



MONTESSORI MAHILA KALASALA (AUTONOMOUS)

BBA- II SEMESTER

SL. NO	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID EXAMS	SEM END EXAMS	TEACHING HOURS	CREDITS
1	FIRST LANGUAGE	General English	100	25	75	4	3
2	SECOND LANGUAGE	Telugu/ Hindi	100	25	75	4	3
3	LIFE SKILLS	1.ICS 2.ICT 3.ENTP	50	----	50	2	2
4	SKILL DEVELOPMENTY COURSES	1.agricultural marketing	50	----	50	2	2
		2.adverstising 3. business communiation 4.logistics &supply chain	50	---	50	2	2
5	1	Accounting for managers	100	25	75	5	4
6	2	Fundamentals of marketing	100	25	75	5	4
7	3	E-Commerce	100	25	75	5	4

8	TWO MONTHS SOCIAL IMMERSION INTERNSHIO		100	-	-	-	4
	TOTAL		750	125	525	34	28

SEMESTER – II

FUNDAMENTALS OF MARKETING

UNIT 1: concept of marketing- market, marketing, marketer-selling concept, marketing concept, social marketing concept- identifying market segments- basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit 2: product and product lines- product hierarchy, product classification, product mix decisions- product line decisions-product attribute decision,decision, product life cycle, marketing strategies for different stages of product life cycle.

Unit 3 :pricing : setting the price, pricing process, pricing methods. Adapting price: geographical pricing, price discounts and allowances, promotional procing, discriminatory pricing, product mix pricing.

Unit 4: marketing channels: the importance of marketing channrels- channel design decisions- channel management decisions-channel conflicts-types, causes and managing conflicts.

Unit 5: promotion mix: advertuisemnet- meaning, objectives- types of media- sales promotion- objectives and tools- public relation- meaning and tools- personal selling-process.

Reference books:

1. Marketing management – Philip kotler
2. Marketing management by Hills- Woodruff
3. Marketing- a managerial introduction by Gandhui
4. Marketing information systems by davis
5. Consumer behavior by Schiffman- Kamuk

SEMESTER – II

ACCOUNTING FOR MANAGERS

UNIT 1: Introduction to accounting

Need for accounting- definition-objectives, advantages- bookkeeping and accounting- accounting concepts and conventions- accounting cycle- classification of accounts and its rule- double entry book-keeping- journalization- posting to

ledgers- balancing of ledgers account- problems, differences between manual accounts and computerized accounts.

Unit 2: Subsidiary books

Types of subsidiary books- cash books, three column cash book- petty cash book (problems)

Unit 3: Bank reconciliation statement:

Need for bank reconciliation-reasons for difference between cash book and pass book balances- preparation of bank reconciliation statement- problems on both favorable and unfavorable balances.

Unit 4: trail balance and final account: preparation of final account- trading account- profit and loss account- balance sheet- final account with adjustments.

Unit 5: issue of shares and debentures: shares- meaning-types-types of share capital- issue of shares-forfeiture of shares-reissue of shares. Debentures – meaning – types- various methods of issue of debentures.

Reference books:

1. Accounting for managers- J Mad gowda
2. Introduction to accountancy- TSGrewal& SC gupta
3. Financial accounting by Dr.Kaustubh sontake.

SEMESTER – II E- COMMERCE

Unit 1:

Electronic commerce: definition, types, advantages and disadvantages, e-commerce transaction on World wide web, electronic market- online shopping, three models of electronic market – e business.

Unit 2:

Supply chain management: definition, benefits, goals, functions, characteristics, strategies of SCM, electronic logistics and its implementation in business houses- electronic data interchange (EDI):Benefits of EDI, applications, limitations, EID model.

Unit 3: Electronic payment systems: types of EPS- traditional and modern payment systems, electronic cash, steps for electronic payment, payment security, e- insecurity- cryptography, hacker, secure electronic transaction, secure- socket layer

Unit 4: customer relationship management: component of CRM, CRM architecture, architectural components of CRM solution, electronic CRM need for electronic CRM, E-CRM applications.

