

**DEPARTMENT OF BUSINESS MANAGEMENT
SATAVAHANA UNIVERSITY**

BBA VI SEMESTER

601: E-COMMERCE

602::INTERNATIONAL BUSINESS

ELECTIVES

MARKETING ELECTIVES

- **603(M):: ADVERTISING AND SALES MANAGEMENT**
- **604(M):: SERVICES MARKETING**

FINANCE ELCTIVES

- **603(F):: FINANCIAL INSTITUTIONS**
- **604(F):: FINANCIAL SERVICES**

HUMAN RESOURCE MANAGEMENT ELECTIVES

- **603(H):: MANAGEMENT OF TRAINING AND DEVELOPMENT**
- **604(H)::ORGANISATION CHANGE AND DEVELOPMENT**

DEPARTMENT OF BUSINESS MANAGEMENT::SATAVAHANA UNIVERSITY
BBA VI SEMESTER SYLLABUS
601::E-COMMERCE

Course Objective: To familiarize the basic concepts of E-Commerce

UNIT-I

Electronic Commerce: Defining Electronic Commerce -scope and functions of e-commerce-types, advantages and disadvantages- Features -Defining E-Business-Electronic Markets and Networks- The Content and Framework of E-Commerce- Drivers and Benefits of E-Commerce- An EC Framework- Classification of EC: B2B, B2C, C2B &C2C- Challenges & Limitations of E- Commerce –E-Commerce Consumer applications, E-Commerce Organization Applications, E-commerce in India, Prospects of e-commerce

UNIT-II

E-Commerce Applications: Internet Marketing and B2C Electronic Retailing- E-Tailing Business Models- Employment and the Online Job Market- Online Real Estate, Insurance, and Stock Trading- Online Banking and Personal Finance- On-Demand Delivery of Products, Digital Items, Entertainment, and Gaming- E-Government: Implementing E-Government- E-Learning, E-Training,

Unit-III

Electronic Commerce Payment Systems: -Types of EPS- traditional payment system and modern payment system, Using Payment cards online- Credit Card &Debit card Based Electronic Payment -Fraudulent Card Transactions- SMART CARDS Types of Smart Cards MOBILE PAYMENTS- Emerging EC Payment Systems and Issues- Risk and security issues on Electronic Payment System

Unit-IV

Electronic Data Interchange(EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Applications of EDI-EDI model- Implementation difficulties of EDI, Financial EDI, EDI and Internet- EDI Legal Security and Privacy Issues, Advantages & Limitations of EDI.

Unit-V

E-Commerce Security: Cyber wars and Cyber espionage- The Drivers of EC Security Problems- Major Technical Attack Methods:- Malware (Malicious Code): Viruses, Worms, and Trojan Horses- Non Technical Methods: From Phishing to Spam and Fraud- E-Commerce Security Strategy- Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000

Reference Books:

1. Turban E. Lee J., King D., Liang, D.C.Turban: Electronic commerce-A Managerial Perspective, Springer
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mc-Graw Hill
4. Daniel Amor, E Business R (Evolution), Pearson Education.
5. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.
6. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House.
7. Steven Holzner, HTML Black Book, Dream Tech Press.
8. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- TMH
9. Dave Chaffey: E-business & E-commerce Management, Pearson Education

**DEPARTMENT OF BUSINESS MANAGEMENT::SATAVAHANA UNIVERSITY
BBA VI SEMESTER SYLLABUS**

602::INTERNATIONAL BUSINESS

Course Objective : To understand different aspects of International Business.

UNIT-I

Introduction – Need -Nature of International Business-reasons to study International Business- Drivers for International Business- Theories of international trade - Difference between Domestic and International-Foreign Trade: Benefits of Foreign trade, Foreign trade policies-strategies for going International-international business environment-Cultural, Economic-political and legal-nature and scope of international marketing-challenges of international business.

