



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**SYLLABUS**  
**BBA – SIXTH SEMESTER**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 1 G	International Business	100	25	75	5	4
2.	DSC 2 G	Medium, Small & Micro Enterprises Management	100	25	75	5	4
3.	DSC 3 G	Project Management	100	25	75	5	4
	DSC 1 H Elective	e - Payments System	100	25	75	5	4
	DSC 2 H Elective*	Training & Development	100	25	75	5	4
	DSC 3 H Elective*	Logistics and Supply Chain Management	100	25	75	5	4
<b>Total</b>			<b>600</b>	<b>150</b>	<b>450</b>	<b>30</b>	<b>24</b>

**Note:**

All VI Semester Students should undergo for a project internship which is evaluated for 100 marks



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**SYLLABUS**

**BBA – SIXTH SEMESTER**

**DSC 1G: International Business**

**No.of.hours per week: 6**

**Max.Marks : 100**

**Semester end examination : 75**

**Internal assessment : 25**

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

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

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

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

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

**References:**

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



# SRI VENKATESWARA UNIVERSITY :: TIRUPATI

## BBA – VI SEMESTER

### MODEL PAPER

### International Business

Max.Time: 3 Hrs.

Max.Marks: 75

#### Section – A

1. Answer any Five from the following.

5x5=25

- a) International Business
- b) Option Market
- c) BOP
- d) Trade Blocks
- e) Bill of Lading
- f) Spot future forward
- g) WTO
- h) EU (European Union)

#### Section – B

Answer Five questions, one from each unit.

5x10=50

#### Unit - I

2. (a) Define the term international business and explain how international business is different than domestic business.

(or)

(b) Briefly explain theories of International Trade.

#### Unit - II

3. (a) Define Foreign exchange market distinguish between direct rate and indirect rate.

(or)

(b) Elucidate about foreign market operations and different Euro market instruments.

#### Unit - III

4. (a) Define BOP and explain the measures to bring back the equilibrium in BOP.

(or)

(b) Describe briefly reasons and methods to control exchange rate.

#### Unit - IV

5. (a) Explain briefly about the reasons in formation of trade blocks.

(or)

(b) Explain WTO with its merits and de-merits.

#### Unit - V

6. (a) Explain about EXIM policy.

(or)

(b) Elucidate documentation procedure for export and import.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**SYLLABUS**

**BBA – SIXTH SEMESTER**

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

**No.of.hours per week: 6**

**Max.Marks : 100**

**Semester end examination : 75**

**Internal assessment : 25**

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

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

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

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

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

**References:**

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

**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**BBA – VI SEMESTER**

**MODEL PAPER**

**Medium and Small Enterprise Management**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

**1. Answer any Five from the following.**

**5x5=25**

- a) SME
- b) Project Identification
- c) Venture Capital
- d) Ancillary industries
- e) Industrial estates
- f) DIC (District Industries Centre)
- g) Sources of Finance to SME's
- h) Role of SIDO

**Section – B**

**Answer Five questions, one from each unit.**

**5x10=50**

**Unit - I**

2. (a) Define SME and its significance in Indian Economy.

(or)

(b) Explain Role of Government in promoting Small and Medium Enterprises.

**Unit - II**

3. (a) Elucidate Steps involved in project report preparation.

(or)

(b) Explain the role of different institutions in Supporting SME'S.

**Unit - III**

4. (a) Briefly explain HRM functions with respect to SME's.

(or)

(b) Briefly explain subsidies and incentives provided to SME's.

**Unit - IV**

5. (a) Define Sick unit and comes of sickness.

(or)

(b) Explain the prevention and remedial measures for sick units.

**Unit - V**

6. (a) Role of state level institutions in promoting small scale industries.

(or)

(b) Elucidate about preparation of prospectus for SSI's.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**SYLLABUS**  
**BBA – SIXTH SEMESTER**  
**DSC-3G: Project Management**

**No.of.hours per week: 6**

**Max.Marks : 100**

**Semester end examination : 75**

**Internal assessment : 25**

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

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

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

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

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

**References:**

1.Prasanna Chandra, Project–Planning–Analyses, Selection, Implementation and Review. 'Tata Mc Graw Hill Publishing Co.

2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing.

**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**BBA – VI SEMESTER**

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**MODEL PAPER**  
**Project Management**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

**1. Answer any Five from the following.**

**5x5=25**

- a) Sources for generation of new ideas
- b) Project management
- c) Product mix
- d) Payback period
- e) Human Ergonomics
- f) Slack time
- g) PEST Analysis of a project
- h) Project Termination

**Section – B**

**Answer Five questions, one from each unit.**

**5x10=50**

**Unit - I**

2. (a) Define a project and explain nature and scope of project management.