Unit 5: HTML- navigating the world wide web, preparing to publish on the web, HTML and XHTML, learning the basics of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

Reference books:

1. PT Josepg SJ, E-commerce: an Indian perspective, prentice hall of india
2. Effraim turban, joe lee, david kind-H Michael chung, e- commerce, a management perspective
3. Trepper e-commerce strategies, prentiehall of india

SEMESTER – IV

SL NO	NAME OF THE SUBJECT	TOTAL MARKS	MID EXAMS	SEM END EXAMS	TEACHING HOURS	CREDITS
1	Marketing management	100	25	75	5	4
2	Financial services	100	25	75	5	4
3	Business ethics & corporate governance	100	25	75	5	4
4	Leadership	100	25	75	5	4
5	Entrepreneurship	100	25	75	5	4
6	Analytical skills	100	25	75	5	4
	TOTAL	600	150	450	30	24

SEMESTER – IV

FINANCIAL SERVICES

Unit 1:

Financial services: public issues- prospectus- pricing of new issues- SEBI guidelines, functions of merchant bankers and under writers, issue managers, registrar to issue- credit rating agencies- mutual funds- determinants of NAV

Unit 2:

Factoring and forfeiting: meaning, role in financial services- theoretical framework, factoring services in India.

Unit 3:

Leasing: evaluation, types of leases, structuring and funding of leases, import leasing and cross brooder leasing, hire purchase agreements- evaluation of hire purchase agreements.

Unit 4: credit cards- consumer finance- functioning schemes for consumer durables- process and instruments and venture capital financing.

Unit 5:

Housing finance: national housing bank, NHB's housing finance companies- guidelines for extending equity support to housing finance companies- guidelines for extending refinance support to housing finance, mortgage.

SEMESTER – IV

BUSINESS, ETHICS AND CORPORATE GOVERNANCE

Unit 1: business ethics: meaning, principles, characteristics of ethical organizations, ethics, ethics of corporate governance, globalization and business ethics, stakeholders, protection, corporate governance and business ethics.

Unit 2: conceptual framework of corporate governance: meaning, governance vs good corporate governance, corporate governance vs corporate excellence, insider trading, rating agencies, benefits of good corporate governance, corporate governance reforms, initiatives in India.

Unit 3: major corporate governance failures: junk bond scam(USA), bank of credit and commerce international (UK), Maxwell communication corporation and mirror group newspapers (UK), Enron (USA), WorldCom(USA), Andersen worldwide (USA) and Satyam computer service LTD(INDIA); common governance problems in various corporate failures.

Unit 4: regulatory frameworks of corporate governance in India, SEBI norms based on KM Birla committee, clause 49 of listing agreement, corporate governance in public sector undertaking.

Unit 5 : corporate social responsibility(CSR): meaning, CSR and corporate sustainability, CSR and business ethics, CSR and corporate governance, environmental aspects of CSR, CSR models.

SEMESTER – IV

MARKETING MANAGEMENT

Unit 1: concept of marketing- market, marketing, marketer- selling concepts, marketing concepts, social marketing concept- identifying market segments- basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit 2: marketing research: nature, significance- marketing research as an element of marketing information system- marketing intelligence approaches- management uses of marketing research- problem formulation- marketing research process- types of marketing research.

Unit 3: Applications of marketing research: product research advertising research, copy testing, test marketing , sales & marketing effectiveness, internet marketing research, cool hunting and commercial eye tracking- ethical issues involved in marketing research.

Unit 4: marketing communication: concept, definition and importance- marketing communication mix- promotional decisions- integrated marketing communication – IMC planning process- integrated communications strategy- recent trends in marketing communication.

Unit 5: marketing organization and control : types of marketing organization structures and factors affecting marketing organization- strategic control- marketing audit- customer relationship marketing- customer attracting and retaining customers- consumer rights and marketers responsibilities.

SEMESTER – IV

ANALYTICAL SKILLS

Unit 1: data analysis: the data given in a table, graph, bar diagram, pie chart, venn diagram or a passage is to be analysed and the questions pertaining to the data are to be answered.

Unit 2: sequence and series: analogies of number and alphabets completion of blank spaces following the pattern in $A:b::C:d$ relationship odd thing out: missing number in a sequence or a series.

Unit 3: Arithmetic ability: Algebraic operations BODMAS, fractions, divisibility rules, LCM & GCD (HCF). Date, time and arrangement problems: calendar problems, clock problems, blood relationship.

Unit 4: Quantitative aptitude: averages, ratio and proportion, problems on ages, time- distance- speed.

Unit 5: business computations: percentages, profit & loss, partnership, simple compound interest.

SEMESTER- IV

LEADERSHIP

Unit 1: organization- management- leadership- meaning and significance- different theories-trait theory, Blake & Mouton theory- other functions of management.

Unit 2: behavioral concepts- individual behavior- perception- learning- attitude formation and change- motivation- theories of motivation- personality development.

Unit 3: interpersonal behavior- communication- leadership- influencing relations- transactional analysis.

Unit 4: group dynamics- roles-morale- conflict-groups- inter group behavior- inter group collaboration and conflict management.

Unit 5: team building and management- developing team resources- designing team participation and repercussions- team building activities.