UNIT-II

Modes of entering international business-International business analysis- modes of entry-exporting(direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Foreign direct investment, Mergers and Acquisitions, Joint ventures- Comparison of different modes of entry

UNIT-III

Globalization: Meaning- Definition and Features- Stages of markets- Advantages and Disadvantages, Essential conditions of Globalization, Globalization and India. MNC'S and International Business: Definition-Goals of MNCs-, Global Company and TNC, Organizational transformation, Merits and Demerits, MNCs and India.

UNIT-IV

Institutional support to International business:-United Nations-World Bank: Activities of World Bank and its role in International business-IMF, ILO, UNCTAD-Asian Development Bank-WTO

UNIT-V

Export finance and payments-Export credits, Method and sources of credit, Methods of payments in International Business, Financing techniques, ECGC, Exim bank and their role-Export Import Documentation-Export and import procedure-Export promotion, Assistance and Incentives

REFERENCES:

1. International Business by Charles Hill –TataMcGrawhill Publication
2. International Business by P.Subba Rao –Himalaya Publishing House
3. International Business by Francis Cherunilam –Wheller Publishing
4. International Business by Daniel and Radebaugh –Pearson Education

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MARKETING ELECTIVE:

603(M):: ADVERTISING AND SALES MANAGEMENT

Course Objective: To Know the basic concepts of Advertising and sales management

UNIT-I

Introduction to Advertising Management:-Meaning, Role , Functions –Theories of advertising:-Stimulus response theory, AIDA model, DAGMAR model-Role of advertising in marketing mix-Economic and social aspects of advertising-Types of advertising- Current issues and challenges of advertising-Ad agency:- Functions and its role

UNIT-II

Media strategy and planning

Media: Print &Electronic Media-It's Characteristics-Media Planning:-Media Selection, Media plan, Reach, Frequency, Continuity, Media Mix-Digital Media:-Evolution of Digital media-Advertising on Digital Media

UNIT-III

Message design and development: Message design and positioning, Advertising Appeals, Message Presentation, Advertising message structure-Advertisement copy for Print and electronic media-Layout of advertisements-Ad Budget:-Budget Process and its methods-Ad effectiveness:-Need for ad effectiveness-Ad evaluation-Pre –test and Post-test and its methods.

UNIT-IV

Sales Management-Concept of Sales Management, Issues in selling, Sales Strategy, The Sales Department, functions of sales management, Qualities of sales person,

Unit-V

Sales Planning:-Relevance of sales planning, Planning approaches,-Sales Forecasting and its Techniques-Selling Process-Sales organization-Sales Control-Sales staff: Recruitment, Selection, Training and Development-Evaluating sales performance

REFERENCES

1. Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
2. Border, W.H, Advertising, John Wiley N.Y.
3. Chunnawala : Advertising Management, Himalya Publishing
4. Sales Management,PK Ghosh,Himalaya Publishing House
5. Sales and Distribution Management, Krishna K Havaladar & Vasant M Cavale,Mc Graw Hill

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MARKETING ELECTIVE:

604(M):: SERVICES MARKETING

Course Objective: To gain awareness about Services and marketing of services

UNIT-I

Introduction: Service –Nature of Services-Types of Services-Characteristics of services-Difference between Goods and Services-Goods and Services Continuum- Classification of services- Need for Service Marketing-Reasons for growth in service sector-Role of services in an Economy- Strategic Issues in services Marketing:-Segmentation, Targeting and Positioning of services

UNIT-II

Services Marketing Mix: Elements of Service Marketing Mix (7Ps) : **Service Product:**-Service product decisions, new service development process-**Pricing in services:**-Key characteristics of pricing in services, Pricing objectives ,approaches to pricing services-**Place:** Channel decisions, types of intermediaries for service delivery strategies for effective service delivery-**Promotion:**-elements of promotion mix in services, designing service promotion **People:**-Classification of service personnel, Role of people in services **Process** :-characteristics of service process design and implementation-Service blueprint-**Physical Evidence:**- Elements, Types and significance of Physical evidence,

