Performance Prism, Forced ranking Balanced Score Card. Contemporary issues in performance management. Studying the impact of change in organization's structure, culture and strategy on the adoption of new performance measurement methods and techniques, Methods of PMS -Appraisal, Communication and Interview, Performance feedback and counselling, Talent Management.

Reference Books:

1. Herman Aguinis, Performance Management, Pearson Education.
2. Lance A. Berger and Dorothy, The Talent Management Hand Book. Tata Mc-Graw Hill.
3. Rao T.V, Appraising and Developing Managerial Performance. Excel Books.

4. Dixit Varsha, Performance Management. Vrinda Publications Ltd.

FUNDAMENTALS OF DIGITAL MARKETING

Credits: 4

4 hrs/week

Course Objective:

Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications. Learning Outcome:

Students will be understood:

CO 1: Students will be able to recall the historical development of Digital Marketing, define its core concepts, and recognize successful examples in the field.

CO 2: students will apply Marketing Automation tools like CRM, analyze their advantages, and evaluate their impact on improving Customer Experience (CX).

CO 3: students will construct Digital Marketing strategies employing tools like Online Advertising, Lead Generation, Social Media, and Content/Copywriting, demonstrating comprehension of Influencer Marketing.

CO 4: students will construct Digital Marketing strategies employing tools like Online Advertising, Lead Generation, Social Media, and Content/Copywriting, demonstrating comprehension of Influencer Marketing.

CO5: Students will create and manage Blogs, apply optimization techniques with Tags and Widgets, and evaluate performance through Blog Stats, showcasing their ability to analyze and create within the Blogging domain.

UNIT 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley

2. Your Google Game Plan for Success: Increasing Your Web

3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

FOREIGN EXCHANGE MANAGEMENT

Credits: 4

4 hrs/week

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

- CO-1: Assess factors impacting exchange rates, understanding economic indicators and forces, which have impact in foreign markets and global markets.
- CO-2: Apply financial instruments for hedging, optimizing international transactions with derivatives, like swaps, options, futures.
- CO-3: Navigate regulatory frameworks, ensuring compliance with legal and ethical considerations, which have impact in foreign markets and global markets
- CO-4: Utilize quantitative techniques for assessing and managing foreign exchange exposure.
 - CO-5: Evaluate macroeconomic policies, formulating effective strategies for global financial environments that are helpful for traders in exchange markets.

Unit 1

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

Unit 2

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, ADRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits

Unit 3:

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

Unit 4:

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

Unit 5:

Foreign Exchange Risk Hedging techniques Swaps, Options, offshore banking, payment terms, ie, 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. Jell Madura International Financial Management, Cengage, New Delhi.
6. Shapiro, Alan, Multinational Financial Management, Prentice Hall of India, New Delhi
7. Thummuluri Siddaiah, International Financial Management, Pearson, New Delhi.

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

DEPT OF BBA

SEMESTER-V

COURSE CODE	COURSE NAME	No. of hrs/week	Credits
BBA351TM	Talent Management	5	4
BBA352GHRM	Global Human Resource Management	5	4
BBA353EI	Export and Import	5	4
BBA354BM	Brand Management	5	4
BBA355FEM	Foreign Exchange Management	5	4
BBA356EP	E Payments system	5	4

Program	Semester	Course Code	Course Name
BBA	5	BBA351TM	Talent Management

By the end of the course the student should be able to:

CO 1: To develop a clear understanding of Talents that are inculcated among the Employees in today's Business Environment.

CO 2: To measure the various strengths and weakness of the employees and establishing theories and practices.

CO 3: To Monitor the current trends in utilization of Employees team spirit and also in analyzing their abilities and skills

CO 4: To bring out the learning and conceptual skills aiming the employees in order to reach the target.

CO 5: To analyze the 360 Degree Feedback from the existing staff and to implement the measures needed.

Unit 1:

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

Unit-2

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, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit 3

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 4:

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

Unit-5

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 atwork-Tyle M. Spencer, Signe M. Spencer, John Wiley 1993
2. Competency mapping. Assessment and Growth-Naik GP, UHRM, 2010,
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tam McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T V. Excel Books

Program	Semester	Course Code	Course Name
BBA	5	BBA352GHRM	Global Human Resource Management

By successfully completion of the course, student will be able to

CO 1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO 2: To develop necessary skill set for application of various HR issues.

