



**SRI KRISHNADEVARAYA UNIVERSITY:  
ANANTAPURAMU**

**UG CBCS SYLLABUS**

**VI Semester**

**(2017-2018)**

**B.B.A.**

**VI SEMESTER- SYLLABUS**

**(AS PER CBCS AND SEMESTER SYSTEM)**

**III YEARS**

**w.e.f. 2017-2018**



**AP STATE COUNCIL OF HIGHER EDUCATION**

**CBCS - PATTERN FOR B.B.A.**

**Table-6: B.B.A Semester – VI**

Sl. No .	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 1 G	<b>International Business</b>	100	25	75	5	4
2.	DSC 2 G	<b>Medium, Small &amp; Micro Enterprises Management</b>	100	25	75	5	4
3.	DSC 3 G	<b>Project Management</b>	100	25	75	5	4
4.	DSC 1 H Elective*	<b>1. E-Business</b> <b>2. Financial Management</b> <b>3. Human Resource Management</b> <b>4. International Business</b> <b>5. Marketing Management</b> <b>6. Operations Management</b>	100	25	75	5	4
5.	DSC 2 H Elective*		100	25	75	5	4
6.	DSC 3 H Elective*		100	25	75	5	4
<b>Total</b>			<b>600</b>	<b>150</b>	<b>450</b>	<b>30</b>	<b>24</b>
<b>Grand Total</b>			<b>3500</b>	<b>750</b>	<b>2750</b>	<b>164</b>	<b>134</b>

**Note:**

1. Titles of a few Electives Streams are given for DSC- F (1F, 2F & 3F combined) at V Semester and the same titles are repeated for DSC – H (1H, 2H & 3H combined). Each Elective Stream consists of two theory papers and one project work for each semester. The total for V & VI semesters will be four theory papers and 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.

2. The colleges have to **implement original project work** which may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

## Elective Papers:

### **E-Business (EB):**

DSC 1F (EB) e-Commerce  
DSC 2F (EB) Business Networks  
DSC 3F (EB) Project Work

DSC 1H (EB) e-Payments System  
DSC 2H (EB) Social Media and e-Marketing  
DSC 3H (EB) Project Work

### **Financial Management (FM):**

DSC 1F (FM) Financial Markets  
DSC 2F (FM) Foreign Exchange Management  
DSC 3F (FM) Project Work

DSC 1H (FM) Financial Services  
DSC 2H (FM) Investment Management  
DSC 3H (FM) Project Work

### **Human Resource Management (HR):**

DSC 1F (HR) Talent Management  
DSC 2F (HR) Industrial Relations  
DSC 3F (HR) Project Work

DSC 1H (HR) Global HRM  
DSC 2H (HR) Training & Development  
DSC 3H (HR) Project Work

### **International Business Management (IB):**

DSC 1F (IB) Global Marketing  
DSC 2F (IB) Foreign Exchange Management  
DSC 3F (IB) Project Work

DSC 1H (IB) Global HRM  
DSC 2H (IB) Export and Import: Procedures and Documentation  
DSC 3H (IB) Project Work

### **Marketing Management (MM):**

DSC 1F (MM) Global Marketing  
DSC 2F (MM) Advertising & Media Management  
DSC 3F (MM) Project Work

DSC 1H (MM) Marketing of Services  
DSC 2H (MM) Retail Management  
DSC 3H (MM) Project Work

### **Operations Management (OM):**

DSC 1F (OM) Purchase Management  
DSC 2F (OM) Warehouse Management  
DSC 3F (OM) Project Work

DSC 1H (OM) Logistics and Supply Chain Management  
DSC 2H (OM) Export and Import: Procedures and Documentation  
DSC 3H (OM) Project Work

# Semester-VI

## DSC 1G: International Business

Unit-I: Introduction – Need - Theories of international trade - Difference between Domestic and International/Foreign Trade.

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

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

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

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

### References:

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

## **DSE 2G: Medium and Small Enterprises Management**

Unit-I: **Small and Medium Enterprises:** Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to backward area and development.

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

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

Unit-IV: **Sickness in Small and Medium enterprises** - Causes of sickness, Prevention of sickness, and Remedial measures for sickness.

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

### **References:**

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.

## **DSC-3G: Project Management**

Unit-I: Introduction: Meaning, Scope and Objectives, Types of Projects, Generation and Screening of Ideas, Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening - Problems of Project management.

