

**GAYATRI VIDYA PARISHAD COLLEGE FOR  
DEGREE & P.G. COURSES (A)**

**(Affiliated To Andhra University)**

**Bachelor of Business Administration**



**Accredited by NAAC with B++ Grade.**

**Gayatri Valley, Rushikonda,**

**Visakhapatnam 530045**

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.  
COURSES (A)  
Accredited by NAAC with B++ Grade.  
Visakhapatnam.**

**B.B.A. SYLLABUS  
SEMESTER 1**

**2020-23**

**ANNEXURE - III CBCS CURRICULAR FRAMEWORK (2020 - 21 ONWARDS) -  
B.Com., BBA, BCA etc.**

Subjects		SEM I		SEM II		SEM III		SEM IV		SEM V		SEM VI			
		Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits		
<b>Languages</b>															
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	2+2								
Skill Development Courses		2	2	2+2	2+2	2	2								
<b>Core Courses***</b>															
Core		5	4	5	4	5	4	5	4						
Core		5	4	5	4	5	4	5	4						
Core		5	4	5	4	5	4	5	4						
Core								5	4						
Core								5	4						
Core								5	4						
<b>(Domain Related)</b>										5	4				
										5	4				
										5	4				
										5	4				
										5	4				
<b>Hrs/W (Academic Credits)</b>		27	22	29	24	29	24	30	24	30	24	0	12	4	4
Project Work															
<b>Extension Activities</b>															
NCC/NSS/Sports/Extra									2						
Yoga							1		1						
Extra Credits															
<b>Hrs/W (Total Credits)</b>		27	22	29	24	29	25	30	27	30	24	0	12	4	4

THIRD  
PHASE of  
APPRENTICE  
SHIP  
Entire 5th  
/ 6th  
Semester

FIRST and  
SECOND  
PHASES (2  
spells) of  
APPRENTICES  
HIP  
between 1st and  
2nd year and  
between 2nd  
and 3rd year  
(two summer  
vacations).

**Table-1: B.B.A - Semester – I**

<b>Sl. No.</b>	<b>Course</b>	<b>Name of the subject</b>	<b>Total Marks</b>	<b>Mid. Sem. Exam*</b>	<b>Sem. End Exam</b>	<b>Teaching Hours</b>	<b>Credits</b>
1	First Language	GENERAL ENGLISH	100	25	75	4	3
2	Second Language	HINDI	100	25	75	4	3
3	LIFE SKILLS	1.HVPE/COMPUTER APPLICATIONS	50	---	50	2	2
4	SKILL DEVELOPMENT COURSES	1.BUSINESS COMMUNICATION	50	---	50	2	2
5	1A	PRINCIPLES OF MANAGEMENT	100	25	75	5	4
6	2A	MANAGERIAL ECONOMICS	100	25	75	5	4
7	3A	ACCOUNTING FOR MANAGERS	100	25	75	5	4
		<b>TOTAL</b>	<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>22</b>

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**Vishakhapatnam**

**Bachelor of Business Administration (BBA) - Semester 1**

**HUMAN VALUES AND PROFESSIONAL ETHICS**

**(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To make the students understand the significance of value inputs in a classroom and start applying them in their life and profession
2. To distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
3. To understand the value of harmonious relationship based on trust and respect in their life and profession

**SYLLABUS**

**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 and Classification of Value Education: understanding Personal Values, Social Values and 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): *Samadhi, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyavastha* )- 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.

**Course outcomes**

1. Students are expected to become more aware of themselves, and their surroundings (Family, Society, nature); they would become more responsible in life.
2. Students can distinguish between ethical and unethical practices, and start working out The Strategy to actualize a harmonious environment wherever they work.
3. Students can handle problems with sustainable solutions, while keeping human Relationships and human nature in mind.

**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

**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:**

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, U
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, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
6. A N Tripathy, 2003, Human Values, New Age International Publishers.

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**Bachelor of Business Administration (BBA) - Semester 1**

**COMPUTER APPLICATION**

**(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To demonstrate basic understanding of computer hardware and software.
2. To identify appropriate tool of MS office to prepare basic documents, charts, spreadsheets and Presentations create personal, academic and business documents using MS office.
3. To create spreadsheets, charts and presentations, analyze data using charts and spread sheets.

**SYLLABUS**

**Unit-I:**

Basics of Computers: Definition of a Computer - Characteristics of computers, Applications of Computers – Block Diagram of a Digital Computer – I/O Devices, hardware, software human ware, application software, system software, Memories - Primary, Auxiliary and Cache Memory.

**Unit-II:**

MS-Word: Features of MS-Word - MS-Word Window Components - Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge.

**Unit-III:**

MS-Excel : Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns –Changing column widths and row heights, Formulae, Referencing cells , Changing font sizes and colours, Insertion of Charts, Auto fill, Sort. MS-PowerPoint: Features of PowerPoint – Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, and Video - Resizing and scaling of an Object – Slide Transition – Custom Animation.

**COURSE OUTCOME**

1. Student can acquire fair amount of knowledge on basics of computers, their components different types of computers.
2. Students can understand and appreciate the memory system of a computer and effectively manage computer memory by choosing appropriate operating system.
3. Students will use MS Office applications such as MS Word, MS Excel and MS Power point Efficiently to conduct day to day business in a modern organization.

**Co curricular Activities:**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside a. the Syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz, Group Discussion
4. Solving MCQ's available online.
5. Suggested student hands on activities:
  - Create two folders, Rename the folder, create two files each using notepad and paint,move

the files from one folder to another folder, delete a file you have created, copy and paste text within notepad.

- Create a letter head for your college with watermark, your resume, visiting card, brochure for your college activity, organization chart for your college, any advertisement, Prepare your Class time table. Prepare your mark sheet, Prepare your class time table,
- Prepare a salary bill for an organization, Sort the bill as per the alphabetical order of the names, Get online weather data and analyze it with various charts.
- Create a PowerPoint presentation for a student seminar

**Reference books :**

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



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**Bachelor of Business Administration (BBA) - Semester 1**

**BUSINESS COMMUNICATION**

**(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

To help students:

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

**SYLLABUS**

**Unit-I:** Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

**Unit-II:** 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:** 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.

**COURSE OUTCOME**

Students will be able to:

1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquaint with organizational communication requirements and presentations.

**Co-curricular Activities:**

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.

**Recommended Books**

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

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)**

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**Bachelor of Business Administration (BBA) – Semester 1**

**PRINCIPLES OF MANAGEMENT**

**(WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives**

- 1 To make students understand basic principles of Management.
- 2 To develop planning and decision making skills.
- 3 To provide an understanding of various organizational structures
- 4 To enable the students understand the significance of motivation and its dynamism.
- 5 To inculcate the usage of controlling techniques in an organization among students

**SYLLABUS**

**UNIT1:** Overview of Management: Definition – Management – Role of managers – Evolution of Management thought– Trends and Challenges of Management in Global Scenario

**UNIT 2:** Planning: Nature And Purpose Of Planning – Planning Process – Types Of Plans – Objectives – Managing By Objective (MBO) Strategies – Types Of Strategies.

**UNIT 3:** Organizing: Nature and Purpose Of Organizing – Organization Structure – Formal And Informal Groups Organization – Line And Staff Authority –Centralization And Decentralization – Delegation Of Authority.

**UNIT 4:** Staffing & Directing Definition, HRP, Staffing process, Recruitment, Selection, Training & promotion. Creativity And Innovation – Motivation And Satisfaction – Motivation Theories -Leadership Styles – Leadership Theories – Communication – Barriers To Effective Communication.

**UNIT 5 :** Controlling: Process Of Controlling – Types Of Control – Traditional and Modern techniques of Controlling; Budgetary And Non-Budgetary, Managing Productivity – Cost Control – Purchase Control –Maintenance Control –Quality Control.

**Course Outcomes**

- 1 Students would be competent to deliver the basic managerial functions
- 2 Student is able to acquire managerial decision making skills and ability to plan and implement.
- 3 Student will be able to design appropriate organizational structures for smooth running of organization.
- 4 Students acquire motivational abilities and leadership skills.
- 5 Students can able to decide how to implement controlling techniques to achieve pre-Determined goals.

**RECOMMENDED BOOKS:**

- 1 L M Prasad, Principles and Practices of Management, Sultan Publications.
- 2 Stephen Robbins and Mary Coulter, Management, Prentice Hall of India.

- 3 P.Subba Rao, Management and Organizational behavior, Himalaya Publishing House.
- 4 S.Rajani, R.Srinivasa Rao, C.Bhuvana Kumari, and M.Appa Rao, Principles of Management, Himalaya Publishing House
- 5 K.V.Nagaraj, Krishna Chaitnaya & Sree Lakshmi, Principles of Management, Shree Publishing House.

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**Bachelor of Business Administration (BBA) – Semester 1**

**MANAGERIAL ECONOMICS ((WEF 2020-23))**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course objectives:**

1. To familiarize the students with the basic concept of microeconomics.
2. To make student understand the demand and supply analysis in business applications
3. To familiarize students with the Consumer behavior Utility Approach. Production and cost structure under different stages of production.
4. To understand the production and cost concepts and price output decisions under various market structures.
5. To help students understand macroeconomic indicators like national income, employment

**SYLLABUS**

**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 behavior, demand analysis, Law of demand, types of demand, and shift in demand curves, concept of elasticity of demand, types of elasticity of demand, measurement of elasticity of demand, factors affecting elasticity of demand.

**Unit-III** Consumer behavior Utility Approach and supply: 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 behavior: 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, Economics and diseconomies of scale.  
Price determination under perfect competition, Monopoly, Monopolistic competition, Oligopoly.

**Unit-V** Macro Economics Analysis: Circular Flow of Income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Trade cycles – phases - causes.

