

BBA 2024-25

Semester I		Semester II	
Fundamentals of Commerce	100	Principles of Management	100
Business Organisation	100	Business Economics	100
Semester III		Semester IV	
Business Law	100	Marketing Management	100
Organisational Behaviour	100	Human Resource Management	100
Business Environment	100	Financial Management	100
Business Statistics and mathematics			
Semester V			
Talent Management	100		
Global HRM	100		
Export and import	100		
Brand Managment	100		
Foreign Exchange Mangement	100		
E-Payment system	100		

UNIT – V: Computer Essentials: Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions.

Activities:

- Assignment on GAAP.
- Group Activates on Problem solving.
- Collect data and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:

1. Jain, S. P., & Narang, K. L. (2013). Cost Accounting Principles and Practice. Kalyani Publishers.
2. Gupta, R. L., & Gupta, V. K. (2007). Principles and Practice of Accounting. Sultan Chand & Sons.
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Singhanian, V. K., & Singhanian, J. (1999). Direct Taxes Ready Reckoner. Taxmann Publication.
5. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications

UNIT 4: BUSINESS COMBINATION:

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

UNIT 5: COMPUTER ESSENTIALS:

Milestones of Computer Evolution – Computer, Block diagram generations of computer. Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

ACTIVITIES:

1. Assignment on business organizations and modern business.
2. Group Discussion on factors that influence plan location
3. Seminars on different topics related to Business organization
4. Case study could be given to present business plan of students choice.
5. Identifying the attributes of network (Topology,service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
6. Identify the types of malwares and required firewalls to provide security.
7. Latest Fraud techniques used by hackers.

REFERENCE BOOKS:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. &Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

COURSE OBJECTIVES:

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

UNIT – I: INTRODUCTION TO MANAGEMENT: Definition – Nature, process and significance of management. Role of managers – managerial skills and roles, schools of management thought, Management as a science or Art – Management as a profession, Administration and Management. Functions of management. Contemporary issues and challenges in Management of 21st century.

UNIT – II: PLANNING: Planning – Nature and importance of planning, Types of plans – levels of planning. Steps in planning process, making effective plans, significance of Objectives, Management by Objectives (MBO). Decision making – Nature of decision making, Types of decisions, Decision Making process.

UNIT – III: ORGANIZING: Organizing – Nature and purpose, principles of organization. Types of Organization, Organisational structure and Design – Line, Staff and functional authority, conflict between line and staff – Overcoming the Line-staff conflict, Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation, process of delegation. Span of control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.

UNIT – IV: STAFFING AND DIRECTING: Staffing – Nature and purpose of staffing importance of staffing. Components of staffing, Manpower planning, Recruitment and selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation – Maslows theory of need Hierachy and Herzberg's Dual factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

UNIT – V: CONTROLLING: Controlling – concept, Nature and importance, Essentials of Control. Requirements of an effective control system, techniques of Managerial control, Behavioural implications of Control.

REFERENCE BOOKS:

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

4. Rao, P.S.Principles of Management, Himalaya Publishing House.

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ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
II SEMESTER **BBA** Time:6hrs/week
BBA-Ma2-2201(4) **BUSINESS ECONOMICS** Marks:100
w.e.f AK 2023-2024 (Admitted batch)

COURSE OBJECTIVES:

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

LEARNING OUTCOMES:

- Students will be able to have contextualization of Demand and Supply.
- Students will gain the potential of assessing the pricing strategies and make better decisions.
- Students will comprehend with the perspectives of Globalization and Liberalization.

UNIT – I: INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics –Micro and Macro Economics and their Interface. Case Studies

UNIT – II: DEMAND ANALYSIS

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

UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS:

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

UNIT – IV : MARKET STRUCTURE

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

UNIT – V: NATIONAL INCOME AND STRUCTURAL REFORMS

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

REFERENCE BOOKS: 1. Aryasri and Murthy- Business Economics - Tata McGrawHill.

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

UNIT-III: LEADERSHIP: Definition and Concept of Leadership, importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups.

UNIT – IV: MANAGEMENT OF CHANGE:

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

UNIT – V: ORGANIZATIONAL CULTURE:

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

REFERENCE BOOKS:

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

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ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER

BBA

TIME:4HRS/WEEK

BBA-Ma3-3301(4)

BUSINESS ENVIRONMENT

MARKS:100

w.e.f 2024-2025 (23AK Batch)

SYLLABUS

COURSE OBJECTIVES:

- To enable the students to develop an understanding on Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.

- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of International institutions in the growth of international business.

COURSE OUTCOMES: The students will be able to

CO1: identify and develop the concepts of Business Environment. (L3)

CO2: analyse the elements and reforms of Economic Environment. (L4)

CO3: interpret the elements of political Environment and role of Government in Business facilitation (L3)

CO4: develop an understanding of the MSME sector and challenges therein. (L4)

CO5: inspect the role of International institutions in the growth of international business. (L4)

UNIT- I: INTRODUCTION: Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.(Case Studies)

UNIT- II: ECONOMIC ENVIRONMENT OF BUSINESS: Importance of Economic Environment, Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog. (Case Studies)

UNIT- III: POLITICAL AND LEGAL ENVIRONMENT :Meaning and Elements of Political Environment, Role of Government in Business facilitation .Legal Environment and Business, Need and Importance of Legal Environment, Competition Act. 2002, 'FEMA, Licensing Policies. (Case Studies)

UNIT- IV: MANAGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, the MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME. (Case Studies)

UNIT- V: INTERNATIONAL BUSINESS ENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank, BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.(Case Studies)

REFERENCE BOOKS:

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.2021
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.2014
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.2024
4. Raj Aggarwal, Business Environment, Excel Books. 2023

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ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER

BBA

TIME:4HRS/WEEK

BBA-Ma4-3301(4)

BUSINESS STATISTICS AND MATHEMATICS MARKS:100

w.e.f 2024-2025 (23AK Batch)

SYLLABUS

COURSE OBJECTIVES:

- To understand the importance of Statistics in real world business applications.
- To formulate complete, concise and correct mathematical proofs.
- To frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- To build and assess data-based models, learn and apply the statistical tools to business.
- To create quantitative models to solve real world problems in appropriate contexts.

COURSE OUTCOMES: The students will be able to

CO1: interpret concept of Statistics in business.(L2)

CO2: Classify various data collections for central tendency (L3)

CO3: make use of various statistical techniques and to take decision making.(L3)

CO4: Solve the problems of correlation and the different methods used in research when needed.(L3)

CO5: examine the data in pictorial form by using applications of set theory and matrices.(L4)

UNIT- I: INTRODUCTION TO BUSINESS STATISTICS

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection– Primary and Secondary data. Tools for Data Collection – Schedule and questionnaire. Frequency distribution, Tabulation of Data, Diagram and graphic presentation of data. Statistical System in India.

UNIT- II: MEASURES OF CENTRAL TENDENCY AND DISPERSION

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

UNIT – III: MEASURES OF CORRELATION

Meaning, Definition and use of correlation. Types of Correlation- Karl Pearson's correlation coefficient, Spearman's Rank correlation. Probable error, Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients.

UNIT – IV: SET THEORY:

Set, Subset, Types of Sets. Operations on sets, De Morgan's Law of Venn Diagram. Applications of Set theory. Laws of Indices, Arithmetic Progressions, Geometric Progressions, Harmonic Progressions.

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

REFERENCE BOOKS:

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

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ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM		
IV SEMESTER	BBA	TIME: 4HRS/WEEK
BBA-Ma1-4101(4)	MARKETING MANAGEMENT	MARKS: 100
w.e.f 2024-2025 (23AK Batch)	SYLLABUS	

Course Objectives:

- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

Course Outcomes:

Students will be able to

- CO1.classify the concept of marketing environment in context to an organization.(L2)
- CO2.Examine the importance of STP in the marketing field for any organization.(L4)
- CO3. Build the detailed concept on Product life cycle, packaging and labeling. (L3)
- CO4.Analyze the factors that will influence the pricing and distribution strategies of a product in the market.(L4)
- CO5.Develop the communication skills for the proper utilization of Promotion mix in an organization.(L3)

UNIT - I: INTRODUCTION TO MARKETING MANAGEMENT

Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing Mix, Marketing environment. (Case Studies)

UNIT – II: SEGMENTATION, TARGETING AND POSITIONING

Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.(Case Studies)

UNIT – III: PRODUCT

Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial goods. New Product Development process, Product Life Cycle –

- CO2: Develop the human resource planning and identify how job analysis is used in HR practices.(Role Play).(L3)
- CO3: Classify the sources and techniques of recruitment.(L4) .
- CO4:Analyse the effective training and development programs and performance appraisal techniques.(L4)(Group Discussions)
- CO 5: Distinguish between Domestic and International HRM practices which are being followed in the MNC's. (L4)

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR

Manager, Advisory and service function to other departments. Changing role of HRM, Contribution

to Company's objectives and policies, organizing the HRM Department.

