

OBJECTIVES: To enable the students to acquire the awareness on the various aspects of Medium and Small scale Industries.

MODULE – I: Small and Medium Enterprises: Significance in Indian economy, Problems and the steps taken by the Government to tackle their problems, Role of Government in promoting Small and Medium Enterprises, Financial aids provided to develop the backward areas. (case study)

MODULE – II: Project Formulation: Project identification and formulation, feasibility study, Project report preparation, location of units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC. (Case study)

MODULE – 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. (Case study)

MODULE – IV: Sickness in small and medium enterprises: Conditions of sickness, causes of sickness, prevention of sickness, remedial measures for sickness. (Case study)

MODULE – V: Ancillary industries, rural industries and artisans – role of SIDO,SSIDC,SISI,DIC-prospects for small scale industries. (Case study)

REFERENCES:

1. C.S.V. Murthy, Small scale industries and Entrepreneurial development Himalaya Publishing House
2. Vasant Desai, Management of SSI, Himalaya Publishing House
3. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House
4. S.S.Khanka, Entrepreneurial development, Sultan Chand & Co Ltd

OBJECTIVE: To inculcate the knowledge on international business aspects among the students

MODULE – I: Introduction and elements of international business- need-theories of international trade-difference between domestic and international trade (case study)

MODULE – II: Foreign Exchange- Factors influencing Exchange rate fluctuations- Euro market and Instruments (Libor, Mibor, etc), Foreign market Operations- Participants-Spot-Future, Forward and Option Market. (Case study)

MODULE – III: Finance and International Trade: Introduction-Understanding payment mechanism- Documentation in international trade- Financing Techniques-Components of International Financial Management-Export promotion schemes, EXIM policy, Export and Import finance. (Case study)

MODULE – IV : WTO and Trade Blocks – WTO formulation-advantages and disadvantages of WTO membership in developing countries-trade Blocks-Reasons for trade blocks formation-different types of trade blocks-member countries and economic condition and trade commodities of LAFTA ,SAFTA, NAFTA, ASEAN, CARICOM and EU (Case study)

MODULE–V: Mode of entering into potential marketing markets- global marketing strategies- Branding for international markets-global sourcing-what is global sourcing-reasons for global sourcing-challenges for Indian business (Case study)

REFERENCES:

1. C.Jeevanandam, Foreign Exchange Practice ,Concepts and Control, Sultan Chand & Sons
2. T.S.Balagopal, Export Management,Himalaya Publishing House
3. K.P.M.Sundaram &Rudradutta , Indian Economy S .Chand & Sons
4. Francis Cherunilum, Foreign trade and Export, Management, Himalaya Publications

OBJECTIVE: To teach various statistical aspects and enable the students to get acquainted with the various research aspects.

MODULE – I: Science: Theory and fact; scientific Method; Methods of social research; Case study method and Survey method. (Case study)

MODULE – II: Research Process: Problem formulation; Formulation of Hypothesis; Types of Research Designs; Sampling Techniques. (Case study)

MODULE – III: Data Collection: Sources of Data Collection; Tools of Data Collection; Data Analysis; Report Writing. (Case study)

MODULE – IV: Statistical Techniques: Measures of central tendency: Mean, Median and Mode; Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Correlation. (Case study)

MODULE – V: Regression; Chi-Square test; Scaling techniques; Index numbers. (Case study)

REFERENCES:

1. Methodology of research in social sciences, Krishnaswami
2. Research Methodology, Kothari, Viswaprakashan publishers, New Delhi
3. C.R. Kothari Research Methodology
4. Methodology of research in social sciences
5. Donald R. Cooper & Pamela S. Schindler, Business Research Methods

OBJECTIVE: To bring awareness among the students regarding the human resource practices in MNCs across the countries.

MODULE-I: INTERNATIONAL HUMAN RESOURCE MANAGEMENT: Definition, Importance, Concept, Scope; evolution of IHRM; Difference between Domestic human resource management and International human resource management; Approaches to IHRM; Morgan model; Expatriate, repatriate and Inpatriate; theories on cross cultural workforce; Organizational structure of MNC.(Case study)

MODULE-II: RECRUITMENT & SELECTION IN INTERNATIONAL CONTEXT: Recruitment methods used in MNCs; Selection criteria and techniques for international assignment; selection tests and Interviews for International selection (Case study)

MODULE-III: PERFORMANCE MANAGEMENT: performance management in MNCs, specific practices of performance management in MNCs, Appraisal of expatriate, Third and Host country employees; Issues and challenges in International performance management system. (Case study)

MODULE-IV: TRAINING AND DEVELOPMENT: Definition, Expatriation process, types of Expatriate training; REPATRIATION: Definition, process, types of Repatriation training. Career Development; Development in International settings. Knowledge transfer in International settings.(case study)

MODULE-V : INTERNATIONAL COMPENSATION: Definition, significance of compensation system in MNCs; key components of international compensation system; Social security systems across the countries; Emerging issues in Global compensation system. (Case study)

REFERENCES: International Human Resource Management, Dowling, P.Subba rao

1. Anne-Wil Harzing & Joris Van Ruyoss eveltd (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Dowling, International HR management, Cengage, ND
3. SPS Bedi, & M.Kishore, Global HRM, Widom, Delhi.
4. Peter J.Dowling: I ternational Human Resource Management, Excel Publications.
5. Tayeb – International HRM, Oxford University Press
6. C.S.Venkata Ratnam, Globaliaation an Labour Management Relations, Sage, New Delhi.
7. PS Rao, International HRM, Himalaya, Mumbai
8. Lawrence Kleiman, Human Resource Management, Wiley India, New Delhi.

MODULE – I: Definition, concept, scope of relations; Determinants of IR; Approaches of IR; Evolution of IR in India.(Case study)

MODULE – II: INDUSTRIAL DISPUTES: Definition, causes, manifestations of Industrial disputes; Methods and Machinery for settlement of Industrial disputes in India; Government and IR; Tripartite machinery; code of discipline. Grievance; grievance Redressal procedure.(Case study)

MODULE – III: TRADE UNIONS: Objectives and functions of Trade union, growth of Trade union movement, structure of trade unions, Types of Trade unions, Factors affecting growth of Trade union, problems of Trade unions, role of trade unions in India, essentials of successful trade union.(Case study)

MODULE – IV: PARTICIPATIVE MANAGEMENT: meaning and objectives, forms of participation, levels of participation; workers participation in management: objectives, models, wpm in different countries. (Case study)

MODULE–V: COLLECTIVE BARGAINING: Concept, features, significance and principles of collective bargaining. Process of negotiations, contract administration.(Case study)

REFERENCES:

1. Dunlop, J.T, Industrial relations system
2. C.S.Ratnam, Industrial relations
3. Sc Srivasthava , , Industrial relations and labor laws
4. M.Arora , Industrial relations, excel publications
5. Rama swamy E.A.-The Strategic Management of Industrial relations
6. P.R.N.Sinha IIndu Bala And seema Priyadashini “ Industrial relations, trade union and Labor Legislations”, Pearson Education

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
VI SEMESTER
BBA-C3-6301(4)
w.e.f. 2015 – 2018 ("15AC")

B.B.A.
PROJECT
SYLLABUS

TIME:6 Hrs/Week
Marks: 100

Each elective stream consists of project work for each semester. The total for V & VI semesters will be two project works under each stream.

A student has to select **One Stream of Elective consisting of four theory papers and two projects** (together for V & VI semesters). That means, the student will continue the same elective in the VI semester also.

A student is supposed to undertake a project in the stream of elective she has chosen in V and VI semesters.

The **Project Work** may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

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