**Course outcomes:**

1. Student will be able to understand the applications of managerial economics and discuss Optimization and utility including consumer behavior.
2. Student will able to analyze the demand and supply conditions and assess the position of a Company and interpret trend analysis and its relevance in decision-making.
3. Students are able to understand factors of production, short-run and long-run cost functions And establish the linkage between production function and cost function.
4. Enables the student to take equilibrium product and price decisions under different market situations and also enables to apply discriminating price mechanism for goods and services As and when needed.
5. Students are able to understand national income concepts and classical and Keynesian theory of income and employment

**Recommended Books:**

1. Managerial Economics by Ivan Png, Blackwell Publisher
2. Managerial Economics in a global economy by Dominick Salvotare, Thomson South Westem Publications
3. Economics by Lipsey, Oxford University Press
4. Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y.Young, Pearson Publications
5. Managerial Economics by L Varshney and K L Maheshwan, Sultan Chand and sons
6. Managerial Economics, D N Dwivedi, Vikas Publishing Co

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**Bachelor of Business Administration (BBA) - Semester 1**

**ACCOUNTING FOR MANAGERS**

**(w.e.f admitted batch 2020-2023)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To enable the students to understand the basic fundamentals of accounting.
2. To ensure the students to know the various subsidiary books.
3. To ensure students to understand the BRS and its implications.
4. To make the students to understand the preparation of final accounts
5. To comprehend the students on issue of shares and debentures.

**SYLLABUS**

**UNIT1: Introduction to Accounting:**

Need for Accounting – definition, features, 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). Introduction to tally ( theory only)

**UNIT 2: Subsidiary Books:**

Types of Subsidiary Books – cashbook, Three-column cashbook, and petty cash book (Problems).

**UNIT 3: 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 favourable and unfavourable balances.

**UNIT 4: Trial balance and Final Accounts:**

Preparation of trial balance - preparation of Final Accounts: Trading Account - profit and loss account - Balance sheet - Final Accounts with adjustments (basic problems).

**UNIT 5: Issue of shares and debentures:**

Shares-meaning – types- types of share capital- issue of shares- forfeiture of shares- reissue of forfeiture of shares. Debentures- meaning – types-various methods of issue of debentures.

**Course outcomes :**

1. Students are able to prepare manual accounts.
2. Students will enable to prepare subsidiary books
3. Students will ensure the accuracy of the balances shown by the passbook and cashbook
4. Students can make a summary presentation of all the financial transactions.
5. Students can explain the procedure and steps involved in issue of shares and debentures.

**RECOMMENDED BOOKS:**

1. Accounting for managers – J Made Gowda-Himalaya Publishing House
2. Introduction to accounting- T.S. Grewal & S.C. Chand 8<sup>th</sup> edition
3. Modern accountancy-Hanif Mukerji- TMH.
4. Financial accounting by Dr. Kaustubj sontake- 1<sup>st</sup> edition- Himalaya Publishing House
5. Accounting for managers – Dr.P.V. Mohini, Bachu Seeshangadarao & Velpuri Siva Rama Krishna-Shree Publications.

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**B.B.A. SYLLABUS – II- Semester**

**2020-23**



**Table-2: B.B.A -Semester – II**

**Table-2: B.B.A -Semester – II**

<b>Sl. No.</b>	<b>Course code</b>	<b>Name of the subject</b>	<b>Total Marks</b>	<b>Mid. Sem. Exam</b>	<b>Sem. End Exam</b>	<b>Teaching Hours</b>	<b>Credits</b>
1	First Language	GENERAL ENGLISH	100	25	75	4	3
2	Second Language	HINDI	100	25	75	4	3
3	LIFE SKILLS	ICT/ ENTREPRENUERSHIP	50	---	50	2	2
4	SKILL DEVELOPMENT COURSES	1. INSURANCE PROMOTION 2. TOURISM AND GUIDANCE 3. JOURNALISTIC REPORTING 4. LOGISTICS AND SUPPLY CHAIN MANAGEMENT	50+50	---	50+50	2+2	2+2
5	1	QUANTITATIVE METHODS FOR MANAGERS	100	25	75	5	4
6	2	FUNDAMENTALS OF MARKETING	100	25	75	5	4
7	3	E- COMMERCE	100	25	75	5	4
8		TWO MONTHS SOCIAL IMMERSION INTERSHIP	100		100		4
<b>Total</b>			<b>750</b>	<b>150</b>	<b>600</b>	<b>29</b>	<b>28</b>

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**Bachelor of Business Administration (BBA) – Semester II  
INFORMATION AND COMMUNICATION TECHNOLOGY  
(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

The student will be able to;

1. To understand the fundamentals of Internet and develop skills to use various social networking sites
2. To understand the inner workings of e-mail and develop skills to use online forums, docs, spreadsheets, etc
3. To get an overview of Internet Security, learn few GOI digital initiatives in higher Education and acquaint with the emerging concepts of Information Technology.

**SYLLABUS**

**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, Tumbler, LinkedIn, Face book, 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, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, eacharya, e-Yantra and NPTEL).Basics of Business Analytics, Data Science and Digital Marketing

**COURSE OUTCOMES:**

1. Students will be able to understand the basics of Internet and would develop skills to use various social networking sites.
2. Students would be able to understand the inner workings of e-mail and develop skills to use online forums, docs, spreadsheets, etc
3. Students would get an overview of Internet Security, would learn few GOI digital initiatives in higher education and be acquainted with the emerging concepts of Information Technology

**Co curricular Activities:**

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))  
Quiz and Group Discussion

3. Slip Test

4. Try to solve MCQ's available online.

5. 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 Greenlaw 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.

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**Bachelor of Business Administration (BBA) – Semester II**

**ENTREPRENEURSHIP DEVELOPMENT**

**(w.e.f admitted batch 2015-16)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To understand the concept of Entrepreneurship, its applications and scope.→
2. To know how to apply the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between→ financial, technical analysis and business feasibility
3. Know various types of financial institutions that help the business at Central, State and Local→ Level and understand Central and State Government policies, Aware of various tax incentives,→ concessions

**SYLLABUS**

**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.

**Course Outcome**

1. Students will acquire knowledge about entrepreneurship and forms of business
2. Student gain insight about innovation trends related to project assessment, formulation and Appraisal techniques.
3. Student are able to understand the role of Banks, financial institutions and apex bodies
4. Student will acquire knowledge about different institutes extending support at central and state Level.
5. Student gain knowledge regarding Government policies and taxation benefits w.r.t entrepreneurship establishment bodies in industrial development.

**Co-Curricular Activities:**

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.

**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. Kanishka Bedi, 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

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**Visakhapatnam.**

**Bachelor of Business Administration (BBA) – Semester II**

**INSURANCE PROMOTION**

**(w.e.f 2020-2023)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To acquaint the students with the regulatory framework of insurance sector in India.
2. To enable the student to distinguish the various types of insurance and services.
3. To enable the students to know the need and significance of insurance administration to Clients.

**SYLLABUS:**

**Unit 1:** Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

**Unit 2:** 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 3:** General Insurance - its 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.

**Course Outcomes:**

1. Understand the field level structure and functioning of insurance sector and its role in protecting the risks
2. Comprehend pertaining skills and their application for promoting insurance coverage
3. Plan ‘promoting insurance coverage practice’ as one of the career options

**Co-curricular activities:**

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 and Practice of Insurance, Himalaya publishing House.
2. Fundamentals of insurance, Himalaya publishing House.
3. Insurance Promotion, Dr.P.V.Mohini, Ashok Botta, Dr.N.S.V.N.Raju, Shree Publishing house
4. Life and General Insurance Management, Himalaya publishing House.
5. Financial services, Tata McGraw hill.
6. Insurance Principles and Practices, Sultan Chand & Sons.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G. COURSES (A)**

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**Visakhapatnam.**

**Bachelor of Business Administration (BBA) – Semester II**

**TOURISM GUIDANCE**

**(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To acquaint the students with the basic aspects of Tourism
2. To acquire knowledge about various values related to tourism and heritage
3. To acquire knowledge about managing and guiding different groups in a tour

**SYLLABUS**

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

**Unit-II:** Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide- The Guiding Techniques –Guide’s personality- Training Institutions – License. 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:** 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

**Course Outcome**

1. Students can understand the basic tourism aspects
2. Students can comprehend the requirements, role and responsibilities of profession of a Tourist Guide
3. Students can apply the knowledge acquired in managing different groups and basic values related to tourism and heritage

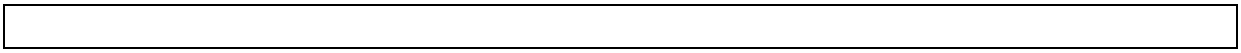
**Co-curricular Activities Suggested:**

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. Organization 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





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**Bachelor of Business Administration (BBA) – Semester II**

**JOURNALISTIC REPORTING**

**( w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives**

1. To understand the evolution of journalism with a focus on its development in India.
2. To know various sources of news and interviewing techniques.
3. To develop basic writing skills for newspapers, Radio and Television

**SYLLABUS**

**Unit-I:** Introduction to Journalism-Nature, Growth and Development in post-independence era -Print Media, Mass Media and Electronic Media, Press as a Fourth Estate-Role of Press in Democracy.

**Unit-II:** Concept of News-News Values-Sources of News - News gathering ways: Press Conferences, Press Releases, Events, Meets, Interviewing-Types of Interviews and Interviewing Techniques- Methods of News Writing: Leads, News Stories and Body Development

**Unit-III:** Reporting-Kinds of Reporting-Objectives, Interpretative, Investigative, Legal Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting-Writing Special features: Photo features, Human interest features, Profiles, Column Writing, Writing for Radio and Television-Values and Ethics of Journalism.