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification.

Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process.

UNIT-III: TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness.

Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development.

UNIT-IV: PERFORMANCE APPRAISAL AND COMPENSATION

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal.

Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job

Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation.

CO4: Examine the different capital structure theories Analyse dividend theories for efficient dividend decisions.(L4)

CO5. Analyse dividend theories for efficient dividend decisions.(L4)

UNIT – I: INTRODUCTION

Nature, Scope and Objectives of Financial Management, Functions of Finance - Profit Maximization vs. Wealth Maximization, Role of Financial Manager in Modern Business Organizations, Risk -Return Trade off.

UNIT – II: INVESTMENT DECISIONS

Capital Budgeting Process – Cash Flow Estimation and measurement, Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Capital rationing, Risk analysis in capital budgeting.

UNIT – III: FINANCING DECISIONS

Concept of Leverage, Types of Leverages. EBIT – EPS Analysis. Capital Structure, Determinants of Capital Structure-Theories–Net Income approach, Net Operating Income approach. Traditional view – MM Hypothesis. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.

UNIT – IV: DIVIDEND DECISIONS

Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, M-M Hypothesis. Retained Earnings Policies, Bonus Shares.

UNIT – V: WORKING CAPITAL MANAGEMENT

Concept of Working Capital, Determinants of Working Capital. Determination of Optimum level of Current Assets – Liquidity vs. Profitability, Risk – Return tangle. Estimating working capital needs, financing strategies of working capital. Inventory Management – Inventory Control Techniques, Receivables Management, Cash Management.

Reference Books:

1. Brealey, Richard and Myers, Stewart: Principles of Corporate Finance, New York, McGraw Hill India.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.

4. Weston J. Fred and Brigham, Eugene F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, McGraw Hill India.
Khan, M. Y. and Jain, Financial Management

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ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

V SEMESTER	B.B.A	Time: 5 HRS/WEEK
BBA 5103(4)	TALENT MANAGEMENT	MARKS: 100
W.e.f. 20AH Batch	SYLLABUS	

OBJECTIVES:

1. To enable the students to acquire the awareness on various aspects of Talent Management.
2. To equip the students with the knowledge of Performance Management in organizations.
3. To enhance the ability of proper ideology on work life balance, work ethics and work environment.

COURSE OUTCOMES:

- CO1.** Students will be able to understand the importance of Performance in an organization.
- CO2.** Students will exhibit the level of acceptance in handling work stress.
- CO3.** Students will focus more on Career Development and Leadership qualities.
- CO4.** Students are skilled enough to work as a Team and follow the work procedures to successfully get the work done.

UNIT - 1:

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

UNIT - 2:

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

UNIT - 3:

Performance management and employee development: Personal Development plans, 360 degree feedback as a developmental tool, performance management & reward

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 (case study)

UNIT- II:

Recruitment. Selection in International context: International Managers-Parc 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.. (case study)

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(case study).

UNIT- IV:

Training and development in international contest: 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. (Case study)

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 (case study).

REFERENCES:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise F. Welch, International Human Resource Management, Cengage Learning 4th edition
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill 3rd edition
4. Rao P. L, International Human resource Management, Excel Books 2nd Edition.

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ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
SEMESTER **B.B.A** Time: 5HRS/WEEK
BBA 5203(4) **EXPORT AND IMPORTS** MARKS: 100
W.e.f.20AH Batch **SYLLABUS**

Learning Objectives:

- Learn and improve the ease of conducting card and digital transaction
- Understand the concept of Electronic Payment System and its Security Services
- Bring out solutions in the form of applications to uproot Electronic Payment
- To Provide various Electronic Payment System based Applications or Mobile Wallet
- Know the information regarding the process of Real Time Gross Settlement.

