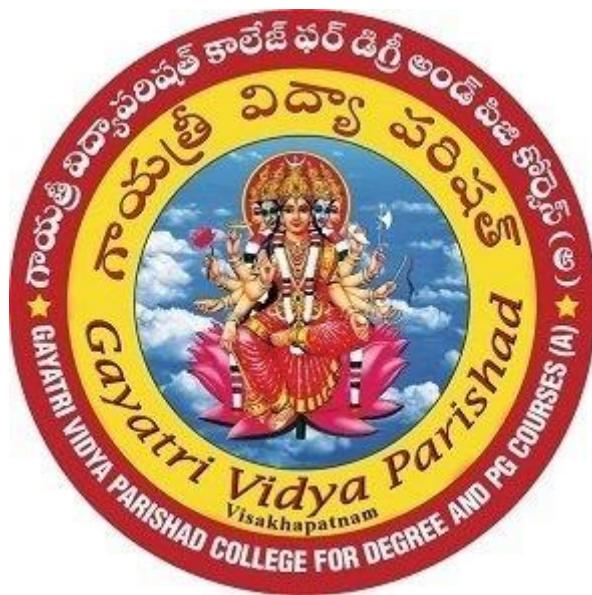


GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G. COURSES (A)

(Affiliated To Andhra University)

Bachelor of Business Administration

2023-24



Accredited by NAAC with B++ Grade.

**Gayatri Valley, Rushikonda,
Visakhapatnam 530045**

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**
Accredited by NAAC with B++ Grade.
Visakhapatnam.

**B.B.A. SYLLABUS
SEMESTER 1**

2023-26

BBA (Honours) with Single Major																											
Semester	Major (4 Cr)			Minor (4 Cr)			Languages (3 Cr)			Multi Disciplinary (2 Cr)			Skill Enhancement Courses (2Cr)			OOTC			Env. Edn(2 Cr)			Total					
	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr			
Sem 1	2*	10	8				2	8	6	1	2	2	2	4	4							7	24	20			
Sem 2	2	6+4	8	1	3+2	4	2	8	6				2	4	4							7	27	22			
Community Service Project of 180 hours with 4 Credits.																											
Student is eligible for Exit Option-1 with the award of Certificate in respective discipline																											
Sem 3	4	12+8	16	1	1	3+2	4			1	2	2	1	2	2							7	29	24			
Sem 4	3	9+6	12	2	6+4	8				1	2	2	1	2	2							7	29	24			
Short-Term Internship/Apprenticeship/OJT of 180 hours with 4 Credits.																											
Student is eligible for Exit Option-2 with the award of Diploma in respective major with minor																											
Sem 5	4	12+8	16	2	6+4	8																1	2	2	7	32	26
Sem 6	Semester Internship/Apprenticeship/OJT with 12 Credits.																										
Sem 7	3	9+6	12													2*	6+4	8	1	2	2	1	2	0	6	29	22
Sem 8	3	9+6	12													2*	6+4	8	1	2	2	1	2	0	6	29	22
	2		84	6		24	4		12	3	6	6	10	32	28	2	4	4	2	4	0	47			160		
20 Additional Credits for 10 month mandatory Internship/OJT/Apprenticeship																											
C Course					H Hour					C Credi					OO Open Online					TC Transdisciplinary							
S					S					r ts																	
IKS# Indian Knowledge Systems - Audit Course																											

Table-1: B.B.A - Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	GENERAL ENGLISH	100	40	60	4	3
2	Second Language	HINDI	100	40	60	4	3
3	SKILL ENHANCEMENT COURSES	1.Entrepreneurship Skills 2. Leadership skills 3. Communication Skills 4. ICT	50+50	---	50+50	2+2	2+2
4	MULTI DISCIPLINARY COURSES	1. INTRODUCTION TO SOCIAL WORK 2. PSYCHOLOGY	50	---	50	2	2
5	Major-1	FUNDAMENTALS OF COMMERCE	100	40	60	4	4
6	Major-2	BUSINESS ORGANISATION	100	40	60	4	4
		TOTAL	550	160	390	22	20

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG
COURSES (A)**

Accredited by NAAC with B++ Grade

Bachelor of Business Administration (BBA) – Semester 1

BUSINESS ORGANISATION

(WEF 2023-24)

Max.Marks:100	External: 60 Marks	Internal: 40 Marks
Course Objectives		
1 The course aims to acquire conceptual knowledge of business, 2 To understand formation various business organizations. 3 To provide the knowledge on deciding plant location, plan layout 4 To understand the application of Business Organization principles to solve business and industry related problems and to understand about business combinations 5 To gain knowledge on fundamentals of computer, internet, cryptography etc		

SYLLABUS

UNIT1: Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics

UNIT 2: Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

UNIT 3: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout. Meaning, Objectives, Importance, Types of Layouts. Factors affecting Layout. Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.

UNIT 4: Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kindsof Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Meritsand 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 andAsymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

Course Outcomes

1. Students will have the ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
2. Students can understand the terminologies associated with the field of Business Organization along with their relevance
3. Students will be able to identify the appropriate types and functioning of Business Organization for solving different problems.
4. Students can understand the application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc
5. Students will understand the basic concepts of computer, internet, cryptography etc

Activities:

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

RECOMMENDED 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 Organization 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

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

Bachelor of Business Administration (BBA) – Semester 1

FUNDAMENTALS OF COMMERCE

(WEF 2023-24)

Max.Marks:100

External : 60 Marks

Internal : 40 Marks

Course objectives:

1. To help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development.
2. To understand the concepts of Economic Theories, laws of demand and supply
3. To acquire Knowledge on Accounting standards
4. To acquire basic understanding of taxation
5. To understand the concept of digital marketing and web designing

SYLLABUS

Unit-I Introduction: Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.

Unit-II: Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.

Unit-III : Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.

Unit-IV : Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Excise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

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.

Lab Exercise:

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail
- Estimate the customer behavior and provide necessary suggestions regarding the products of his interest.

Activities:

- Assignment on GAAP.
- Group Activities 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 schedule 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

Course outcomes:

1. Students will acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development.
2. Students will understand the concepts of Economic Theories, laws of demand and supply
3. Students will acquire Knowledge on Accounting standards
4. Students will acquire basic understanding of taxation
5. Students will understand the concept of digital marketing and web designing

Recommended Books:

1. S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics - S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publications

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

**Bachelor of Business Administration (BBA- Digital Marketing) – Semester I
ENTREPRENEURSHIP DEVELOPMENT
(w.e.f Admitted Batch 2023-24)**

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. To understand the concept of Entrepreneurship, its applications and scope.
2. To know how to applies the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility
3. Know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions

SYLLABUS

UNIT-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start ups.

UNIT-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis- Financial Analysis-Market Analysis

UNIT-III: : Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

COURSE OUTCOMES:

1. Students will understand the concept of Entrepreneurship, its applications and scope.
2. Students will know how to applies the knowledge for generating a broad idea for a starting an enterprise/start up and understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility
3. Students will know various types of financial institutions that help the business at Central, State and Local Level and understand Central and State Government policies, Aware of various tax incentives, concessions

Co curricular Activities:

1. Group Discussion
2. Debate

<p>3. Seminar</p> <p>4. Visit to an SSI and preparing of an outline Report</p> <p>5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.</p> <p>6. Chart showing tax concessions to SSI, MSME both direct and indirect.</p>

Reference Books :

<p>1. Arya Kumar, Entrepreneurship, Pearson, Delhi</p> <p>2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi</p> <p>3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning</p> <p>4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi</p> <p>5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi</p> <p>6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi</p> <p>7. Peter F. Drucker, Innovation and Entrepreneurship</p> <p>8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities</p> <p>9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers</p>
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**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

Bachelor of Business Administration (BBA– Semester I)

LEADERSHIP SKILLS

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

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance and to understand how to develop them

SYLLABUS

UNIT-I: Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

UNIT-II: : Assessment of Personality - Projective& Self Report Techniques - Building Self Confidence – Enhancing Personality Skills

UNIT-III: Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

COURSE OUTCOMES:

1. The students can develop comprehensive understanding of personality
2. The students can assess and enhance one's own personality and can understand how to develop them
3. The students will be able to comprehend leadership qualities and their importance and can understand how to develop leadership qualities

Co curricular Activities:

1. Assignments, Group discussions, Quiz etc.
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books :

1. Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
2. Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
3. Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
4. Hall, C.S., Lindzey. G & Campbell, J.B Theories of Personality. John Wiley & Sons,1998

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

**Bachelor of Business Administration (BBA- Digital Marketing) – Semester I
COMMUNICATION SKILLS
(w.e.f Admitted Batch 2023-24)**

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. Understand the basic concepts and process involved in communication.
2. Develop presentation skills.
3. Effectively play their roles in group discussions and to enhance the interview skills

SYLLABUS

UNIT-I: BASICS OF COMMUNICATION 1. Nature and importance of communication
2. Process of Communication 3. Principles of communication 4. Barriers to effective communication 5. Strategies for effective communication

UNIT-II: : PRESENTATION SKILLS 1. Preparation of a good presentation 2. Verbal communication in presentation 3. Non-verbal communication in presentation 4. Visual aids/Materials in presentation 5. Analyzing audience and managing questions

UNIT-III: INTERVIEWS AND GROUP DISCUSSIONS 1. Interview and its types 2. Before, during and after an interview 3. Do's and Don'ts in an interview 4. Basic Interview questions 5. Structure and process of Group Discussions 6. Role functions, Do's and Don'ts

COURSE OUTCOMES:

1. Students can understand the basic concepts and process involved in communication.
2. Students can develop presentation skills.
3. Students can effectively play their roles in group discussion and can Enhance the interview skills

Co curricular Activities:

1. Presenting seminar papers.
2. Mock interviews.
3. Using Power point presentations in seminars.

Reference Books :

1. Working in English, Jones, Cambridge
2. Business Communication, Raman –Prakash, Oxford
3. Speaking Personally, Porter-Ladousse, Cambridge
4. Speaking Effectively, Jermy Comfort, et.al, Cambridge
5. Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
6. Jermy Comfort, Speaking Effectively, et.al, Cambridge

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

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Visakhapatnam.

**Bachelor of Business Administration (BBA- Digital Marketing) – Semester I
INFORMATION AND COMMUNICATION TECHNOLOGY
(w.e.f Admitted Batch 2023-24)**

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. To understand the fundamentals of Internet and develop skills to use various social networking sites
2. To understand the inner workings of e-mail and develop skills to use online forums, docs, spreadsheets, etc
3. To get an overview of Internet Security, learn few GOI digital initiatives in higher Education and acquaint with the emerging concepts of Information Technology.

SYLLABUS

UNIT-I: Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II: E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, MessageComposition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III: Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues. What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, eeacharya, e-Yantra and NPTEL)

COURSE OUTCOMES:

1. Students will understand the fundamentals of Internet and develop skills to use various social networking sites
2. Students will understand the inner workings of e-mail and develop skills to use online forums, docs, spreadsheets, etc
3. Students will get an overview of Internet Security, learn few GOI digital initiatives in higher Education and acquaint with the emerging concepts of Information Technology.

Co curricular Activities:

Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)

2. Student seminars (on topics of the syllabus and related aspects (individual activity))

1. Quiz and Group Discussion
2. Slip Test
3. Try to solve MCQ's available online.
4. Suggested student hands on activities :
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – by Raymond Greenlaw and Ellen Hepp, Publishers : TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

Bachelor of Business Administration (BBA- Digital Marketing) – Semester I

INTRODUCTION TO SOCIAL WORK

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

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India.
2. Acquaint the process of primary methods of social work and counselling skills
3. Get to know the skills of working with individuals, groups and communities

SYLLABUS

UNIT-I: Introduction to social work and concepts related to social work Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

UNIT-II: Methods of Working with Individuals and Groups Social case work –Definition- scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills. Social Group Work-Definition- scope- the need for social group work –Group work process - Principles of Group Work - Stages of Group Work-Facilitation skills and techniques..

UNIT-III: Working with Communities and Field Work in social work Community – definition - characteristics- types- community organisation as a method of social work- definition-objectives-principles- phases of community organization - concepts of community development, community participation and community empowerment. Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

COURSE OUTCOMES:

1. Students will understand the basic concepts relating to social work practice, values, principles of social work and social problems in India.
2. Students will acquaint the process of primary methods of social work and counselling skills
3. Students will get to know the skills of working with individuals, groups and communities

Co curricular Activities:

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathipranganam or Swadhar

project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.

2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.

Reference Books :

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, 5. Rawat Publications.
6. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
7. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications
8. Pasty McCarthy &Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
9. Websites on Social work methods.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

Bachelor of Business Administration (BBA- Digital Marketing) – Semester I

PRINCIPLES OF PSYCHOLOGY

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

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

The student will be able to;

1. Understand the basic concepts relating to psychology, perception and attention
2. Understand the basic concepts of motivation and emotions.
3. Understand the concepts of memory, learning and personality

SYLLABUS

UNIT-I: Introduction: Definition, Origin of psychology, Psychology as a scientific study of behavior, applied fields of psychology Biological bases of behaviour

Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies

UNIT-II: Emotion and Motivation: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer. Motivation: Nature and types; Maslow's hierarchy model

UNIT-III: Individual differences: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement

COURSE OUTCOMES:

1. The students can understand the basic concepts relating to psychology, perception and attention
2. The students will be able to understand the basic concepts of motivation and emotions.
3. The students can understand the concepts of memory, learning and personality

Reference Books :

1. Baron, R. A. (2006). Psychology (5th Ed.). New Delhi: Pearson Education.
2. Ciccarelli, S. K., & Meyer, G. E. (2009). Psychology. Delhi: Pearson Education.
3. Coon, D., & Mitterer, J. O. (2007). Introduction to Psychology: Gateway to mind and behaviour. New Delhi:Cengage.
4. Gerrig, R. J., & Zimbardo, P. G. (2006). Psychology and Life (17th Ed.). New Delhi: Pearson Education.
5. Singh, A. K. (2009). Uchachtar Samanya Manovigyan. Varanasi: Motilal Banarsi Das.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

**Accredited by NAAC with B++ Grade.
Visakhapatnam.**

B.B.A. SYLLABUS – II- Semester

2023-26

Table-2: B.B.A -Semester – II

Sl. N o.	Course code	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teachin g Hours	Credits
1	First Language	GENERAL ENGLISH	100	40	60	4	3
2	Second Language	HINDI	100	40	60	4	3
3	SKILL ENHANCEMENT COURSES	1. BUSINESS WRITING 2. MARKETING SKILLS 3. INVESTMENT PLANNING 4. ANALYTICAL SKILLS	50 + 50	---	50+50	2+2	2+2
4	1	1. PRINCIPLES OF MANAGEMENT 2. FUNDAMENTALS OF DIGITAL MARKETING (BBA- Digital Marketing)	100	40	60	4	4
5	2	1. BUSINESS ECONOMICS 2. E-MARKETING (BBA-Digital Marketing)	100	40	60	4	4
6	MINOR 1	1. RETAIL MANAGEMENT / LOGISTICS AND SUPPLY CHAIN MANAGEMENT	100	40	60	4	4
7		TWO MONTHS SOCIAL IMMERSION INTERSHIP	100		100		4
Total			650	160	390	22	26

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.**COURSES (A)****Accredited by NAAC with B++ Grade.****Visakhapatnam.****Bachelor of Business Administration (BBA) – Semester II****PRINCIPLES OF MANAGEMENT****(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal :40 Marks
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Course Objectives:

1. To outline the fundamental activities of managers
2. To explain the basic concepts, principles and theories of management
3. To examine the broad functions of management
4. To comprehend the contemporary issues and challenges in the field of management
5. To understand various control techniques practiced at organisations.

SYLLABUS

Unit-I: INTRODUCTION TO MANAGEMENT: Definition – Nature, process and significance of management . Role of managers – Managerial Skillsand 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. Conceptof Motivation, theories of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Dua 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 .

Course Outcome

1. Students can understand basics of marketing and the process of segmenting and targeting of products & services
2. Students acquire knowledge on various classifications of products & services.
3. Students can able to design pricing strategies for any products and services. \
4. Students can analyze and understand the role of channels of marketing
5. Students will develop knowledge on different promotional methods and can be design promotion mix to promote product or service.

Course Outcomes:

1. Students can outline the fundamental activities of managers
2. Students can explain the basic concepts, principles and theories of management
3. Students can examine the broad functions of management
4. Students can comprehend the contemporary issues and challenges in the field of management
5. Students can understand various control techniques practiced at organisations.

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.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

**Bachelor of Business Administration (BBA) – Semester II
BUSINESS ECONOMICS
(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : 40 Marks
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Course objectives:

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

SYLLABUS

UNIT 1- INTRODUCTION: Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

UNIT 2- 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.

UNIT 3- 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.

UNIT 4- MARKET STRUCTURE: Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly.

UNIT 5- 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.

Course Outcomes:

1. The students can understand the concept of economics and its relevance to business.
2. The students will be able to comprehend the concept of Demand analysis for making important business decisions
3. The students can apply the concepts of cost and Break-even analysis and learn

various theories on production.

4. The students can understand concepts of perfect competition and monopoly for fixation of prices.
5. The students can understand the international business scenario and concepts of BOP.

Recommended Books

1. Aryasri and Murthy- Business Economics - Tata McGrawHill.
2. H.L Ahuja - Business Economics - Sultan Chand & Sons.
3. S.Sankaran - Business Economics - Margham Publications.
4. P.C.Chopra - Business Economics –Kalyani Publications.
5. Deepasree - Business Economics - Himalaya Publishing House.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)**

**Accredited by NAAC with B++ Grade.
Visakhapatnam.**

**Bachelor of Business Administration (BBA- Digital Marketing) – Semester II
FUNDAMENTALS OF DIGITAL MARKETING
(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : 40 Marks
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Course objectives:

1. To identify core concepts of marketing and the role of marketing in society.
2. To acquire the ability to collect process and analyze consumer and market data to make informed decisions.
3. To understand digital marketing mix.
4. To understand the importance of digital marketing and its applications.
5. To understand the concepts of blogs

SYLLABUS

UNIT 1- INTRODUCTION: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT 2- : Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools

UNIT 3- Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT 4- Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of Mail Chimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5- What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

Course Outcomes:

1. The students can identify core concepts of marketing and the role of marketing in society.
2. The students will be able to acquire the ability to collect process and analyze consumer and market data to make informed decisions.
3. The students can understand digital marketing mix.
4. The students can understand the importance of digital marketing and its applications.
5. The students can understand the concepts of blogs

Recommended Books

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)**

Accredited by NAAC with B++ Grade.

Visakhapatnam.

**Bachelor of Business Administration (BBA- Digital Marketing) – Semester II
E- MARKETING
(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : 40 Marks
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Course objectives:

1. To understand the lead generation of business, landing pages
2. To understand A/B Testing , steps in lead nurturing
3. To understand the basic concept of E-Marketing
4. To understand the importance of E-marketing and its applications.
5. To understand the Tools of E-Marketing

SYLLABUS

UNIT 1- Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT 2- A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landingpages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT 3- E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT 4- Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT 5- Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

Course Outcomes:

1. The students can understand the lead generation of business, landing pages
2. The students can understand A/B Testing , steps in lead nurturing
3. The students can understand the basic concept of E-Marketing
4. The students can understand the importance of E-marketing and its applications.
5. The students can understand the Tools of E-Marketing

Recommended Books

1. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.