**Co-curricular Activities Suggested:**

1. Collection and study of various English and Telugu Newspapers
2. Invited lecture/basic training by local experts
3. Visit to local Press office
4. Informally attending Press Conferences and Meets and taking notes

**Course Outcome**

1. Students will be able to understand the development of journalism in India
2. Students acquire concept of news, methods of writing news and interview techniques.
3. Students will develop basic writing skills for newspapers, Radio and Television

**Reference Books:**

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. MazumdarAurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.
4. Kamath M.V, Professional Journalism,1983,Vikas Publishers, New Delhi.
- 5.Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006,SAGE Publications India Pvt.Ltd, New Delhi
6. Websites on Journalistic Reporting.

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**Visakhapatnam.**

**Bachelor of Business Administration (BBA) – Semester II**

**LOGISTICS AND SUPPLYCHAIN MANAGEMENT**

**(w.e.f admitted batch 2020-23)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course Objectives:**

1. To understand the concepts of Supply Chain Management in connection with products.
2. To understand various types of seller and suppliers
3. To understand best logistic method among all means of transport operations

**SYLLABUS:**

**Unit 1:** Introduction to Logistics and Supply Chain Management (SCM):

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century -- Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

**Unit 2:** Logistics:

Customer Selection - Process -Customer Service and Customer Retention – Relationship Management - Integrating Logistics and Customer Relationship Management

**Unit 3:** Supply Chain Management:

Managing and Estimating Supply Chain Demand – Forecasting Techniques – Supplier Networks - Skills to Manage SCM - Recent Trends in SCM

**Course Outcomes**

The student will able to;

1. Students can evaluate best logistic method among all means of transport operations
2. Students will able to evaluate relationship between marketing and Logistic Management
3. Students can design and develop new methods and models of Logistics in SCM

**Co-curricular Activities:**

1. Invited lecture from Domain/Industry Experts
2. Field Visit (Manufacturing units, Suppliers)
3. Assignments, Seminars, Group Discussion, Quiz and Role Play
4. Poster presentations on SCM
5. Case Study Development

**Reference books:**

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram , Logics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management



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**Bachelor of Business Administration (BBA) – Semester II**

**FUNDAMENTALS OF MARKETING**

**(w.e.f admitted batch 2021-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To develop an understanding on segmentation, targeting of markets and positioning of products and services based on scientific marketing research.
2. To introduce the students to a range of concepts relating to product strategies
3. To impart knowledge about pricing and placing strategies.
4. To make the students understand all the promotional mix elements.

**SYLLABUS**

**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, 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: Advertising- meaning, objectives-types of media- Sales Promotion- objectives and tools-Public relation- meaning and tools- Personal selling-process.

**Course Outcome**

1. Students can understand basics of marketing and the process of segmenting and targeting of products & services
2. Students acquire knowledge on various classifications of products & services.
3. Students can able to design pricing strategies for any products and services. \
4. Students can analyze and understand the role of channels of marketing
5. Students will develop knowledge on different promotional methods and can be design promotion mix to promote product or service.

**Reference Books:**

- 1) Philip Kotler and Armstrong, Principles of Marketing, PHI
- 2) Philip Kotler, Marketing Management, PHI
- 3) V.S Ramaswamy and S. Namakuari, Marketing Management.
- 4) J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.
- 5) S.A Sherlekar, R. Krishnamoorthy, K.S. Bose, K.V.V Murali Someswara Rao, Marketing Management concepts and cases, Himalaya Publishing House.



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**Bachelor of Business Administration (BBA) – Semester II**  
**QUANTITATIVE METHODS FOR MANAGERS**  
**(w.e.f admitted batch 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course objectives:**

1. To understand the various methods of data collection, tabulation and how to present the data in the form of Diagrammatic as well as Graphical.
2. To know the important quantitative measures to represent the data presentation.
3. To understand the cause and effect relationship between different variables useful for business decision making.
4. To use the applications of set theory in business applications.
5. To use matrix methods for solving simultaneous linear equations useful for various managerial applications.

**SYLLABUS**

**UNIT 1- 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 2- 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 and Bowley's Measures of Skewness.

**UNIT 3- MEASURES OF CORRELATION AND REGRESSION:** Meaning, Definition and use of Correlation-Types of Correlation – Carl Pearson's Correlation Coefficient-Spearman's Rank correlation –Probable error- Meaning utility of Regression analysis comparison between Correlation and Regression-Regression equations-interpretation of Regression coefficients

**UNIT 4- SET THEORY:** Set, Subset, Types of Sets- Operations on sets- Venn Diagram – De Morgan's Laws- and applications of Set theory, Law of indices, Arithmetic progressions, Geometric progressions and Harmonic Progressions.

**UNIT 5- MATRIX:** Definition-Examples--Types of matrices- Matrix addition-Multiplication Determinant of matrices- Minors - Co-factors-Inverse of a Matrix

**Course Outcomes:**

1. Knowledge of various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data.
2. Students can identify the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on.
3. Students can identify the cause and effect relationship between different variables for effective business decision-making in management.
4. To understand the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts in solving business problems

5. Students can analyze and demonstrate mathematical skills required in mathematically intensive areas in Economics and Business.

**Recommended Books**

1. Sivayya K.V. and Satya Rao, Business Mathematics, Saradhi publication, 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. Gujpta S.C: Fundamentals of Business Statistics, Sultan Chand, New Delhi.
5. Aggarwal, Business Statisticvs, Kalyani Publishers, Hyderabad.
6. Reddy C R, Business Statistics, Deep&Deep Publications, New Delhi.
7. Surya Prakasa Rao Gedela, "Quantitative Methods for Managers", Sree Publishing House
8. Suryaprakasa Rao G, "Quantitative Methods for Managers", Himalaya Publishing House.
9. D.Obul Reddy and M.Sanyasi Rao, 'Quantitative Methods for Managers', Vrinda Publications.



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**Bachelor of Business Administration (BBA) – Semester II**  
**E- COMMERCE**  
**(w.e.f admitted batch 2020-23)**

<b>Max.Marks:100</b>	<b>External : 75 Marks</b>	<b>Internal : 25 Marks</b>
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**Course objectives:**

1. To introduce the concepts of e-Commerce, e-Marketing and m-marketing.
2. To impart knowledge on Supply Chain Management in e-Commerce and Electronic Data Interchange.
3. To enhance student's knowledge on commonly used e-payment systems and e-security applications.
4. To discuss the Customer Relationship Management in e-Commerce and usage of e-CRM applications in various sectors.
5. To enable the students to create simple HTML web pages to be used in e-Commerce

**SYLLABUS**

**UNIT 1-**

Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, revenue models of e-commerce, Brokerage, Contact and Customization models of e-Business, m-commerce.

**UNIT 2-**

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Electronic Logistics and its implementation in business houses, Electronic Data Interchange (EDI): Definition, applications, advantages and limitations, EDI Model.

**UNIT 3-**

Electronic Payment Systems: Types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security - E-Security-cryptography, hacker, secure electronic transaction

**UNIT 4-**

Customer Relationship Management: Definition, Components of CRM, CRM Architecture, Architectural components of a CRM solution, Online consumer behaviour, Electronic CRM, Need for Electronic CRM, E-CRM applications. The service sector: offline and online, Online financial services, Online Travel Services, Online career services

**UNIT 5-**

HTML- Navigating the World Wide Web, HTML and XHTML, Learning the Basics of HTML, structure of HTML, Creating simple web pages, formatting text with HTML, adding images, colour and background, table creation, designing forms.

**COURSE OUTCOMES**

1. Student will be able to understand and appreciate e-Commerce transactions, e-Marketing and m-marketing.
2. Student will be able to manage Supply Chain in e-Commerce through EDI.
3. Student will be able to Identify secure e-payment methods in e-Commerce.
4. Student will be able to manage Customer relationships using appropriate e-CRM application.
5. Student will be able to adapt to new technologies used in business management

<b>Recommended Books</b>
1. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House. 2.Laura Lemay; Rafe Colburn, Teach Yourself Web with HTML in 24 Hours,Sams Publishing 3.Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson S. J. Joseph, E-Commerce: an Indian perspective, PHI.

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**B.B.A. SYLLABUS – III- Semester**

**2020-23**

**Table-3: B.B.A - Semester – III**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	GENERAL ENGLISH	100	25	75	4	3
2	Second Language	HINDI/SANSKRIT	100	25	75	4	3
3	LIFE SKILLS	ENVIRONMENTAL STUDIES (Compulsory)	50	---	50	2	2
		ANALYTICAL SKILLS	50	---	50	2	2
4	SKILL DEVELOPMENT COURSES	ONLINE BUSINESS / RETAILING/ADVERTISING /FINAICAL MARKETS/	50	---	50	2	2
5	1C	ORGANISATION BEHAVIOUR	100	25	75	5	4
6	2C	HUMAN RESOURCE MANAGEMENT	100	25	75	5	4
7	3C	FINANCIAL MANAGEMENT	100	25	75	5	4
TOTAL			650	125	525	29	24

**Visakhapatnam.**  
**Bachelor of Business Administration (BBA)**  
**ENVIRONMENTAL STUDIES - Semester III**  
**(w.e.f admitted batch 2020-2023)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course objectives :**

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

**SYLLABUS**

**Unit 1: Environment and Natural Resources**

Multidisciplinary nature of environmental education; scope and importance. Man as an integral product and part of the nature. Ecosystem-its components, classification and functions. Food Chain, Food web and Ecological Pyramids, A brief account of land, forest and water resources in India and their importance. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value. Levels of Biodiversity: genetic, species and ecosystem diversity.

**Unit-2: Environmental degradation and impacts**

Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India). Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats. Non-renewable energy resources, their utilization and influences.

A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks. Greenhouse effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture. 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**

Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation. Control measures for various types of pollution; use of renewable and alternate sources of energy. Solid waste management: Control measures of urban and industrial waste. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

**Course outcomes :**

1. Understand the nature, components of an ecosystem and that humans are an integral part + Of nature.
2. Evaluate the ways and ill effects of destruction of environment, population explosion on Ecosystems and global problems consequent to anthropogenic activities.
3. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.