Course outcomes: At the end of the course, students will be able to:

- Gain the knowledge relating to Export and Import of different Product
- Visualize necessary information about different foreign exchange currencies
- Know about various methods of Transportation
- Capture the necessary information regarding Export License

UNIT-I : Exporting Preliminary Consideration- Generation of Foreign Enquiries, Obtaining Local Quotations and offering to overseas buyers Scrutinizing export orders, Opening L/C by buyers-Export Controls and Licenses Patent, Trade mark, Copy Right Registrations, Confidentiality and NDA.

UNIT-II : Export Sales- Selling and Purchasing- Consignment – Leases Marine and Air Casualty Insurances- Export Finance- Forex - Major Currencies, Exchange Rates, Relations and Impact-Export Costing and Incoterms- Export Licence and Import Licence.

UNIT-III: Export Packaging- Preparation of Pre-Shipment Document- Methods of Transportation- Country of Origin Marketing – Inspection of Export Consignment – Export by Post, Road, Air, and Sea – Claiming for export benefits and duty drawbacks.

UNIT-IV: Shipment and Shipment Documents- Complicated Problems in Shipments and Negotiation of Shipping Documents- Corporate Marketing Strategies- 100%EOU and free trade. Deemed Export Isolated Sales Transactions

UNIT-V: Acts for Export/Import- Commencement- Customs Formalities-Export Documentation- Export of Services- Export of Excisable Goods- Import Documentation – Clearance – 100% Export Oriented units- Import/Export Incentives- Import Licenses etc.

References:

1. C. Rama Gopal, Export and Import Procedures, Documentation and logistics, New Age International,2020
2. P.K.Khurana, Export Management, 8th edition 2014 Jan
3. Thomas E Johnson and Donna L. Export Import Management, Export and Import Procedures and Documentation., 2010

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ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM		
V SEMESTER	B.B.A	Time: 5HRS/WEEK
BBA 5204(4)	BRAND MANAGEMENT	MARKS: 100
W.e.f.20AH Batch	SYLLABUS	

LEARNING OBJECTIVES: To enable the students to

1. Know about the concept of Product Management
2. Understand the strategies of Branding.
3. Help the students to appreciate the relationship between corporate strategy, product and Brand Management.

COURSE OUTCOMES: At the end of the course, the student will be able to

- CO 1:** Learn the concept of product and product life cycle stages and their strategies.
- CO 2:** Demonstrate various techniques of idea generation to develop new product.
- CO 3:** Formulate effective brand strategies for consumer and portfolio techniques.
- CO 4:** Utilize the different tools for building and measuring brand equity.
- CO 5:** Develop the brand architecture and brand portfolio techniques.

SYLLABUS:

UNIT - 1: Product Management an Introduction, Corporate Strategy and Product Policy
Product line Decisions. Product Life Cycle and Marketing Strategies (Case Studies).

UNIT - 2: New Product Development and the Techniques of Idea Generation and Screening
Concept Development and Testing Test Marketing Launching and Tracking New Product Programmes (Case Studies).

UNIT – 3: Organizing for New Products Introduction to Brand Management and Crafting of
Brand Elements, Consumer brand Knowledge Brand Identity, Personality and Brand Associations (Case Studies).

UNIT – 4: Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for
Building Brand Equity (Case Studies).

UNIT – 5: Leveraging Brand Equity, Measurement of Brand Equity (Case Studies).

References:

1. Marketing Management by Philip Kotler and Kevin Lane Keller, 15th Edition.

UNIT- II: Automated Clearing and Settlement, Process of Real Time Gross Settlement System- Net Settlement- ATM Net Works- FED Wires, CHIPS and SWIFT.

UNIT- III: E-payment security and digital signatures: Cryptographic methods- Hash functions- Public private key methods- RSA-Digital Signatures- Certification process – Digital documents and remote authentication.

UNIT- IV: Mobile payments: Wireless payments, digital wallets, Google wallets- Obopay- Security challenges- Debit and credit card-RU Pay card- E-challan

UNIT-V: Electronic payment and invoice system-Electronic statement delivery- EIPP Providers – Biller Service Providers- Customer Service Providers-Reconciliation through Bank- Invoice paper elimination-Scan Based Trading (SBT).

References:

1. A complete E- Commerce Book by Janice Reynolds , 2nd edition 2000
2. Electronic Commerce- A managerial Perspective by Efrain Turban Jaelee, David King , H Michael chung, 1st edition, 2001
3. At tech House- Electronic Payment Systems, 2nd edition 2001.

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