COURSES) (A)

Accredited by NAAC with B++ Grade.

Visakhapatnam.

Bachelor of Business Administration (BBA) – Semester II

BUSINESS WRITING

(w.e.f admitted batch 2023-24)

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

1. To understand the fundamentals of business writing, including style, tone, and language.
2. To produce well-structured and concise business documents, such as emails, memos, and reports.
3. To apply principles of effective communication in business letters and interoffice correspondence.
4. To craft persuasive and well-organized business proposals and formal reports.
5. To Cultivate a professional and ethical approach to business writing

SYLLABUS

Unit-I:

Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit-II:

Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit-III:

Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing

Course Outcome

1. The students can understand the fundamentals of business writing, including style, tone, and language.
2. The students can develop well-structured and concise business documents, such as emails, memos, and reports.
3. The students can apply principles of effective communication in business letters and interoffice correspondence.
4. The students can craft persuasive and well-organized business proposals and formal reports.
5. The students can develop a professional and ethical approach to business writing.

Co-Curricular Activities:

1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.
3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities.

Reference Books:**Text Books:**

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002) ISBN-10: 1551803860 ISBN-13: 978-1551803869
2. Successful Business Writing - How to Write Business Letters, Emails, Reports, Minutes and for Social Media - Improve Your English Writing and Grammar: of Exercises and Free Downloadable Workbook by Heather Baker Publisher: Universe of Learning Ltd; Illustrated edition (1 March 2012) ISBN-10 : 1849370745 ISBN-13 : 978-1849370745
3. Business Correspondence and Report Writing, 6th Edition by R C Sharma, Krishna Mohan, Virendra Singh Nirban. Publisher: McGraw Hill Education (India) Private Limited. ISBN-10: 9390113008 ISBN-13 : 978-9390113002

Reference Books:

1. "The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)
2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.**COURSES) (A)****Accredited by NAAC with B++ Grade.****Visakhapatnam.****Bachelor of Business Administration (BBA) – Semester II****MARKETING SKILLS****(w.e.f admitted batch 2023-24)****Max.Marks:50****External : 50 Marks****Internal : -****Course Objectives:**

1. To develop a better appreciation and understanding of the role of marketing in a business organization specifically
2. To understand different strategies for effective design of Marketing Mix
3. To Know the Sales Skills including effective personal selling skills.

SYLLABUS**Unit-I:**

Introduction to Marketing: Core Marketing Concepts – Company Orientation towards the Marketplace – The Holistic Marketing Concept - Marketing Management Tasks; Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies - Determinants of Consumer Behaviour;

Unit-II:

Marketing Mix: Elements of Marketing Mix - Product, Price, Promotion and Place, 7P's of Service Marketing Mix; Product: Classification of Products - Product Life Cycle - New Product Development – Branding Decisions; Price: Pricing Strategies: Understanding Pricing – Steps in setting the Price - Price Adapting Policies, and Initiating and Responding to Price Changes: Promotion: Marketing Communications, Promotion Mix Elements: Advertising, Sales Promotion, Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; Place: Marketing Channels: Channel Functions and Flows, Channel Management Decisions.

Unit-III:

Nature and Role of Selling: Importance of Selling, Nature and Role of Selling: Importance of Selling – Role in the Context of Organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Persuasive Skills. Personal Selling Skills: The opening – Need and problem identification—the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale -follow up.

Course Outcome

1. Students will develop a better understanding of the role of marketing in a business organization specifically.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

Co-Curricular Activities:

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables (ex., Electronic goods, Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region. .

Reference Books:**Text Books:**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, Marketing Management -A South Asian Perspective, Pearson Education.
2. Agarwal, P.K., Marketing Management – An Indian perspective, PragatiPrakasham
3. Kazmi SHH, Marketing Management Text and Cases, Excel.
4. Philip Kotler and Armstrong.G., MARKETING, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & NamaKumari, S., Marketing Management – Planning and Control, Macmillan.

E- Learning Reference:

1. https://www.udemy.com/course/the-new-manager-managing-people-teamsprocesses/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=._ag_136108019508._ad_606494316205._de_c._dm._pl._ti_kwd295074359507._li_9302139._pd._&utm_term=._pd._.kw_business+management+and+leadership._.&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8- kEYxoC6W4QAvD_BwE

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES) (A)**

**Accredited by NAAC with B++ Grade.
Visakhapatnam.**

**Bachelor of Business Administration (BBA) – Semester II
INVESTMENT PLANNING
(w.e.f admitted batch 2023-24)**

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

1. To make the students familiarize with the concepts of investment
2. To understand the associated risks along with the regulatory authorities that monitor the capital market.
3. To understand the investment options and basic concepts of SEBI

SYLLABUS

Unit-I: Investment: Attributes of Investment, Investment and speculation, Features of a good Investment, Investment Process. Investment Avenues – Types. Tax saving options

Unit-II: Return and Risk: Meaning and Measurement of Security Returns. Meaning and Types of Security Risks- Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds and Shares.

Unit-III: Portfolio: Choosing the right Investment options, Construction of Investment portfolio, and Portfolio management. Investor Protection Guidelines of SEBI- SEBI Investment Advisors Regulations.

Course Outcome

1. The students will be able to make the students familiarise with the concepts of investment
2. The students can understand the associated risks along with the regulatory authorities that monitor the capital market.
3. The students can understand the investment options and basic concepts of SEBI

Co-Curricular Activities:

1. Group/Individual presentations on Investment Alternatives (Advantages, Suitability and Limitations).
2. Calculation of Stock Return and Risk from historical data of NSE and BSE.
3. To make comparative analysis between various stocks using excel.

Reference Books:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill.
2. Bhalla VK, Investment Management, S.Chand.
3. Donald E.Fischer, Ronald J.Jordan, Security Analysis and Portfolio Management; Prentice Hall of India.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. Pitabas Mohanty Spreadsheet Skills for Finance Professionals Taxmann Publications

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES) (A)**

**Accredited by NAAC with B++ Grade.
Visakhapatnam.**

**Bachelor of Business Administration (BBA) – Semester II
ANALYTICAL SKILLS
(w.e.f admitted batch 2023-24)**

Max.Marks:50	External : 50 Marks	Internal : -
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Course Objectives:

1. To understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
2. To solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.
3. To understand various data interpretation methods

SYLLABUS

Unit-I: Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

Unit-II: Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

Unit-III: Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams

Course Outcome

1. Students can understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
2. Students can solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.
3. Students can understand various data interpretation methods.

Co-Curricular Activities:

Surprise tests / Viva-Voice / Problem solving/Group discussion

Reference Books:

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

**Accredited by NAAC with B++ Grade.
Visakhapatnam.**

B.B.A. SYLLABUS

MINOR SUBJECTS

2023-26

MINOR SUBJECTS

Sl.No:	COURSE
1	BUSINESS MANAGEMENT
2	MARKETING
3	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
4	DIGITAL MARKETING
5	FINANCIAL MANAGEMENT
6	RETAIL MARKETING
7	SOCIAL WORK
8	SOCIOLOGY
9	FINANCE
10	TOURISM AND TRAVEL MANAGEMENT
11	HUMAN RESOURCE MANAGEMENT
12	BUSINESS ANALYTICS

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: BUSINESS MANAGEMENT

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	Principles of Management	4	4
III	2	Organisation Behaviour	4	4
IV	3	Marketing Management	4	4
IV	4	Human Resource Management	4	4
V	5	Financial Management	4	4
V	6	Managerial Communications	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****PRINCIPLES OF MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To outline the fundamental activities of managers
2. To explain the basic concepts, principles and theories of management
3. To examine the broad functions of management
4. To propose initiatives to address the contemporary issues and challenges in the field of management
5. To understand various controlling techniques practised at organisations.

SYLLABUS**Unit-1: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-2:PLANNING:

Planning - Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) Decision Making: Nature of decision making - Types of decisions – Decision Making Process.

Unit-3: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 - Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority

Unit-4: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 - Principles– Motivating people at work – Motivation theories. Communication skills for directing – Barriers of communication

Unit-5 :CONTROLLING:

Controlling - Concept, Nature and Importance - Essentials of Control - Requirements of an Effective Control System – Behavioural Implications of Control – Techniques of Managerial control.

Course Outcomes

1. Students will understand the fundamental activities of managers
2. Students will understand the basic concepts, principles and theories of management
3. Students will acquire knowledge about the broad functions of management
4. Students can take initiatives to address the contemporary issues and challenges in the field of management
5. Students will understand various controlling techniques practised at organisations

Recommended Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. (2009). Principles of Management, Himalaya Publishing House

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****ORGANISATIONAL BEHAVIOUR****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand individual and group behaviour at work place so as to improve the effectiveness of an organization.
2. To understand different types of personality and learning styles and the factors affecting them.
3. To understand different types of motivation.
4. To inculcate leadership abilities and understand the application of different leadership Styles and power centres.
5. To understand organizational culture

SYLLABUS**Unit-1:ORGANISATIONAL BEHAVIOUR:**

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

Unit-2:: MOTIVATION:

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness. .

Unit-3:GROUP DYNAMICS:

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window

Unit-4:MANAGEMENT OF CHANGE:

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

Unit-5 :ORGANIZATIONAL CULTURE:

Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Course Outcome

1. Students will understand individual and group behaviour at work place so as to improve the effectiveness of an organization.
2. Students will understand different types of personality and learning styles and the factors affecting them.
3. Students will understand different types of motivation.
4. Students can inculcate leadership abilities and understand the application of different leadership Styles and power centres.
5. Students will understand organizational culture

Recommended Books:

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

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA) - Semester 4****MARKETING MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

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

SYLLABUS**Unit-1:INTRODUCTION TO MARKETING MANAGEMENT:**

Definition, Importance and Scope of Marketing; Core Concepts of Marketing; Company Orientations towards Marketing; Marketing Process; Selling Vs Marketing; Elements of Marketing Mix; Marketing environment.

Unit-2:SEGMENTATION , TARGETING AND POSITIONING:

Basis for Segmentation, STP process, Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit-3:PRODUCT:

Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees.

Unit-4:PRICING AND DISTRIBUTION:

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels, criteria of selecting a channel

Unit-5 :PROMOTION:

Integrated Marketing Communication (IMC) Process, Elements of Promotional MixAdvertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion.

Course Outcomes

1. The students can understand about the marketing environment.
2. The students can interpret the link between strategic planning and marketing.
3. The students can develop a detailed marketing plan.
4. The students can understand role of intermediaries in marketing activities.

5. The students will acquire knowledge on various promotional tools in marketing.

Recommended Books:

1. Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
2. . Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****HUMAN RESOURCE MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the significance of human resource management and role of executives.
2. To acquire knowledge on procurement and development functions.
3. To understand the sources of recruitment and selection process.
4. To gain knowledge on training and development methods.
5. To understand the concept of Industrial relations and its impact on HRM.

SYLLABUS**Unit-1:INTRODUCTION:**

Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit-2: PROCUREMENT AND DEVELOPMENT FUNCTION:

Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization.

Unit-3: TRAINING:

Significance and Importance of Training, Designing of a Training Program, Methods of Training, Evaluation of Training effectiveness. Executive Development: Concept, Techniques, Employee Training Vs. Executive Development.

Unit-4:JOB EVALUATION:

Essentials of Job Evaluation, Methods of Job Evaluation. Performance Appraisal: Importance, Process of Performance Appraisal and Methods of Performance Appraisal, Compensation: Introduction to Compensation Management, Objectives and components of Compensation.

Unit-5 :INDUSTRIAL RELATIONS:

Definition of Industrial Relation, Objectives of Industrial Relations, Industrial Disputes- Types of Industrial Disputes, grievance Redressal Procedure, Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining

Course Outcome

1. The students will understand the significance of human resource management and role of executives.
2. The students will acquire knowledge on procurement and development functions.
3. The students will understand the sources of recruitment and selection process.
4. The students will gain knowledge on training and development methods.
5. The students will understand the concept of Industrial relations and its impact on HRM.

Recommended Books:

1. A Text book of Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House.
2. Personnel and human Resource management - Text & cases, P Subba Rao, Publication - Himalaya Publishing House.
3. Human resource Management – P. Jyothi, Publication – Oxford University Press.
4. Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication Pearson Education

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****FINANCIAL MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To gain basic knowledge of financial management
2. To evaluate the capital budgeting process and risk analysis in capital budgeting
3. To Familiarize different financial decision that help the organisation
4. To Learn types of dividend policies and their valuation
5. To gain Knowledge regarding working capital management, uses to organisation and valuation of working capital

SYLLABUS**Unit-1: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-2: INVESTMENT DECISION:

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-3: FINANCING DECISIONS:

Concept of leverage – Types of Leverages –EBIT – EPS Analysis – Capital Structure – Determinants - 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-4:DIVIDEND DECISIONS:

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

Unit-5 :WORKING CAPITAL MANAGEMENT:

Concepts of working capital – Determinants of Working capital – 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.

Course Outcomes:

1. The students will gain basic knowledge of financial management
2. The students can evaluate the capital budgeting process and risk analysis in capital budgeting
3. The students will familiarize different financial decision that help the organisation
4. The students will Learn types of dividend policies and their valuation
5. The students will gain knowledge regarding working capital management, uses to organisation and valuation of working capital

Recommended Books:

1. Brearley, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw Hill.
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, Tata McGraw Hill.
6. Khan, M.Y. and Jain, Financial Management, Tata McGraw Hill.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES
(A)

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 5

MANAGERIAL COMMUNICATION

(w.e.f admitted batch 2023-24)

Max.Marks:100

External : 60 Marks

Internal : -40

Course Objectives:

1. To help the students understand the principles of business communication.
2. To make the students aware of various types of types of communication.
3. To develop awareness on the role of various communication methods.
4. To make students understand business correspondence etiquettes.
5. To enable the students understand the importance of technology related to communication for addressing the business audience

SYLLABUS

Unit-1: CONCEPT OF COMMUNICATION:

Definition, Role of Communication in Business, Objectives of Communication. Process of Communication, Forms of communication- Written, Oral and non-verbal Communication, significance of non-verbal communication. Communication Roadblocks, effective Listening

Unit-2: ORGANIZATIONAL COMMUNICATION:

Formal and Informal Communication, Styles of Communication, Business etiquette, Barriers to Communication Gateways to Effective Communication, Mastering the art of conducting and giving Interviews,

Unit-3: INTERPERSONAL COMMUNICATION:

Significance of Interpersonal Communication-Role of Perception, Emotion and motivation in Inter Personal Communication. Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. . UNIT-IV: BUSINESS CORRESPONDENCE SKILL

Unit-4: BUSINESS CORRESPONDENCE SKILLS:

Significance of Business Correspondence, essentials of effective Business Correspondence, Business Letter and Forms. Presentation Skills, Conducting Departmental Meetings, Use of Technology aided Business Communication, Telephone Communication ,Visual Communication, Audio Visual Communication, E-mail Messages- Tele and video Conferencing

Unit-5 :REPORT WRITING:

Significance of Report Writing, Structure of Reports. Types of Reports- Negative, Persuasive and Special Reporting, Informal Report- Proposals, Formal Reports- Organization of Press Meets -Media Management

Course Outcome:

1. The students will understand the principles of business communication.
2. The students will be aware of various types of communication.
3. The students will develop awareness on the role of various communication methods.
4. The students will understand business correspondence etiquettes.
5. The students will understand the importance of technology related to communication for addressing the business audience

Recommended Books:

1. K Bhardwaj, Professional Communication, IK International Publishing House, New Delhi.
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi.
3. Penrose, Business Communication for Managers, Cengage, New Delhi.
4. Urmila Rai & S.M. Rai, Business Communication, Himalaya Publishers,
5. Meenakshi Raman—Business Communication, Oxford University Press

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: MARKETING

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	Fundamentals of Marketing	4	4
III	2	Consumer Behaviour	4	4
IV	3	Advertising	4	4
IV	4	Brand Managementt	4	4
V	5	Service Marketing	4	4
V	6	Digital Marketing	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****FUNDAMENTALS OF MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To enhance students' knowledge as regards to basics of marketing.
2. To make the students understand the need and importance of market segmentation, targeting and positioning.
3. To make students to understand the steps involved in developing a marketing plan.
4. To develop practical insights into application of marketing concepts.
5. To make students know the recent trends in marketing

SYLLABUS**Unit-1:INTRODUCTION TO MARKETING:**

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

Unit-2: SEGMENTATION TARGETING AND POSITIONING:

Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

Unit-3: PRODUCT AND PRICING:

Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

Unit-4:PLACING AND PROMOTIONAL STRATEGIES:

Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

Unit-5 :RECENT TRENDS IN MARKETING:

Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior. Digital Marketing- Meaning and Importance.

Course Objectives:

1. This will enhance students' knowledge as regards to basics of marketing.
2. The students will understand the need and importance of market segmentation, targeting and positioning.
3. The students will understand the steps involved in developing a marketing plan.
4. The students will develop practical insights into application of marketing concepts.
5. The students will gain knowledge on the recent trends in marketing

Recommended Books:

1. Philip Kotler, Marketing Management, Pearson Education.
2. W.J. Stanton, Michael J. Etzel & Bruce J. Walker, Fundamentals of Marketing, McGraw Hill International.
3. Ramaswamy V.S. & Namakumari S, Marketing Management: Global Perspective – Indian Context, Macmillan.
4. Tapan K Panda, Marketing Management, Excel Books.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA) - Semester 3****CONSUMER BEHAVIOUR****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
2. To understand the factors affecting consumer behaviour in detail.
3. To analyse the consumer decision process.
4. To assess the impact of consumer's motivation, personality on the buying behaviour.
5. To impart the basic knowledge of consumer protection rights.

SYLLABUS**Unit-1:INTRODUCTION TO CONSUMER BEHAVIOUR:**

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing: Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.

Unit-2: FACTORS AFFECTING CONSUMER:

Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

Unit-3: CONSUMER DECISION MAKING PROCESS:

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

Unit-4:CONSUMER MOTIVATION AND PERSONALITY:

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

Unit-5 :MARKETING COMMUNICATIONS, CONSUMER RIGHTS:

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 1986, Rights of consumers.

Course Outcome:

1. The students will understand the concept of Consumer Behaviour & describe Consumer research process in detail.
2. The students will understand the factors affecting consumer behaviour in detail.
3. The students can analyse the consumer decision process.
4. The students can assess the impact of consumer's motivation, personality on the buying behaviour.
5. The students will acquire the basic knowledge of consumer protection rights.

Recommended Books:

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. . Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****ADVERTISING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the basics of Advertising and communication mix
2. To use analytical skills in planning and evaluating advertising campaigns.
3. To analyse critically the task of advertising under contemporary conditions.
4. To evaluate the various types of policies that can be employed in guiding the advertising activity.
5. To develop an awareness of the major types of advertising and role of ad agencies.

SYLLABUS**Unit-1:INTRODUCTION TO ADVEETISING MANAGEMENT:**

Meaning, Importance of advertising, History, Classification and Functions. The Key Players, Types of Advertising Brand communication role in marketing, integrated marketing communication, Role of communication in Branding. Digital Advertising- Meaning, Components, Advantages, Limitations, Types of Digital Advertising.