**Co- Circular Activities:**

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.

**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. Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
4. Sengupta, R. (2003) Ecology and economics: An approach to sustainable development. OUP.
- 5 Wilson, E. O. (2006) The Creation: An appeal to save life on earth. New York: Norton. — Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) Principles of Conservation Biology. Sunderland: Sinauer Associates,

<b>Visakhapatnam.</b> <b>Bachelor of Business Administration (BBA)</b> <b>ANALYTICAL SKILLS - Semester III</b> <b>(w.e.f admitted batch 2020-2023)</b>		
<b>Max.Marks:50</b>	<b>External : 50 Marks</b>	<b>Internal : -</b>
<b>Course objectives :</b> 1. To understand the basic concepts of arithmetic ability and acquire competency in the use of verbal reasoning. 2. To understand Data interpretation and analysis 3. Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus		
<b>SYLLABUS</b>		
<b>Unit-I:</b> Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.		
<b>Unit-II:</b> Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest.		
<b>Unit-III:</b> Data interpretation: Tabulation, Bar graph, Pie charts, line graphs, Venn diagrams.		
<b>Course Outcome</b> 1. Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, Business computations and data interpretation and obtain the associated skills. 2 Acquire competencies in the use of verbal reasoning. 3.Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.		
<b>Co-Curricular Activities</b> 1. Surprise tests 2. Viva-Voice 3. Problem solving 4. Group discussion.		
<b>Reference Books:</b> 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.		

**Visakhapatnam.**  
**Bachelor of Business Administration (BBA)**  
**ONLINE BUSINESS - Semester III**  
**(w.e.f admitted batch 2020-2023)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course objectives :**

1. Understand the online business and its advantages and disadvantages
2. Analyze the procurement, payment process, security and shipping in online business
3. Create new marketing tools for online business
4. Define search engine, payment gateways.

**SYLLABUS**

**Unit-I:**

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

**Unit-II:**

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

**Unit-III:**

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

**Course outcomes :**

1. students are able to understand key differences between online and offline business
2. Students can understand the strategies of online business and they can formulate best strategies to develop their business in online
3. Students will be aware of security and legal issues in online business

**Co-curricular Activities Suggested:**

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



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**Bachelor of Business Administration (BBA)**  
**RETAILING - Semester III**  
**(w.e.f admitted batch 2020-2023)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course objectives :**

1. Know the retailing business, its growth in India and social impact
2. Understand the and organization and supply in retailing
3. Comprehend the opportunities and challenges in retailing
4. Learn the functions that support outlet operations, sales and services
5. Create a shopping experience model that builds customer loyalty and business promotion.

**SYLLABUS**

**Unit-I:**

Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

**Unit-II:**

Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

**Unit-III:**

Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

**Course outcome:**

1. Students will be able to understand basics of retailing and role of retail industry in India.
2. Students will be able to plan store location , design store layout and adopt proper merchandising practices
3. Students will acquire knowledge to formulate appropriate strategies in retailing

**Co-curricular Activities:**

1. Collection of information on local retailing
2. Invited lecture/skills training by a local expert
3. Visit near-by stores /Godowns/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

**Reference Books:**

1. Swapnapradhan.R.M - Retail Management - Tata Mg Graw Hill
2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata Mg Graw Hill Publications
4. Websites on Retailing

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Bachelor of Business Administration (BBA)

ADVERTISING - Semester III

(w.e.f admitted batch 2020-2023)

Max.Marks:50

External : 50 Marks

Internal : -

**Course objectives :**

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Define the scope for making advertising a future career

**SYLLABUS**

**Unit-I:**

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

**Unit-II:**

Advertisement Budget –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

**Unit-III:**

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)

**Course outcomes :**

1. Students can understand different types of advertising and opportunities available in that area.
2. Students can analyze and able to design budget of advertising and reach target audience.
3. Students will acquire knowledge on ethical and legal aspects of advertising.

**Co-curricular Activities:**

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 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.Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications  
4.Websites on Advertising

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**Visakhapatnam.**  
**FINANCIAL MARKETS - Semester III**  
**(w.e.f admitted batch 2020-2023)**

**Max.Marks:50**

**External : 50 Marks**

**Internal : -**

**Course objectives :**

- 1 To enable the students to acquire knowledge on financial system.
- 2 To enable the students on the concepts relating to the markets and different avenues of investment
- 3 To comprehend the personal financial planning and money market skills

**SYLLABUS**

**Unit-I:**

Indian Financial System- its components - Financial markets and institutions

**Unit-II:**

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

**Unit-III:**

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

**Co-curricular activities**

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.

**Course Outcomes**

1. Students will be able to understand the structure and role of Indian Financial System
2. Students can decide sources of long term funds as per the needs of the organization using capital markets
3. Students will understand the structure and instruments of money market.

**Reference Books:**

1. L.M.Bhole, Financial Institution and Markets,, McGraw hill
2. Shashi K. Gupta, Nisha Agarwal and Neeti Gupta, Financial Institutions and Market, Kalyani Publications.
3. T.R. Jain R.L.Sarma - Indian Financial System- VK Global publisher
4. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishing house
5. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
6. Websites on Indian financial markets

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**Bachelor of Business Administration (BBA) – Semester III**

**ORGANIZATION BEHAVIOUR (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To help the students understand the dynamics of individual behaviour and their impact on Organizational performance.
2. To understand different types of personality and learning styles and the factors affecting Them.
3. To understand different types of motivation.
4. To understand different structures of organization and the role of group in working Organization.
5. To inculcate leadership abilities and understand the application of different leadership Styles and power centres.

**SYLLABUS**

**Unit-I- INTRODUCTION**

Introduction to organizational behaviour –the OB Models- Role of manager in OB- Challenges and Opportunities of OB.

**UNIT – II- THE INDIVIDUAL**

Foundation of Individual Behaviour- Concepts of motivation- Personality – Values

**UNIT – III**

Attitudes –Perceptions – Learning- Individual Decision Making- and problem solving

**UNIT – IV- THE GROUP**

Foundation of group behaviour – Leadership- power and politics- Work Teams and Group Dynamics- Formation – Transaction Analysis, Johari Window Model

**UNIT – V- THE ORGANISATION**

Foundation of the organisation - Organisation Culture, Organisation Change and Development, Organizational Conflict & Discipline

**Course Outcomes**

1. Student will develop competency in understanding role of organization behavior in an Organization.
2. Students will able to understand the relevance of individual behavior
3. Students will able to take decision when problem arise due to human behavior
4. Students will be able to learn to manage group dynamics.
5. Learn to design and adapt to different types of organizational structures.

**RECOMMENDED BOOKS:**

1. Organizational Behavior , Stephen P. Robins, Timothy A. Judge, Seema Sanghi

2. Organizational Behavior , L.M. Prasad

3. Organizational Behavior , Human Behaviour at Work, John W.Newstorm

4. Management and Organisational Behaviour, Laurie J Mullins

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**HUMAN RESOURCE MANAGEMENT- Semester III**

**(w.e.f admitted batch 2020-2023)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives :**

1. To understand the significance of human resource management and role of executives.
2. To acquire knowledge on HRP techniques.
3. To understand the sources of recruitment and selection process.
4. To gain knowledge on training and development methods.
- 5.To understand the concept of Industrial relations and its impact on HRM

**Syllabus**

**Unit-I:**

Introduction: Personnel Management vs. HRM, Objectives and significance, importance of HRM, Functions of HRM

**Unit-II:**

Acquisition of Human Resource: Human Resource Planning: Objectives, Importance, Process of Human Resource Planning, And Problems in Human Resource Planning. Job Analysis- Process of Job Analysis, Job Description and Job Specification Recruitment- Process and Sources of Recruitment, Factors governing Recruitment, Selection: Steps in Selection Process, Selection Tests& Types of Interviews , Placement Induction Concept of Placement, Concept of Induction.

**Unit-III:**

Training- Significance and Importance of Training, Designing of a Training Program, Methods of Training, Evaluation of Training effectiveness. Executive Development: Concept, Techniques, Employee Training Vs. Executive Development

**Unit-IV:**

Job Evaluation- Essentials of Job Evaluation, Methods of Job Evaluation. Performance Appraisal: Importance, Process of Performance Appraisal and Methods of Performance Appraisal, Compensation: Introduction to Compensation Management, Objectives and components of Compensation.

**Unit-V:**

Industrial Relations: Definition of Industrial Relation, Objectives of Industrial Relations, Industrial Disputes- Types of Industrial Disputes, grievance Redressal Procedure, Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining,

**Course outcomes:**

1. Students will be able to understand the significance of HR functions and role of HR executives in the changing scenario.
2. Students will be able to adopt various HRP techniques.
3. Students will understand various sources of recruitment for selection.
4. Students acquire knowledge on training and development methods.
5. Students will be able to understand concepts of Industrial Relations.

**Recommended Books:**

1. Chhabra T.N, Human Resource Management, DhanpatiRao& Co Pvt Ltd, New Delhi 2003,
2. Dr.Gupta C.B, Human Resource Management, Sultan Chand & Sons New Delhi 2003
3. Flippo, Edwin B. Personnel Management, Tata McGraw Hill
4. VSP Rao, Human Resource Management, Text & Cases, 2004
5. Aswathappa.K, Human Resource & Personnel Management, Text & Cases, Tata McGraw Hill Publishing company , New Delhi 2004
6. Dessler, Gary, Human Resource Management , Prentice Hall
7. D'Cenzo, David A., Stephen P. Robbins, Personnel Human Resource Management, Prentice Hall of India
8. Beardwell, Ian and Len Holden, Human Resource Management, Mcmillan , Delhi

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**Bachelor of Business Administration (BBA) – Semester III**

**FINANCIAL MANAGEMENT (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To enable the students to understand the various functions of financial management.
2. To acquire knowledge on financing decision.
3. To gain knowledge on Long term Investment decision.
4. To impart knowledge on Short term Investment decision
5. To acquire knowledge on dividend decisions

**SYLLABUS**

**UNIT – I**

Financial management: Meaning, Nature, Scope of Financial Management- Financial Management goals: Profit Maximization, Wealth Maximization. Finance Functions- Investment, Financing and Dividend Decisions.