(or)

(b) Explain briefly about problems in project management.

**Unit - II**

3. (a) Explain briefly about project estimation.

(or)

(b) Briefly explain PEST.

**Unit - III**

4. (a) Describe briefly about different project budgeting techniques.

(or)

(b) Elucidate project evaluation and techniques of evaluation.

**Unit - IV**

5. (a) Pre-requisites for project implementation.

(or)

(b) Human aspects of project management.

**Unit - V**

6. (a) Briefly about project termination and causes for termination of a project.

(or)

(b) Different types of project termination.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**SYLLABUS**  
**BBA – SIXTH SEMESTER**  
**DSC 1H (EB):e-Payments System**

**No.of.hours per week: 6**

**Max.Marks : 100**

**Semester end examination : 75**

**Internal assessment : 25**

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

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

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

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

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

**References:**

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



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**BBA – VI SEMESTER**

**MODEL PAPER**  
**e-Payments Systems**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

**1. Answer any Five from the following.**

**5x5=25**

- a) Virtual currency
- b) CHIPS
- c) Digital signature
- d) Google wallet
- e) Salient features of ATM
- f) Different types of Digital Documents
- g) Bit coin
- h) Scan Based Trading (SBT)

**Section – B**

**Answer Five questions, one from each unit.**

**5x10=50**

**Unit - I**

2. (a) Briefly explain about different electronic payment modes.

(or)

(b) Define e-cash. And explain about foundation of e-cash and issues.

**Unit - II**

3. (a) Explain about process of real time gross settlement systems.

(or)

(b) Write about methods for clearing and settlement of e-payments.

**Unit - III**

4. (a) Explain different methods for e-payment security.

(or)

(b) Explain about certification process of digital signatures.

**Unit - IV**

5. (a) Briefly elucidate the security challenges for mobile payments.

(or)

(b) Write briefly about different modes of mobile payments.

**Unit - V**

6. (a) Write briefly about EIPP providers.

(or)

(b) Explain the process of reconciliation through bank.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**SYLLABUS**  
**BBA – SIXTH SEMESTER**  
**DSC 2H (HR): Training and Development**

**No.of.hours per week: 6**

**Max.Marks : 100**  
**Semester end examination : 75**  
**Internal assessment : 25**

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.

**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**BBA – VI SEMESTER**

**MODEL PAPER**

**Training and Development**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

**1. Answer any Five from the following.**

**5x5=25**

- a) Need for training
- b) Training Period
- c) On the job training
- d) Development Components
- e) Training Material
- f) Case studies
- g) Demonstrations
- h) Sensitivity Counseling

**Section – B**

**Answer Five questions, one from each unit.**

**5x10=50**

**Unit - I**

2. (a) Define training and explain about importance of training.

(or)

(b) Briefly explain responsibility for conducting training.

**Unit - II**

3. (a) Elucidate steps in training programs.

(or)

(b) Explain about training for different employees.

**Unit - III**

4. (a) Write about different modes of on the job training.

(or)

(b) What are the different modes of off the job training?

**Unit - IV**

5. (a) Discuss about different stages in development programs.

(or)

(b) Explain briefly about factors inhibiting development.

**Unit - V**

6. (a) Write about coaching and counseling methods.

(or)

(b) Write briefly about management games.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**

**SYLLABUS**

**BBA – SIXTH SEMESTER**

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

**No.of.hours per week: 6**

**Max.Marks : 100**

**Semester end examination : 75**

**Internal assessment : 25**

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

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

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

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

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

#### **References:**

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

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**BBA – VI SEMESTER**

**MODEL PAPER**

**Logistics and Supply Chain Management**

**Max.Time: 3 Hrs.**

**Max.Marks: 75**

**Section – A**

**1. Answer any Five from the following.**

**5x5=25**

- a) Logistics in 21<sup>st</sup> Century
- b) DRP
- c) Value chain
- d) Bull whip effect
- e) SCOR model
- f) Warehouse management
- g) 3 PLS
- h) Values of Supply chain

**Section – B**

**Answer Five questions, one from each unit.**

**5x10=50**

**Unit - I**

2. (a) Explain outsourcing of supply chain management.

(or)

(b) Elucidate physical distribution process of supply chain management

**Unit - II**

3. (a) Write about types of inventory control.

(or)

(b) Explain commercial aspects in distribution management.

**Unit - III**

4. (a) Explain importance of supply chain.

(or)

(b) Elucidate the components of supply chain.

**Unit - IV**

5. (a) Write briefly about key enablers in supply chain improvement

(or)

(b) Explain the role of manager in supply chain management.

**Unit - V**

6. (a) Explain about conflict resolution strategies in supply chain management.

(or)

(b) Explain the alignment process of supply chain with business strategy.