Unit-2: ETHICS, AND REGULATION IN ADVERTISING:

Advertising and social responsibility, Impact of Advertising, Deception versus Puffery Impact of advertisements on children Women and Advertising Ethics in Advertising; Regulatory Bodies Review of Regulatory Environment; Codes of ethics and regulatory bodies..

Unit-3:ADVERTISING DESIGN AND MEDIA PLANNING:

Message Strategies. Types of Advertising Appeals. Executional Frameworks Sources and Spokespersons- Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. Media mix

Unit-4:ADVERTISING AND INDIAN ECONOMY:

Role of Advertising in the Indian economy, Impact of advertising on the Indian EconomyAdvertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

Unit-5 :AD AGENCIES:

Working of AD agencies- Various Functional Department, Types, Measures for gaining and reasons for loosing clients, Evaluation Criteria for Selecting an Advertising Agency, Functions of Advertising Agency.

Course Objectives:

1. The students will understand the basics of Advertising and communication mix
2. The students can use analytical skills in planning and evaluating advertising campaigns.
3. The students can analyse critically the task of advertising under contemporary conditions.
4. The students can evaluate the various types of policies that can be employed in guiding the advertising activity.
5. The students can develop an awareness of the major types of advertising and role of ad agencies.

Recommended Books:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. S A Chunawalla (2013), Advertising, Sales & Promotions Management, 5th revised edition, Himalaya publishing hous

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****BRAND MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the methods of managing brands
2. To understand strategies for brand management.
3. To study how brand communication is done by organisations.
4. To successfully establish and sustain brands and lead to extensions.
5. To understand the brand performance in modern digital world

SYLLABUS**Unit-1:INTRODUCTION:**

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

Unit-2: BRAND STRATEGIES:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

Unit-3: BRAND COMMUNICATIONS:

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

Unit-4:BRAND EXTENSION:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

Unit-5 :BRAND PERFORMANCE:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Course Objectives:

1. The students will understand the methods of managing brands
2. The students will understand strategies for brand management.
3. The students will study how brand communication is done by organisations.
4. The students will understand how to successfully establish and sustain brands and lead to extensions.
5. The students will understand the brand performance in modern digital world

Recommended Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
5. Moorthi YLR, Brand Management –Vikas Publishing Hous

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****SERVICE MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To develop an understanding on service sector and services marketing.
2. To learn about the service process and elements of services marketing mix.
3. To understand and analyse customer expectations and perceptions towards services.
4. To analyze the impact of service failure and develop service recovery strategies.
5. To understand the functional aspects of various service sector units.

SYLLABUS**Unit-1:INTRODUCTION TO SERVICES:**

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

Unit-2: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts

Unit-3: CONSUMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service

Unit-4:SERVICE, QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

Unit-5 :MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO)

Course Outcomes:

1. The students will develop an understanding on service sector and services marketing.
2. The students will learn about the service process and elements of services marketing mix.
3. The students will understand and analyse customer expectations and perceptions towards services.

<p>4. The students will understand the impact of service failure and develop service recovery strategies.</p> <p>5. The students will understand the functional aspects of various service sector units.</p>
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Recommended Books:

<p>1. K.Ram Mohan Rao, Service Marketing, Pearson Education.</p> <p>2. .Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.</p> <p>3. P.N. Reddy , Services Marketing , Himalaya Publishing House.</p> <p>4. S M Jha, Services Marketing, Himalaya Publishing House</p>
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GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAc with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****DIGITAL MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the fundamentals of digital marketing.
2. Basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
3. An overview of Digital marketing strategies and best practices.
4. An Understanding of the concepts of Digital marketing.
5. Understanding various types of Digital promotional formats

SYLLABUS**Unit-1:INTRODUCTION :**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

Unit-2: STARTING WITH THE WEBSITE:

Building Website using Website/ Blog Foundations of analytics- Search engine optimizationKey Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.

Unit-3: E-MAIL MARKETING:

E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

Unit-4:CONTENT MARKETING FOUNDATIONS:

Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads

Unit-5 :DIGITAL MARKETING PROMOTION:

Types of Various Ad Formats: PPC, Banners, Video Ads, App Ads, Facebook advertising, Twitter Advertising, YouTube Advertising, LinkedIn Marketing. Affiliate Marketing, Influence marketing.

Course Outcomes:

1. The students will understand the fundamentals of digital marketing.
2. The students will acquire basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
3. The students will acquire an overview of Digital marketing strategies and best practices.
4. The students will gain an understanding of the concepts of Digital marketing.
5. The students will Understand various types of Digital promotional formats

Recommended Books:

1. Puneet Singh Bhatia: Fundamentals of Digital Marketing, 2nd Edition, Pearson 2
2. Dave Chaffey; Fiona Ellis- Chadwick: Digital Marketing Strategy, Implementation and Practice, 11th Edition, Pearson
3. Damian Ryan: Understanding Digital Market: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page
4. Swaminathan T.N and Karthik Kumar: Digital Marketing: From Fundamentals to Future, Cengage.
5. Seema Gupta: Digital Marketing , McGraw Hill Education (India) Private Limited

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	Logistics Concepts and Planning	4	4
III	2	Transportation and Distribution Management	4	4
IV	3	International Trade Documentation Procedures	4	4
IV	4	Procurement, Storage and Warehouse Management	4	4
V	5	Supply Chain Information System	4	4
V	6	Supply Chain Software	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES
(A)

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 2

LOGISTICS CONCEPTS AND PLANNING

(w.e.f admitted batch 2023-24)

Max.Marks:100

External : 60 Marks

Internal : -40

Course Objectives:

1. To understand the scope of logistics and supply chain management in business.
2. To explain the core and support activities in logistics.
3. To examine logistical integration hierarchy & various issues in logistics integration. To explain the logistical performance cycles, channel participants and supply chain relationships.
4. To analyze risks involved in logistics re-engineering.

SYLLABUS

Unit-1: : Introduction Logistics:

Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships – Channel participants, Channel structure, Basic functions, Risk, power and leadership.

Unit-2:Logistics System Design:

Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy

Unit-3:Logistics Strategy and Planning:

Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strateg

Unit-4:Inventory and Purchasing:

Review – Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation.

Unit-5:Location Decisions:

Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis

Course Outcomes:

1. The students will understand the scope of logistics and supply chain management in business.
2. The students will understand core and support activities in logistics.
3. The students will understand logistical integration hierarchy& various issues in logistics integration. To explain the logistical performance cycles, channel participants and supply chain relationships.
4. The students will understand risks involved in logistics re-engineering.

Recommended Books:

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016.
3. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 2009

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****TRANSPORTATION AND DISTRIBUTION MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand distribution techniques and different distribution networks in the supply chain.
2. To Develop the various distribution network models
3. To illustrate on the various modes of transportation and the selection decisions.
4. To examine vehicle routing and scheduling.
5. To identify the issues involved in international transportation.

SYLLABUS**Unit-1: Distribution:**

Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

Unit-2: Planning:

Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

Unit-3:Transportation:

Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling

Unit-4: International Transportation:

International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

Unit-5:: Information Technology (It):

Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems

Course Outcomes:

1. The students will understand distribution techniques and different distribution networks in the supply chain.
2. The students will understand the various distribution network models
3. The students will understand the various modes of transportation and the selection decisions.
4. The students will understand vehicle routing and scheduling.
5. The students will understand the issues involved in international transportation.

Practical Component:

Guest lectures and Seminars can be conducted by inviting subject experts.

- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies. Analyze data migration with the related case studies.

Text Books:

1. David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd edition 2016
3. Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.

Recommended Books:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 6th edition 2014.
2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, KoganPage Publishers, 2006

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****INTERNATIONAL TRADE DOCUMENTATION PROCEDURES****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To identify future opportunities and challenges of India's Foreign Trade.
2. To gain the knowledge of Export and Import Documents used in Global Trade.
3. To Explore knowledge in starting an export organization and related procedures.
4. To Understand Finance and Insurance issues relating to Exports.
5. To gain knowledge in Import Procedures, Customs regulations and import clearance formalities etc

SYLLABUS**Unit-1: : International Trade:**

Need and importance of International Trade – Recent Trends in World Trade – Leading players – India's Foreign Trade –Commodity composition and Destination – India's Export and Import position in World merchandise trade and services –Project Exports-Deemed Exports - India's Foreign Trade Policy – India Trade Agreements and tariff benefit

Unit-2: : Starting an Export Organization:

Starting an export firm – Selection of an export product – Market selection –Buyer selection – Registration procedure with Sales Tax, Central Excise and various Boards and councils – Exim code number – Elements of export contract- Global rules as UCP 600 of ICC, INCOTERMS – Terms of payment and Letter of Credit – Payment settlement of exports and Imports

Unit-3:Export Documentation:

Types of documents – Primary Documents –Regulatory Documents - Transport, Negotiation and Insurance documents –E- Databases and Documents

Unit-4:Export Finance:

Sources of Finance - Role of commercial bank, EXIM Bank, ECGC SIDBI and others – Export promotion Schemes – Insurance for Export – Types – export credit insurance – Risk Management – Types of risks – mitigation methods

Unit-5: Import Procedure and Documentation:

Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses - Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme –Import formalities for EOUs and SEZs –CEZ - Import Risk Management

Course Outcomes:

1. The students can identify future opportunities and challenges of India's Foreign Trade.
2. The students can gain the knowledge of Export and Import Documents used in Global Trade.
3. The students can gain knowledge in starting an export organization and related procedures.
4. The students will Understand Finance and Insurance issues relating to Exports.
5. The students will gain knowledge in Import Procedures, Customs regulations and import clearance formalities etc

Practical Component:

- The students can identify international trades and opportunities within global marketing
- environments. Analyze the prevalent trade environment in your home country and global country
- Examine export and import documentation procedures.
- Analyze India Trade Agreements and tariff.
- Guest lecturers can be arranged by inviting the experts in the field.
- Assignments, class room seminars and group discussions.

Text Books:

1. Aseem Kumar (2007) "Export and Import Management", Excel Books Publications, New Delhi
2. David Stewart (2008) "International Supply Chain Management", Cengage publications,
3. Ram Singh (2008) "Export Management" Indian Institute of Foreign Trade, New Delhi

Recommended Books:

1. P.K.Khurana (2010): Export Management, Galgotia Publication, New Delhi
2. Jeevanandam C(2002) "Foreign Exchange: Practices Concepts and control" Sultan Chand Publications
3. Foreign Trade Policy (2015-2020): Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA) - Semester 4****PROCUREMENT, STORAGE AND WAREHOUSE MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the procedure of procurement.
2. To gain knowledge on various warehousing operations.
3. To acquire knowledge on storage of materials, recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording.
4. To gain knowledge on warehousing technologies.
5. To gain knowledge on Warehouse safety Material handling, Packaging, Labeling, waste management and fire safety mechanism.

SYLLABUS**Unit-1:Procurement:**

Objectives of Procurement System, Principles of Procurement, and history of procurement function: from administrative to strategic, value added role, Procurement Cycle, Procurement Planning, Purchasing Mix: Six Rights, Selecting the right supplier, Source of information and process, Supplier appraisal / vendor capability, Bidding process

Unit-2:: Introduction to Warehousing Concepts:

Role of warehouse-types of warehouse- warehouse location- Need for warehousing- Supply chain trends affecting warehouse –Warehouse functions- Role of warehouse managerWarehouse process: e-commerce warehouse- Receiving and put away- Warehouse process – pick up preparation-Receiving - Pre-receipt -In- handling - Preparation - offloading - Checking - Cross-docking -Quality control - Put-away - Pick preparation - Pick area layout – Picking strategies and equipment -order picking methods - Warehouse processes- Replenishment to dispatch- Value adding services - Indirect activities -Security - Returns processing – Dispatch

Unit-3:: Storage Management system:

Storage Inventory Management –Functions of storage & Inventory - Classification of InventoryMethods of Controlling Stock Levels- Always Better Control (ABC) Inventory systemWarehouse Management Systems (WMS) - choose a WMS-the process implementation-cloud computing- Warehouse layout-Data collection-space calculation-aisle width- finding additional space.

Unit-4:: Storage and Warehousing Information system:

Storage Equipment: storage option - shuttle technology - very high bay warehouse - warehouse handling equipment - vertical and horizontal movement -Automated Storage/ Retrieval System (AS/RS)-specialized equipment-Technical advancements- Resourcing a warehouse- warehouse costs-Types of cost - Return on Investment (ROI) - Charging for shared-user warehouse service - Logistics charging methods Warehousing. Information System (WIS)- Performance management- outsourcing decisions.

Unit-5:: Material Handling and Warehouse safety Material handling:

Product movement- concept- costs-product load activity—dispatch activity unload activitycontrol device-impact of the computer technology automatic identification-issues and trends in product transport—Packaging- Pallet - Stretch wraps - Cartons – Labeling- Health and safetyRisk assessment - Layout and design - Fire safety- Slips and trips – Manual handling - Working at height - Vehicles - Forklift trucks – Warehouse equipment legislation. Warehouse safety check list- Warehouse Environment- Energy production - Sustainable warehouse Management

Course Outcome

1. The students will understand the procedure of procurement.
2. The students will gain knowledge on various warehousing operations.
3. The students will acquire knowledge on storage of materials; recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording.
4. The students will gain knowledge on warehousing technologies.
5. The students will gain knowledge on Warehouse safety Material handling, Packaging, Labeling, waste management and fire safety mechanism.

Practical Components:

- The students can select one warehouse and observe the method of material handling.
- Analyze the procedure of procurement of material in any selected industry and submit a report. Make a visit to one warehouse nearby and examine the inventory management systems.
- Observe different technologies used in warehouse management.
- Class room seminar can be conducted.
- All the students are divided into groups. Each group of students has to present a paper on each operation of warehouse.

Text Books:

1. Gwynne Richards (2014) Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.
2. David E. Mulchy & Joachim Sidon (2008) A Supply Chain Logistics Program for Warehouse Management, Auerbachian Publications

Recommended Books:

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). Supply Chain Logistics Management. (4 th ed.), McGraw Hill/Irwin.
2. Arnold, J.R., Chapman, S.N. (2012). The Introduction to Materials Management. (7thed.), Prentice-Hall. Coyle, J.J., Jr. Langley, C.J., Novack, R.A., & Gibson, B.J. (2013).Managing Supply Chains: A Logistics Approach. (9th ed.), McGraw Hill. Edward, F.(2002).
3. World-Class Warehousing and Material Handling. (International ed.), McGraw-Hill Muller, M. (2011). Essentials of Inventory Management. (2 nd ed.), American Management Association

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****SUPPLY CHAIN INFORMATION SYSTEM****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand e-SCM, benefits and communication networks.
2. To explain about data security in communication networks.
3. To explain about the various enterprise information systems and their benefits.
4. To examine various information systems development methodologies &enterprise architectures
5. To explain the various information system deployment methods.

SYLLABUS**Unit-1: Electronic SCM, Communication networks:**

Introduction e-SCM –e-SCM framework - Key success factors for e-SCM - Benefits of e-SCM Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks –EDI - Data security in supply chain networks - Overview of internet able models.

Unit-2 Enterprise Information Systems:

Overview of enterprise information systems - Information functionality and principles - Introduction enterprise information systems -Classification of enterprise information systems - Information architecture - Framework for managing supply chain information - Describe ion on popular enterprise application packages -Benefits of enterprise information systems

Unit-3: SCM Systems Development:

Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies- Adopting relevant systems development model

Unit-4 :Deployment and Management:

Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value

Unit-5: Information Integration:

Enterprise application integration and supply chain visibility - Enterprise application integration -Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems.

Course Outcomes

1. The students will understand e-SCM, benefits and communication networks.
2. The students will understand about data security in communication networks.
3. The students will understand about the various enterprise information systems and their benefits.
4. The students will understand various information systems development methodologies &enterprise architectures
5. The students will understand the various information system deployment methods.

Practical Component:

- The students can identify Electronic SCM and communication networks.
- Information collected and analyze for decision support system.
- A group of students has to analyze Management of risks and value.
- All the students are divided into groups. Each group of students has to develop Supply Chain Management System.
- Guest Lectures can be arranged and Assignments given.

Text Books:

1. Donald Bowersox, David Closs ,& Bixby cooper Supply chain Logistical Management
2. R.H. Ballou, and Samir Business Logistics Management, 5th Edition 2014.

Recommended Books:

1. Strauss, Alexa & Frost E-Marketing, Routledge; 8th New edition 2018
2. Statistics for Managers Using MS Excel, 8th Edition Levine & David Pearson Education2017
3. David B. Grant & Chee Yew Wong Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management Kogan Page; 2nd edition April 3, 201

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****SUPPLY CHAIN SOFTWARES****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To Understand ERP, ERP Module, SCM and CRM and its application in business related decisions.
2. To Examine Business Process Management.
3. To Explain ERP systems and its implementation.
4. To Analyze Data migration.
5. To Understand future trends in ERP systems

SYLLABUS**Unit-1: Overview of enterprise systems:**

Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

Unit-2 Overview of ERP software solutions:

Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management et

Unit-3 : Evaluation and selection of ERP systems:

Planning Evaluation and selection of ERP systems-Implementation life cycle – ERP implementation, Methodology and Frame work-Training.

Unit-4 :Data Migration.

People Organization in implementation-Consultants, Vendors and Employees-Case studies. Maintenance of ERP- Organizational and Industrial impact; Success

Unit-5:: Extended ERP systems:

Extended ERP systems and ERP bolt -on -CRM, SCM, Business analytics etc-Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies.

Course Outcomes:

1. The students will Understand ERP, ERP Module, SCM and CRM and its application in business related decisions.
2. The students will Understand Business Process Management.
3. The students will Understand ERP systems and its implementation.
4. The students will Understand Data migration.
5. The students will Understand future trends in ERP systems

Practical Component:

- Guest lectures and Seminars can be conducted by inviting subject experts.
- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies.
- Analyze data migration with the related case studies.

TEXT BOOKS:

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
2. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
5. Summer, ERP, Pearson Education, 2008

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: DIGITAL MARKETING

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Fundamentals of Digital Marketing	4	4
Semester-III	2	Social Media Marketing	4	4
Semester-IV	3	Affiliate Marketing	4	4
	4	Search Engine Optimisation	4	4
Semester-V	5	Mail Marketing	4	4
	6	Mobile Marketing	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****FUNDAMENTALS OF DIGITAL MARKETING****(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : - 40 Marks
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Course Objectives:

1. To understand the core concepts of marketing and the role of marketing in society.
2. To understand the marketing automation softwares and tools
3. To understand the Digital Marketing Mix
4. To understand about the Email Marketing
5. To gain knowledge about Blogs

SYLLABUS**Unit-I:** Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.**Unit-II:** Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.**Unit-III:** Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.**Unit IV:** Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of Mail Chimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.**Unit V:** What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.**Course Objectives:**

1. Students will understand the core concepts of marketing and the role of marketing in society.
2. Students will understand the marketing automation softwares and tools
3. Students will understand the Digital Marketing Mix
4. Students will understand about the Email Marketing
5. Students will gain knowledge about Blogs

Recommended Books
1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How to Start a Blog (on the Side) by Ryan Robinson

5. George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization

6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing

7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****SOCIAL MEDIA MARKETING****(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal -40 Marks
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Course Objectives:

1. To Understand the basic concept of Social Media space and tools
2. To analyze the effectiveness of your company's and competitors' social media programs.
3. To Design social media programs that directly support business and marketing goals.
4. To understand social media Channels and programs.
5. To implement a process for planning social media marketing activities

SYLLABUS

Unit-I: Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

Unit-II: Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

Unit-III: Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

Unit IV: Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

Unit V: Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

Course Outcomes:

1. Students will Understand the basic concept of Social Media space and tools
2. Students will Understand the effectiveness of your company's and competitors' social media programs.
3. Students can Design social media programs that directly support business and marketing goals.
4. Students will understand social media Channels and programs.
5. Students can implement a process for planning social media marketing activities.