**UNIT – II**

Cost of capital: Meaning and significance of cost of capital; Calculation of cost of debt, Preference Capital, Equity Capital and retained earnings. Capital Structure, Theories of Capital Structure: Traditional and MM Hypothesis, Determining capital structure in practice, Capital structure planning, Operating and Financial leverages.

**UNIT –III**

Capital budgeting: Nature of investment decisions; Investment evaluation criteria- Accounting Rate of Return, Payback Period, Net Present value, Internal Rate of Return and Profitability Index

**UNIT – IV**

Working capital: Meaning, significance and types of working capital; Determinants of Working Capital, Sources of working capital; Management of Inventories, Management of Cash; Management of Account Receivables

**UNIT – V**

Dividend decisions— Types of dividend, Dividend Models, Determinants of dividend policies, Practical aspects of dividend

**Course Outcomes**

1. Students would be aware of different financial functions of an organization.
2. Students can appraise long-term investment decisions of the organization.
3. Students will be to understand and manage short-term funds of the firm.
4. Students will know the structure and the sources of raising finance to an organization.
5. Students will be able to understand the importance of dividend decision.

**Recommended Books**

1. Khan & Jain, Financial management ,TMH Publishers.



2. I M Pandey financial management, Vikas publications
3. Prasanna Chandra financial management, TMH publishers
4. R K Sharma & Seshi Guptha financial management, Kalayni publishers
5. P V Mohini & Naveen chinni financial management ,Sree publishing house
6. Rohit srivastav financial management, Oxford publishers

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**B.B.A. SYLLABUS – IV- Semester**  
**2020-23**

**Table -4 BBA – SEMESTER – IV**

Sl. No.	Course code	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	1 C	TRAINING & DEVELOPMENT	100	25	75	5	4
2	2 C	BUSINESS LAW	100	25	75	5	4
3	3 C	MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT	100	25	75	5	4
4	4 C	BUSINESS ENVIRONMENT	100	25	75	5	4
5	5 C	COST & MANAGEMENT ACCOUNTING	100	25	75	5	4
6	6 C	FINANCIAL SERVICES	100	25	75	5	4
7		CORPORATE INTERNSHIP	100	--	100	--	4
		Total	700	150	550	30	28

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<b>Max.Marks:100</b>	<b>External : 75 Marks</b>	<b>Internal : 25 Marks</b>
<p><b>Course Objectives</b></p> <ol style="list-style-type: none"> <li>1. To understand the importance of training</li> <li>2.To understand the stages in training process</li> <li>3.To understand various training and development methods</li> <li>4.To acquire knowledge on how to evaluate training programs</li> </ol>		
<b>SYLLABUS</b>		
<p><b>Unit-I:</b> Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training</p>		
<p><b>Unit-II:</b> Steps in Training Program: Training Need Analysis, Training Designing, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning</p>		
<p><b>Unit-III:</b> Training Implementation: Process, Approaches to training implementation Training Methods – On the job off the job.</p>		
<p><b>Unit-IV:</b> Development: Importance of Development – Management Development, purpose and objectives of development, Stages in Development, Components of development program, Factors inhibiting development, Methods of development</p>		
<p><b>Unit-V:</b> Training Evaluation: Need, CIRO Model, Kirk Patrick Model of training evaluation, and designs of training evaluation – Strategies for effectiveness in training</p>		
<p><b>Course outcomes :</b></p> <ol style="list-style-type: none"> <li>1. Students are able to understand the significance of training</li> <li>2. Students acquire knowledge on steps in training process</li> <li>3. Students are able to understand various training programs</li> <li>4. Students are able to understand importance of management development</li> <li>5. Students are able to understand various development methods</li> </ol>		
<p><b>RECOMMENDED BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. SubbaRao, VSP Rao, Human Resource Management; Konark Publishing Houses, Mumbai</li> <li>2. SubasGurg&amp; S C Jain, Managing Human Resource, Arihant Publications, Jaipur</li> <li>3. Bearddwell&amp;LenHoldmen, Human Resource Management, Macmillan Publisher</li> </ol>		

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**Bachelor of Business Administration (BBA) – Semester IV**

**BUSINESS LAW (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To equip the student with fundamental concepts, principles, and rules of contract Act that Applies to business transactions.
2. To provide an overview on negotiable instruments act and the conduct of partnership business In India.
3. To create awareness on Companies Act.
4. To understand the Sale Of Goods Act.
5. To acquire knowledge on Right to Information Act, The Consumer Protection Act, 1986.

**SYLLABUS**

**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 Contract and remedies.

**Unit-II:** Negotiable instruments Act 1881: Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments-Promissory Notes, Bills of Exchange and Cheques. Law of Partnership 1932: Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners, Dissolution of Partnership Firm.

**Unit-III:** Companies Act – Definition of Company, Types of Company, Memorandum Of Association, Article of Association, prospectus, meetings and Resolutions.

**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:** Right to Information Act, The Consumer Protection Act, 1986, District Forum, State Forum, National Forum, Consumer Councils

**Course Outcomes**

1. Student will be able to handle disputes/legal challenges pertaining to organization and can Apply basic legal knowledge in business transactions.
2. The student can understand and handle the legal issues related to negotiable instruments in the Business operations and establishing Agency business and partnership firms.
3. The students will be able to comply the provisions of Companies Act for the smooth running Of company.
4. The student will be able to understand the legal provisions pertaining to sale of goods Act and Can meet the legal parameters of consumer acts.
5. Student will be able to react to the situations in the society by applying consumer protection Act, and Right to information Act to redress the grievances/issues of the stake holders

**Recommended books :**

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.

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**Bachelor of Business Administration (BBA) – Semester IV**

**MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To help the student understand the key concepts & objectives of Small Scale Industry in its Contribution to Indian economy growth & development.
2. To teach student the business idea recognition process and conceptualize it into business Opportunity.
3. To help the students gain knowledge about structure and functions of technical agencies, Ancillary industries and other judiciary institutions in industrial development.
4. To help the students learn about the causes of sickness in industries and remedial measures to Prevent from sickness with better understanding about feasibility analysis.
5. To enable the students to gain insights of rural enterprises and role of various institutions in Their development.

**SYLLABUS**

**Unit-I:** Small and Medium Enterprises: Concept & Definition, 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 and development. Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

**Unit-II:** Project Formulation: Project identification and formulation, Feasibility study - Identifying the Business opportunity, Business opportunities in various sectors, Project report preparation, Enterprise - Location of Enterprise – steps in setting up an enterprise. Industrial estates and the role of KIABD, TEKSOC and registration with DIC., Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship

**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, Problems of entrepreneurs, Role of Board of Industrial and Financial Reconstruction (BIFR).

**Unit-V:** Ancillary Industries, Rural Industries and Artisans. Agencies for Policy Formulation and Implementation. Role of SIDO, SSIDC, SISI, DIC. Prospects for small-scale industries.

**Course outcomes:**

1. Students will acquire knowledge and scope under MSME sector.
2. Student will get knowledge about Establishment of Ancillary units and forms of business.
- 3 Student gain knowledge w.r.t Government policies towards development of infrastructure, warehousing, marketing facilities and assist rural entrepreneurs to export their goods to foreign

countries.

4. Student will acquire knowledge about preventive and remedial solution for sickness of industries and feasibility analysis.

5. Student is able to understand the role of Banks and other financial institutions and apex bodies in industrial development.

**RECOMMENDED BOOKS:**

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



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**Bachelor of Business Administration (BBA) – Semester IV**

**BUSINESS ENVIRONMENT (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course objectives:**

1. To enable the students to develop an understanding on Indian Business Environment and Various factors impacting the business.
2. To empower the students to make and execute sound business decisions through economic Environment scanning and analysis.
3. To develop an understanding on role and importance of various political and legal environment factors in Indian Business
4. To provide students with the basic knowledge of Balance of payments.
5. To familiarize the students with international economic institutions and trade blocks

**SYLLABUS**

**Unit-I:** Business environment concept, significance and nature of business environment; element of environment: internal and external. Basic features of Indian economy

**Unit-II:** Economics environment of business, Elements of economic environment, economic systems; Industrial policy 1991; Economic reforms, planning commission Vs NITI Aayog

**Unit-III:** Political and legal environment: Elements of political environment; Government and business; Competition act 'FEMA, Licensing policies;

**Unit-IV:** Balance of Payment: Components of BOP, 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-V:** International business environment ; International economic institutions WTO, World bank and IMF –WTO formation, Advantages and Disadvantages of WTO membership to developing countries, Trade blocks: different types of trade blocks , member countries and economic conditions and trade commodities of - LAFTA, SAFTA, NAFTA, ASEAN, BRICS and EU

**Course Outcomes**

1. Students are able to assess the impact of various internal and external environmental Factors influencing business trends
2. Students will develop an understanding on various economic policies and functioning of Planning institutions of India.
3. Students will expose to various acts applicable to business.
4. Students are able to access the concepts of BOP
5. Students can understand the objectives and functions of international economic institutions

**Recommended Books**

1. Francis Cherunilam, Business environment , Himalaya Publications
2. Joshi, Business Environment, Kalyani publications
3. Dr.K. V Nagaraj, Dr. M. Sanyasi Rao, Business Environment, Shree Publishing House

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**Bachelor of Business Administration (BBA) – Semester IV**

**COST & MANAGEMENT ACCOUNTING (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To enable the students to know about the Nature and Scope of Management Accounting.
2. Students are able to understand the techniques of elements of cost.
3. To make the students to understand Financial Statement analysis.
4. To make the student to understand the concept of ratio analysis.
5. To make the student to understand the concept of Marginal costing.

