

Sri Venkateswara University
Programme: B.B.A.Honours (Major)
w.e.f. AY 2023-24

COURSE
STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Principles of Management	4	4
	4	Business Economics	4	4
Semester-III	5	Business Law	4	4
	6	Organisational Behaviour	4	4
	7	Business Environment	4	4
	8	Business Statistics and Mathematics	4	4
Semester-IV	9	Marketing Management	4	4
	10	Human Resource Management	4	4
	11	Financial Management	4	4
Semester-V	12	Sales and Distribution Management (OR) Advertising Management	4	4
	13	Training and Development (OR) Labour Legislation	4	4
	14	Security Analysis and Portfolio (OR) Financial Markets	4	4
	15	Production and Operations Management (OR) Project Management	4	4
Semester-VI	Internship			
Semester-VII	16	Services Marketing (OR) Brand Management	4	4
	17	Financial Derivatives (OR) Financial Services	4	4
	18	Performance Management (OR) Compensation Management	4	4

	SEC			
	19			

	20			
Semester-VIII	21	Global Marketing (OR) Industrial Marketing	4	4
	22	Investment Management (OR) International Financial Management	4	4
	23	Labour Welfare (OR) Industrial Safety	4	4
	SEC			
	24			
	25			

BBA HONOURS
III YEAR - V SEMESTER

SRI VENKATESWARA UNIVERSITY

BBA – W.E.F. 2023-24

SEMESTER – V

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	Major-Course 12	Sales and Distribution Management (OR) Advertising Management	100	25	75	4	4
2.	Major-Course 13	Training and Development (OR) Labour Legislation	100	25	75	4	4
3.	Major-Course 14	Security Analysis and Portfolio (OR) Financial Markets	100	25	75	4	4
4.	Major-Course 15	Production and Operations Management (OR) Project Management	100	25	75	4	4
5.	Minor Paper - I		100	25	75	4	4
6.	Minor Paper - II		100	25	75	4	4
7.	Environmental Education		50	---	50	2	1

SEMESTER – V - BBA
COURSE -12: SALES AND DISTRIBUTION MANAGEMENT

Theory

Credits: 4

4hrs/week

Course Objectives:

- To provide conceptual knowledge about different types of sales plans and sales organizations for different firms.
- To understand sales forecasting, budgeting and different methods of analyzing market potential.
- To enable the students to understand the recruitment, selection, training, compensation and controlling approaches relating to the sales personnel of a firm.
- 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.

UNIT-I:INTRODUCTION TO SALES MANAGEMENT

Introduction to Sales Management – Nature, Scope, Objectives and Functions of Sales Management .Types of Selling, Selling Process. Sales Management Process, Organization of Sales Department, Different types of Sales Organizations.

UNIT-II:ANALYSIS OF MARKET POTENTIAL

Sales Management Cycle, Decision areas in Sales Management- Analysis of Market Potential, Sales Potential, Sales Forecasting, Sales Volume, Sales Budgets, Time and Territory Management. Emerging trends in Sales Management.

UNIT-III:SALES PLANNING AND CONTROL

Sales Planning- Sales Forecasting & Budgeting, Sales Quotas and Targets. Sales Control-Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report. Sales Audit.

UNIT-IV:SALES FORCE RECRUITMENT AND SELECTION

Recruitment, Selection and Training of Sales force, Sales force motivation. Salesmen Compensation Plans, Control and Evaluation of Performance of Salesmen.

UNIT-V:DISTRIBUTION MANAGEMENT

Channels of Distribution, Structures and Functions, Channel Design. Selecting Channel Members, Evaluating Channel Members, Motivating Channel members. Emerging trends in Distribution, Green Channels, E-Channels, Omni Channel Management.