UNIT-III

Focus on Customer :-Customer Expectations of Service: -Service expectations, types of expectations and zone of tolerance, Expectations of service-**Customer Perceptions of Service:**- Customer perceptions, customer satisfaction, service encounters-**Customers role in service delivery**

UNIT-IV

Service Quality: Definitions of Quality and its significance-Measuring Service Quality-Service Quality Gap Model-Strategies for improving service Quality

UNIT-V

Marketing of Services: Marketing of Financial Services:-banking industry, Insurance ,Marketing of Tourism& travel services –Marketing of Telecom sector

REFERENCES

1. Services Marketing, Valarie Zeithmal Mary Jo Bitner, Dwayne D Gremler, McGraw Hill
2. Services Marketing, Vasanti Venugopal & Raghu v N I, Himalaya Publishing house
3. Services Marketing, Govind Apte, Oxford
4. Service Marketing by SM Jah

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FINANCE ELECTIVE:

603::FINANCIAL INSTITUTIONS

Course Objective: To gain an understanding of Various Financial Institutions

UNIT-I

The basic Theoretical Framework: The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation; RBI-Central Banking.

UNIT-II

The Financial Institutions: A brief historical perspective. An update on the performance of IDBI, ICICI, IFCI and SFCs, LIC & GIC- The banking Institutions: Commercial banks - the public and the private sectors - structure and comparative performance. The problems of competition; Interest rates, spreads, and NPAs. Bank capital - adequacy norms and capital market support.

UNIT-III

The Non-banking financial institutions: Evolution, control by RBI and SEBI - A perspective on future role-Unit Trust of India and Mutual Funds-Reserve bank of India Framework for/Regulation of Bank Credit . Commercial paper: Features and advantages, Framework of Indian CP Market, effective cost/interest yield.

UNIT-IV

Insurance: The Economics of Insurance; Life Insurance; Reinsurance; The Insurance Industry and its regulation. Efficiency and the Structure of the Insurance Industry; Pension funds; Pension plans today.

UNIT-V

Financial services: Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

References

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi,
2. Harsh V.Verma, Marketing of Services, Global Business Press, Sames L .Heskett, Managing In the Service Economy, Harvard Business School Press, Boston,.
3. M.Y.Khan, Indian Financial System, 4/eTata Mc Graw-Hill, New Delhi,
4. Frank.J.Fabozzi & Franco Modigliani, Foundations of Financial Markets and Institutions, Pearson Education Asia,
5. H.R Machiraju, Indian Financial Systems, Vikas Publishing House Pvt. Ltd.
6. Meir Kohn, Financial Institutions and Markets, Tata McGraw-Hill, New Delhi,.
7. Pathak : Indian Financial Systems – Pearson Education

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FINANCE ELECTIVE:

604::FINANCIAL SERVICES

Objective: To acquire a basic understanding of financial services; and the regulatory environment of financial services and to understand the help rendered by different financial services to business enterprises..

Unit – I:- Financial Services: concept, types of financial services, fund based and fee based financial services, importance of financial services; providers of financial services – banks, insurance companies, Non banking financial institutions; regulators of financial services sector in India – functions of RBI, IRDA, SEBI.

Unit – II:- Commercial Banking services: Fund based and non fund based services, retail banking products- ATM, credit card services, debit card service, NEFT, safe deposit lockers; Insurance- meaning, advantages, types of insurance (life, general), types and features of Life insurance policies and general insurance policies

Unit – III:- Leasing: Meaning, definition, advantages to lessor and lessee, types of leases operating, finance, leveraged, sales and lease-back, leveraged, cross-border; Hire Purchase, Meaning, Definition, advantages, Factoring-concept, types of factoring, costs and benefits of factoring; Bill Discounting

Unit – IV:- Merchant Banking and advisory services: Functions and activities, underwriting, book building, reverse book building, debenture trustees, portfolio managers; security brokerage –meaning, types of brokers; Depository - meaning, merits of Depository, Depositories in India (NSDL, CDSL), dematerialization –meaning, process, and advantages.