CO 3: To analyse the strategic issues and strategies required to select and develop manpower resources.

CO 4: To integrate the knowledge of HR concepts to take correct business decisions.

CO 5: Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design

Unit 1

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

Unit-2:

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 3

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 4

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-5

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. Peer J. Dowling, Denice F. Welch, International Human Resource Management, Cengage Learning,
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Puck, Barsous, The Global Challenge Framework for International Human Resource Management-Tata Mc Kirraw-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

Program	Semester	Course Code	Course Name
BBA	5	BBA353EI	Export and Import

CO 1: To Demonstrate understanding of export controls, intellectual property rights, and confidentiality in international trade.

CO 2: To apply knowledge of export sales, insurance, finance, and licensing to develop competitive export pricing strategies.

CO 3: Proficiently prepare export packaging, transportation methods, and documentation, optimizing benefits and duty drawbacks.

CO 4: Solve complex shipment issues, negotiate shipping documents, and formulate effective corporate marketing strategies for international trade.

CO 5: Exhibit competence in customs formalities, export/import documentation, and regulatory compliance in diverse import/export scenarios.

Unit-1

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 2

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

Unit-3

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-4

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

Unit-5

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. PK Khurana, Export Management.
3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations

Program	Semester	Course Code	Course Name
BBA	5	BBA354BM	Brand Management

CO 1: To understand product management, corporate strategy, product life cycle and develop effective marketing strategies for products.

CO 2: Apply new product development techniques, include idea generation, concept testing, successful launch and tracking of new product programs.

CO 3: Demonstrate knowledge of brand management, crafting brand elements and building consumer brand associations.

CO 4: Effectively manage brand architecture and portfolios with insights into corporate branding tools for building brand equity.

CO 5: Learn to leverage and measure brand equity for strategic marketing decisions and brand development.

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

Organizing 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

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition by John Michael Morgan
2. Marketing Management by Philip Kotler and Kevin Lane Keller

Program	Semester	Course Code	Course Name
BBA	5	BBA355FEM	Foreign Exchange Management

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

- CO-1: Assess factors impacting exchange rates, understanding economic indicators and forces, which have impact in foreign markets and global markets.
- CO-2: Apply financial instruments for hedging, optimizing international transactions with derivatives, like swaps, options, futures.
- CO-3: Navigate regulatory frameworks, ensuring compliance with legal and ethical considerations, which have impact in foreign markets and global markets
- CO-4: Utilize quantitative techniques for assessing and managing foreign exchange exposure.
- CO-5: Evaluate macroeconomic policies, formulating effective strategies for global financial environments that are helpful for traders in exchange markets.

FOREIGN EXCHANGE MANAGEMENT

Unit 1

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

Unit 2

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, ADRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits

Unit 3

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

Unit 4

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

Unit 5

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

References:

8. Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
 9. Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay
 10. Ian Giddy, Global Financial Markets AIYBS, New Delhi
 11. Sailaja, G., International Finance, Universities Press.
 12. Jell Madura International Financial Management, Cengage, New Delhi.
 13. Shapiro, Alan, Multinational Financial Management, Prentice Hall of India, New Delhi
 14. Thummuluri Siddaiah, International Financial Management, Pearson, New Delhi.
- 8) VypuakeshSharan, International Financial Management, Prentice Hall of India, New Delhi

Program	semester	Course code	Course name
BBA	5	BBA356EP	E-Payments System

CO1: Understand E-cash and Virtual Money Electronic Data interchange and about NEFT/RTGS/E Payment modes

CO2: Demonstrate knowledge of Automated Clearing and Settlement process and ATM

networks, Fed wire etc

CO3: Identify and describe terms of Cryptography, Hash functions and Algorithm applications

CO4: Understand the different types of Mobile Payments, Wireless payments and different

Wallets, Security Challenges in mobile payments

CO5: Develop the Electronic invoice and Payment systems its process, EIPP providers and elimination of paper, Scan based payments.