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. Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, Response Books, New Delhi.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - V**COURSE 12:SALES AND DISTRIBUTION MANAGEMENT****Time: 3 hrs****Max. Marks 75****Section A*****Answer any Five of the following*****5 X 3=15 M**

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Section - B**Answer any Five Questions(5 ×12 = 60 Marks)**

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SEMESTER-V**COURSE- 12:ADVERTISING MANAGEMENT**TheoryCredits:44 hrs/week**Course Objectives:**

- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.
- To know the importance of advertising budgeting, advertising agencies and evaluating advertising campaigns.
- To equip the students with the concepts, types and importance of branding.
- To learn about brand equity, brand evaluation and brand management.

UNIT-I:INTRODUCTION TO ADVERTISING MANAGEMENT

Advertising- Meaning, Importance and objectives of Advertising. Classification and Functions. Role of Advertising in Promotional Mix, Types of Advertising. Digital Advertising -Meaning, Advantages, Limitations, Types of Digital Advertising.

UNIT-II:ADVERTISING AND MEDIA PLANNING

Types of Advertising Appeals, Media – Objectives. Media Plan- Media Planning and Role of Media Planning. Market Analysis, Target Market Coverage, Geographic Coverage.

UNIT-III:ADVERTISING BUDGET AND AGENCIES

Advertising Budgets, Methods of Formulating Advertising Budgets. Evaluating Advertising Effectiveness (DAGMAR), Advertising Agencies, Functions of Advertising Agency, Various Functional Departments.

UNIT-IV:BRANDING

Introduction to Branding, benefits, Types of Brands. Branding decisions, Brand Identity, Brand Personality and Positioning, Product and Brand Extensions, Advantages of Extensions, Disadvantages of Brand Extensions.

UNIT-V:BRAND MANAGEMENT

Measuring Brand Equity, Evaluating Brand Performance. Designing Brand Marketing Programmes, Branding in Retail Business.

Reference Books:

1. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi.
2. S.H.H.Kazmi, Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi.
3. S A Chunawalla, Advertising, Sales & Promotions Management, Himalaya Publishing House.
4. U.C.Mathur, Brand Management: Text and Cases, Macmillan India Ltd.
5. Strategic Brand Management, Kevin Lane Keller. Pearson.

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SEMESTER - V**COURSE 12:ADVERTISING MANAGEMENT****Time: 3 hrs****Max. Marks 75****Section A*****Answer any Five of the following*****5 X 3=15 M**

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Section - B**Answer any Five Questions(5 ×12 = 60 Marks)**

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SEMESTER – V - BBA
COURSE 13: TRAINING AND DEVELOPMENT

Theory

Credits: 4

4hrs/week

Course Objectives:

- Understand basic concepts associated with learning process, learning theories, training and development.
- Understand training needs, identification of training needs, training processes, training methods.
- To familiarize with evaluation design to assess training program effectiveness.
- Emerging trends in training and development.
- Relevance and usefulness of training expertise in the organizational work environment.

UNIT-I: TRAINING AND DEVELOPMENT

Introduction to Training- Scope, Objectives and Importance. Beneficiaries of Training, Factors influencing working and learning. Training Need Analysis, Training practices, Problems in Training process, emerging trends in training.

UNIT-II: STEPS IN TRAINING PROGRAM

Need for Training and Development, Role of training managers – Administrators, Consultants, Designers and Instructors, Identification of training needs – Potential macro needs, - Designing Competency Based training programs. Evaluation of training programs- Evaluation process, Feedback mechanism, Methods of Training Evaluation.

UNIT-III: TRAINING DESIGN

Introduction to Training Design, Factors affecting design of a training program, Designing a training module, Identification of Trainer, designing the Training Schedule, Preparing content, Study Material. Budgeting for training, types of cost involved in training programs.

UNIT-IV: TRAINING METHODS AND TRAINER'S STYLE

Types of training- On-the-Job methods, Off-the -Job training methods (Job Instruction method, Job Rotation Method, presentation methods, hands on methods, group building methods), choosing a training method.

