

Table-6: B.B.A Semester – VI

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

**Note:**

1. Titles of a few Electives Streams are given for DSC- F (1F, 2F & 3F combined) at V Semester and the same titles are repeated for DSC – H (1H, 2H & 3H combined). Each Elective Stream consists of two theory papers and one project work for each semester. The total for V & VI semesters will be four theory papers and two project works under each stream. A student has to select **One Stream of Elective consisting of four theory papers and two projects**(together for V & VI semesters). That means, the student will continue the same elective in the VI semester also.

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

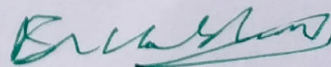
**Elective Papers:****E-Business (EB):**

DSC 1F (EB) e-Commerce

DSC 2F (EB) Business Networks

DSC 1H (EB) e-Payments System

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


**PRINCIPAL**

Gayatri College of Science & Management  
Munasabpetta-Srikakulam-532 401



**Financial Management (FM):**

DSC 1F (FM) Financial Markets  
DSC 2F (FM) Foreign Exchange Management  
DSC 1H (FM) Financial Services  
DSC 2H (FM) Investment Management

**Human Resource Management (HR):**

DSC 1F (HR) Talent Management  
DSC 2F (HR) Industrial Relations  
DSC 1H (HR) Global HRM  
DSC 2H (HR) Training & Development

**International Business Management (IB):**

DSC 1F (IB) Global Marketing  
DSC 2F (IB) Foreign Exchange Management  
DSC 1H (IB) Global HRM  
DSC 2H (IB) Export and Import: Procedures and Documentation

**Marketing Management (MM):**

DSC 1F (MM) Global Marketing  
DSC 2F (MM) Advertising & Media Management  
DSC 1H (MM) Marketing of Services  
DSC 2H (MM) Retail Management

**Operations Management (OM):**

DSC 1F (OM) Purchase Management  
DSC 2F (OM) Warehouse Management  
DSC 1H (OM) Logistics and Supply Chain Management  
DSC 2H (OM) Export and Import: Procedures and Documentation



**PRINCIPAL**

**Gayatri College of Science & Management**  
**Munasaipeta-Srikakulam-532 401**



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

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

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

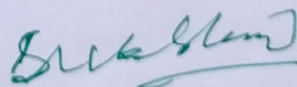
Unit-III: Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

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

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

### **References:**

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



**PRINCIPAL**

Gayatri College of Science & Management  
Munasahpeta-Srikakulam-532 401



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

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

Unit-II: Service Marketing Management: Marketing management process for services organizing, marketing, planning, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

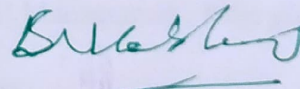
Unit-III: Customer expectations of service: Factors influencing customer expectation of service, issues involving customer service expectations, Customer perception of service -Service quality, Service recovery -Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

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

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

### **References:**

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata Mc Grow HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.



**PRINCIPAL**

Gayatri College of Science & Management  
Munasabpet-Srikakulam-532 401.



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

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

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

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

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

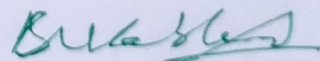
Unit-V: Case Studies: Practical:

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

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

### **References:**

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



**PRINCIPAL**

Gayatri College of Science & Management  
Munasabpet-Srikakulam-532 401



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

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

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

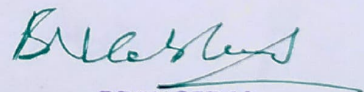
Unit-III: Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group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

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

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

### **References:**

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



**PRINCIPAL**  
Gayatri College of Science & Management  
Munasabpetta-Srikakulam-532 401