**SYLLABUS**

**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, Simple Average method, Weighted average- (Including Problems): Labour- Control of labour costs, time keeping and time booking, Idle time, Methods of remuneration, Labour incentives schemes

**Unit-III:** Financial Statement Analysis: Financial Statements - Need for Analysis of Financial Statements, Comparative Statements, Common Size Statements, Trend Analysis.

**Unit-IV:** Ratio Analysis- Meaning, Accounting Ratios, Uses, limitations, Types of Ratios- Profit and Loss account Ratios, Balance sheet Ratios, Mixed Ratios

**Unit-V:** Costing Techniques: Marginal Costing – Cost Classification , Difference between Marginal Costing and Absorption Costing - Marginal Cost Equation - Contribution, P/V Ratio, Margin of Safety- BEP Analysis (including Problems)

**Course Outcomes**

1. Enable the students to understand the concepts of Management Accounting.
2. Enable the students to understand the concepts of elements of cost.
3. Able to prepare financial statements and interpret the analysis.
4. Able to interpret the financial statements through ratio analysis.
5. Able to apply the tools of Marginal Costing techniques of presenting cost data.

**Recommended Books**

1. Cost & Management Accounting, Kishore R.M, 4<sup>th</sup> ed Taxman Allied Services
2. Principles and Practice of Cost Accounting, Bhattacharyya.A.K, 3<sup>rd</sup> edition PHI
3. Management & Cost Accounting, Drury, Colin, 6<sup>th</sup> ed Thompson Books
4. Cost Accounting: Managerial Emphasis, Horngren CT/Datar.SM, Foster G.

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**Bachelor of Business Administration (BBA) – Semester IV**

**FINANCIAL SERVICES (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To develop an understanding on regulatory framework of financial services in India.
2. To enable the student to understand and evaluate the fee based and fund based financial services
3. To gain knowledge on functions of Merchant Banker.
4. To understanding Housing Finance Companies and guidelines for Housing finance.

**SYLLABUS**

**Unit-I: Financial Services:** Nature-scope and objectives financial services-Types of financial services. Regulatory Framework of Financial services Growth of financial services in India. Problems of financial services in India.

**Unit-II: Fee based Financial Services:** Merchant Banking – Meaning and Types – Role and responsibilities of Merchant Bankers in Issue Management- Underwriting guidelines- Regulations of Merchant Banking in India. Credit rating –Meaning, functions- debt rating system of CRISIL, ICRA and CARE.

**Unit-III: Fund based Financial Services:** Leasing: Types of Lease, Structuring and Funding of Leases Advantages and disadvantages of leasing, Lease Evaluation (Basic Problems), Hire Purchase Agreements- Evaluation of Hire purchase Agreements. Mutual Funds,

**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.

**Course Outcomes**

1. Students acquire knowledge on SEBI guidelines relating to various financial services.
2. Students become an expert in delivering advice on various Fee based financial services.
3. Students will be able to advice in selecting appropriate Fund based financial services.
4. Students will be aware of Housing Finance companies and guideline for re-finance

**Recommended Books**

1. M Y Khan, Financial Services – TMH Publishers.
2. Vasant Desai, Financial Markets & Financial Services, Himalaya Publishing House, Mumbai
3. Siddiah. T, Financial Services, Pearson
4. Tripati Nalini Prava, Financial Services, Prentice Hall of India
5. Guruswami.S, Financial Services, Tata Mc GrawHill Pvt Ltd, New Delhi
6. V.A. Avadhani, Indian Capital Market- Himalaya Publishing house.
7. Rajesh Kothari, Financial Services in India, SAGE

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**B.B.A. SYLLABUS  
SEMESTER V**

**2020-23**

**Semester – V**

<b>Sl. No</b>	<b>Course Skill Enhancement</b>	<b>Name of the subject</b>	<b>Total Marks</b>	<b>Mid. Sem. Exam</b>	<b>Sem. End Exam</b>	<b>Teaching Hours</b>	<b>Credits</b>
1	SKILL ENHANCEMENT COURSE	(HR) TALENT MANAGEMENT	100	25	75	5	4
		(HR) GLOBAL HR	100	25	75	5	4
		(HR) INDUSTRIAL RELATIONS	100	25	75	5	4
		(HR) HUMAN RESOURCE INFORMATION SYSTEMS & TECHNOLOGY	100	25	75	5	4
2	SKILL ENHANCEMENT COURSE	(MARKETING) SERVICE MARKETING	100	25	75	5	4
		(MARKETING) SALES AND DISTRIBUTION MANAGEMENT	100	25	75	5	4
		(MARKETING) CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT	100	25	75	5	4
		(MARKETING) DIGITAL MARKETING	100	25	75	5	4
5	SKILL ENHANCEMENT COURSE	(FM) BANKING THEORY AND PRACTICE	100	25	75	5	4
		(FM) INVESTMENT ANALYSIS	100	25	75	5	4
		(FM) FOREIGN EXCHANGE MANAGEMENT	100	25	75	5	4
		(FM) E- PAYMENTS SYSTEM	100	25	75	5	4
		<b>Total</b>	<b>600</b>	<b>150</b>	<b>450</b>	<b>30</b>	<b>24</b>



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**Bachelor of Business Administration (BBA) – Semester V**

**TALENT MANAGEMENT (WEF 2020-23)**

<b>Max.Marks:100</b>	<b>External : 75 Marks</b>	<b>Internal : 25 Marks</b>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To know the significance of talent management in organisations</li> <li>2. To understand the process of talent management in organisations.</li> <li>3. To help the students understand the performance management.</li> <li>4. To understand the importance of competency mapping in organizations</li> <li>5. To provide insights about employee engagement concepts.</li> </ol>		
<b>SYLLABUS</b>		
<p><b>Unit-I:</b> Talent Management: Concept, Significance, Objectives of talent management - attracting talent, Present scenario of Talent Management in India</p>		
<p><b>Unit-II:</b> Talent Acquisition, Talent Development, Talent Retention, Challenges faced by organizations while retaining talent</p>		
<p><b>Unit-III:</b> Performance management: Meaning and Significance, Modern and traditional Methods of Performance Management:- 360 degree performance appraisal, Behaviorally Anchored Rating Scales (BARS), Management by Objectives (MBO), Balance Score Card</p>		
<p><b>Unit-IV:</b> Competency Mapping: Concept and significance of competency mapping. Features of competency methods, Competency mapping procedures and steps, methods of data collection for mapping</p>		
<p><b>Unit-V:</b> 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.</p>		
<p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1. Students are able to understand the concept of talent management</li> <li>2. Students would be competent to implement talent management initiatives</li> <li>3. Student will be able to implement performance management systems followed in the organisations</li> <li>4. Student is able to acquire skills in mapping the competencies with the jobs in the organizations</li> <li>5. Students would be competent to initiate employee engagement practices and initiatives</li> </ol>		
<p><b>Recommended Books</b></p> <ol style="list-style-type: none"> <li>1. Talent Management- Dr.P.Jayasaradadevi &amp; Sonia Eapen, Shree publications</li> <li>2. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993</li> <li>2. Competency mapping, Assessment and Growth - Naik G.P, IIHRM, 2010.</li> <li>3. . Performance Management - Herman Aguinis, Pearson Education, 2007</li> <li>4.. Talent Management Hand Book - Lance A. Berger &amp; Dorothy R. Berger, Tata McGraw Hill</li> <li>5. Appraising and Developing Managerial Performance- Rao T. V, Excel Book</li> </ol>		



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**Bachelor of Business Administration (BBA) – Semester V**

**INDUSTRIAL RELATIONS (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To help the students understand about relations between different stakeholders and its linkages With organization effectiveness.
2. To familiarize the students with different types of Industrial disputes and Redressal procedure
3. To familiarize the students with dispute settlement machinery and the role of trade union in Protecting the interest of employees and also development of organization.
- 4.To enable the students to understand role and importance of worker's participation in organization development
5. To make the students focus on necessity and importance of collective bargaining process in the Organization.

**SYLLABUS**

**UNIT –I Industrial Relations: Meaning and Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, and Scope of Industrial Relations work, Functional Requirements of successful Industrial Relations.**

**UNIT – II Industrial Disputes: Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure and mechanisms**

**UNIT – III Trade Unions: Objectives and function of trade union, Principles of Trade Unionism, Achieving of Trade Union objectives, Factors affecting growth of Trade union, Features, Weakness of Trade unions, Essentials of successful Trade union.**

**UNIT –IV Participative Management: Meaning and objectives, forms of participation, objectives of workers participations in management, levels of participation, Causes of failure of joint management council.**

**UNIT–V Collective Bargaining: Meaning, Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.**

**Course Outcomes**

1. The students can guide the management on the various processes and procedures for maintaining harmonious employee and employer relations.
2. The students can adopt effective systems of grievance redressal and discipline in industry
3. The students can be able to handle the industrial disputes according to legislations prevailing in India and other countries.
4. The students can be able to impart employee participation as an effective tool for organisational development.
5. The students can be able to adopt effective collective bargaining process in the organisation.

**Recommended Books:**

- 1.P. SubbaRao, Industrial Relationship, Himalaya Publishers.
2. Labour and Industrial Laws – Central Law Publications Allahabad.

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**Bachelor of Business Administration (BBA) – Semester V**

**GLOBAL HUMAN RESOURCE MANAGEMENT (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To help students understand the challenges and practices of International Human Resource Management.
3. To help students comprehend the challenges of staffing functions in the global context.
4. To understand the key components of composition and performance management systems in MNC
5. To provide insight to the global IR scenario and different forms of industrial democracy in MNC
6. To orient the students in cross cultural training and development and nurturing global leadership.