Unit-II: Analysis of Project Proposal: Markets and Demand Analysis, Technical Analysis, Material Input, Manufacturing Process, Technology-Product Mix- Estimation of Sales and Production. Machinery and Equipment Selection.

Unit-III: Project evaluation for Selection:- Methods of evaluation, ROR and ROI, Pay Back period, Net present value method. PERT and CPM techniques, Time estimations, slack time and critical path and post Project Review.

Unit-IV: Human Aspects of Project Management – Manpower Planning - Human Ergonomics - Estimation - Pre requisites for Successful Project Implementation.

Unit-V: Closing of the Project:- Types of project termination, Termination procedure and evaluation of Termination possibilities.

### **References:**

1. Prasanna Chandra, Project–Planning–Analyses, Selection, Implementation and Review. ‘Tata Mc Graw Hill Publishing Co.
2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing.

## **DSC 1H (EB):e-Payments System**

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

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

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

**Unit-IV: Mobile Payments:** Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges.

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

### **References:**

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

## **DSC 2H (EB):Social Media and e-Marketing**

**Unit-I:Social Media:** Career in Social Media Marketing - Strategic Marketing - Social media Planning process - Campaigns (tactics and results).

**Unit-II:Social Consumers:** Social media marketing segments - Digital consumers - Digital communities - Online communities - Strong & Weak Ties - Social Community - Social Publishing.

**Unit-III:Social Media Sites:** Face book - Twitter - LinkedIn - YouTube and their Operations - Data mining and Social Media - Role of Social Media in Marketing Research - Social Media and Privacy/Ethics.

**Unit-IV: e-Marketing:** Objectives, Online Advertising - Distribution in e-Marketing, Lead Generation Platform - Customer Service mechanism - Relationship Building medium.

**Unit-V: Methods of e-Marketing:** Advertising Techniques, Selling Methods, Sales Promotion - Public Relations - Sponsorship, Merchandising, Teleconferencing - Chatting.

### **References:**

1. Chaffey, D., e-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Burlington: Elsevier.
2. Hanson, W. A. &Kalyanam, K., Internet Marketing & e-Commerce, Thomson Southwestern, Mason, Ohio.
3. Harris, L., Marketing the e-Business, Hoboken: Taylor & Francis.
4. Krishnamurthy, S., Contemporary research in e-Marketing, Hershey, PA: Idea Group Publication.
5. Stephen Dann & Susan Dann, E-Marketing: Theory and Application, Macmillan, New York.



## **DSC 1H (FM): Financial Services**

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

Unit-II: Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Frame work, Factoringservices in India.

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

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

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

### **References:**

1. Khan & Jain, Financial Services – TMH Publishers.
2. Machiraju V, Financial Services - Vikas Publishing House.
3. V.A. Avadhani, Indian Capital Market- Himalaya Publishing house.

## **DSC 2H (FM): Investment Management**

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

Unit-II: Securities Market: Primary Market - Issue Management-Pre and Post Issue Management. Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Leading Stock Exchanges in India.

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

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

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

### **References:**

1. Investment Analysis and Portfolio management – Prasanna Chandra, TMH, 2010.
2. Security Analysis & Portfolio Management – Punithavathy Pandian, Vikas, 2005.
3. Investment Management – Bhalla V. K, S.Chand, 2011.
4. Security Analysis & Portfolio Management – Fisher and Jordan, Pearson, 2011.
5. Security Analysis & Portfolio Management- Kevin S, PHI, 2011.
6. Investment Analysis & Portfolio Management– Reilly, Cengage Learning.
7. Investments: Principles and Concepts – Charles P. Jones, Wiley, 2010.

## **DSC 1H (HR)/(IB): Global Human Resource Management**

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

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

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

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

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

### **References:**

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

## **DSC 2H (HR): Training and Development**

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

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

Unit-III: Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV: Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V: Coaching and Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.

### **References:**

- 1.P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
- 2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell& LenHoldmen, Human Resource Management, Macmillan Publisher.

## **DSC 1H (IB)/(HR): Global Human Resource Management**

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

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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.

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

## **DSC 2H (IB)/(OM): Export and Import: Procedures and Documentation**

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

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

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

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

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

### **References:**

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

## **DSC 1H (MM): Marketing of Services**

Unit-I: Introductions to services, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

Unit-II: Service Marketing Management: Marketing management process for services organizing, marketing, planning, analyzing marketing opportunities, 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 -Service quality, Service recovery -Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

Unit-IV: Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

Unit-V Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

### **References:**

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.