Recommended Books

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****AFFILIATE MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand basic concepts of affiliate marketing works, affiliate program payment methods etc
2. To understand how to enroll in affiliate marketing program and ways to promote it
3. To understand Types of Affiliate Marketing Search affiliates
4. To understand Strategies to improve affiliate marketing
5. To understand how to set up affiliate marketing program

SYLLABUS

Unit-I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

Unit-II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit-III: Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

Course Outcome

1. Students will understand basic concepts of affiliate marketing works, affiliate program payment methods etc
2. Students will understand how to enroll in affiliate marketing program and ways to promote it
3. Students will understand Types of Affiliate Marketing Search affiliates
4. Students will understand Strategies to improve affiliate marketing

5. Students will understand how to set up affiliate marketing program

Recommended Books

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011). Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
3. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al. (2021)

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****SEARCH ENGINE OPTIMISATION****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. Gain a comprehensive understanding of how search engines work, including algorithms, indexing, and ranking factors.
2. Acquire knowledge about technical aspects of SEO, including website structure, crawlability, site speed, and mobile optimization.
3. Understand and implement on-page optimization techniques, including optimizing meta tags, headings, URL structures, and content for improved search engine visibility.
4. Acquire skills in using SEO analytics tools to monitor website performance, track key metrics, and generate reports for data-driven decision-making.
5. Cultivate a mindset of continuous learning, staying abreast of industry trends, emerging technologies, and best practices in the dynamic field of SEO

SYLLABUS**Unit-I:** Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option**Unit-II:** Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, refreing page, pages with errors, valid pages -Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.**Unit-III:** Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQHow to-Logos- Review snippets-Site Links Search box**Unit-IV:** : Security & Manual Actions: Manual actions-How do I remove Manual Actions inSearch Engine Optimisation-security issues and its report**Unit-V:** Legacy Tools and Reports: Links-settings-submit feedback- about new version. International targeting-messages-URL parameters-web Tools**Course Outcome**

1. Students should be able to conduct thorough keyword research using relevant tools, identify target keywords, and analyze their competitiveness and search volumes.
2. Students show the ability to implement on-page optimization strategies, including optimizing meta tags, headings, and content to improve search engine rankings.

- 3.** Demonstrate proficiency in technical SEO, including addressing issues related to website architecture, crawling, indexing, and resolving common technical SEO challenges.
- 4.** Exhibit the ability to optimize websites for mobile devices, ensuring a seamless and user-friendly experience for mobile users.
- 5.** Showcase the ability to adapt SEO strategies in response to changes in search engine algorithms, ensuring continued visibility and effectiveness.

References:

- TheUltimateGuidetoGoogleSearchConsole2021byAjaFrom@ajavuu,
[https://blog.hubspot.com/marketing/google - search-console](https://blog.hubspot.com/marketing/google-search-console)
- 2.Google searchconsole:Knowledge panel by Sajith Thomo sand Evin Jaison 2016
- 3.Google SearchConsole: ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

Activities Written

- Assignments
- Oral Presentation
- Quiz Programme

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester V****E-MAIL MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : -40****Course Objectives:**

1. To understand the concepts of Email Marketing, advantages and disadvantages
2. To understand how to design Email Campaign
3. To understand various Email Marketing Strategies
4. To understand types of Email Marketing
5. To understand Best Email Marketing Alternatives

SYLLABUS

Unit-I: Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and DisAdvantages of Email Marketing.

Unit-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line- Why Email automation is required- Designing an effective Email campaign- Tracking Email Marketing Reports-Email Guidelines.

Unit-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Set up and Settings Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

Unit-IV: Mail- Chimp: Types of Email Marketing:-Campaigns Creating an Email- What Is the Newsletter -Design a News letter Reports –Marketing Automation

Unit-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign –Hub Spot etc

Course Outcomes:

1. The students will understand the concepts of Email Marketing, advantages and disadvantages
2. The students will understand how to design Email Campaign
3. The students will understand various Email Marketing Strategies
4. The students will understand types of Email Marketing
5. The students will understand Best Email Marketing Alternatives

Co-curricular Activities:

- Written Assignments
- Oral Presentation
- Quiz Programme

Recommended Books

1. Author:Tom Corson –Knowless, Email Marketing Mastery.TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press,31May2018,

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester V****MOBILE MARKETING****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand basic concepts of mobile marketing
2. To understand Supplemental Mobile Products and Service Options Campaign Delivery Options
3. To understand Mobile Marketing Rules and Regulations
4. To understand Mobile Marketing and Social Media
5. To practice Mobile Marketing Buffer soft ware practices

SYLLABUS

Unit-I: Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

Unit-II: Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing.

Unit-III: Mobile Advertising and Search, Mobile Advertising, Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program, Mobile Incentive Opportunities, Mobile Loyalty Programs- Mobile Rules and Regulations- Mobile Marketing Rules and Regulations, Mobile Campaign Compliance

Unit-IV: Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Face book Advertising for Mobile-- Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites Mobile Marketing Analytics Mobile Measurement – Careers in Mobile Marketing Mobile Marketing Opportunities.

Unit-V: Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically.

Course Outcome

1. The students will understand basic concepts of mobile marketing
2. The students will understand Supplemental Mobile Products and Service Options Campaign Delivery Options
3. The students will understand Mobile Marketing Rules and Regulations
4. The students will understand Mobile Marketing and Social Media
5. The students will practice Mobile Marketing Buffer soft ware practices

Co-curricular Activities:

Written Assignments

- Oral Presentation
- Quiz Programm

Recommended Books:

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowels
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Social Nomics : How Social Media Trans forms the Way We Live and Do Business— ErikQualman

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: FINANCIAL MANAGEMENT

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	Fundamentals of Financial Management	4	4
III	2	Money, Banking and Financial Markets	4	4
IV	3	Derivatives & Risk Management	4	4
IV	4	Portfolio Management	4	4
V	5	Stock Market Operations	4	4
V	6	Project Management	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****FUNDAMENTALS OF FINANCIAL MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To enable the students to understand the various functions of financial management
2. To acquire knowledge on financing decisions.
3. To gain knowledge on Long term Investment decisions.
4. To impart knowledge on Short term Investment decisions.
5. To acquire knowledge on Dividend decisions.

SYLLABUS**Unit-I: FINANCIAL MANAGEMENT**

Meaning, Nature, Scope of financial management. Financial management goals: Profit maximization, Wealth maximization. Finance functions- Investment, financing and Dividend Decisions.

Unit-II: COST OF CAPITAL

Meaning and significance of cost of capital, Calculation of cost of debt, Preference Capital, Equity Capital and retained earnings. Capital structure, Theories of Capital structure: Traditional and MM Hypothesis, Determining capital structure in practice, Capital structure planning, Operating and Financial leverages.

Unit-III: CAPITAL BUDGETING

Nature of investment decisions; investment evaluation criteria - Accounting Rate of Return, Payback Period, Net Present value, Internal Rate of Return and Profitability Index.

Unit-IV: WORKING CAPITAL

Meaning, significance and types of working capital; Determinants of Working Capital, Sources of working capital; Management of Inventories, Management of Cash; management of Accounts Receivables.

Unit-V: DIVIDEND DECISIONS

Types of dividend, Dividend Models, Determinants of dividend policies, Practical aspects of dividend.

Course Outcomes:

1. The students will understand the various functions of financial management
2. The students will acquire knowledge on financing decisions.
3. The students will gain knowledge on Long term Investment decisions.
4. The students will gain knowledge on Short term Investment decisions.
5. The students will acquire knowledge on Dividend decisions.

Recommended Books

1. Khan & Jain, Financial management ,TMH Publishers.
2. I M Pandey financial management, Vikas publications
3. Prasanna Chandra financial management, TMH publishers
4. R K Sharma & Seshi Gupta financial management, Kalyani publishers
5. Rohit Srivastav financial management, Oxford publishers

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****MONEY, BANKING AND FINANCIAL MARKETS****(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : -40 Marks
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Course Objectives:

1. To analyse the impact of money on some of the economy's key variables such as interest rates, inflation, and the banking industry.
2. To expose students to the theory and functioning of the monetary and financial sectors of the economy.
3. To study the organization, structure and role of financial markets and institutions.
4. To examine interest rates, monetary management and instruments of monetary control.
5. To study the Financial and banking sector reforms and monetary policy with special reference to India.

SYLLABUS**Unit-I: MONEY**

Meaning, functions and classification, Role of money in capitalist, socialist and mixed economies, theories of money supply determination. RBI approach to money supply; High powered money and money multiplier. Monetary standards – Metallic and paper standards, system of note issues in India. RBI approach to money supply; High powered money and money multiplier

Unit-II: BANKING

Types of Banks. Functions of Commercial banks. Process of credit creation, Purpose and limitations. Liabilities and assets of banks. Commercial banking in India, Nationalization of commercial banks in India. Recent reforms in banking sector in India

Unit-III:CENTRAL BANKING

Functions of Central Bank. Quantitative and qualitative methods of credit control- Bank rate policy, Open market operations, Cash reserve ratio and selective methods. Role and functions of the Reserve Bank of India.

Unit-IV:FINANCIAL INSTITUTIONS, MARKETS, INSTRUMENTS AND FINANCIAL INNOVATIONS

Role of financial markets and institutions, Structure of money market and capital market — Call money market. Treasury bill market, Commercial bill market including commercial paper and certificate of deposits, Government securities market, Primary and secondary market for securities. Financial sector Reforms in India, Role of Financial Derivatives Financial Institutions: Types; Banking and Non-Banking Financial Institutions.

Unit-V:INTEREST RATES

Interest Rates Determination; sources of interest rate differentials; theories of term structure

Course Outcomes:

1. The students can analyse the impact of money on some of the economy's key variables such as interest rates, inflation, and the banking industry.
2. The students will be exposed to the theory and functioning of the monetary and financial sectors of the economy.
3. The students will study the organization, structure and role of financial markets and institutions.
4. The students will study to examine interest rates, monetary management and instruments of monetary control.
5. The students will study the Financial and banking sector reforms and monetary policy with special reference to India.

Recommended Books

1. F. S. Mishkin and S. G. Eakins, Financial Markets and Institutions, Pearson Education
2. F. J. Fabozzi, F. Modigliani, F. J. Jones, M. G. Ferri, Foundations of Financial Markets and Institutions, Pearson Education.
3. Rakesh Mohan, Growth with Financial Stability- Central Banking in an Emerging Market, Oxford University Press, 2011. 32
4. L. M. Bhole and J. Mahukud, Financial Institutions and Markets, Tata McGraw Hill.
5. M. Y. Khan, Indian Financial System, Tata McGraw Hill.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)
Accredited by NAAC with B++ Grade
Vishakhapatnam
Bachelor of Business Administration (BBA) - Semester IV
DERIVATIVES & RISK MANAGEMENT
(w.e.f admitted batch 2023-24)

Max.Marks:100	External : 60 Marks	Internal : -40 Marks
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Course Objectives:

1. To understand derivatives market
2. To understand derivatives trading in India and regulatory framework.
3. To train the student with required skills for pricing of futures.
4. To train the student with required skills for pricing of options
5. To enable the student to explore hedging strategies to mitigate risk in business operations.

SYLLABUS

Unit-I: : INTRODUCTION TO DERIVATIVES

Definition, types of derivatives, Uses of derivatives, Exchange-traded vs. OTC derivatives, Derivatives in India, Regulation for derivatives trading and SEBI guidelines related to derivatives trade.

Unit-II: INTRODUCTION TO OPTIONS

Basic Hedging practices, Forward contracts, Limitations of forward markets, Introduction to futures, Stock Index futures, Commodity Futures and Currency Futures, Distinction between futures and forwards contracts, pay-offs, Cash settlement vs Physical settlement, Pricing Principles, Beta and Optimal Hedge Ratio.

Unit-III: INTRODUCTION TO OPTIONS

Option terminology and Types, Index derivatives, European and American calls and puts, Exotic and Asian Options, Strategies and Pay-offs, Option Pricing and Put-Call parity

Unit-IV:SWAPS

Meaning, overview, interest rate swaps, currency swaps, credit risk, mechanics of swaps.

Unit-V:RISK MANAGEMENT WITH DERIVATIVES

Hedging Using Greeks (Delta-Gamma Hedging), Hedging with Futures (Strategies of hedging, speculation and arbitrage): Index Options and futures, VaR, Historical Simulations, Risk management structure and policies in India.

Course Outcomes:

1. The students will understand derivatives market
2. The students will understand derivatives trading in India and regulatory framework.
3. The students will be equipped with required skills for pricing of futures.
4. The students will be trained with required skills for pricing of options
5. The students can explore hedging strategies to mitigate risk in business operations.

Recommended Books

1. Hull C.John, “Options, Futures and Other Derivatives”, Pearson Educations Publishers.
2. N.D.Vohra & B.R.Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd.
3. D.C.Parwari, Financial Futures and Options, Jaico Publishing House.
4. T.V.Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.
5. S.L.Gupta, Financial Derivatives, Prentice Hall of India.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester IV****PORTFOLIO MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To provide an understanding on various investment avenues.
2. To enable the students to measure, interpret the risk and returns of portfolios
3. To enable the students to determine the regulatory guidelines of the portfolio management.
4. To equip the students with skills to conduct portfolio models analysis for decision making.
5. To develop an understanding on construction and evaluation of portfolio

SYLLABUS**Unit-I: PORTFOLIO MANAGEMENT**

Concept of Investment- Investment Vs Speculation. Security Investment Vs. Non-security forms of Investment - Investment Environment in India. Investment Process – Sources of Investment Information. Meaning of Portfolio management- nature and Scope of Portfolio management- Portfolio Management Process- calculation of return on portfolio and risk on portfolio.

Unit-II: RISK AND RETURNS

Meaning- Types of risk-Calculation of risk-Standard Deviation and variance-Beta estimation Alpha and Beta Coefficient-Covariance- Investor's attitude towards risk and return. MeaningTypes of return- calculation of return on a single security- Arithmetic mean and Geometric mean-historical return and return relative- Probability distribution- Expected return.

Unit-III: BASICS OF PORTFOLIO MANAGEMENT IN INDIA

SEBI guidelines for investor protection- Portfolio Manager- who can be a Portfolio Manager SEBI guidelines for Portfolio Manager- Portfolio Management service and method of operation- Function of a Portfolio Manager- Career in Portfolio Management.

Unit-IV:PORTFOLIO MODELS

Elements of Portfolio Management - Portfolio Models - Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory.

Unit-V: Portfolio theory

Markowitz Theory - Portfolio Management - Sharpe's Model- Jensen and Treynor Model. (Simple problems)

Course Outcomes:

1. Students will gain knowledge on different activities in securities markets.
2. Students will be able to measure risks and returns of the portfolio and securities.
3. Students will be able to understand the regulatory mechanisms of portfolio management in India.
4. Students will be able to construct portfolio using various models

5. Students can evaluate the performance of portfolio funds.

Recommended Books

1. Priti Singh- Portfolio Management-Himalaya Publications.
2. V.K Avadhani-Security Analysis and Portfolio Management-HPH
3. Fischer and Jordan- Security Analysis and Portfolio Management-Prentice Hall
4. Prasanna Chandra- Security Analysis Investment management .
5. Sudhindra Bhatt, Security Analysis and Portfolio management, Excel Books.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)
Accredited by NAAC with B++ Grade
Vishakhapatnam
Bachelor of Business Administration (BBA) - Semester V
STOCK MARKET OPERATIONS
(w.e.f admitted batch 2023-24)

Max.Marks:100	External : 60 Marks	Internal : -40 Marks
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Course Objectives:

1. To make the student understand the Capital Markets' scenario
- 2 .To make the student understand the nature and significance of stock markets
3. To understand the process of listing of stocks.
4. To provide an overview of the Stock Market Indices.
5. To impart basics of the commodity and currency markets

SYLLABUS

Unit-I: CAPITAL MARKETS IN INDIA

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of capital – Problems of New Issues Market – IPO's – Investor protection in primary market – Recent trends in primary market – SEBI measures for primary market.

Unit-II: STOCK EXCHANGES

Meaning, Nature and Functions of Secondary Market – Organization and Regulatory framework for stock exchanges in India – SEBI: functions and measures for secondary market – Overview of major stock exchanges in India.

Unit-III: LISTING OF SECURITIES

Meaning – Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting.

Unit-IV: STOCK MARKET INDICES

Stock Market Indices: Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, FreeFloat method) – Stock market indices in India – BSE Sensex - Scrip selection criteria – BSE indices (briefly) – NSE indices – S&P CNX Nifty

Unit-V: COMMODITY AND CURRENCY MARKETS

Commodity exchanges : evolution and history – governing regulations – price –risk management – commodity exposure – hedge accounting – currency futures – managing exchange rate – carbon markets – weather derivatives – ETFs – Purpose, Importance, types , construction.

Course Outcomes:

1. The students will understand the Capital Markets' scenario
- 2 The students will understand the nature and significance of stock markets
3. The students will understand the process of listing of stocks.
4. The students will get an overview of the Stock Market Indices.
5. The students will understand the basics of the commodity and currency markets

Recommended Books

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House
2. Dr. V.A. Avadhani, Security Analysis and Portfolio Management, Himalaya Publishing House, Mumbai.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester V****PROJECT MANAGEMENT****(w.e.f admitted batch 2023-24)**

Max.Marks:100	External : 60 Marks	Internal : - 40 Marks
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Course Objectives:

1. To enable the student to conduct preliminary screening of project.
2. To gain knowledge on conducting the studies of market, technical and operational feasibility of the Project.
3. To analyse the financial viability of the project.
4. To provide insight into implementation and abandonment of project.
5. To understand about Social cost benefit Analysis

SYLLABUS**Unit-I:Project Management**

Meaning, Characteristics and importance project management; Classification of Projects, Project Life Cycle and its Phases- identification, formulation and implementation.

Unit-II: Appraisal of Projects

Market feasibility, technical feasibility, financial feasibility - – feasibility report. . Financial Appraisal of a Project – Project Evaluation Techniques – traditional and modern (theory only).

Unit-III:Project Financing

Project Financing Capital structure, sources of finance Margin money, promoter's contribution, consortium lending and local syndication by banks, financing through markets and public issues, Term loans and debentures.

Unit-IV: Project Implementation and Control

Organizing human resources, systems and procedure for project implementation. Working of systems, Design of systems, project work system design, work breakdown structure, project execution plan, project control system, project diary, project control –scope/progress control, performance control, schedule control and cost control

Unit-V: Social Cost benefit Analysis

The rationale for Social cost benefit analysis, UNIDO approaches for Social Cost benefit analysis, Methods followed by Financial Institutions. Project Scheduling: PERT and CPM networks.

Course Outcomes:

1. The student will understand how to conduct preliminary screening of project.
2. The student will gain knowledge on conducting the studies of market, technical and operational feasibility of the Project.
3. The student can analyse the financial viability of the project.