UNIT-V: DEVELOPMENT

Executive Development- Need, importance of Training for Managers. Steps in the organization of Executive Development Programs, Techniques of Development Programs. Career Development. Counselling- Meaning of Counselling, Process of Counselling.

Reference Books:

1. Gary Dessler, Human Resource Management, Pearson Education.
2. Noe, R.A. Employee Training & Development. McGraw-Hill India.
3. Aswathappa K, Human Resource to Personnel Management, Tata Mc Graw Hill.
4. Mamoria C. and Mamoria S. Personnel Management, Himalaya Publishing Company.
5. Rolf, Pandit and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.

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SEMESTER - V

COURSE 13: TRAINING AND DEVELOPMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

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Section - B

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SEMESTER-V**COURSE 13:LABOUR LEGISLATIONS**TheoryCredits:44 hrs/week**Course Objectives:**

- To acquire expert knowledge of Labour Laws
- To understand and application of Labour Laws
- To discuss the legal framework of factories act
- To realize the provision for payment of wage
- To Interpret the mechanism for resolving industrial disputes

Syllabus**UNIT-I:CONSTITUTION AND LABOUR LAWS**

Fundamental rights vis-à-vis labour laws, Equality before law and its application in Labour Laws, Equal pay for equal work; and Article-16 and reservation policies, Articles 19, 21, 23 and 24 and its implications.

UNIT-II:THE FACTORIES ACT 1948

Definition, approval, licensing and registration, health and welfare measures (intra mural and extramural) ,employment of women and young persons, leave with wages and weekly holidays. Amendments in Factories Act 2013

UNIT-III:PAYMENT OF WAGES ACT

Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972.

UNIT-IV:TRADE UNIONACT 1926

Process of Obtaining Recognition for trade unions; Role of Trade Unions in Company; Rights and Privileges of Trade Union, General and Political funds. The Industrial Disputes Act1947, forum for settlement of disputes.

UNIT-V:LABOUR CODES

Code on Wages 2019; Labour Code on Industrial Relations 2020; Labour Code on Social Security & Welfare ;Labour Code on Safety & Working Conditions.

Reference Books:

1. C.B.Mamoria, Mamoria&Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd,
2. C.S.VenkatRatnam,Industrial Relations ,Oxford University Press,NewDelhi.
3. ArunMonappa, IndustrialRelations, Tata McGraw Hill Publishing Company Limited, New Delhi.
4. TN Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House,
5. SC Srivastava, Industrial Relations and Labour Laws,Vikas Publishing House.

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Semester-wise Syllabus under CBCS
(w.e.f. 2023-24 Admitted Batch)

SEMESTER - V

COURSE 13: LABOUR LEGISLATIONS

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3 = 15 M

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Section - B

Answer any Five Questions (5 × 12 = 60 Marks)

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SEMESTER-V**COURSE14:SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**TheoryCredits:44 hrs/week**Course Objectives:**

- Understand the various forms of investment, security Markets and other concepts.
- Understand risks associated with investment and to measure different forms of risks
- Analyse the fundamental strength of stocks and predict the price trends of securities using technical analysis and valuation of stocks and fixed income securities.
- To analyses the stocks using various tools of technical analysis.
- To understand various models of portfolio Management and evaluate the performance of portfolio.

Syllabus**UNIT-I:CONCEPT OF INVESTMENT**

Objectives – Investment Vs Speculation – Security Investment Vs Non-security Forms of Investment – Investment Process–Sources of Investment Information–Security Markets–Primary and Secondary –Indices.

UNIT-II:RETURN AND RISK

Meaning and Measurement of Security Returns–Types of Security Risks–Systematic Vs Unsystematic Risk– Measurement of Total Risk and Systematic risk.

UNIT-III:FUNDAMENTAL ANALYSIS OF STOCKS

Economy, Industry and Company Analysis, Intrinsic Value–Approach to Valuation of Bonds, Preference Shares and Equity Shares.