E-PAYMENTS SYSTEM

Unit 1

E-Cash and Virtual Money Electronic Data Interchange (EDI)-NEFT/RIGS Electronic Payment modes Foundations of e-Cash and Issues; Security, Anonymity, Untracability, Virtual currencies, Bit coin

Unit 2

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

Unit-3:

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-4

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

Unit-5:

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. Dominique Rambure and Alec Nacamali. "Payment Systems from the Salt Mines to the Board Room". Palgrave MacMillan

2 Weidongkou "Payment Technologies for E-Commerce" Springer, Getty

3. DonalO'Mahony, Michael Peirce and Hitesh Tewan, "Electronic Payment Systems, Artech House, Inc

4 M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press

ANDHRA LOYOLA COLLEGE(AUTONOMUS)

SEMESTER-III

COURSE CODE	COURSE NAME	No. of hrs/week	Credits
23MBB3MJO2	Business Law	4	4
23MBB3MM01	Organisational Behaviour	4	4
23MBB3MJ03	Business Environment	4	4
23MBB3MJO4	Business Statistics and Mathematics	4	4

BUSINESS LAWS

Credits: 4

4 hrs/week

Course Outcomes:

CO 1: To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.

CO 2: To provide an overview on Negotiable Instruments Act and Partnership Act in India.

CO 3: To understand the regulatory framework of companies with reference to various provisions of Companies Act.

CO 4: To understand the essentials and execution of Sale contracts.

CO 5 : To acquire knowledge on Right to Information Act and Consumer Protection Act.

UNIT-I: LAW OF CONTRACT

Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Stranger to the Contract.

UNIT-II: GENERAL CONTRACTS

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

UNIT-III: SPECIFIC CONTRACTS

Contract of Indemnity, Guarantee Contract, Contract of Bailment, Pledge, Contract of Agency.

UNIT-IV: SALE OF GOODS ACT

Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners , Auction Sale.

UNIT-V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT

Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.

Reference Books:

1. P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. Dr S.N.Maheshwari & Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

SEMESTER-III

COURSE 6: ORGANIZATIONAL BEHAVIOUR

Credits: 4

4 hrs/week

Course Outcomes:

CO 1: To understand individual and group behaviour at work place to improve the effectiveness of an organization.

CO2: To understand different types of personality and learning styles.

CO3: Comprehend concepts relating to group dynamics and conflict management.

CO4: To understand leadership and its impact on group dynamics.

CO5: To understand the process of Change management and issues involved in it.

CO6: To understand organizational culture and organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership , importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of group

UNIT-IV: MANAGEMENT OF CHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change. Organizational Development – Significance and process of OD.

UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

Reference Books:

1. Robbins, P.Stephen - Organizational Behaviour-Concepts, Controversies & Applications - Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behaviour - Konark Publishers Pvt. Ltd., Delhi.
4. Prasad, L.M - Organizational Theory & Behaviour - Sultan Chand & Sons, New Delhi

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

SEMESTER-III

COURSE 7: BUSINESS ENVIRONMENT

Credits: 4

4 hrs/week

Course Outcomes:

By successfully completion of the course, student will be able to

CO 1: To examine how different factors and trends in the external environment are likely to impact upon a business venture.

CO 2: To Employ business models and tools to evaluate changes in an organization's business environment.

CO 3: To describe what business operations encompass.

CO 4: To Present a business environmental analysis and recommendations to reduce the risk of the identified issues.

CO 5: To Conduct a business analysis of the local, national and International environment.

Unit –I Frame work of Business Environment:

Concept, significance and nature of business environment; elements of environment – internal and external

Unit – II Economic environment of business:

Elements of economic environment; economic systems; economic planning in India, NITI AYUG- industrial policy, fiscal policy, economic reforms, economic liberalization

Unit –III Political and Legal environment of Business:

Elements of political environment; government and business; legal environment and business, competition act, FEMA , licensing policy, consumerism and consumer protection act .

Unit –IV Socio – Cultural and Technological environment of Business:

Elements of socio cultural environment, elements of technological environment, social audit, research and development. Patent laws, technology transfer.

Unit –V International Environment of Business:

LPG (Liberalization, Privatization, And Globalization)-Elements of international environment, MNC's, NRI's and Indian corporate sector, International economic institutions: WTO,

References: 1 .K.V.Sivaiah& V.B.M Das , Indian Industrial Economy, S.Chand& Company, New Delhi.