<p>4. The student will get insight into implementation and abandonment of project. 5. The student will understand about Social cost benefit Analysis</p>
<p>Recommended Books</p> <p>1. Gido: Effective Project Management, Thomson. 2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Company Pvt. Ltd. 3. Damodaran, Corporate Finance, John Wiley Publications. 4. Erhardt & Brigham, Principles of Corporate Finance, Thomson. 5. Singh M.K, Project Evaluation and Management.</p>

Recommended Books

1. Gido: Effective Project Management, Thomson.
2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Company Pvt. Ltd.
3. Damodaran, Corporate Finance, John Wiley Publications.
4. Erhardt & Brigham, Principles of Corporate Finance, Thomson.
5. Singh M.K, Project Evaluation and Management.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: RETAIL MARKETING

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	Foundations of Retail Management	4	4
III	2	Retail Store Operations	4	4
IV	3	Communications in Retail Business	4	4
IV	4	Merchandise Management	4	4
V	5	E-Tailing	4	4
V	6	Retail Logistics	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****FUNDAMENTALS OF RETAIL MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To make students familiar with the fundamental concepts and how the retail industry works.
2. To understand the impact of retailing on the economy and its role in society.
3. To understand the retail shoppers behaviour.
4. To study the policies, methods, and procedures used by successful retailers in today's global economy.
5. To be able to make decisions involved in running a retail firm.

SYLLABUS**Unit-1:INTRODUCTION TO RETAILING:**

Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing

Unit-2:: RETAIL CONSUMER:

Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers.

Unit-3:RETAIL LOCATIONS:

Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning.

Unit-4:RETAIL STORE LOCATION AND STORE DESIGN:

Theories and criteria. Retail Store Design: Importance of Store Design, Exterior and Interior Store Design; Layout Design: Traffic flow and analysis, Layout, Types of layouts, Layout selection, Planogram; Visual merchandising: Methods of Display.

Unit-5 :OPERATIONS PRICING AND SPACE MANAGEMENT:

Store administration, Premises and Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail. Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays.

Course Objectives:

1. The student will understand the fundamental concepts and how the retail industry works.
2. The student will understand the impact of retailing on the economy and its role in society.
3. The student will understand the retail shopper's behaviour.
4. The student will study the policies, methods, and procedures used by successful retailers in today's global economy.
5. The student will be able to make decisions involved in running a retail firm.

Recommended Books:

1. Arifshaik and Kaneez Fatima, Retail Management, Himalaya Publishing House.
2. Barry J. Davies, Philippa Ward, Managing Retail Consumption.
3. Suja R Nair, Retail Marketing, Himalaya Publishing House.
4. Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, Consumer Behaviour, Pearson
5. Jim Pooler, Why We Shop: Emotional Rewards and Retail Strategies

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****RETAIL STORE OPERATIONS****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To acquire knowledge about store manager.
2. To manage inventory through understanding ABC analysis, EOQ, GAP.
3. To understand the procedure for preparing and managing receipts.
4. To understand how to handle customer complaints.
5. To study how to manage crisis, credit and store.

SYLLABUS**Unit-1:INTRODUCTION:**

Fundamentals of Retail Operations Elements & Components of Retail Operation - Store Administration and Management Premises - Roles of Store Manager- Retail Organisation Structure: Organisation of a Single-store Retailer; Regional Departmental Store; Chain of Store

Unit-2:: INVENTORY MANAGEMENT:

Managing Inventory & Display: Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.

Unit-3:RETAIL OPERATIONS:

.Space Allocation: Operation's Blueprint - Store format; Size; Space Allocation; Personnel Utilization- Managing Receipts - Store level and receiving and marking - Case Receiving – Item Check in - Self Service and Check out operations : Merchandising Factors in selfservice – Applying Simplification in the Selling Process – Check out Operations – Checkout Systems and Productivity

Unit-4: ASSET MANAGEMENT

Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions; On-going Budgeting Process

Unit-5 :STORE AND CREDIT MANAGEMENT:

Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention – Insurance – Store Maintenance – Energy Management – Credit Management – Credit Management: Outsourcing; Computerisation; Crisis Management.

Course Outcomes:

1. To acquire knowledge about store manager.
2. To manage inventory through understanding ABC analysis, EOQ, GAP.
3. To understand the procedure for preparing and managing receipts.
4. To understand how to handle customer complaints.
5. To study how to manage crisis, credit and store.

Recommended Books:

1. Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. Chetan Bajaj, RajnishTuli and Nidhi V Srivastava, (2010), Retail Management, 2nd Edition, Oxford Publications, Bengaluru.
3. Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988), Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****COMMUNICATIONS IN RETAIL BUSINESS****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To provide knowledge on different Marketing Communication models.
2. To understand the role of advertising in retail communication.
3. To emphasize on the importance of different forms of direct marketing.
4. To comprehend the consumer oriented sales promotion techniques.
5. To equip the students with different retail communication strategies.

SYLLABUS**Unit-1:INTRODUCTION:**

Elements of Marketing Communications, IMC (Integrated Marketing Communication): Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations, Events and Experience, Direct Marketing; Designing Retail Communication Program: Planning, Execution and Evaluation. □

Unit-2:ADVERTISING RETAIL:

Media Planning, Media Mix Decisions, Developing Media Strategy, Message Development, Popular Media Vehicles used in Retail Sector, Creative Strategy And Copy Writing, Copy Writing Pyramid, Different Types of Appeals, Copy Layout, Laws and Regulations.

Unit-3: DIRECT MARKETING IN RETAIL:

Catalogue Marketing, Direct Mail and Email Marketing, Telemarketing, Electronic messages: E-mail, Mobile and Social Media. Internet Marketing: Web Portals, Web Traffic Management. Personal Selling: Sales Functions, Functions and Qualities of a Retail Sales Personnel, Sales Presentation Techniques.

Unit-4: SALES PROMOTION IN RETAIL

Retail Consumer Oriented Sales Promotion Techniques, Coordinating Sales Promotion with Other Tools of Market Promotion; Major Decisions in Sales Promotion, Retail Promotion Tools; Developing the Retail Sales Promotion Program: Pre-testing the Program, Implementation and Controlling the Program, Evaluation of Results

Unit-5 :COMMUNICATION STRATEGIES FOR RETAIL PROFESSIONALS

Communication Forms, Communication Challenges for Retail Sales Persons, Communication in Customer Interactions; Effective Listening, Team Communication, Non Verbal Communication in Sales.

Course Outcomes:

1. The students will gain knowledge on different Marketing Communication models.
2. The students will understand the role of advertising in retail communication.
3. The students will understand the importance of different forms of direct marketing.
4. The students can comprehend the consumer oriented sales promotion techniques.
5. The students will understand the different retail communication strategies

Recommended Books:

1. M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education Pvt. Ltd.
2. William Wills, John Burnett and Sandra Moriarty, Advertising Principles and Practice, Pearson Education.
3. A.Chunnawala and K.C. Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House.
4. Kazim Shah, and Satish K.Batra, Advertising and Sales Promotion, Excel Books.
5. Arif Sheik and Kaneez Fatima, Retail Management, Himalaya Publishing House

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****MERCHANDISE MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the merchandising & its importance.
2. To learn the roles and responsibilities of merchandiser and buyer.
3. To evaluate merchandise performance.
4. To enable to procure right merchandise.
5. To get aware of basics of visual merchandising.

SYLLABUS**Unit-1:INTR0DUCTION:**

Merchandising - Meaning of merchandising – Evolution of merchandising – Factors affecting the merchandising function – Roles and Responsibilities of merchandiser – Roles and responsibilities of the buyer – The concept of Life style merchandising.

Unit-2:MERCHANDISE PLANS:

Merchandise Planning – Devising merchandise plans – Developing Sales Forecast – Forecasting at the store (SKU) – Collaborative planning forecasting and replenishment (CPFR) - Determining the merchandise requirements – Merchandising control – Assortment planning – The range plan – The model stock plan – Tools used for merchandise planning.

Unit-3: MERCHANDISE IMPLEMENTATION AND EVALUATION:

Merchandising sourcing – Identifying the source of supply – Merchandise Implementation, Supply Sources: Vendor Search, Selection & Evaluation Contracting & evaluating the sources of supply – Negotiating with vendors – Establishing vendor relationship – Analyzing vendor performance – Advantages - The process of private label creation.

Unit-4: MERCHANDISE BUYING AND CONTROL:

Steps involved, Types of Buying, Sources of Supply-identifying, Contracting and Evaluating Sources, Merchandise Control, Open to Buy, Cross docking. Category Management and Business Process

Unit-5 :VISUAL MERCHANDISING:

Definition, Need and Importance; Design and Display: Core Design Strategies, Principles of Design, Point of emphasis in a Display, Store Ambience, and Merchandise Presentation.

Course Outcomes:

1. The students will understand the merchandising & its importance.
2. The students will learn the roles and responsibilities of merchandiser and buyer.
3. The students will learn how to evaluate merchandise performance.
4. The students will be enabled to procure right merchandise.
5. The students will get awareness about of basics of visual merchandising.

Recommended Books:

1. Swapna Pradhan, Retail Merchandising, Tata Mc Graw Hill
2. Berry Bennan and Joel Evans, Retail Management, Tata McGraw Hill.
3. Chetan Bajaj and Ranjith, Retail Management, Oxford University Press.
4. Gillespie, Hecht and Lebowitz, Retail Business Management, Tata McGraw Hill

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA) - Semester 5****E-TAILING****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To provide overview of e-tailing from both technological and managerial perspectives.
2. To understand e-tailing frameworks, and technological foundations.
3. To study how enterprises formulate strategies for e-tailing.
4. To familiarize students with current and emerging electronic r-tailing changes.
5. To enable students about recent trends in e-tailing.

SYLLABUS**Unit-1:INTRODUCTION:**

Meaning, concept, significance, comparison with convention retailing, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-tailing, Shortcomings of e-tailing. Brick & Mortar, Click & Mortar and pure E-tailing, Multi-channel E-tailing

Unit-2:ETAILING MODELS,STARTING AND E-STORE:

E-tailing models, Weighing the options, approaches to building an E-store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information.

Unit-3: MARKETING STRATEGIES FOR E-STORE:

Marketing mix in the age of E-tailing; the roles of cyber intermediaries in E-tailing; E-tailing and supply chain management system; Promotional strategies of E-retail business, Branding on the web, offline marketing, cross selling, referral services, permission marketing

Unit-4: PAYMENT AND SECURITY ISSUES:

Online payment processing, internet payment gateways, internet security issues, E-mails, future of e-tailing Module V: Customer Relation Management in E-tailing Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization

Unit-5 :LATEST DEVELOPMENTS TRENDS AND PRACTICES:

Inventory Based Model, Market Place Model, Vendor Development, Business Expansion and Legal Implications

Course Outcomes:

1. The students will get an overview of e-tailing from both technological and managerial perspectives.
2. The students will understand e-tailing frameworks, and technological foundations.
3. The students will study how enterprises formulate strategies for e-tailing.
4. The students will be familiarized with current and emerging electronic r-tailing changes.
5. The students will understand about recent trends in e-tailing.

Recommended Books:

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
2. Levy & Weitz, Retailing Management, Tata McGraw Hill
3. Chaffey, Mayer, Johnston, Ellis-Chadwick (2000) Internet Marketing, Prentice Hall.
4. Hanson, W. (1999) Principles of Internet Marketing, International Thomson Publishing
5. Reedy, Schullo, Zimmerman, K. (2000) Electronic Marketing, Dryden.
6. E.Sterne, J. (1999) World Wide Web Marketing, 2nd Ed, John Wiley & Son

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5****RETAIL LOGISTICS****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the basic concepts of logistics
2. To help Students to understand Retail logistics.
3. To develop an understanding of the strategic role of a retail logistics management.
4. To provide knowledge about Basic of reverse logistics
5. To understand how to design logistics network for global operations

SYLLABUS**Unit-1:INTRODUCTION:**

Concept and Scope: Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Logistics as a competitive edge driver Peculiarities and diversity of needs of Logistics for Retailing

Unit-2:LOGISTICS AND RETAIL MARKETING:

Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multistorage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transportpackaging, packing, marking, preparing outbound documentation and shipping out by loading into containers customer facilitation tracking out-bound shipments.

Unit-3: STRATEGIC RETAIL LOGISTICS:

Planning Transportation, Ware housing, packing and unitization, containerization. Multimodal Logistics. logistics strategy, Implementation, assorted and space management. Reverse logistics and Managing Returns.

Unit-4: REVERSE LOGISTICS:

Basic of reverse logistics; concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics – Return from customer, return by carrier, return of damaged product, etc - Roles and responsibilities associated with reverse logistics - Global best practices and statistics associated with reverse logistics

Unit-5 :RETAIL LOGISTICS NETWORK DESIGN FOR GLOBAL OPERATIONS:

.Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, Characteristics of Logistics Information and Telecommunications Systems.

Course Outcomes:

1. The students will understand the basic concepts of logistics
2. The students will understand Retail logistics.
3. The students will develop an understanding of the strategic role of a retail logistics management.
4. The students will gain knowledge about Basic of reverse logistics
5. The students will understand how to design logistics network for global operations

Recommended Books:

1. Gibson G, "Retail Management: Functional Principles and Practices", Jaico Publishing house.
2. Ray, Supply Chain Management for Retailing, TMH.
3. James B. Ayers, Retail Supply Chain Management, Auerbach Publications.
4. Rushton, A., Oxley, J & Croucher, P Handbook of Logistics and Distribution Management. Kogan Page.
5. Simchi-Levi, David, Kamisnky, Philip, and Simchi-Levi, Edith. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. McGraw Hill

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

W.E.F . AY 2023-24

MINOR

DOMAIN SUBJECT: SOCIAL WORK

S NO	PAPER	No .of Hrs/week	No .of Credits
1	Basic Methods of Social Work	4	4
2	Social Problems and Social Legislations	4	4
3	Social work practice with government and NGOs	4	4
4	Professional Competence for Social Work Practice	4	4
5	Integrated Social Work Practice and Field Work	4	4
6	Integrated Social Work Practice and Field Work	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****BASIC METHODS OF SOCIAL WORK****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the concept of social work
2. To acquire the knowledge on social work methods
3. To enhance knowledge on social case work
4. To get knowledge on social group work
5. To understand the basic concepts of community organisation

SYLLABUS**Unit-1:INTRODUCTION TO SOCIAL WORK:**

Global definition of social work, meaning, scope of social work profession in India, challenges of social work profession in India, Paradigm shift of social work profession in India

Unit-2:INTRODUCTION TO SOCIAL WORK METHODS:

Basic and auxiliary methods of professional social work, principles and goals of social work profession

Unit-3:INTRODUCTION TO SOCIAL CASE WORK:

Definition and objectives of Social Case Work, Principles of Social Case Work, Components of Social Case Work

Unit-4:INTRODUCTION TO SOCIAL WORK GROUP:

Definition and objectives of Social Group Work, Principles of Social Group Work, Dynamics and Skills of Social Group Work

Unit-5 :COMMUNITY ORGANISATION:

Definition and objectives of Community Organisation, Principles of Community Organisation, process and skills of community organisation

Course Outcomes:

- The students will understand the concept of social work
- The students will acquire the knowledge on social work methods
- The students will enhance knowledge on social case work
- The students will get knowledge on social group work
- The students will understand the basic concepts of community organisation

REFERENCES:

1. Khinduka, S.K. (1965). Social Work in India.
2. Nair, T.K. (ed). (1981) Social Work Education and Social Work Practice in India, Madras: ASSWI.
3. Wadia, A.R. (1968). History and Philosophy of Social Work in India, Bombay: Allied.
4. Janet sedan, counseling skills in social work practice, 2005.
5. Abraham, M. (2018), Social Work Practice in India, Desh Vikas Publications, Visakhapatnam
6. H.V.Siddiqui group work theories and properties.
7. Harleigh B.Trecker, social group work principle and practice, 1972.

CO-CURRICULAR ACTIVITIES**a) Mandatory: (Training of students by teacher in field related skills:10 hours)**

1. **For Teacher:** Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.
2. **For student:** separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.
3. Max marks for field work report: 05.
4. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

b) Suggested co-curricular activities

1. Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAc with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****SOCIAL PROBLRMS AND SOCIAL LEGISLATIONS****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To develop knowledge about and analyze the origin, and causes of social problems.
2. To understand the effects of social problems on individuals, groups and society.
3. To acquire knowledge about social reforms, social policy and social legislation and critically understand their role in controlling the social problems.
4. To create an awareness about the preventive and remedial services of Govt and Non Govt organizations in dealing with social Problems
5. To understand the role of social worker in the society

SYLLABUS**Unit-1:INTRODUCTION TO SOCIAL PROBLEMS:**

Concept of social pathology, Social deviance, social disorganization and social problems

Unit-2: SOCIAL PROBLEMS CAUSES AND CONSEQUENCES:

Causes and Consequences of AIDS, crime, drug addiction, untouchability, and gender based violence

Unit-3:SOCIAL LEGISLATIONS IN INDIA:

Social legislations related to AIDS, crime, drug addiction, dowry, and untouchability

Unit-4:SERVICES BY NGO'S AND GOVERNEMENT:

The preventive and remedial services available at the Government and NonGovernmental level to deal with problems AIDS, crime, drug addiction, gender based violence and untouchability

Unit-5 :ROLE AND SOCIAL WORKER:

Application of social work methods to the sufferers of AIDS, crime, drug addiction, gender based violence and untouchability

Course Outcomes:

1. Develop knowledge about and analyze the origin, and causes of social problems.
2. To understand the effects of social problems on individuals, groups and society.
3. Acquire knowledge about social reforms, social policy and social legislation and critically understand their role in controlling the social problems.
4. Aware on the preventive and remedial services of Govt and Non- Govt organizations in dealing with social Problems

5. To understand the role of social worker in the society

REFERENCES:

1. Barber, J.G. (1995). Social work with Addiction, New Delhi: Macmillan Publications.
2. Becker, K.A. (1966). Social Problems: a Modern Approach, New York, John Wiley and Sons.
3. Dandekar, V.M. and Rath, N. (1971). Poverty in India, Poona: Indian School of Political Economy.
4. Fischer, J.H. (ed.) (1971). Problems of Urbanization, Bombay: Leslie Sawhby Programme for Training for Democracy
5. Gangrade, K.D. (1978). Social Legislation in India, Vol.I & II, Delhi: Concept Publishing Company.
6. Schriver, J.E. (1995). Human Behaviour and the Social Environment, Allyn and Bacon
7. Velleman, R. (1998). Counselling for Alcohol problems, Delhi: Sage Publications.

CO-CURRICULAR ACTIVITIES

Mandatory: (Training of students by teacher in field related skills:10 hours)

For Teacher: Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.

For student: separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.

