

# ANDHRA UNIVERSITY

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All Official letters, packages  
etc, should be addressed to  
the Registrar by designation  
and not by name.

No. L I (1)/ BBA/7<sup>th</sup> & 8<sup>th</sup> Sem/Syllabus/2020-21/2025.

From: The Registrar

Visakhapatnam,  
Dt: 28-07-2025

To:

The Principal  
Mahathi Degree College  
NAD Kotha Road  
Visakhapatnam-530009.

Sir,

- Sub: 1. Approval of 4<sup>th</sup> year VII & VIII Semester BBA (Honors) Program Syllabus for the admitted batch 2020-21-Reg.
- Read 2. Letters dated 09-07-2025 & 11-07-2025 Received from the Principal, Mahathi Degree College, NAD Kotha Road, Visakhapatnam and Dr. M. Sanyasi Rao, Chairman, Board of Studies in BBA, Gayatri Vidya Parshad College for Degree and PG Courses.

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I am by direction to inform that the syllabi of 4<sup>th</sup> year of VII & VIII Semesters of BBA (Honors) Program for the admitted batch 2020-2021 is approved and communicated to the concerned offices/sections for taking necessary action.

  
DEPUTY REGISTRAR (ACADEMIC)

Copies to:

1. Dr. M. Sanyasi Rao, Chairman, Board of Studies in BBA, Gayatri Vidya Parshad College for Degree and PG Courses
2. The Dean Academic Affairs, A.U., Vsp.
3. The Dean, U.G. & P.G, Professional Courses, A.U. VSP.
4. The Dean, CDC, A.U., Vsp.
5. The Controller of Examinations, A.U., Vsp.
6. The Principals of all Affiliated Colleges offering U.G. programs in Vsp&akp: Vzm District
7. The Secretary to V.C., Rector Table, P.A to Registrar, A.U., Vsp.
8. The Director, Computer centre, A.U., Vsp. with a request to palace in the A.U Website.
9. O.C: & O.O.F.

## Semester- VII

S.No	Course Skill Enhancement	Name of the Subject	Total Marks	Mid Sem Marks	End Sem Marks	Teaching Hours	Credits
1	Common Core	Production and Operations Management	100	25	75	4	4
2	Common Core	Project Management	100	25	75	4	4
3	Skill Enhancement Course	Sales and Distribution Management	100	25	75	4	4
4		Industrial Relations	100	25	75	4	4
5		Banking and Finance	100	25	75	4	4

# **PRODUCTION AND OPERATIONS MANAGEMENT**

## **Course objectives**

1. To equip the students with conceptual knowledge on Production and Operations Management
2. To appreciate the need for selecting appropriate Plant location and layout.
3. To understand the need for Capacity planning and controlling.
4. To understand the importance of Productivity and Maintenance management.
5. To comprehend the need for Inventory management and Quality management.

## **Syllabus:**

### **UNIT I: INTRODUCTION**

Concept of Production and Operations Management, Nature and Scope of Production/Operations Management, Relationship with other Systems in the Organisation. Factors that affect production System, Difference between Manufacturing and Service Operations, Role of Production and Operations Manager.

### **UNIT II: FACILITY LOCATION**

Facility Location- Importance, Factors effecting choice of Location, Location analysis techniques, Facility Layout – Objectives, Basic types of layouts, Advantages.

### **UNIT III: PRODUCTION PLANNING AND CONTROL**

Production Planning & Control (PPC) –Concept, Objectives and Functions. Decisions relating to PPC. Capacity Planning- Factors affecting Capacity Planning, Capacity Planning Decisions.

### **UNIT IV: PRODUCTIVITY**

Productivity- Definition, Factors affecting Productivity, Work Study- Time Study and Methods Study, Work Measurement, Control Charts, Maintenance Management.

### **UNIT V: MATERIAL MANAGEMENT AND QUALITY MANAGEMENT**

Significance of Material Management, Material Planning and Inventory Control. Inventory Models, Inventory costs, Basic EOQ Model, Re-order Level, ABC Analysis. Quality Control, Total Quality Management.

## **Reference Books:**

1. K Aswathappa, Production and Operations Management, Tata Mc Graw Hills India.
2. Dr.B.S.Goel, Production & Operations Management, Pragathi Prakashan, Meerut.
3. PankajMadan; Production and Operation Management, Global Vision Publishing.
4. R Panneerselvam , Production and Operations Management, PHI.

# **PROJECT MANAGEMENT**

## **Course Objectives:**

1. To expose Students to the concepts of project management and planning.
2. To enable students identify and select of project and its feasibility.
3. To equip the students with network analysis tools and project evaluation techniques.
4. To make them understand about the human aspects in managing the projects in an organisation.
5. Demonstrate effective project execution and control techniques that result in successful projects.

## **Syllabus:**

### **UNIT-I: PROJECT MANAGEMENT**

Definition of Project, Types of Projects. Project management –overview, significance of PM. Project Life Cycle-Project Initiation, Project Planning, Project Execution, Monitoring and Control, Project Closure. Typical project management issues.