SEMESTER- IV

ENTREPRENEURSHIP

Unit 1: entrepreneurship: characteristics- classification- incorporation of business- forms of business organization- role of entrepreneurship in economic development – startups

Unit 2: Idea generation and opportunity assessment: idea in entrepreneurs- sources of new ideas- techniques for generating ideas- opportunity recognition- steps in tapping opportunities.,

Unit 3: project formulation and appraisal: preparation of project report- content; guidelines for report preparation- project appraisal techniques- economic- steps analysis; financial analysis; market analysis; technical feasibility.

Unit 4: institutions supporting small business enterprises: central level institutions: NABARD; SIDBI; NIC; KVIC; NSIC Ltd- state level institutions- DICs- SFC- SSIDC- other financial institutions.

Unit 5: government policy and taxation benefits: government policy for SSIs- tax incentives and concessions- non tax concessions- rehabilitation and investment allowances.

BBA SEMESTER – VI

Sl no	Name of the subject	total	Mid sem exams	Sem end exams	Teaching hours	credits
1	International business	100	25	75	5	4
2	Project management	100	25	75	5	4
3	Small& medium enterprises	100	25	75	5	4
4	E - payments	100	25	75	5	4
5	Social media & marketing	100	25	75	5	4
6	project	100	-----	-----	-----	4
	total	600	125	525	25	24

SEMESTER- VI

DSC 1G: INTERNATIONAL BUSINESS

Unit 1: introduction- need-theories of international trade- differences between domestic and international trade.

Unit 2: foreign exchange: factors influencing exchange rate fluctuations, euro market and instruments(LIBOR,MIBOR) foreign market operations, participants, spot future forward and option market.

Unit 3: balance of payments: contents, equilibrium inBOP, measures to bring back equilibrium in BOP convertibility of currencies, current account and capital account convertibility, exchange control, reasons and methods.

Unit 4: 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 economies condition and trade commodities of LAFTA, SAFTA, NAFTA,ASEAN,CARICOM & EU

Unit 5: procedure and documents: export and import procedure , principle 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

SEMESTER- VI

DSC 3G: PROJECT MANAGEMENT

Unit 1: introduction; meaning, scope, objectives, types of projects, generation and screening of ideas, generation of ideas, problem of project management.

Unit 2: 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 3: project evaluation for selection: methods of evaluation, ROR/ROI, pay back period, net present value method, PERT& CPM methods – time estimation, slack time and critical path.

Unit 4: human aspects of project management- manpower planning-human ergonomics- prerequisites for successful project implementation.

Unit 5: closing of project: types of project termination, termination procedure and evaluation of projects.

SEMESTER – VI

DSE 2G : MEDIUM AND SMALL ENTERPRISES MANAGEMENT

Unit 1: small and medium enterprises: significance in Indian economy- problem and steps taken by the government to tackle their problems- role of government in

promoting small and medium enterprises- incentives provided to backward are and development.

Unit 2: 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 3 :management functions in small and medium enterprise- finance function: capital estimation, sources of finance- subsidies and incentives, venture capital – marketing and human resource management functions.

Unit 4: sickness in small and medium enterprises- causes of sickness, prevention of sickness, and remedial measures of sickness.

Unit 5: ancillary industries, rural industries and artisans, role of SIDO, SSIDC, SISI, DIC, prospectus for small scale industries.

SEMESTER – VI

E- PAYMENTS

Unit 1: 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 , bit coin.

Unit 2: automated clearing and settlement: process of real time gross settlement system- net settlement- ATM networks- Fedwire, CHIPS & SWIFT.

Unit 3: 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 4: mobile payments: wireless payments, digital wallets, Google wallet- Obopay- security challenges.

Unit 5: electronic invoice and payment systems: electronic statement delivery- EDIP providers- biller service providers- customer service providers- reconciliation through bank- invoice paper elimination- scan based trading (SBT).

SEMESTER – VI

SOCIAL MEDIA AND MARKETING

Unit 1: social media: career in media marketing- strategic marketing- social media planning process- campaigns(tactics and results).

Unit 2: social consumer: social media marketing segments- digital consumers- digital communities- online communities- strong and weak ties- social community- social publishing.

Unit 3: social media sites: face book- twitter-LinkedIn – you tube and their operations- data mining and social media- role of social media in marketing research- social media and privacy & ethics.

Unit 4: e- marketing: objectives, online advertising- distribution in e- marketing, lead generation platform- customer service mechanism- relationship building medium.

Unit 5: methods of e- marketing: advertising techniques, selling methods, sales promotion- public relations- sponsorship, merchandising, teleconferencing- chatting.