2. Francis Cherunilam, Business Environment , Himalaya Publications
3. Suresh Bedi, Business Environment, Excel Books New Delhi.
4. Raj Agarwal and Paragdiwan, Business Environment, Excel Books New Delhi.
5. Sen Gupta NM., Government and Business in India, Vikas Publications New Delhi
6. Joshi, Business Environment, Kalyani Publishers, Hyderabad.

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

SEMESTER-III

COURSE 8: BUSINESS STATISTICS AND MATHEMATICS

Credits: 4

4 hrs/week

Course Outcomes:

CO1: Understand the importance of Statistics in real world business applications.

CO2: Formulate complete, concise and correct mathematical proofs.

CO3: Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.

CO4: Build and assess data-based models, learn and apply the statistical tools to business.

CO5: Create quantitative models to solve real world problems in appropriate contexts.

UNIT I: INTRODUCTION TO BUSINESS STATISTICS

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection– Primary and Secondary data. Tools for Data Collection – Schedule and questionnaire. Frequency distribution, Tabulation of Data , 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 and 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 coefficient, Spearman's Rank correlation. Probable error , Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients.

UNIT IV: SET THEORY

Set, Subset, Types of Sets. Operations on sets, De Morgan's Law of Venn Diagram. 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.

Reference Books:

1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur.
2. Sancheti and Kapoor V K., Business Mathematics, Sultan 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

ANDHRA LOYOLA COLLEGE (AUTONOMUS)

SEMESTER-III (MINOR)

ORGANIZATIONAL BEHAVIOUR

Credits: 4

4 hrs/week

Course Objectives:

CO 1: To understand individual and group behaviour at work place to improve the effectiveness of an organization.

CO2: To understand different types of personality and learning styles.

CO3: Comprehend concepts relating to group dynamics and conflict management.

CO4: To understand leadership and its impact on group dynamics.

CO5: To understand the process of Change management and issues involved in it.

CO6: To understand organizational culture and organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership , importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of group

UNIT-IV: MANAGEMENT OF CHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change. Organizational Development – Significance and process of OD.

UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

Reference Books:

1. Robbins, P.Stephen - Organizational Behaviour-Concepts, Controversies & Applications - Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behaviour - Konark Publishers Pvt. Ltd., Delhi.
4. Prasad, L.M - Organizational Theory & Behaviour - Sultan Chand & Sons, New Delhi

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPT OF BBA

II and IV SEMESTER SYLLABUS

IV SEMESTER

COURSE CODE	COURSE NAME	No. of hrs/week	Credits
BBA241BL	Business Law	5	4
BBA241MSMEM	Micro, small and Medium Enterprises Management	5	4
BBA241IB	International Business	5	4
BBA241TD	Training and Development	5	4
BBA241CMA	Cost and Management Accounting	5	4
BBA241FS	Financial services	5	4

Program	Semester	Course Code	Course Name
BBA	4	BBA 241MSME	Micro, Small and Medium Enterprises Management

By successfully completion of the course, student will be able to

CO 1: To create an awareness on various Entrepreneurship Development Programme

CO 2: To enable them to understand project formulation

CO 3: To familiarize the students with EDP schemes

CO 4: To give an introduction about MSME and Various measures for their development

CO 5: To create awareness on various sources of finance.

Unit-I:

Small and Medium Enterprises: Definition of MSME, Significance in Indian Economy – classification of MSME's and MSME act 2006- 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 – SICA ACT 1985- Causes 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, - Prospectus 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, Himalaya Publishing House.
4. S.S Khanka, Entrepreneurial Development, Sultan Chand & Co Ltd., New Delhi. 1999.

Program	Semester	Course Code	Course Name
BBA	4	BB241IB	International Business

CO 1: Basic informational learning by the students regarding Domestic and International/Foreign Trade. Modes of entry- trade theories

CO 2: Determining Factors influencing exchange rate fluctuations and Euro market, instruments.