### **UNIT-II: PROJECT PLANNING AND SELECTION**

Project planning process- Sources of new project ideas, Preliminary screening of projects. Initial project coordination, Identification and determinants of cost of project, its financing. Project Appraisal, Feasibility studies- finance, technical and market potential, Creating a Project Action Plan, Creating the Work Break Down Structure.

### **UNIT-III: NETWORK ANALYSIS AND PROJECT EVALUATION**

Project Network Analysis- PERT/CPM, Time estimates in Critical Path Analysis, Floats and Project Time–Cost Trade-off in Project Time Management. Project evaluation methods- Payback Period, Net Present Value, Internal Rate of Return and Project Evaluation under uncertainty.

### **UNIT-IV: PROJECT ORGANIZATION**

Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.



# **SALES AND DISTRIBUTION MANAGEMENT**

## **Course Objectives:**

1. To provide conceptual knowledge about different types of sales plans and sales organisations for different firms.
2. To understand sales forecasting, budgeting and different methods of analysing market potential.
3. To enable the students to understand the recruitment, selection, training, compensation and controlling approaches relating to the sales personnel of a firm.
4. To give inputs to the students to design suitable channel structures as well as to manage (recruitment, selection, training, compensating and controlling of channel members) different channel members of a firm.

## **Syllabus:**

### **UNIT-I: INTRODUCTION TO SALES MANAGEMENT:**

Introduction to Sales Management – Nature, Scope, Objectives and Functions of Sales Management. Types of Selling, Selling Skills, Selling Strategies, Selling Process. Sales Management Process, Organization of Sales Department, Different types of Sales Organizations.

### **UNIT-II: ANALYSIS OF MARKET POTENTIAL:**

Sales Management Cycle, Decision areas in Sales Management- Analysis of Market Potential, Sales Potential, Sales Forecasting, Sales Volume, Sales Budgets, Time and Territory Management. Emerging trends in Sales Management.

### **UNIT-III: SALES PLANNING AND CONTROL:**

Sales Planning- Sales Forecasting & Budgeting, Sales Quotas and Targets. Sales Control- Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report. Sales Audit- Sales Force Productivity Indicators (Value and Volume), Territory Productivity.

### **UNIT-IV: SALES FORCE RECRUITMENT AND SELECTION:**

Recruitment, Selection and Training of Sales force, Sales force motivation. Salesmen Compensation Plans, Control and Evaluation of Performance of Salesmen.

## **UNIT-V: PROJECT MONITORING**

Designing the monitoring system, Project reporting, Measuring the performance of a project, Risk Management Process, Contingency Planning, Project Cost Management, Computerized Project Management Systems.

### **Reference Books**

1. Gopala Krishnan & Rama Murthy, A Text book of Project Management, McMillan India
2. S. Choudhary, Project Management, Tata McGraw Hill Publication.
3. Clifford F Gray, Project Management: The Managerial Process, Oregon State University.
4. Prasanna Chandra, "Projects, Planning, Analysis, Selection, Financing, Implementation and Review", TataMcGraw Hill Company Pvt. Ltd., New Delhi 1998.
5. Erik Larson, Clifford Gray. Project Management. The Managerial Process. McGraw Hill Education.

# **INDUSTRIAL RELATIONS**

## **Course Objectives:**

1. To sensitize the students with the Industrial Relations scenario in India
2. To introduce students to Basic Concepts in Industrial Relations
3. To enable students, understand the dynamic nature of Indian Industrial Relations

## **Syllabus:**

### **UNIT –I Industrial Relations:**

Meaning and Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, and Scope of Industrial Relations work, Functional Requirements of successful Industrial Relations.

### **UNIT – II Industrial Disputes:**

Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure.

### **UNIT – III Trade Unions:**

Objectives and function of trade union, Principles of Trade Unionism, Achieving of Trade Union objectives, Factors affecting growth of Trade union, Features, Weakness of Trade unions, Essentials of successful Trade union.

### **UNIT –IV Participative Management:**

Meaning and objectives, forms of participation, objectives of workers participations in management, levels of participation, Causes of failure of joint management council.

### **UNIT–V Collective Bargaining:**

Meaning, Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.

## **Recommended Books**

1. Labour Problems in Indian Industry, Asia Publishing House, Mumbai, 1972
2. Yoder, Dale: Personnel Management and Industrial Relations, Oxford University Press, 1972
3. Davar R S:

## **UNIT-V: DISTRIBUTION MANAGEMENT:**

Channels of Distribution, Structures and Functions, Channel Design. Selecting Channel Members, Evaluating Channel Members, Motivating Channel members. Channel Conflicts- Reasons, stages and types of Channel Conflict, resolving Channel Conflicts. Emerging trends in Distribution, Green Channels, E-Channels, Omni Channel Management.

### **Recommended Books:**

1. Richard R.Stire, Edward W.Candiff and Norman, A.P.Gavani, Sales Management Decisions, Policies and Cases – Prentice Hall.
2. Tapan K Panda – Sales & Distribution Management, Oxford University Press.
3. S.L.Gupta, Sales and Distribution Management, Text and Cases, Excel Publishers.
4. Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, Response Books, New Delhi.