1. Max marks for field work report: 05.
2. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements
3. Unit tests (IE).

c) Suggested co-curricular activities

1. Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA)

**SOCIAL WORK PRACTICES WITH GOVERNMENTAL AND NON
GOVERNMENTAL ORGANISATIONS**

(w.e.f admitted batch 2023-24)

Max.Marks: 100

External : 60 Marks

Internal : - 40 Marks

Course Objectives:

1. To understand the concept of Non-Governmental Organisations
2. To acquire the knowledge on formation of non-governmental organisation
3. To enhance knowledge on management of non-governmental organisation
4. To understand the financial management of non-governmental organisation
5. To enhance the knowledge on financial management of non-governmental organisation

SYLLABUS**Unit-1: NON GOVERNMENTAL ORGANISATIONS:**

Concept, Meaning and Types, Relationship of NGOs with government. Historical development of Non-governmental organisation in India

Unit-2:PROMOTION AND FORMATION OF NGO'S:

Voluntary action - Concept and trends, Andhra Pradesh State Societies Registration Act, 2001
- Features and steps; Societies Registration act 1860

Unit-3: MANAGEMENT OF NGO'S:

Executive Committee, General Body, Roles and functions; memorandum of association

Unit-4:FINANCIAL MANAGEMENT:

- Sources of Finance - Governmental and Non-Governmental; methods of resource mobilisation. Corporate Social Responsibility (CSR);

Unit-5 :PROJECT MANAGEMENT:

- Formulating a project, preparing an Organisational Budget, needs assessment, project proposal

Course Outcomes

1. The students will understand the concept of Non-Governmental Organisations
2. The students will acquire the knowledge on formation of non-governmental organisation
3. The students will acquire knowledge on management of non-governmental organisation
4. The students will understand the financial management of non-governmental organisation
5. The students will acquire knowledge on financial management of non-governmental organisation

REFERENCES:

1. Chandra Sneha Latha – Non-Governmental OrganisationStructure relevance and functions
2. Thomas, A. - What is development?
3. Drucker, P. - Managing non-profit Organisations

CO-CURRICULAR ACTIVITIES**d) Mandatory: (Training of students by teacher in field related skills:10 hours)**

For Teacher: Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.

For student: separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.

1. Max marks for field work report: 05.
2. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements.
3. . Unit tests (IE).

Suggested co-curricular activities

1. Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****PROFESSIONAL COMPETENCE FOR SOCIAL WORK PRACTICE****(w.e.f admitted batch 2023-24)****Max.Marks:5 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the competency, work ethics in social work profession
2. To get oriented the professionalism in social work
3. To get knowledge on types of competencies in social work
4. To improve competitive, intellectual skills and cognitive strategies.
5. To acquire knowledge on Components of professional competence and field work practice

SYLLABUS**Unit-1: ELEVATING COMPETENCE IN SOCIAL WORKERS:**

Definition, introduction, including skill knowledge on social work profession; Effective work habits, soft skills and empowering positive attitude among social workers.

Unit-2:PROFESSIONALISM IN SOCIAL WORK:

Definition, introduction, including skill knowledge on social work profession; Effective work habits, soft skills and empowering positive attitude among social workers.

Unit-3:EVALUATING AND MONITORING:

Integrated social work values, acquired and applied knowledge, transferred knowledge, skills and values in practice. Monitoring and evaluation

Unit-4: TYPES OF COMPETENCIES IN SOCIL WORK :

Integrated social work values, acquired and applied knowledge, transferred knowledge, skills and values in practice. Monitoring and evaluation

Unit-5 :COMPONENETS OF PROFESSIONAL COMPETENCE:

-Integrative social education, behavior in the society, development and presence of professional competence. Types of field work and skills required in field work

Course Outcomes:

1. The students will understand the competency, work ethics in social work profession.
2. The students will acquire contextualization of knowledge, praxis and technique.
3. The students will acquire a wider range of competency, behaviour, knowledge and skill.

<p>4. The students will improve competitive, intellectual skills and cognitive strategies.</p> <p>5. The students will understand the field work types and skills required in social work</p>

REFERENCES:

1. P.D.Misra, Bina misra social work profession in India.
2. . Frank cooper professional boundaries in social work and social care
3. Amanda M. nickson, Margaret anne carter, Abraham p. francis, supervision and professional development in social work practice.
4. Michael E.Sherr, Johnky M. Jones competence based social work.
5. Neil thompson, the professional social worker meeting the challenge.

CO-CURRICULAR ACTIVITIES

Mandatory: (Training of students by teacher in field related skills:10 hours)

For Teacher: Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.

For student: separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.

1. Max marks for field work report: 05.
2. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements.
3. Unit tests (IE).

Suggested co-curricular activities

1. Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****INTEGRATED SOCIAL WORK PRACTICE AND FIELD WORK****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

- To understand the concept of social work
- To acquire the knowledge on social work methods
- To enhance knowledge on integrated approach of social work
- To get knowledge on problem solving and termination
- To obtain knowledge on importance and types of field work in social work

SYLLABUS**Unit-1:**

Concept of Social work, Characteristics of social Systems, Units of social work Individual, Family, Groups, communities and Organization

Unit-2:

Approaches to Integration, The system Approach, Environmental approach Understanding of life sustaining elements and their interrelationships

Unit-3:

Action for and Action In The client system, the problem, process and phases. Initiating contact, collecting data, assessment, negotiation of contract. Problem solving, termination and evaluation for integrated practices

Unit-4:

Social Work Profession, Practice Social work professional as a single change actor as one in the team, multidisciplinary social work practice, integrated social work practice

Unit-5 :

Definition and Concept of Field work; purpose and importance of field work in social work; field work placement; supervision and evaluation; Observational Visits, Concurrent Field Work, Consecutive Field Work,

REFERENCES:

1. Barborka, G.A 1972: The Devine Plane, Adyar, Chennai, India, the Therosophical Publishing House.
2. Barlett Harriett, 1970 the common base of social work practice. National Association of social workers.
3. Conn away Ronda, S 1988

4. . Social work Practice, New Jersey: Prentice Hall.
5. Goldsterin, Howard 1973:
6. Social Work Practice: A Unitary Approach, Columbia University.
7. Johnson Louise C 1983.
8. A Generalist Approach (3rd) Eds. Boston
9. Lippit, R.J Watson 1958
10. The dynamics of planned changes, New York.
11. Parsons Ruth, J Jorgensen 1984 The Integrated social work practice, California
12. Pincus, Allen and Anne minaham 1973Social work practice: Model and Method, Illinois.
13. Specht. Harry and Anne Vickery 1977 Integration Social Methods, London: George Allen and Unwin.
14. Swamy Chinmayananda 2000Atema Bodha –A Contemporary of Swamy Chinmayananda Mumbai Central Chinmaya Mission Trust.
15. Uberroi N.K 1995 Professional Competency in Higher education, Centre for Professional Development in Higher education

CO-CURRICULAR ACTIVITIES

Mandatory: (Training of students by teacher in field related skills:10 hours)

For Teacher: Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.

For student: separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.

1. Max marks for field work report: 05.
2. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements.
3. Unit tests (IE).

Suggested co-curricular activities

- 1Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAc with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA)****SOCIAL WELFARE AND ADMINISTRATION SKILLS****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To impart knowledge on social welfare administration.
2. To explain the students about the principles of social welfare administration
3. To enable the students to become aware on Skills in Social Welfare Administration.
4. To help students to understand the fundamentals of Social service organization
5. To enable the students gain practical experience in Fundamental aspects of social administration

SYLLABUS**Unit-1:INTRODUCTION TO SOCIAL WELFARE ADMINISTRATION:**

Definition, Meaning and scope of social welfare administration; historical development of social welfare administration; characteristics of social welfare administration

Unit-2:PRINCIPLES OF SOCIAL WELFARE ADMINISTRATION:

Principles of social welfare administration, Principle of dual approach, principle of manifold programmes, relational, analytical and research principles

Unit-3: SKILLS IN SOCIAL WELFARE ADMINISTRATION

Planning, organizing, staffing, directing, coordinating reporting, budgeting, evaluation and feedback.

Unit-4:SOCIAL SERVICE ORGANISATION:

Societies registration act 1860, registration and management of a voluntary organisation. Functions of Voluntary Organisations

Unit-5 :FUNDAMENTAL ASPECTS OF SOCIAL ADMINISTRATION:

Social administration enhancement; field work skills in social work; leadership and administration; social advocacy as a tool for social change.

Course Outcomes

1. Students will demonstrate the ability to administrate.
2. Students will learn about the principles of social welfare administration.
3. Students will gain knowledge on skills of social welfare administration
4. This includes taking responsibility and proactive action.
5. Understand the theories and mechanisms of social welfare administration skills

REFERENCES:

1. M.K.Singh, social welfare administration and social policy.
2. Dr.Birender Prasad Verma, welfare administration and social development.
3. . Ravindra Prasad Singh, social welfare and administration.
4. P.N.Sharma, new horizon in social welfare administration.
5. Dobabrata mohanty, Sushant kumar kar, welfare administration and development in urban India.

CO-CURRICULAR ACTIVITIES**Mandatory: (Training of students by teacher in field related skills:10 hours)**

For Teacher: Training of students by the teacher in the classroom or in the field for a total of 10 hours on techniques of organizing and identifying sources of social work programmes Teacher education prepares teachers for future. Pre Service Student Teachers will have to be prepared and made efficient to be capable of conducting various cocurricular activities at the pre service level itself which will help them to conduct such type of activities when they actually start working in schools as regular teachers.

For student: separate filed work Planning, Organizing and Executing co-curricular activities will help in developing in Pre Service Student Teachers leadership skills, group dynamics, skill of socialization, skill to accept others ideas, skills to be patriotic, skill to be working in group and therefore along with the curricular activities co-curricular activities finds a very important part at the pre-service program.

1. Max marks for field work report: 05.
2. Suggested format for field work: Title page, student details, contents page, introduction, work done, findings, conclusions and acknowledgements.
3. Unit tests (IE).

Suggested co-curricular activities

1. Seminars, group discussion, quiz, debates etc.
2. Preparation of videos on social work programmes.
3. Assignments.
4. Training of students by a related field expert.
5. Collection of material, figures, photos related to social work program them in a systematic way in a file.
6. Case works and case studies.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

W.E.F . AY 2023-24

MINOR

DOMAIN SUBJECT : SOCIOLOGY

Sl.No	Course Number	Course Name	No .of Hrs/week	No .of Credits
1	1	Sociological analysis	4	4
2	2	Perspectives in Indian society	4	4
3	3	Urban sociology & Urban Development	4	4
4	4	Rural sociology & Rural Development	4	4
5	5	Sociology of Disasters	4	4
6	6	Sociology of tribal society in India	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAc with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****SOCIOLOGICAL ANALYSIS****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the basic concepts of Sociology
2. To understand different types of social groups and the concept of culture
3. To understand the theories of socialization
4. To understand the basic concepts of social stratification
5. To understand different social processes

Unit-1:

Definition of Sociology - Nature and Scope, the emergence of Sociology, Sociology and its relationship with other Social Sciences, Characteristics and Functions of Human Society, Individual and society

Unit-2:

Social Groups - The concept of Social Groups, Types of Social Groups - Primary and Secondary groups, Community, Social Structure - The concepts of 'Status' and 'Role', Culture - The concept - Characteristics of Culture - Components of Culture

Unit-3:

Socialization - The Agencies of Socialization, Theories of Socialization, Social Control

Unit-4:

Social Stratification: Characteristics of Social Stratification , Theories and Forms of Stratification

Unit-5

Social Processes: Associative Process (Cooperation, Accommodation, Assimilation), Dissociative Process (Conflict, Competition)

Course Outcomes:

1. The students will understand the basic concepts of Sociology
2. The students will understand different types of social groups and the concept of culture
3. The students will understand the theories of socialization
4. The students will understand the basic concepts of social stratification
5. The students will understand different social processes

Recommended Books:

1. Koenig, Samuel : Sociology – An Introduction
2. Mac Iver and Page : Society
3. Bierstadt, Robert : Social Order
4. Davis, Kingsley : Human Society
5. Johnson, H.M : Sociology, A systematic Introduction
6. Goode, William : The Dynamics of Modern Society.
7. Ian Robertson : Sociology Haralombos : Sociology, Themes and perspectives

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****PERSPECTIVES ON INDIAN SOCIETY****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the foundation of Indian Society
2. To understand the marriages and family in India
3. To understand the caste system prevailing in India
4. To understand the religion and polity in India
5. To understand the tradition and modernity prevailing in Indian societies

Unit-1:

Theoretical Perspectives : - Dialectical - Structural and Functional - Cognitive Historical Approach, **Foundation of Indian Society** : - Hindu View of Life - Purusharthas - Varna Dharma - Ashrama Dharm

Unit-2:

Marriage in India : - Types of Marriage - Forms of Hindu Marriage - Hindu Marriage as a Sacrament - Changing Trends in Marriage and - Marriage among Muslims and Christians.

Family in India : - Types of Family - Structure and Functions of Joint Family - Family in Rural and Urban Setting - Changing Trends in Indian Family

Unit-3:

Caste System : - Features and Function of Caste System - Theories of Origin of Caste System - Cultural and Structural View about Caste System

Unit-4:

Religion and Polity : Religion and Ritual Systems - Leadership and Polity - Socio-Religious Movements

Unit-5 :

Tradition and Modernity : - Composition of Indian Society - Unity and Diversity - Great Tradition and Orthogenetic Changes

Course Outcomes:

1. The students will understand the foundation of Indian Society
2. The students will understand the marriages and family in India
3. The students will understand the caste system prevailing in India
4. The students will understand the religion and polity in India

5. The students will understand the tradition and modernity prevailing in Indian societies
Recommended Books:
<ul style="list-style-type: none">1. Prabu Padarinath : Hindu Social organisation2. MN. Sreenivas : Social Change in Modern India3. JH. Huttan : Caste in India4. Mandle Baum, David : Society in India

Recommended Books:

- 1. Prabu Padarinath : Hindu Social organisation
- 2. MN. Sreenivas : Social Change in Modern India
- 3. JH. Huttan : Caste in India
- 4. Mandle Baum, David : Society in India

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****URBAN SOCIOLOGY AND URBAN DEVELOPMENT****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the characteristics of urban society
2. To understand the Urban Ecological Process
3. To understand the Urban Social Structure
4. To understand the concept of urbanization
5. To understand urban Development and urban Problems

Unit-1:

Nature and Scope of Urban Sociology – Urban Community Characteristics, Urban Centres: Pre-Industrial, Industrial and Post Industrial

Unit-2:

Demography and Ecology: Demographic and Morphological Features of Urban Centres in India, Urban Ecological Process: Meckenjee's Theory of Human Ecology , Urban Ecological Theories.

Unit-3:

Urban Social Structure: Urbanism – Urbanism as way of life; Louis Wirth, Herbert Gans, Fisher, Family, Kinship and ethnicity in Urban Indi

Unit-4:

Urbanisation: The Concept of Urbanisation, Causes and Components of Urbanization , Trends and Levels of Urbanization India, Impact and Problems of Urbanization

Unit-5 :

Urban Development and Urban Problems: Housing, Pollution, Crime , Slums and Slums Improvement, Urban Community Development, Urban Planning

Course Outcomes:

1. The students will understand the characteristics of urban society
2. The students will understand the Urban Ecological Process
3. The students will understand the Urban Social Structure
4. The students will understand the concept of urbanization
5. The students will understand urban Development and urban Problems

Recommended Books:

- 1) S.A. Rao : Urban Sociology in India
- 2) Willim G. Flanagan : Urban Sociology
- 3) R. Ramachandran : Urbanisation and Urban system in India

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****RURAL SOCIOLOGY AND RURAL DEVELOPMENT****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the concept of rural and urban societies
2. To understand the ecology and demography of rural India
3. To understand the Rural social structure
4. To understand the rural economy
5. To understand the Rural Development Programmes in India

Unit-1:

Introduction: Definition, Nature and Scope of Rural Sociology, Rural and Urban differences; rural and Urban Continuum.

Unit-2:

Ecology and Demography: Rural Ecology: Village and settlement pattern, types and forms, Demographic Characteristics of rural areas in India. Indian Villages – Tradition and Change

Unit-3:

Rural social structure: Dominant caste, Jajmani System, Role of religion in rural life, Rural leadership and polity

Unit-4:

Rural Economy, Land Ownership pattern, Land reforms and its impact with special reference to Andhra Pradesh, Green Revolution and its impact, Changing Agrarian Relations & Peasant Movement

Unit-5:

Rural Development, Rural Problems: Poverty, Indebtedness, Rural Housing, Rural House., Panchayat Raj, Rural Development Programmes in India

Course Objectives:

1. The students will understand the concept of rural and urban societies
2. The students will understand the ecology and demography of rural India
3. The students will understand the Rural social structure
4. The students will understand the rural economy
5. The students will understand the Rural Development Programmes in India

Recommended Books:

1. A.R. Desai : Rural Sociology
2. N. Long : Introduction to the Sociology of Rural Development
3. Chitambar : Rural Sociolog

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA)****SOCIOLOGY OF DISASTER****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the concept of disaster and societal response to disaster
2. To understand the Social science research for the Disasters.
3. To understand the Disaster Vulnerability and social Marginality
4. To understand the Sociological studies and Disaster
5. To understand the Disaster prevention and Mitigation

Unit-1:

Introducing Disaster: - The disaster construct - Mainstream topics of Hazards and Disaster Research - Conceptual understanding of societal response to disaster

Unit-2:

Social science research agenda for the Disasters: - Theoretical - Methodological and - Empirical issues

Unit-3:

Disaster Vulnerability and social Marginality: - Race - Class - Caste - Ethnicity - Gender

Unit-4:

Sociological studies and Disaster: - Case studies from India and Beyond

Unit-5 :

Disaster prevention and Mitigation: - Sustainable reduction on disaster

Course Outcome:

1. The students will understand the concept of disaster and societal response to disaster
2. The students will understand the Social science research for the Disasters.
3. The students will understand the Disaster Vulnerability and social Marginality
4. The students will understand the Sociological studies and Disaster
5. The students will understand the Disaster prevention and Mitigation

Recommended Books:

1. Race, class and environmental justice : Cutter
2. Vulnerability to environmental hazards : Cutter
3. Human system responses to disaster : Drabe

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 5
SOCIOLOGY OF TRIBAL SOCIETY IN INDIA****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****SYLLABUS****Course Objectives:**

1. To understand the basic concepts of Tribes
2. To understand the Distribution of Scheduled tribes in India
3. To understand the Culture through ethnographies
4. To understand the Tribal Welfare Policies
5. To understand the Problems and conflicts with Tribes

Unit-1:

Basic Concepts: Primitive Tribe, Adivasi, Vanavasi, Girijan, Adimjati, Scheduled Tribe, De-notified Tribe, PTG, Indigenous People

Unit-2:

Distribution of Scheduled tribes in India: Racial, linguistic and geographical; Population and sex ratio

Unit-3:

Culture through ethnographies: The Toda, Khasi, Muria, Kond, Jarawa

Unit-4:

Tribal Welfare Policies: Changing approaches to tribal development- Pre & Post-Independence: isolation, assimilation and integration; Constitutional safeguards, PESA, National Policy for Scheduled Tribes 2006.

Unit-5 :

Problems and conflicts: land alienation, indebtedness, forest regulation and policy, mines and people; displacement.