Unit – V:- Credit Rating: steps in credit rating, rating symbols and meaning, credit rating agencies (CRISIL, ICRA, CARE); Venture Capital Financing (VCF) -Meaning, Steps in VCF, Methods of VCF, Disinvestment mechanism, VCF in India; Mutual Funds- meaning, types, advantages of mutual funds.

References:

1. Gordon E., Natarajan K., Financial Markets And Services, Himalaya Publishing House
2. Gurusamy S., Merchant Banking and Financial Services, TataMcgraw Hill
3. Khan M.Y., Financial Services, Tata McGraw Hill Education Pvt Ltd.,
4. Suresh P., Paul J., Management of Banking And Financial Services, Pearson Education
5. Mishkin F.S., Eakins S.G., Financial Markets And Institutions, Pearson Education

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HR ELECTIVE:

603(H): MANAGEMENT OF TRAINING AND DEVELOPMENT

Course Objective: To understand the concepts and techniques of training and development

UNIT-I:

Introduction: Concept, Need and Objectives of training, Principles of training, Methods of training and Training policy.

UNIT-II:

Employees Training: Training process, Identification of training needs, planning of training programme, Selection of trainees, Implementation of training, Performance evaluation of training and follow-up training.

UNIT-III:

Management Executive Development: Importance of training and development, Objectives of training and development, Executive training and development process, Methods of training and development and its selection, Evaluation of training and development, Management training and development practices in India.

UNIT-IV:

Performance Appraisal: Basic concepts of performance appraisal, Factors affecting performance appraisal, Criteria of performance appraisal, Performance appraisal methods, Limitations of performance appraisal, Methods and Performance appraisal in Indian organizations.

UNIT-V:

Career Development: Basic concepts, Stages of career development, Importance and limitations, various career development programmes and Career dynamics.

References:

1. Effective Training: Systems, Strategies and Practices (5th edn) Blanchard & Thacker
2. Human Resource Management by K. Ashwathapa, Himalaya Publishing House
3. Human Resource Management by V. S. P Rao, Excel Publishing House

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HR ELECTIVE

604(H):: ORGANISATION CHANGE AND DEVELOPMENT

Course Objective: To understand the concepts of organisation change and development

UNIT-I:

Organization Change and Development: Meaning, Characteristics and Scope of change, Response to change, Change cycles, Theories of organization change and Managing organization changes.

UNIT-II:

Resistance to change: Nature, Types and Benefits of resistance, Reasons for resistance, Overcoming resistance, Models for change and Role of change agent, Managing resistance to change.

UNIT-III:

Organizational Development: Concept, Objective, Nature, Significance and Assumptions of organizational development, Process of O.D., Implementation of O.D., Intervention techniques, Sensitivity training and O.D. approach in India.

UNIT-IV:

Organisational Culture: Meaning, Characteristics and Nature of organizational culture, Evolution of a culture, Types of culture, Various aspects of culture, System analysis concept of organization culture, Maintaining an uniform culture, Formulation with organizational culture.

UNIT-V:

Organizational Climate: Concept, Factors affecting organizational climate, Measurement of organization climate and Present position of organizational climate in Indian organizations

References:

1. French, W.L. and Bell, C.H., Organisation development, Prentice-Hall, New Delhi.
2. Hackman, J.R. and Suttle, J.L., Improving life at work: Behavioural science approach to organisational change, Goodyear, California.
3. Harvey, D.F. and Brown, D.R., An experimental approach to organization development, Prentice-Hall, Englewood Cliffs, N.J
4. Hersey P., and Blanchard, H.B., Management of organisational behaviour: Utilising human resources, Prentice Hall, New Delhi.
5. Pareek U., Rao, T.V. and Pestonjee, D.M., Behavioural processes in organisations, Oxford and IBH., New Delhi.
6. Cummings, T. G., Theory of organization development and change, South Western