UNIT-IV:TECHNICAL ANALYSIS

Concept and Tools of Technical Analysis: Dow Theory, Charts, Chart Patterns, Mathematical tools(MA, EMA, ROC, RSI and MACD), Elliot Wave Theory, Market indicators – Technical Analysis Vs Fundamental Analysis–Efficient Market Hypothesis–Concept and Forms of Market Efficiency.

UNIT-V:ELEMENTS OF PORTFOLIO MANAGEMENT

Portfolio Models– Markowitz Model, Efficient Frontier, Sharpe Single Index Model and Capital Asset Pricing Model–Performance Evaluation of Portfolios–Sharpe Model,Treynor model–Jensen’s Model for PF Evaluation– Portfolio Revision.

Reference Books:

1. Fisher and Jordan-Security Analysis &Portfolio Management, Pearson,PHI.
2. S.Kevin, Security Analysis &Portfolio Management, Prentice Hall India.
3. Avadhani VA, Securities Analysis & Portfolio Management, Himalaya Publishing House.
4. Prasanna Chandra, Investment Analysis and Portfolio Management,Tata McGraw Hill Education.
5. P.Pandian, Security Analysis and Portfolio Management,Vikas Publishing House Pvt.Limited.

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SEMESTER - V

COURSE 14: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

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Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

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SEMESTER-V**COURSE14:FINANCIAL MARKETS**TheoryCredits:44hrs/week**Course objectives:**

- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.
- To develop an understanding on derivatives market.

UNIT-I:INDIAN FINANCIALSYSTEM

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System
-Financial markets-Financial institutions-Financial Instruments-Financial Services.

UNIT-II:MONEY MARKET:

Introduction-Definition of Money Market- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market-Money Market Instruments-Commercial Bills- Finance Bills or Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits,-Deficiencies of Money Market.

UNIT-III:CAPITAL MARKET:

Introduction- Meaning, Objectives and importance and Functions of Capital Markets – Structure of Indian Capital Market – Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-Gilt edged Securities (Government Securities, Semi Government Securities)-Regulation of Capital Market(SEBI) Primary Market (Functions, Methods and Operations of New Issue Market)-Secondary market(NSE)

UNIT-IV:FOREIGN EXCHANGE MARKET:

Features of Foreign Exchange Market-Functions and Organisation- Structure- Participants in the Foreign exchange Market- Forex Exchange rates (Spot & Forward) -Theory of Purchasing Power Parity-Arbitrage.

UNIT-V:THE DERIVATIVES MARKETS:

Futures (Swaps and forward contracts) & Options- Derivatives markets (MEFF)-Hedging Vs speculating with derivatives.

Reference Books:

1. Financial Markets, Institutions and Financial Services-Clifford Gomez-PHI Learning Private Limited.
2. L.M.Bhole, Financial Institution and Markets, McGrawhill.
3. ShashiK.Gupta,Nisha Agarwaland Neeti Gupta, Financial Institutions and Market ,Kalyani Publications.
4. T.R.Jain,R.L.Sarma- Indian Financial System-VK Global publisher.
5. JithendraGala –Guide to Indian Stock markets, Buzzing Stock publishing house.
6. SahaSiddhartha- Indian financial System-and Markets –Mc Grawhill Publications.

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SEMESTER - V**COURSE 14: FINANCIAL MARKETS****Time: 3 hrs****Max. Marks 75****Section A*****Answer any Five of the following*****5 X 3=15 M**

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Section - B**Answer any Five Questions(5 ×12 = 60 Marks)**

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SEMESTER-V**COURSE 15: PRODUCTION AND OPERATIONS MANAGEMENT**TheoryCredits:44 hrs/week**Course objectives**

1. To equip the students with conceptual knowledge on Production and Operations Management
2. To appreciate the need for selecting appropriate Plant location and layout.
3. To understand the need for Capacity planning and controlling.
4. To understand the importance of Productivity and Maintenance management.
5. To comprehend the need for Inventory management and Quality management.