**SYLLABUS**

**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.

**Course Outcomes**

1. Students can handle the challenges related to International Human Resource Management
2. Students can deliver the HR functions of procurement and development in the context of multinational environment.
3. Develop competency in handling cross cultural issues in MNC's, with special emphasis on compensation and conflict resolution.
4. Students can develop an understanding of diversified training practices in MNC's
5. Students can develop an understanding of Compensation policies in MNC's.

**Recommended Books:**

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

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**Bachelor of Business Administration (BBA) – Semester V**  
**HUMAN RESOURCE INFORMATION SYSTEMS & TECHNOLOGY**  
**(WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To understand the Fundamentals of Information Systems.
2. To know the Role of Information Systems in Decision Making.
3. To provide Insights into Data Base Management Systems and its Applications in Manufacturing and Service Industry.
4. To help the students to understand the various HRIS models and their Implementations.
5. To study the application of HRIS in Time Management and Payroll Administration

**SYLLABUS**

**UNIT-I** Introduction to HRIS: Origin, Relevance, Necessity, Components, Development and Importance of the HRIS, HRIS – Benefits and Functions, Advantages and Disadvantages of HRIS, Applications of HRIS

**UNIT-II** Management Information systems: Concept and Definition Role of MIS; Impact of MIS on management; Functions; Basics of MIS: Decision Making, Development of MIS and Choice of Information Technology

**UNIT-III** Enterprise Resource Planning: Concept and Variables; Decision Support Systems; Basic Concepts of Technology for MIS; Database Management System, Client-Server Technology Application of MIS: Application in Manufacturing Sector and Application in Service Sector – Banking, Hospitality and Hospital Sectors.

**UNIT –IV** Human Resource Information Systems: Introduction, concept and Definition; Information Needs in HRM; HRIS Models; Acquiring and Implementing HRIS; Computers and HRIS and Uses in HRM; Data base in HRIS.

**UNIT–V** Time Management and Maintaining employee data with the help of Human Resources Information System, Calculation of Payroll, Examples of Latest HRIS Systems.

**Course Outcomes**

1. Students will be able to understand the Fundament also of Information Systems.
2. Students will know the role of Information Systems in Decision Making.
3. Students will have insights into Data Base Management Systems and its Applications in Manufacturing and Service Industry.
4. Students will understand the various HRIS models and their Implementations.
5. Student will study the application of HRIS in Time Management and Payroll Administration.

**Recommended Books:**

1. Jawadekar, W.S., Management Information Systems, Tata McGraw Hill, New Delhi.
2. Kumar, Muneesh, Business Information Systems, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Davis, Gordon, B., Management Information Systems: Conceptual Foundations, Structure and Development, Tata McGraw Hill, New Delhi.
4. Laudon, Kenneth, C., and Laudon, Jane Price, Management Information Systems - A contemporary Perspectives, Macmillan, New York.
5. Davis, B. Gordon and Oison H. Margretne, Management Information Systems, Tata McGraw Hill, New Delhi.

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**Bachelor of Business Administration (BBA) – Semester V**

**SERVICE MARKETING (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To develop an understanding on service sector and services marketing.
2. To learn about the service process and services marketing mix elements.
3. To understand customer expectations and perceptions towards services.
4. To learn about service standards and service design.
5. To learn about marketing of services in various sectors

**SYLLABUS**

**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.

**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 expectation 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.

**Unit-V:** Marketing of Services: Banking and Insurance, Health care , Hospitality services, retail services.

**Course Outcomes**

1. The Students learn the concepts of services business and services marketing.
2. The Students are able to design services marketing mix for a given service.
3. The Students are able to analyze the customer expectations and perceptions and thereby determine the service quality.
4. The students are able to design a new service and establish service standards for a given service.
5. The students are able to design strategies for any industry like hospital, banking and insurance.

**Recommended Books:**

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

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**Bachelor of Business Administration (BBA) – Semester V**  
**SALES AND DISTRIBUTION MANAGEMENT (WEF 2020-23)**

<b>Max.Marks:100</b>	<b>External : 75 Marks</b>	<b>Internal : 25 Marks</b>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To provide the conceptual knowledge about different types of sales plans and sales organisations for different firms.</li> <li>2. To inculcate different sales skills required to reach the sales objectives of the firm.</li> <li>3. To enable the students to understand the recruitment, selection, training, compensating and controlling approaches relating the sales personnel of a firm.</li> <li>4. To give inputs to the students to design suitable channel structures as well as to manage (recruitment, selection, training, compensating and controlling of channel members) different channel members of a firm.</li> <li>5. To enable the students to understand the emerging trends in distribution channels</li> </ol>		
<p><b>SYLLABUS</b></p>		
<p><b>UNIT-I:</b> Introduction to Sales Management: Concept, Nature, Scope, Objectives and Functions of Sales Management; Sales Management Process; Organization of Sales Department; Different Types of Sales Organizations, Emerging trends in sales Management</p>		
<p><b>UNIT-II:</b> Analysis of Market Potential - Sales Potential - Sales Forecasting - Sales Volume - Sales Budgets - Time and Territory Management - Sales Quotas and Types.</p>		
<p><b>UNIT-III:</b> Sales force Management- Recruitment and Selection ,Training of Salesmen – Salesmen Compensation Plans - Evaluation of Salesmen Performance.</p>		
<p><b>UNIT-IV:</b> Distribution Management: Channels of Distribution, Structures and Functions - Channel Design –process and factors influencing the channel design- Selecting Channel Members- Evaluating Channel Members; Motivating Channel members; Channel Conflicts- Reasons, stages and types of channel conflict – resolving Channel Conflicts</p>		
<p><b>UNIT-V:</b> Emerging trends in Distribution: Green Channels, E-Channels-Omni Channel Management.</p>		
<p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1. Student can assess the market and sales potentiality along with forecasting the sales by using appropriate forecasting methods.</li> <li>2. Student will be able to adopt suitable recruitment, selection and training, compensation and Controlling approaches of sales personnel of a firm to become a successful sales manager.</li> <li>3. Student can plan appropriate marketing channel structures and manage the channel partners (recruitment, selection, and training, compensating the channel partners) by scanning the emerging trends in logistics and supply chain management issues.</li> <li>4. Student will be able to effectively formulate distribution channels and control the channel partners as well as sales personnel effectively.</li> <li>5. Students will understand and adopt emerging trends in sales.</li> </ol>		



**Recommended Books:**

1. Richard R.Stire, Edward W.Candiff and Norman, A.P.Gavani, Sales Management Decisions, Policies and Cases – Prentice Hall.
2. Tapan K Panda – Sales & Distribution Management, Oxford University Press.
3. S.L.Gupta, Sales and Distribution Management: Text and Cases, Excel Publishers.
4. PingaliVenugopal, Sales and Distribution Management: An Indian Perspective,Response Books, New Delhi.
5. Willam. C. Moncrief and Shamnon. H.ship – Sales Management, Strategy, Technology, skills by Addison Wesley.

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**Bachelor of Business Administration (BBA) – Semester V**

**CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT**

**(WEF 2020-23)**

**Max. Marks :100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives :**

1. To identify the determinants of consumer behavior for any given product or service.
2. To understand consumer decision making process.
3. To understand factors influencing consumer behavior
4. To understand the Process of consumer decision making.
5. To learn the concept of Customer Relationship Management.

**SYLLABUS**

**Unit-I:** Introduction: Customer Vs Consumer, Nature and Significance of Consumer Behaviour; Types of Consumer Behaviour; Determinants of Consumer Behaviour; Profile of the Indian Consumer.

**Unit-II:** Perception: Consumer Perception and process; Learning: Theories of learning; Learning process, Motivation: Motivation Theories;.

**Unit-III:** Personality, Attitude, Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour. Family and Reference Groups

**Unit-IV:** Consumer Decision Making Process: Problem Recognition, Information Search, Evaluation of alternatives and selection, Post Purchase Behaviour.

**Unit-V:** Customer Relationship Management (CRM): Concept, Need and Importance of CRM, CRM Process; Concept of Customer Loyalty; CRM Ladder of Loyalty; Customer Retention – need and importance, product reconciliation-need and importance.

**Course outcomes**

1. Students are able to design appropriate marketing strategy by analyzing determinants and profile of consumer.
2. Students gain an understanding on the concepts of perception, learning, motivation and personality thereby enabling appropriate marketing strategy.
3. Students can formulate strategies based on the conceptual awareness of reference groups, influence of social and cultural factors.
4. Student will be able to design a suitable strategy to influence consumer buying behavior towards purchase of product.
5. Students design Customer Relationship Management strategy for retaining customer and widen the customer base for any product or service.

**References :**

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. MukeshChaturvedi and AbhivanChaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.

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**Bachelor of Business Administration (BBA) – Semester V**  
**DIGITAL MARKETING**  
**(WEF 2020-23)**

**Max. Marks :100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives :**

1. To acquire knowledge on digital marketing services.
2. To identify the need for prioritizing the web page optimization through SEO
3. To elucidate the concepts of content writing
4. To expose the students to various tools of social media
5. To study the effectiveness of e-mail marketing in dynamic business world for better

**SYLLABUS**

**Unit-I:** Introduction to Digital marketing :Meaning – importance – traditional online marketing vs. digital marketing –online market place –types of digital marketing- trends in digital marketing.

**Unit-II:** 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.

**Unit-III:** Content Marketing Understanding Content Marketing, Generating Content Ideas, Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, opportunities -Tools for developing visual content.

**Unit-IV:** Social Media Marketing: Meaning of social media and Social Media Marketing – social Management tools-strategy and planning – social media network – Social Networking –advantages and limitations-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.