Course Outcomes:

1. The students will understand the basic concepts of Tribes
2. The students will understand the Distribution of Scheduled tribes in India
3. The students will understand the Culture through ethnographies
4. The students will understand the Tribal Welfare Policies
5. The students will understand the Problems and conflicts with Tribes

Recommended Books:

1. Beteille, A. 1998. The Idea of Indigenous People. *Current Anthropology* 39, 187-191.
2. Dube, S.C. 1977. *Tribal Heritage of India*. New Delhi: Vikas.
3. Elwin, V. 1990. *The Tribal World of Verrier Elwin: An Autobiography*. Delhi: Oxford University Press.
4. Haimendorf, Christoph von. 1982. *Tribes of India: The Struggle for Survival*. Oxford: University Press.
5. Hasnain, Nadeem. 2005. *Tribal India*. Delhi: Palka Prakashan.
6. H.S. Saksena, Vinay Kumar Srivastava, Sukant K. Chaudhary (eds.) 2006. *Scheduled Tribes and Development*. New Delhi: Manohar Publications.
7. Louis, Prakash. 2008. *Rights of Scheduled Tribes of India: Acts, Commissions and Recommendations*. New Delhi: Manohar Publications

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: FINANCE (FOR COMMERCE AND OTHER MAJORS)

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	FINANCIAL SERVICES	4	4
Semester-III	2	FINANACIAL MARKETS	4	4
Semester-IV	3	FINANACIAL MANAGEMENT	4	4
	4	INVESTMENT MANAGEMENT	4	4
Semester-V	5	FINANCIAL REPORTING	4	4
	6	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****FINANCIAL SERVICES****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the Role of Financial Services
2. To understand the concept of merchant banking services
3. To understand types of lease and hire purchasing
4. To understand types of credit rating symbols and agencies
5. To understand the concept of Factoring and Forfeiting

SYLLABUS**Unit-I: FINANCIAL SERVICES**

Role of Financial Services - Banking and Non Banking Companies – Activities of Non Banking Finance Companies- Fund Based Activities - Fee Based Activities .

Unit-II: MERCHANT BANKING SERVICES

Scope and importance of merchant banking services - Venture Capital - Securitization - Demat services - Commercial Paper.

Unit-III: LEASING AND HIRE PURCHASE

Types of Lease, Documentation and Legal aspects – Fixation of Rentals and Evaluation - Hire Purchasing, Securitization of debts - House Finance

Unit-IV: CREDIT RATING

Purpose – Types – Credit Rating Symbols – Agencies: CRISIL and CARE – Equity Assessment vs. Grading – Mutual funds.

Unit-V: OTHER FINANCIAL SERVICES

Factoring and Forfeiting - Procedural and financial aspects - Installment System - Credit Cards - Central Depository Systems: NSDL, CSDL.

Course Outcomes:

1. The students will understand the Role of Financial Services
2. The students will understand the concept of merchant banking services
3. The students will understand types of leases and hire purchasing
4. The students will understand types of credit rating symbols and agencies
5. The students will understand the concept of Factoring and Forfeiting

ACTIVITIES:

1. Collection and study the various financial services
2. Invited lectures on the field topics by local experts
3. Introducing online classes from financial experts on merchant banking and leasing etc.
4. Field visit to banks and financial institutions
5. Observation, study and analysis of selected institutions
6. Assignments, Group discussion, quiz etc.

REFERENCE BOOKS:

1. B. Santhanam, Financial Services, Margham Publication, Chennai.
2. M.Y. Khan, Financial Services, Tata McGraw – Hill, New Delhi.
3. Machendra Raja, Financial Services, S.Chand Publishers, New Delhi
4. V. A. Avdhani, Marketing of Financial Services.
5. Machiraji, “Indian Financial System”, Vikas Publishers.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 3****FINANCIAL MARKETS****(w.e.f admitted batch 2023-24)****Max. Marks: 100****External : 60 Marks****Internal : - 40 marks****Course Objectives:**

1. To understand the Structure of Financial Market in India
2. To understand the concept of capital markets
3. To understand the concept of secondary markets
4. To understand about Stock Exchange regulations
5. To understand about bond market in India

SYLLABUS**Unit-I: FINANCIAL MARKETS**

: Financial Instruments - Intermediaries - Services - Structure of Financial Market in India.

Unit-II: CAPITAL MARKET

Role, Evolution in India - Future Trends - Primary Market - Issue of Capital: Process, Pricing, Methods of Issue, Book-building - Managing Shareholders Relations.

Unit-III: SECONDARY MARKET

Growth, Development, Regulation - Stock Exchange Mechanism: Trading, Settlement - Carry Forward, Badla system - Insider Trading, Price Rigging.

Unit-IV: PLAYERS ON STOCK EXCHANGE

.Investors, Speculators, Market Makers, Bulls, Bears, Stags - Stock Exchange Regulations - Stock Indices - Regulations and Regulatory Agencies (SEBI).

Unit-V: BOND MARKET IN INDIA

Bond Market and its Interface with Equity Market and Debt Market - Mutual Funds.

Course Outcomes:

1. The students will understand the Structure of Financial Market in India
2. The students will understand the concept of capital markets
3. The students will understand the concept of secondary markets
4. The students will understand about Stock Exchange regulations
5. The students will understand about bond market in India

ACTIVITIES:

1. Collection and study of pamphlets, application forms etc.
2. Invited lectures on the field topics by local experts
3. Introducing online classes from NSE
4. Field visit to mutual fund offices /share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc

REFERENCE BOOKS:

1. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
2. Bhole, I.M., Financial Institutions and Market, Tata McGraw Hill.
3. Vasant Desai, Indian Financial System, Himalaya Publishing House.
4. Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson Education (Singapore), New Delhi.
5. Gordon E. & K. Natarajan, "Financial Markets and Services", Himalaya Publishing House, New Delhi

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)**Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 4****FINANCIAL MANAGEMENT****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To enable the students to understand the various functions of financial management.
2. To acquire knowledge on financial decisions
3. To gain knowledge on long term investment decisions.
4. To impact knowledge on short term investment decisions.
5. To acquire knowledge on working capital decisions.

SYLLABUS**Unit-I: NATURE OF FINANCIAL MANAGEMENT**

Meaning and scope of financial functions- Goals of financial management- Profit maximization- Wealth maximization- Importance of financial management. Financial Planning and forecasting- Factors affecting financial planning

Unit-II: CAPITAL STRUCTURE

Meaning of capital structure – Factors influencing capital structure – optimum capital structure – computation and analysis of Earning Before Interest and Tax (EBIT), Earning Before Tax (EBT), Earning Per Share (EPS).

Unit-III: COST OF CAPITAL

Concept: - Importance and types of cost of capital - Measurement of cost of capital - Weighted average cost of capital - Operating and financial leverages

Unit-IV: CAPITAL BUDGETING

Capital Budgeting Process –Project Appraisal techniques –Selection Process under Capital Rationing

Unit-V: WORKING CAPITAL MANAGEMENT

Concept of working capital - liquidity vs. Profitability- Need and importance of working capital. Determinants of working capital- Components of working capital - Computation of working capital.

Course Outcomes:

1. The students will be aware on different financial functions of an organization.
2. Students will know the structure and the sources of various finance to an organization.
3. Students will be able to understand and manage short term funds of the firm
4. Students can appraise long term investment decisions of the organisations
5. Students will be able to understand the importance of working capital decisions.

ACTIVITIES:

1. Compute cost of capital and develop innovative financial strategies.
2. Analyze the capital structure decisions through relevant models.
3. Discuss the dividend policy of a firm.
4. Quiz programs and Seminars
5. Guest lectures on various topics by Financial Managers
6. Observing working capital management of a firm and report.
7. Group Discussions on problems relating to topics covered by syllabus
8. Conducting the project on selection process in an organization
9. Examinations (Scheduled and surprise tests)

REFERENCE BOOKS:

1. M.Y.Khan and P.K.Jain, (2007), Financial Management, Tata McGraw Hill, New Delhi.
2. Saxena and C.D.Vashist, Essentials of Financial Management (2010), Sultan Chand and Sons,
3. Brealey and Myers, (1985), Principles of Corporate Finance, Tata McGraw Hill, New Delhi.
4. Prasanna Chandra, (2008), Financial Management Theory and Practice - Tata McGraw Hill
5. T.S. Reddy & Y. Hari Prasad &Reddy(2013), Financial Management, Margham Publications, Chennai.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)
Accredited by NAAC with B++ Grade
Vishakhapatnam
Bachelor of Business Administration (BBA) - Semester 4
INVESTMENT MANAGEMENT
(w.e.f admitted batch 2023-24)

Max.Marks:100	External : 60 Marks	Internal : - 40 Marks
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Course Objectives

1. To understand the concepts of investment.
2. To make the student understand the investment planning decisions and modern investment alternatives.
3. To understand the concepts of risks and valuation of investment.
4. To understand the time value of money, equity and bond valuation.
5. To understand are primary and secondary market and fundamental analysis of the investment.

SYLLABUS

Unit-I: INVESTMENT

Investment – Primary and Secondary Objectives – Investment vs. Speculation- Investment Process – Investment Information- Personal financial planning – Risk Profiling.

Unit-II: INVESTMENT RISK

Systematic & Unsystematic risks – Calculation of risk – Probability & Non-probability risks – Investment Return – Capital and Revenue Return – Calculation of Returns.

Unit-III: INVESTMENTS

Bank deposits, post office savings scheme, NBFC deposits, Gold and silver, Real Estate, Equity shares, Bonds and Government securities, Mutual funds, life insurance, Tax Savings, Derivatives & Modern Investment alternatives.

Unit-IV: TIME VALUE OF MONEY

.Time value of Money – Present Value Interest Factor - Present Value Interest Factor Annuity - Future Value Interest Factor - Future Value Interest Factor Annuity – Equity Valuation – Bond Valuation – Yield to Maturity – Problems in Valuation of Investment.

Unit-V:PRIMARY VS SECONDARY MARKET

Primary vs. Secondary Market Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Financial Analysis

Course Outcomes:

1. The students can understand the concepts of investment.
2. The students can understand the investment planning decisions and modern investment alternatives.
3. The students can understand the concepts of risks and valuation of investment.

<p>4. The students can understand the time value of money, equity and bond valuation.</p> <p>5. The students can understand are primary and secondary market and fundamental analysis of the investment.</p>
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PRACTICAL COMPONENTS:

1. Students should learn the basics of investment and differences between investment and speculation.
2. All the students should learn the systematic risk and unsystematic risk also how to calculate the risks.
3. Students should form into teams and prepare presentations on the topics in the syllabus and provide them as assignments or seminars
4. All the students should make teams should discussion different types of deposits.
5. Students should analyse the concept of time value of money

REFERENCE BOOKS:

1. Rustagi R P, *Investment Analysis & Portfolio Management*, Sultan Chand & Sons, New Delhi.
2. Pandian Punithavathy *Security Analysis & Portfolio Management*, Vikas Publishers, New Delhi, 2010.
3. Chandra Prasanna, *Investment & Portfolio Management*, Tata McGraw-Hill, New Delhi, 2011
4. Natarajan, *Investment Management*, Margham Publishers, Chennai, 2012.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)
Accredited by NAAC with B++ Grade
Vishakhapatnam
Bachelor of Business Administration (BBA) - Semester 5
FINANCIAL REPORTING
(w.e.f admitted batch 2023-24)

Max.Marks: 100	External : 60 Marks	Internal : - 40 Marks
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Course Objectives:

1. To learn about introduction of financial reporting, concept, advantage and disadvantages also objectives
2. To understand the scope and modes of restricting competitive advantage
3. To evaluate the consolidated financial statements of holding and subsidiary companies
4. To gain knowledge on valuation of shares
5. To gain knowledge on corporate financial accounting, new trends in accounting and accounting standards.

SYLLABUS

Unit-I: FINANCIAL REPORTING

Concept, objectives, uses, purpose of financial reporting & specific purpose of report- difficulties in corporate reporting – issues and problems with special reference to published financial statements

Unit-II: CORPORATE RESTRUCTURING

Scope and modes of restructuring competitive advantage – various types corporate restructuring strategy.

Unit-III: CONSOLIDATED FINANCIAL STATEMENTS OF HOLDING AND SUBSIDIARY COMPANIES

Purposes of consolidated financial statements, Consolidation procedures–minority interests, Goodwill, Treatment of pre-acquisition and post-acquisition profit- balance sheet.

Unit-IV: VALUE OF SHARES

Need for valuation of shares, factors effecting value of shares - methods of valuation of shares: valuation of goodwill: need and methods – normal profit method, super profit method, and capitalization method.

Unit-V: CORPORATE FINANCIAL ACCOUNTING

Objectives scope role of corporate accountant, analysis & interpretation of financial statements, accounting standards. New trend in accounting: human resources accounting, environmental accounting, social responsibility accounting (Theory only)

Course Outcomes:

1. The students will learn about introduction of financial reporting, concept, advantage and disadvantages also objectives

2. The students will understand the scope and modes of restricting competitive advantage
3. The students will understand evaluate the consolidated financial statements of holding and subsidiary companies
4. The students will gain knowledge on valuation of shares
5. The students will gain knowledge on corporate financial accounting, new trends in accounting and accounting standards.

PRACTICAL COMPONENTS:

1. Students should learn the concept of objectives of financial reporting with reference to published financial statements
2. Analyse the scope and modes of various types of corporate restructuring strategy with real environment.
3. Students should form into teams and prepare presentations on the topics in the syllabus and provide them as assignments or seminars
4. All the students should collect information regarding different top companies who have subsidiary companies.
5. Students should analyse the overview of valuation of shares

REFERENCE BOOKS:

1. R.S.N. Pillai, Bagarathi & Suma, Fundamentals of Advanced Accounting, Vol1, S Chand, New Delhi.
2. Nehru J. Financial Reporting by diversified companies vision Books, New Delhi.
3. Hawkins David Financial Statements corporations Dow Jones-Irwin Homewood1973.
4. S.P Jain & K.L Narang, Corporate accounting, Kalyani publishers
5. S.P Jain & K.L Narang, Advanced corporate accounting, Kalyani publisher

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)
Accredited by NAAC with B++ Grade
Vishakhapatnam
Bachelor of Business Administration (BBA) - Semester 5
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(w.e.f admitted batch 2023-24)

Max.Marks: 100	External : 60 Marks	Internal : - 40 Marks
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Course Objectives:

1. To Understand the various form of investment, security Markets and other concepts.
2. To Understand risks associated with investment.
3. To Measure risk and return of different security instruments and portfolio
4. To Analyse the fundamental strength of stocks and predict the price trends of securities using technical analysis and valuation of stocks and fixed income securities.
5. To 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 – Market Indices

Unit-II: RETURN AND RISK

Meaning and Measurement of Security Returns – Types of Security Risks – Systematic Vs Non-systematic Risk – Measurement of Total 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 – 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.

Course Outcomes:

1. The students will understand the various form of investment, security Markets and other concepts.
2. The students will Understand risks associated with investment.
3. The students will understand how to measure risk and return of different security instruments and portfolio

<p>4. The students will understand how to analyse the fundamental strength of stocks and predict the price trends of securities using technical analysis and valuation of stocks and fixed income securities.</p> <p>5. The students will understand how to evaluate the performance of portfolio.</p>
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PRACTICAL COMPONENTS

1. Students should learn the concept of investment also differences between investment and speculation, sources of investment information.
2. Analyse the measurement of security returns and types of security risks
3. Students should form into teams and prepare presentations on the topics in the syllabus and provide them as assignments or seminars
4. All the students should collect information regarding concept and forms of market efficiency
5. Students should analyse the elements of portfolio management

REFERENCE BOOKS:

1. Fisher and Jordan, Security Analysis & Portfolio Management 6e, (2011) Pearson, PHI.
2. S. Kevin, Security Analysis & Portfolio Management, 2e (2015) Prentice Hall India.
3. Avadhani VA, Securities Analysis & Portfolio Management, 9e (2017) Himalaya Publishing House.
4. Prasanna Chandra, Investment Analysis and Portfolio Management 3e, (2011) Tata McGraw-Hill Education
5. P. Pandian, Security Analysis and Portfolio Management, 1e (2014), Vikas Publishing House Pvt. Limited.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: TOURISM AND TRAVEL MANAGEMENT

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hours/W eek	No .of Credits
Semester-II	1	Principles and Practices of Tourism	4	4
Semester-III	2	Tourism Marketing	4	4
Semester-IV	3	Management of Tourist Transport	4	4
	4	Hospitality Management	4	4
Semester-V	5	Travel Agency & Tour Operations Management	4	4
	6	Event Management	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester II****Tourism and Travel Management****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : -40 Marks****Course Objectives:**

1. To comprehend the conceptual dimensions of tourism industry.
2. To understand the dynamics of tourism businesses and its impacts.
3. To elucidate the application of tourism theories to the pragmatic developmental agenda.
4. To be familiar with different tourism planning models.
5. To know about the different organisations and their functioning in tourism industry.

SYLLABUS**Unit-I: History and Concepts of Tourism:**

Tourist/ Visitor/ Traveller / Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism ,Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices

Unit-II: Forms of Tourism:

Inbound, Outbound, National, International Alternative Tourism –Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply

Unit-III: Tourism Industry:

Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure

Unit-IV: Tourism Theory and System:

Leiper's Geo-Spatial Model - MillMorrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model

Unit-V:Tourism Organizations:

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India

Course Outcome

1. Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context.
2. They will gain insights with respect to the essence of organizational behavior at the workplace.
3. Students would be oriented towards developing managerial competencies and skills.
4. The students will be able to plan different tour plans by using tourism planning models.

5. The students will be able to understand functions of different organisations working in this industry.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAc with B++ Grade****Vishakapatnam****Bachelor of Business Administration (BBA) - Semester III****Tourism Marketing****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To expose the students to concepts and components of marketing.
2. To acquaint them with tourism specific marketing skills.
3. To familiarize them with the contemporary marketing practices.
4. To understand the techniques required in marketing of tourism products.
5. To equip the students with skills that are necessary in handling teams and groups.

SYLLABUS**Unit-I: Origin of Marketing:**

Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand

Unit-II: The relationship between market and Consumer:

Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management

Unit-III:P's of Tourism Marketing:

8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling

Unit-IV:Marketing of Tourism Products:

Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans

Unit-V:Marketing Skills for Tourism Business:

Self-Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

COURSE OUTCOME

Learners tend to be proficient with the concepts, components, and functions of marketing. Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.

They would gather wholesome idea of the impacts of ICT on tourism and related activities.

The students will acquire knowledge and skills in marketing of tourism products.

The students will be able to handle teams and groups

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester IV****Management Of Tourist Transport****(w.e.f admitted batch 2023-24)****Max.Marks:100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To remember the origin and development of transport system.
2. To gain the knowledge about various modes of transportation and its usages.
3. To familiarize the India's famous tourist travel services and their role on tourism developments.
4. To gain knowledge in laws pertaining to baggage travel documentation.
5. To understand the services required in water transport services.

SYLLABUS**Unit-I: Fundamentals of Transport:**

Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India

Unit-II:Road Transport:

Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World ,Coach& Car Rental Services, Types of Coaches, Types of Car Rental Services

Unit-III:Air Transport:

Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions

Unit-IV:Basic Airfares & Ticketing:

Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan

Unit-V:Water Transport Services:

Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line

Course Outcome:

1. Provided the students a general view of the role of transportation in tourism industry

<ul style="list-style-type: none">2. Offered an overview about best practice in transportation in tourism industry3. Introduced the last updates and changes in the transportation and tourism sector on the global scope.4. Students will acquire knowledge on travel documentation.5. Students will be able to understand and exhibit the different services required in water transportation.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester IV****Hospitality Management****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : -40 Marks****Course Objectives:**

1. To fathom the flow and functions of activities in the hospitality industry.
2. To apprehend the pragmatics in the arena of hospitality industry.
3. To construe the significance of guest service.
4. To acquire the knowledge of global stance.
5. To ascertain the economic, and environmental impact.