## **DSC 2H (MM): Retail Management**

Unit-I: Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

Unit-II: Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

Unit-III: Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, Emerging trends in retailing.

Unit-IV: Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research: Customer Audits, Brand Management in retailing.

Unit-V: Case Studies: Practical:

(i) Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.

(ii) Go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.

### **References:**

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. Dravid Gilbert, Retail Marketing Management, Pearson Education.
4. A. J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.
6. S.L. Gupta, Sales and Retail Management: An Indian Perspective, 2007, Excel Books.
7. Rosemary Varley, Mohammed Rafiq, Principles of Retail Management, Palgrave Macmillan, 2009.
8. Chetan Bajaj, Retail Management, Oxford University Press.
9. Sinha, Piyush Kumar and Uniyal, Managing Retailing, Oxford University Press, 2010.

## **DSC 1H(OM): Logistics and Supply chain Management**

Unit-I: Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory- Logistics in 21st Century.

Unit-II: Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) -

Unit-III: Supply Chain Management: Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications.

Unit IV: Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain.

Unit-V: Aligning the Supply Chain with Business Strategy - SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies - Certifications.

### **References:**

1. G Raghuram& N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. McMillan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, Pearson.
4. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003.

## **DSC 2H (OM)/(IB): Export and Import: Procedures and Documentation**

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

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

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

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

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

### **References:**

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

## Project Work

Guidelines for Project Work (12 Weeks' Duration) after 4<sup>th</sup> Semester of BBA.

The project work (Internship) is an integral part of the academic curriculum of BBA. It is an initiative to bridge the gap between knowledge and its application through a series of interventions that will enable students of BBA program to gain insights and exposure to the industry. The objective of conducting Internship (project work) at the end of 4<sup>th</sup> semester of the course is: To provide an opportunity for students to apply theoretical concepts in real life situations at the work place; to sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behaviour; to enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks; to sharpen domain knowledge and provide cross functional skills

**Guidelines:** The student will have to identify an Internship (project work) in a business enterprise that matches the student's area of specialization. Internship (project work) is a combination of In-plant study and a research project. Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems.

**Duration of Project work:** The project work shall be for a period of 12 weeks immediately after completion of 4<sup>th</sup> semester but before commencement of the 5<sup>th</sup> semester. Students are expected to take up the work, such as identifying the organization, finalization of topic and review of literature during the fourth semester and start the Internship (project work) immediately after this.

**Project Guide:** Internal guide of the Internship is a full time faculty member working in management department of respective institution with minimum of three years of experience. External guide is from the business organization where the student is carrying out his/her project work. Maximum of ten students can work under an internal guide. The students are expected to be in continuous interaction with the guide during the course of the Internship. No two students of an institute shall work on the same problem in the same organization.

The student will present Synopsis with the detailed execution plan to the internship committee (HOD, senior faculty of the Dept. of Management) who will review and may (a) approve, (b) approve with modification or (c) Reject for fresh synopsis. The approval status is submitted to HOD who will officially give concurrence for execution of the internship

**Synopsis:** It is a 3 page document/hard copy to be submitted to the HOD with the signatures of guide and the student (Introduction with objectives and summary, Review of articles/literature about the topic with source of information and methodology of the study)

Submission of report 12<sup>th</sup> week of internship final report should be submitted to the university before one week of the commencement of theory examination.

**Evaluation:** Internal Evaluation: Internal evaluation will be done by the internal guide. • External Evaluation: External evaluation shall be done by a faculty member (not below the rank of Associate Professor) drawn from Dept. of Commerce & Business Administration of the University.

**Viva-voce/Presentation:** A viva-voce examination will be conducted at the respective institution where student is expected to give a presentation of his/her work. The viva-voce examination will be conducted by the respective HOD / Sr. Professor of the department and an expert drawn from the University as appointed by the University.

Internship (Project) work carries 100 marks evaluation by the internal guide and external evaluation (average mark will be taken for award) and 100 marks for viva-voce examination.

**Format of the Internship report:** The internship report shall be prepared using word processor viz., MS word, using Times New Roman font sized 12, on a page layout of A4 size with 1” margin on 175 all sides and 1.5 line spacing. The internship report shall not exceed 75 pages.

**Submission of report:** Students should submit the internship report in electronic data form only, in PDF file (Un-editable format) to the Institute. Institute in turn shall submit all the CDs of their students along with a consolidated master list as per specialization containing USN, Name of the student and title of the report to Controller of Examination one week before the commencement of the theory examinations.

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