CO 3: Analysis of Balance of payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP

CO 4: Analysis of WTO and Trade blocks – WTO Foundation, advantages and Disadvantages of WTO Procedure and Documents: Export and Import Procedure, Principal and Auxiliary documents

Unit-I:

Introduction – Need- Difference between Domestic and International/Foreign Trade. – Modes of entry- trade theories- FPI (Foreign Portfolio Investment), FDI (Foreign Direct Investment)- 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 Foundation, advantages and Disadvantages of WTO membership to developing countries. Trade Block: Reasons for trade block formation, different types of trade blocks – member countries and economic 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 Balagopi, Export Management, Himalya Publishing House
3. K.P.M Sundaram & Rudradatta, Indian Economy, S. Chand & Co, New Delhi
4. Francis Cherumilum, Foreign trade Expert Management, Himalayan Publication.

Program	Semester	Course Code	Course Name
BBA	4	BBA 241CMA	Cost and management accounting

CO 1: Introduction of Cost Accounting and management accounting – Cost Concept and Classification.

CO 2: A practical exposé of FIFO, LIFO, Weighted average, (including problems). Labour: Control of labour costs time keeping and time booking Idle time Methods of remuneration labour incentives schemes

CO 3: Determining of Financial statement Analysis: Financial Statements Need for analysis of financial statements-comparative statements- common size statements- Trend analysis.

CO 4: Practical expose of Ratio Analysis: Meaning - Accounting Ratios - uses - limitations - types of ratios.

Unit-I:

Introduction- Management accounting- nature -scope -functions- Distinguish between Financial Accounting Cost Accounting and management accounting – Cost Concept 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 labour costs time keeping and time booking Idle time Methods of remuneration labour incentives schemes

Unit-III

Financial statement Analysis: Financial Statements Need for analysis of Financial statements- comparative statements- commansize 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

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

Program	Semester	Course Code	Course Name
BBA	4	BBA232OB	Business Law

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

CO 1: Understand the essentials of a valid contract and its kinds . Understand the essentials of offer and acceptance, consideration . Will know how a contract is discharged and when the breach of contract arises followed by its remedies.

CO 2: Make understand the impact of companies act and its kinds . This also helps students to know about the documents lie MOA & AOA in relation to incorporation of a company.

CO 3: Know the impact of factories act 1948 of how the health safety and welfare measures of the labourers are taken into consideration.

CO 4: Ensure about the concept of sale of goods act 1930 of understanding them the differences between sale and agreement to sell , conditions and warranties etc.. Will also know when a seller was unpaid and the various rules of delivery .

CO 5: Know about the essential commodity act as well about the consumer protection act 1986 of how the consumers are protected with reference to various consumer councils .

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 associations, prospectus, meetings and resolutions.

Unit-III

Factories Act 1948: definition of factory provisions health safety, welfare- consumer protection act 1986- Commodities act 1955.

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 essentials 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 Mereantile Law, Sultan Chand& company, New Delhi.
3. Avatar Singh Mereantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D Geet and M S Patil: Business Laws.
6. S.S.G Gulsham: Business Laws.
7. N.M. Wechlakar Business Laws.

Program	Semester	Course Code	Course Name
BBA	4	BBA241FS	Financial services

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

CO 1: Understand the various services offered and various risks faced by banks

CO 2: Determine the need of financial system and describe how and why financial system works.

CO 3: Have a practical understanding of various financial institutions and their functioning

CO 4: Understand the dynamic changes of the banking industry and the policy responses because of the recent crisis

CO 5: Have a practical understanding of the various financial services both domestic and international wise.

CO 6: Be able to understand the management of mutual funds. Be provided with the knowledge of risk and rewards of investing in mutual funds.

CO 7: Have a practical understanding of RBI, its functioning, provision and operations and also able to understand various financial planning like credit and monetary planning

CO 8: Understand money market, its different types and its functioning.

FINANCIAL SERVICES

Unit-I:

Financial Services: Indian financial structure- nature and scope of financial system- overview of financial markets- 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 Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV

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

Unit-V

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

References:

1. Khan M.Y., Financial Services. Tarn 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. TripatyNaliniPrava, 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.