SYLLABUS**Unit-I: Introduction to Hospitality Industry:**

Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E-Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India

Unit-II:Front Office :

Duties and Responsibilities: Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure-Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans-Wake-up call

Unit-III:Housekeeping:

Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments

Unit-IV:Food & Beverage :

Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets- Beverages Operation &Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE-Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services

Unit-V:Evaluating Hotel Performance:

Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management

Course Outcome:

1. Students tend to identify classification, operations and ethics pertinent to hospitality management.
2. They would comprehend the front office responsibilities and targets to accomplish.
3. The students will apprehend the duties and responsibilities of housekeeping.
4. The students will perceive the hierarchy aspects, myriad food services that are prevalent in the hospitality industry.
5. The students will know the evaluation process of hotel management besides the challenges and benefits.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester V****Travel Agency And Tour Operations****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : -40 Marks****Course Objectives:**

1. To understand the significance of travel agency and tour operation business.
2. To know the current trends and practices in the tourism and travel trade sector.
3. To develop adequate knowledge and skills applicable to travel industry.
4. To develop adequate knowledge and to develop group tours and family tours
5. To know the cost and concepts to develop a good tour plan.

SYLLABUS**Unit-I: Travel Trade:**

Historical Perspectives: Emergence of Thomas Cook-Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade

Unit-II: Travel Agency and Tour Operation Business:

Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government

Unit-III: Itinerary Planning & Development:

Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process : FITs & Group Tour Planning and Components - Special Interest Tours (SITs)

Unit-IV: Tour Packaging & Costing: Tour Packaging:

Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Make My Trip and Cox & Kings

Unit-V: Travel trade Organizations:

Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI

Course Outcome:

1. The students will be able to understand the importance of travel and tour business.
2. The students will be able to understand the current trends and practices in tours and travel sectors.
3. The students will acquire knowledge and skills required in travel industry.
4. The students will acquire knowledge to develop and to execute proper tours.
5. The students will be equipped with proper knowledge on costing and pricing required in this industry.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester VI****Event Management****(w.e.f admitted batch 2023-24)****Max.Marks: 100****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. Provide an overview of the event management industry, its evolution, and its role in various sectors and understanding types of events.
2. To study the fundamentals of event planning, coordinating various aspects of an event and selection of event site.
3. To discuss legal and ethical considerations in event management, including contracts, permits, and compliance with regulations.
4. To study the attributes leading to bidding for events.
5. To study the selection, negotiation, and management of vendors and venues for events, considering factors like location, capacity, and facilities.

SYLLABUS**Unit-I: Event Business:**

Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems

Unit-II:Selection of Event Site:

Layouts and Designs - Site Map or Plan Audio-visual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification

Unit-III: Planning and Scheduling Events:

Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsides - Ethical Behavioural Practices in MICE industry

Unit-IV:Bidding for Events:

Events Theme- Colour, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements

Unit-V:Logistics:

Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors

Course Outcomes:

1. To exhibit a comprehensive understanding of the event management industry, its evolution, and its significance in various sectors.
2. Differentiate between various types of events, including corporate events, social events, conferences, exhibitions, and festivals, and understand the unique requirements of each.
3. Develop the ability to plan, organize, and coordinate events effectively, including setting objectives, creating timelines, and managing resources.
4. Effectively select, negotiate with, and manage vendors and venues based on event requirements, budget constraints, and logistical considerations.
5. Develop skills in budgeting for events, including cost estimation, financial planning, and monitoring expenses and adhere to legal and ethical standards in event management, including contract compliance, permit acquisition, and adherence to regulations.

Reference:

1. Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
2. Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management* 'Ed'. London: CABI.
3. Editorial Data Group USA (2018). *Exhibition & Conference Organizers United States: Market Sales in the United States* Kindle Edition.
4. Johnson, N. (2014). *Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business)*. MCJ Publishing. Kindle Edition.
5. Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series*. Alex Genadinik Publication. Kindle Edition.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Subject: HUMAN RESOURCE MANAGEMENT

W.E.F . AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No .of Hrs/week	No .of Credits
II	1	PRINCIPLES OF HRM	4	4
III	2	CHANGE MANAGEMENT	4	4
IV	3	TALENT MANAGEMENT	4	4
IV	4	TRAINING AND DEVELOPMENT	4	4
V	5	LABOUR LEGISLATIONS AND COMPENSATION MANAGEMENT	4	4
V	6	ORGANISATIONAL BEHAVIOUR	4	4

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES**(A)****Accredited by NAAC with B++ Grade****Vishakhapatnam****Bachelor of Business Administration (BBA) - Semester 2****PRINCIPLES OF HRM****(w.e.f admitted batch 2023-24)****Max.Marks: 100 Marks****External : 60 Marks****Internal : - 40 Marks****Course Objectives:**

1. To understand the significance of human resource management and role of executives.
2. To acquire knowledge on procurement and development functions.
3. To understand the sources of recruitment and selection process.
4. To gain knowledge on training and development methods.
5. To understand the concept of Industrial relations and its impact on HRM.

SYLLABUS**Unit-1:INTRODUCTION :**

Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit-2:PROCUREMENT AND DEVELOPMENT FUNCTIONS:

Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization

Unit-3:TRAINING:

Significance and Importance of Training, Designing of a Training Program, Methods of Training, Evaluation of Training effectiveness. Executive Development: Concept, Techniques, Employee Training Vs. Executive Development.

Unit-4:JOB EVALUATION:

Essentials of Job Evaluation, Methods of Job Evaluation. Performance Appraisal: Importance, Process of Performance Appraisal and Methods of Performance Appraisal, Compensation: Introduction to Compensation Management, Objectives and components of Compensation.

Unit-5 :INDUSTRIAL RELATIONS:

Definition of Industrial Relation, Objectives of Industrial Relations, Industrial DisputesTypes of Industrial Disputes, grievance Redressal Procedure, Collective BargainingObjectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.

Course Outcomes:

1. The students will understand the significance of human resource management and role of executives.
2. The students will acquire knowledge on procurement and development functions.
3. The students will understand the sources of recruitment and selection process.
4. The students will gain knowledge on training and development methods.

5. The students will understand the concept of Industrial relations and its impact on HRM.

Recommended Books:

- 1) A Text book of Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House.
- 2) Personnel and human Resource management - Text & cases, P Subba Rao, Publication - Himalaya Publishing House.
- 3) Human resource Management – P. Jyothi, Publication – Oxford University Press.
- 4) Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication Pearson Education

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G
COURSES (A)**

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 3

CHANGE MANAGEMENT

(w.e.f admitted batch 2023-24)

Max.Marks 100 Marks	External :60 Marks	Internal : - 40 Marks
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Course Objectives:

1. To impart students the knowledge of Organizational Change.
2. To equip the students with the basic types of change.
3. To provide them with the knowledge on implementing change.
4. To understand the role of HR in Technological Change.
5. To understand the concept of Organizational Development.

SYLLABUS

Unit-1:ORGANISATIONAL CHANGE:

Concept and Significance; Managing Change; Concept of Analysing the different factors in the Environment driving change; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change to organizations.

Unit-2:: TYPES OF CHANGE:

Continuous or Incremental Change, Discontinuous or Radial Change, Participative Change and Directive Change; Change agents; Levels of Change- Knowledge Changes, Attitudinal Changes, Individual Behaviour Changes and Organizational Performance Changes

Unit-3:IMPLEMENTING CHANGE:

Steps in the process of change- Establishing a New Direction for the Organization, Setting up of Change Teams, Change agents. Resistance to change – causes of resistance and dealing with resistance to change. Aligning Structure, Systems and Resources, Removing road Blocks. Theory of Force Field Analysis, Absorbing Changes into Organization.

Unit-4:HR AND TECHNOLOGICAL CHANGE:

Introduction special features of new technology, organizational implications of technological change, Emerging profile HR in the management of Change. Employee Empowerment, Emotional Intelligence, Managing work stress for enhancing employee productivit

Unit-5 :ORGANIZATIONAL DEVELOPMENT:

.Concept and Evolution, significance. OD Interventions- Diagnostic Activities, Team Building, Sensitivity Training, Third Party and Inter Group Interventions, Educational and Structural Interventions. Indian Experiences of OD in Public and Private Enterprises.

Course Objectives:

1. The students will gain the knowledge of Organizational Change.
2. The students will be equipped with the basic types of change.
3. The students will gain the knowledge on implementing change.
4. The students will understand the role of HR in Technological Change.
5. The students will understand the concept of Organizational Development

Recommended Books:

1. Nilakant, V. and Ramnarayan, S., Managing Organisational Change, Response Books, New Delhi.
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions: Managing Complex Change, Addison, - Wesley, Mass.
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York.
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G
COURSES (A)**

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 4

TALENT MANAGEMENT

(w.e.f admitted batch 2023-24)

Max.Marks: 100 Marks

External : 60 Marks

Internal : - 40 Marks

Course Objectives:

- 1) This course focuses on the attraction, acquisition, and retention of talent in organizations.
- 2) To understand talent acquisition process.
- 3) To understand the alignment of the talent management process with business strategy, with culture, and with people.
- 4) To equip students with the basic knowledge of employee engagement.
- 5) To understand about employee retention.

SYLLABUS

Unit-1:INTRODUCTION TO TALENT MANAGEMENT:

Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Human Resource Planning, Recruitment, Selection, performance monitoring, Retention, Talent vs. knowledge people, Source of Talent, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.

Unit-2:TALENT ACQUISITION:

Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions; Preparing recruitment plan, Selection process, Use of assessment centres, Choosing the types of interviews.

Unit-3:ELEMENTS OF TALENT MANAGEMENT:

The resourcing strategy- Attraction and retention policies and programs – Talent Audit – Role Development – Talent relationship management – Performance management – Total reward - Learning and development - Career management

Unit-4:TALENT MANAGEMENT STRATEGY:

Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development.

Unit-5 :EMPLOYEE RETENTION:

Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model Contemporary Talent Management Issues and challenges.

Course Outcomes:

Students will understand the attraction, acquisition, and retention of talent in organizations.

Students will understand talent acquisition process.

Students will understand the alignment of the talent management process with business strategy, with culture, and with people.

Students will understand the basic knowledge of employee engagement.

Students will understand about employee retention.

Recommended Books:

1. Dessler Gary, A Framework for Human Resource Management, Pearson.

2. . Lance A Berger, Dorothy R Berger, Talent Management Hand Book, Mc.Graw Hill.

3. Hasan, M., Singh, A. K., Dhamija, Talent management in India: Challenges and opportunities, Atlantic Publication

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G
COURSES (A)**

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 4

TRAINING AND DEVELOPMENT

(w.e.f admitted batch 2023-24)

Max.Marks:100 Marks

External : 60 Marks

Internal : - 40 Marks

Course Objectives:

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

SYLLABUS

Unit-1: 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-2:: 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 programsEvaluation process, Feedback mechanism, Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

Unit-3: TRAINING DESIGN:

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 programsEvaluation process, Feedback mechanism, Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

Unit-4: 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. Competence of trainer- Trainer's skills and style , Trainer's roles, Do's and Don'ts for Trainers.

Unit-5 :DEVELOPMENT:

Executive Development- Need, importance of Training for Managers. Steps in the organization of Executive Development Programs, Techniques of Development Programs. Difference between Training and Development, Career Development. Counselling- Meaning of Counselling, Process of Counselling. Non- Directive Counselling, Evaluation of Counselling programs, Factors determining Effectiveness of Counsellin

Course Outcomes:

1. Students will understand basic concepts associated with learning process, learning theories, training and development.
2. Students will understand training needs, identification of training needs, training processes, and training methods.
3. Students will be familiarized with evaluation design to asses training program effectiveness.
4. Students will be familiarized with the Emerging trends in training and development.
5. Students will Understand the Relevance and usefulness of training expertise in the organizational work environment

Recommended 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.B and Mamoria S. Personnel Management, Himalaya Publishing Company.
5. Rolf, P and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G COURSES (A)

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 5

LABOUR LEGISLATION AND COMPENSATION MANAGEMENT

(w.e.f admitted batch 2023-24)

Max.Marks: 100 Marks

External : 60 Marks

Internal : -40 Marks

Course Objectives:

1. To impart students with the knowledge of labour legislations in India
2. To comprehend the basic provisions of the Trade Unions Act 1926.
3. To provide them with the knowledge on Social Security Legislations in India.
4. To equip students with the basic knowledge of Employee Compensation and Wage concepts.
5. To enable students with the understanding of wage determinants and wage fixation.

SYLLABUS

Unit-1:LABOUR LEGISLATION:

Concept, Historical Development of Labour Legislation in India, Classification of Labour Legislation, Industrial Jurisprudence and Constitutional Frame Work.

Unit-2:BASIC ACTS IN LABOUR LEGISLATION:

Factories Act 1948- Health, safety and welfare provisions, Prevention of sexual harassment act 2013- Meaning, objectives, measures, Trade unions Act 1926 - Principles, objectives and function of trade unions, weakness and essentials of trade unions.

Unit-3:SOCIAL SECURITY:

Concepts of Social Insurance and Social assistance, objectives. Main provisions of The Employees Provident Fund Act 1952, The Payment of Gratuity Act 1972. (Calculation of contributions and benefits

Unit-4:EMPLOYEE COMPENSATION:

Concept and Significance of Wage - CTC, Wage, Salary, Minimum Wage, Fair Wage, Living Wage, Need based minimum Wage. Wage Theories.

Unit-5 :WAGE FIXATION MECHANISMS:

Statutory Wage Fixation, role of Wage Boards, Pay Commission. Main provisions of Minimum Wages Act 1948, Payment of Wages Act 1936, Bonus Act 1965

Course Outcomes:

1. The students will gain knowledge of labour legislations in India
2. The students will comprehend the basic provisions of the Trade Unions Act 1926.
3. The students will gain knowledge on Social Security Legislations in India.
4. The students will gain basic knowledge of Employee Compensation and Wage concepts.
5. The students will gain understanding of wage determinants and wage fixation

Recommended Books:

1. Dipak Kumar Bhattacharya, Compensation Management, Oxford University Press.
2. Milkovich & NewMan, Compensation, Tata McGraw Hill, New Delhi,
3. Kapoor, N.D., Elements of Labour Law, Sultan Chand and Sons, New Delhi.
4. Singh and Agarwal, Labour Industrial Laws, Pioneer Printers, Agra

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND P.G
COURSES (A)**

Accredited by NAAC with B++ Grade

Vishakhapatnam

Bachelor of Business Administration (BBA) - Semester 5

ORGANISATION BEHAVIOUR

(w.e.f admitted batch 2023-24)

Max.Marks: 100 Marks

External : 50 Marks

Internal : - 40 Marks

Course Objectives:

1. To understand individual and group behaviour at work place to improve the effectiveness of an organization.
2. To understand different types of personality and learning styles.
3. Comprehend concepts relating to group dynamics and conflict management.
4. To understand leadership and its impact on group dynamics.
5. To understand the process of Change management and issues involved in it.
6. To understand organizational culture and organizational effectiveness

SYLLABUS

Unit-1:ORGANISATIONAL BEHAVIOUR:

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

Unit-2: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-3: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-4: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-5 :ORGANISATIONAL 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.

Course Outcomes:

1. The students will understand individual and group behaviour at work place to improve the effectiveness of an organization.
2. The students will understand different types of personality and learning styles.
3. The students will Comprehend concepts relating to group dynamics and conflict management.
4. The students will understand leadership and its impact on group dynamics.
5. The students will understand the process of Change management and issues involved in it.
6. To understand organizational culture and organizational effectiveness

Recommended 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

EVALUATION

Type	Internal	External	Total
Theory	40	60	100
Community Service Project	50	50	100
Short-Term Internship/Apprenticeship/OJT	50	50	100
Semester Internship/Apprenticeship/OJT	100	100	200
OOTC*	0	50	50
Languages	40	60	100
Multi-Disciplinary Courses	0	50	50
Skill Enhancement Courses**	0	50	50

* If a student passes in the OOTC exam conducted by external agencies like Swayam/NPTEL the marks obtained will be considered as external mark or if he fails the department will conduct an exam and award the final marks. Internal marks will be awarded based on viva-voce/written exam or any other manner deemed fit.

QUESTION PAPER TEMPLATE AND MARKS DIVISION

Internal examination Model Question Paper

Question Number	Distribution	Total Marks
1	3 Questions, 2 marks each	6
2 and 3	2 Questions, 7 marks each	14
Total		20

External Model Question Paper

Question Number	Distribution	Total Marks
1	5 Questions, 2 marks each	10
2 to 11	5 Questions, 10 marks each	50
Total		60

For Skill Enhancement and Multidisciplinary Courses

Question Number	Distribution	Total Marks
1	4 Questions, 5 marks each	20
2 and 3	3 Questions, 10 marks each	30
Total		50

For First Semester Major Subjects

Type of Question	Internal	External
MCQ's	10	40
Match the following	5	10
True/False	5	10
Total	20	60

MID EXAMINATION, MODEL PAPER BLUE PRINT w.e.f 2023-24
ADMITTED BATCH

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

I/IV B. Sc./B.Com./BBA/BCA MID I Examinations (R-23)

Branch:

Semester – I

Course Title		MID-I	Course Code	
Date			Academic Year	
Time	<i>90 min</i>		Max. Marks	20

PART-A **3*2=6M**

1	a)	2 M CO 1
	b)	2 M CO 2
	c)	2 M CO 1

PART-B **2*7=14M**

2	a)	4 M CO 1
	b)	3 M CO 1

or

3	a)	4 M CO 1
	b)	3 M CO 1

4	a)	4 M CO 2
	b)	3 M CO 2

or

5	a)	4 M CO 2
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**SEMESTER END EXAMINATION, MODEL PAPER BLUE PRINT FOR
w.e.f 2023-24 ADMITTED BATCH**

Subject with Course code : :

Year and Semester : :

Time : 3 hours Total Max.Marks: 60

PART-A (2x5=10 Marks) PART-B (5x10=50 Marks)

First Question is compulsory

Answer ONE question from each unit of PART – B

All parts of the questions must be answered at one place only

PART – A			
1.	a.		CO 1 2 M
	b.		CO 2 2 M
	c.		CO 3 2 M
	d.		CO 4 2 M
	e.		CO 5 2 M
PART – B			
2	a.		CO 1 5 M
	b.		CO 1 5 M
OR			
3	a.		CO 1 5 M
	b.		CO 1 5 M
4	a		CO 2 5 M
	b.		CO 2 5 M
OR			
5	a.		CO 2 5 M
	b.		CO 2 5 M
6	a.		CO 3 5 M
	b.		CO 3 5 M

		OR		
7	a.		CO 3	5 M
	b.		CO 3	5 M
8	a.		CO 4	5 M
	b.		CO 4	5 M
		OR		
9	a.		CO 4	5 M
	b.		CO 4	5 M
10	a.		CO 5	5 M
	b.		CO 5	5 M
		OR		
11	a.		CO 5	5 M
	b.		CO 5	5 M