Syllabus**UNIT-I: INTRODUCTION**

Concept of Production and Operations Management, Nature and Scope of Production /Operations Management, Relationship with other Systems in the Organisation. Factors that affect production System, Difference between Manufacturing and Service Operations, Role of Production and Operations Manager.

UNIT-II: FACILITY LOCATION

Facility Location- Importance, Factors effecting choice of Location, Location analysis techniques, Facility Layout– Objectives, Basic types of layouts, Advantages.

UNIT-III: PRODUCTION PLANNING AND CONTROL

Production Planning & Control (PPC) –Concept, Objectives and Functions. Decisions relating to PPC. Capacity Planning-Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT-IV: PRODUCTIVITY

Productivity-Definition, Factors affecting Productivity, Work Study-Time Study and Methods Study, Work Measurement, Control Charts, Maintenance Management.

UNIT-V: MATERIAL MANAGEMENT AND QUALITY MANAGEMENT

Significance of Material Management, Material Planning and Inventory Control. Inventory Models, Inventory costs, Basic EOQ Model, Re-order Level, ABC Analysis. Quality Control, Total Quality Management.

Reference Books:

1. KAswathappa, Production and Operations Management, Tata Mc Graw Hills India.
2. Dr.B.S.Goel ,Production & Operations Management, Pragathi Prakashan,Meerut.
3. PankajMadan; Production and Operation Management, Global Vision Publishing.
4. RPanneerselvam, Production and Operations Management, PHI.

Format of Model Question Paper

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SEMESTER - V

COURSE15:PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

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Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

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SEMESTER-V**COURSE-15:PROJECT MANAGEMENT**TheoryCredits:44hrs/week**Course Objectives:**

- To expose Students to the concepts of project management and planning.
- To enable students identify and select of project and its feasibility.
- To equip the students with network analysis tools and project evaluation techniques.
- To make them understand about the human aspects in managing the projects in an organisation.
- Demonstrate effective project execution and control techniques that result in successful projects.

UNIT-I:PROJECT MANAGEMENT

Definition of Project, Types of Projects. Project management –overview, significance of PM. Project Life Cycle-Project Initiation, Project Planning, Project Execution, Monitoring and Control, Project Closure. Typical project management issues.

UNIT-II:PROJECT PLANNING AND SELECTION

Project planning process- Sources of new project ideas, Preliminary screening of projects. Initial project coordination, Identification and determinants of cost of project, its financing .Project Appraisal, Feasibility studies- finance, technical and market potential, Creating a Project Action Plan, Creating the Work Break Down Structure.

UNIT-III:NETWORK ANALYSIS AND PROJECT EVALUATION

Project Network Analysis- PERT/CPM, Time estimates in Critical Path Analysis, Floats and Project Time–Cost Trade-off in Project Time Management. Project evaluation methods- Payback Period, Net Present Value, Internal Rate of Return and Project Evaluation under uncertainty.

UNIT-IV:PROJECT ORGANIZATION

Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.

UNIT-V:PROJECT MONITORING

Designing the monitoring system, Project reporting, Measuring the performance of a project, Risk Management Process, Contingency Planning, Project Cost Management, Computerized Project Management Systems.

Reference Books

1. Gopala Krishnan & Rama Murthy, A Text book of Project Management, Mc Millan India
2. S.Choudhary, Project Management, Tata McGraw Hill Publication.
3. Clifford F Gray, Project Management: The Managerial Process, Oregon State University.
4. Prasanna Chandra, “ Projects, Planning, Analysis, Selection, Financing, Implementation and Review”, Tata Mc Graw Hill Company Pvt.Ltd., New Delhi 1998.
5. Erik Larson, Clifford Gray. Project Management. The Managerial Process .McGraw Hill Education.

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SEMESTER - V

COURSE 15:PROJECT MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

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Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

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