Program	Semester	Course Code	Course Name
BBA	4	BBA241TD	Training and Development

TRAINING AND DEVELOPMENT

Unit-1:-

Meaning and definition – Need for training – Importance of training, objectives of Training, Responsibility of 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 process, 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, Hman 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

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF BBA

II SEMESTER -SYLLABUS

MAJOR/MINOR	COURSE NAME	No. Of hrs/week	Credits
MAJOR	Principles of Management	4	4
MAJOR	Business Economics	4	4

BBA- MINOR (non BBA students)

- 1) Business Management
- 2) Retail Management

MINOR	COURSE NAME	No. Of hrs/week	Credits
Business Management	Principles of Management	4	4
Retail management	Fundamentals of Retailing	4	4

SKILL COURSE

COURSE NAME	No. Of hrs/week	Credits
Business Writing	2	2

SEMESTER-II
COURSE 1: PRINCIPLES OF MANAGEMENT

Theory **Credits: 4** **4 hrs/week**

Course Objectives

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

UNIT-I: INTRODUCTION TO MANAGEMENT

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

UNIT -II: PLANNING

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

UNIT -III: ORGANIZING

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

UNIT -IV: STAFFING AND DIRECTING

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

UNIT -V: CONTROLLING

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

Reference Books:

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

SEMESTER-II
COURSE 4: BUSINESS ECONOMICS

Credits: 4

4 hrs/week

Course Objectives:

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

Unit-I: INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics Micro and Macro Economics and their Interface, Utility-Cardinal and Ordinal Utility, Law of Diminishing Marginal Utility, Law of Substitution.

UNIT-II: DEMAND ANALYSIS

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

UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS

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

UNIT-IV: MARKET STRUCTURE

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

UNIT-V: NATIONAL INCOME AND STRUCTURAL REFORMS

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

Reference Books:

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

MINOR FOR NON-BBA STUDENTS

SEMESTER-II

PRINCIPLES OF MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

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

Unit-I: Introduction to Management

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

Unit-II: Planning

Planning - Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) Decision Making: Nature of decision making - Types of decisions – Decision Making Process.

Unit-III: Organizing

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

Unit-IV: Staffing and Directing

Staffing - Nature and Purpose of staffing – Importance of staffing – Components of Staffing - Manpower planning - Recruitment and Selection. Directing – Nature of Directing function - Principles– Motivating people at work – Motivation theories. Communication skills for directing – Barriers of communication, Leadership-Qualities and Styles of Leadership

Unit-V: Controlling

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

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. (2009). Principles of Management, Himalaya Publishing House.

SEMESTER-II

FUNDAMENTALS OF RETAIL MANAGEMENT

Theory

Credits: 4

4hrs/week

Course Objectives

- To make students familiar with the fundamental concepts and how the retail industry works.
- To understand the impact of retailing on the economy and its role in society.
- To understand the retail shoppers behaviour.
- To study the policies, methods, and procedures used by successful retailers in today's global economy.
- To be able to make decisions involved in running a retail firm.

UNIT-1: INTRODUCTION TO RETAILING:

Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

UNIT-2: RETAIL CONSUMER:

Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers.

UNIT-3: RETAIL LOCATIONS:

Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning.

UNIT-4: RETAIL STORE LOCATION AND STORE DESIGN:

Theories and criteria. Retail Store Design: Importance of Store Design, Exterior and Interior Store Design; Layout Design: Traffic flow and analysis, Layout, Types of layouts, Layout selection, Planogram; Visual merchandising: Methods of Display.

UNIT-5: OPERATIONS PRICING AND SPACE MANAGEMENT:

Store administration, Premises and Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail. Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays. **Reference Books:**

1. Arifshaik and Kaneez Fatima, Retail Management, Himalaya Publishing House.
2. Barry J. Davies, Philippa Ward, Managing Retail Consumption.

3. Suja R Nair, Retail Marketing, Himalaya Publishing House.
4. Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, Consumer Behaviour, Pearson.
5. Jim Pooler, Why We Shop: Emotional Rewards and Retail Strategies

SKILL DEVELOPMENT COURSE

BUSINESS WRITING

Theory

Credits: 2

2 hrs/week

Course Outcomes:

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

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

Unit 1.

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

Unit 2:

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

Unit 3:

Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports.

Writing for Digital Platforms: Business writing for websites, social media, and online communication,
Leveraging technology for efficient and impactful business writing

Activities:

1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.
3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities.

Text Books:

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

Reference Books:

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