**Course Outcomes**

- 1) Comprehend the importance of digital marketing / to demonstrate cognitive knowledge on online marketing services
- 2) Students can formulate SEO strategies for effective optimization of content
- 3) Students will be able to understand and implement ideas, concepts through creation and development of digital content
- 4) Students will be able to strategically leverage various social media platforms for effective social networking

5) Students will be able to formulate better and e-mail marketing strategies.

**References :**

1. Digital Marketing by Seema Gupta, McGraw-Hill Education, 2021
2. Digital Marketing for Dummies by Ryan Deiss& Russ Henneberry, publisher John Wiley first edition 2020.
3. Youtility by JayBaer, Published by Gilda MediaL C Portfolio 2013,
4. Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013
5. New Rules of Marketing and PR byDavidMeermanScott.Wiley, 2017
6. Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley & Sons.
7. Digital Marketing 2020 by Danny Star, Independently Published, 2019

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**Bachelor of Business Administration (BBA) – Semester V**

**BANKING THEORY AND PRACTICE (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To familiarize the students with the structure of Indian banking system.
2. To familiarize the student with the functions of banking.
3. To enable the student to understand the Developments of banking in India.
4. To enable the students to understand the banker-customer relationship.
5. To make the students understand the concept of negotiable instruments.

**SYLLABUS**

**Unit-I:** Introduction Meaning & Definition of Bank –Types of Banks- Functions of Commercial Banks, Central Banking –Central Banking Vs. Commercial Banking.

**Unit-II:** Banking Systems: Unit Banking , Branch Banking, Investment Banking- Innovations in banking – e banking - Online and Offshore Banking , Internet Banking - Anywhere Banking - ATMs- RTGS.

**Unit-III:** Banking Development: Indigenous Banking - Cooperative Banks, Regional Rural banks, SIDBI, NABARD -EXIM Bank.

**Unit-IV:** Banker Customer Relationship: Various types of relationship, KYC norms, Special types of accounts, Mandate & power of attorney, Banker's Lien, Right of Set off, Garnishee Order and Attachment order.

**Unit-V:** Negotiable Instruments: Definition and features of Cheques, Bills of exchange, Promissory note, Holder, Holder in due course, Paying Banker & Collecting Banker: right & liabilities, Reasons for dishonour of cheques, Crossing of Cheques, Endorsement of a Cheque.

**Course outcomes:**

1. Students will gain knowledge on kinds and functions of banks.
2. Students can understand various types of banking systems.
3. Students acquire knowledge on developments in banking.
4. Students can understand banker-customer relationship.
5. Students will acquire knowledge on practices of negotiable instruments.

**Reference Books:**

1. Santhanam.B, Banking Theory Law and Practice, Margam Publications.
2. Maheswari, S.N. Banking Theory Law and Practice, Kalyani Publications.
3. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand Co.
4. Clifford Gomez, Banking and finance, Theory, Law and practice, Jain Book Agency.
5. Nirmala Prasad, Banking and Financial Services, Himalaya Publications.

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**Bachelor of Business Administration (BBA) – Semester V**

**INVESTMENT MANAGEMENT (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To understand the Investment Meaning and process and instruments
2. To familiarize the students with various activities in the financial markets.
3. To evaluate the risk and return associated with securities.
4. To determine the actual worth of the securities.
5. To analyze the securities using fundamental and technical analysis.

**SYLLABUS**

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

**Unit-II:** Securities Market: Primary Market – Types of investors, Types of issues, SEBI guidelines to Primary Market. Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Types of Indices, Leading Stock Exchanges in India

**Unit-III:** Risk and Return Concepts: Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and Return.

**Unit-IV:** Valuation of Securities: Equity shares- Valuation, Dividend Valuation models. Bond Valuation, Bond Duration.

**Unit-V:** Security Analysis: Fundamental analysis, Company Analysis, Industry Analysis , Economic Analysis And Technical Analysis. Theories: Dow Theory, Eliot wave theory. Charts- Types, Trend and Trend Reversal Patterns– Moving averages, ROC, RSI, Market Indicators and Efficient Market Hypothesis

**Course outcomes**

1. Students will gain knowledge on various practices and instruments of investment.
2. Students are capable of handling various activities in primary markets.
3. Students are capable of measuring return and risk of a security.
4. Students are capable to choose right security through security valuation.
5. Students can analyse securities to offer investment suggestions.

**References:**

1. Prasanna Chandra, Investment Analysis and Portfolio management, TMH.
2. Punithavathy Pandian, Security Analysis & Portfolio Management, Vikas Publications.
3. Fisher and Jordan, Security Analysis & Portfolio Management , Pearson.
5. Kevin S, Security Analysis & Portfolio Management, PHI.





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**Bachelor of Business Administration (BBA) – Semester V**  
**FOREIGN EXCHANGE MANAGEMENT (w.e.f 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To understand the concept of Forex management and its relationship between global environment.
2. To familiarize the students with various instruments of international financial markets.
3. To equip the student with the functions and mechanisms of foreign exchange markets.
4. To determine the forward and spot exchange rates.
5. To learn the foreign exchange risk management tools and methods of financing international Trade.

**SYLLABUS**

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

**Unit-II:** International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instrument -GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

**Unit-III:** Foreign Exchange Market: Functions, characteristics, organization, and participant 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, off shore banking, payment terms, I.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

**Course outcomes:**

1. Students will be able to understand to raise funds from international financial markets.
2. Students will be familiar with various activities of foreign exchange markets.
3. Students can determine exchange rates in spot and forward markets.
4. Students will be able to finance international trade.
5. Students can understand to manage foreign exchange risks

**Reference 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) Sailaja, G., International Finance, Universities Press.
- 5)Jeff Madura. Tnlernational Financial Management, Cengage, New Delhi.
- 6)Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New

Delhi.

7) Thummuluri Siddaiah, International Financial Management, Pearson, New Delhi.

8) Vyuptakesh Sharan, International Financial Management, Prentice Hall of India, New Delhi.

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**Bachelor of Business Administration (BBA) –Semester V**

**E-PAYMENT SYSTEM (WEF 2020-23)**

**Max.Marks:100**

**External : 75 Marks**

**Internal : 25 Marks**

**Course Objectives:**

1. To understand the payment system modes electronically.
2. To impart the knowledge of digital payments and to make ease of providing services
3. To learn e-payment security and digital signatures.
4. To understand the payments through Mobile devices.
5. To understand the scenario of the electronic invoice & payment system in India.

**SYLLABUS**

**Unit-I:** E-Cash and Virtual Money: Electronic Data Interchange (EDI) – EFT/RTGS/Electronic Payment modes, Foundations of e-Cash and Issues; Security, Anonymity, Intractability, Block Chain Technologies, Virtual currencies, Bit coin, Ethereum, Tether, USD Dollar Coin, Binance Coin

**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 - EI PP providers - Biller service providers - Customer service providers - Reconciliation through Rank -invoice Paper elimination - Scan-based trading (SBT).

**Course outcomes:**

1. Students will be able to understand the basic concepts of e-cash and virtual money.
2. Students will acquire knowledge of the automated Clearing & Settlement system in India.
3. Students are able to understand to identify pertinent issues on e-payment security in India.
4. Students will be familiar with mobile payment systems in India
5. Students can understand the scenario of the electronic invoice & payment system in India.

**Reference Books:**

1. Domonique Rambure and Alec 'J.' Jacamuli, "Payment Systems: From the Salt Mines to the Board Room", Palgrave MacMillan.
2. Weidong Kou, "Payment Technologies for E-Commerce". Springer, Germany.
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**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.  
COURSES (A)  
Accredited by NAAC with B++ Grade.  
Visakhapatnam.**

**B.B.A. SYLLABUS  
SEMESTER VI**

**2020-23**

**Table 6. BBA Semester – VI**

<b>Sl. No</b>	<b>Course Skill Enhancement</b>	<b>Name of the subject</b>	<b>Total Marks</b>	<b>Mid. Sem. Exam</b>	<b>Sem. End Exam</b>	<b>Teaching Hours</b>	<b>Credits</b>
1	SEMESTER INTERNSHIP PROGRAM	SEMESTER INTERNSHIP PROGRAM	200	---	200	---	12

## **Internal & External Evaluation for Semester Internship**

### **Objectives:**

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

### **Assessment Model:**

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
  - Activity Log 10 marks
  - Internship Evaluation 30 marks
  - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
  - Internship Evaluation 100 marks
  - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.

- While evaluating the student's Activity Log, the following shall be considered -
  - a. The individual student's effort and commitment.
  - b. The originality and quality of the work produced by the individual student.
  - c. The student's integration and co-operation with the work assigned.
  - d. The completeness of the Activity Log.
- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description
  - a. Description of the Work Environment.
  - b. Real Time Technical Skills acquired.
  - c. Managerial Skills acquired.
  - d. Improvement of Communication Skills.
  - e. Team Dynamics
  - f. Technological Developments recorded.

## INTERNAL ASSESSMENT STATEMENT

**Name of the Student:**

**Programme of Study:**

**Year of Study:**

**Group:**

**Register No/H.T. No:**

**Name of the College:**

**University:**

<i>Sl.No</i>	<i>Evaluation Criterion</i>	<i>Maximum Marks</i>	<i>Marks Awarded</i>
1.	Activity Log	10	
2.	Internship Evaluation	30	
3.	Oral Presentation	10	
	GRAND TOTAL	50	

Date:

Signature of the Faculty Guide



## EXTERNAL ASSESSMENT STATEMENT

Name of the student:

Programme of study:

Year of Study:

Group:

Register No/H.T. No:

Name of the College:

University:

<i>Sl.No</i>	<i>Evaluation Criterion</i>	<i>Maximum Marks</i>	<i>Marks Awarded</i>
1.	Internship Evaluation	80	
2.	For the grading giving by the Supervisor of the Intern Organization	20	
3.	Viva-Voce	50	
	TOTAL	150	
<b>GRAND TOTAL (EXT. 50 M + INT. 100M)</b>		<b>200</b>	

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