# **BANKING AND FINANCE**

## **Course Objectives:**

1. Gaining knowledge of the structure, functions, and regulations of financial markets, including money markets, capital markets, and derivatives markets.
2. Learning about the core functions of banks, including deposit and lending operations, payment systems, and regulatory frameworks.
3. Examining the role of technology in transforming banking and financial services, including online banking, mobile banking, and fintech innovations.
4. Exploring the diverse range of financial services offered by banks and other financial institutions.

## **Unit-I: Introduction**

Meaning; Definition of Bank – Functions of Commercial Banks – Kinds of Banks -Central Banking Vs. Commercial Banking.

## **Unit-II: Banking Systems**

Unit Banking, Branch Banking, Investment Banking- Innovations in banking – e-banking - Online and Offshore Banking, Internet Banking - Anywhere Banking - ATMs- RTGS.

## **Unit-III: Banking Development- Banker Customer Relationship**

Indigenous Banking - Cooperative Banks, Regional Rural banks, SIDBI, NABARD -EXIM Bank. Various types of relationships, KYC norms, Special types of accounts, Mandate & power of attorney, Banker's Lien, Right of Set-off, Garnishee Order, and Attachment order.

## **Unit-IV: Negotiable Instruments**

Definition and features of Cheques, Bills of exchange, Promissory note, Holder, Holder in due course, Paying Banker & Collecting Banker: right & liabilities, Reasons for the dishonor of cheques, Crossing of Cheques, Endorsement of a Cheque.

## **Unit-V: FINANCIAL SERVICES:**

Nature-scope and objectives financial services-Types of financial services. Regulatory Framework of Financial services Growth of financial services in India. Problems of financial services in India.

**Recommended Books:**

1. Banking Law, Theory and Practice – Sundaram and Varshney – Sultan Chand Co.,
2. Banking and Financial Systems – B. Santhanam (Margham Publishers)
3. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications.
4. Indian Banking – Parameswaran – S.Chand and Co, 5. Banking Law Theory and Practice – Tanon
5. Banking Law Theory and Paractice – Sherlaker & Sherlaker.

## Semester- VIII

S.No	Course Skill Enhancement	Name of the Subject	Total Marks	Mid Sem Marks	End Sem Marks	Teaching Hours	Credits
1	Common Core	Research Methodology	100	25	75	4	4
2	Skill Enhancement Course	Compensation Management	100	25	75	4	4
3		Retail Management	100	25	75	4	4
4		Financial Markets	100	25	75	4	4
5	Skill Enhancement Course	Project	100	0	100	0	4

## **Semester- VIII**

### **RESEARCH METHODOLOGY**

#### **Course Objectives:**

1. The main objective of this course is to introduce the basic concepts in research methodology in Social science.
2. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.
3. Enable the students to prepare report writing and framing Research proposals.

#### **Unit I: Introduction to Research**

Introduction to Research and Statistics: Role of Research in Business, Value of Information, Cost of Information, Decision to Conduct Research, Research Design, Types of Research, Research Process.

#### **Unit II: Sources of Data and Questionnaire**

Primary and secondary data - Sources of Secondary Data, Scales of Measurement, Validity and Reliability. Components and Design of Questionnaire, Open ended question Vs. Multiple choice questions

#### **Unit III: Primary Data Collection**

Observation and Its Different Types, Selection of Method of Data Collection, Qualitative Research Methods: Focus Group, Behaviour Mapping, Consumer Journey, Delphi Study, Extreme Users 'Interview, Quantitative Research Methods: Various Types of Interviews: Mail Interview, Person to Person Interviews, Telephonic Interviews. Data collection using Electronic Interface like the Internet, Pilot Survey and Its Conduct,

#### **Unit IV: Sampling**

Population Defined, Sampling Frame, Sampling Vs. Census, Steps in Selecting a Sample. Types of Sampling Methods: Probabilistic: Simple Random Sampling Stratified Random Sampling, Cluster Sampling. Non- Probabilistic: Convenience Sampling, Judgment Sampling and Quota Sampling, Determination of Sample Size.

#### **Unit V: Report Writing and Evaluation**

Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of Using References, Documentation: Footnotes and Bibliography, Writing the Report, Typing the Report, briefing, Evaluation of a Research Report.

**Recommended Books:**

1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018. Kumar R,
3. Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui,
5. Statistics for Management, Pearson Education, 8th edition, 2017. Dr.R.K.Jain,
6. Research Methodology, Methods and Techniques, Vayu Education 2021



## **COMPENSATION MANAGEMENT**

### **Course Objectives:**

1. To discuss the principles and importance of compensation management
2. To relate the bases of compensation
3. To appraise the present trends in calculation of incentives and other pay system
4. To develop and design compensation system
5. To identify the contemporary compensation practices

### **UNIT - I: INTRODUCTION TO COMPENSATION MANAGEMENT**

Concept of Compensation-Exploring and defining the Compensation context-Compensation dimensions-Concept of Reward-Role of Compensation in Organization-Non-Financial Compensation System - New trends in Compensation Management.

### **UNIT - II: UNDERSTANDING PAY SYSTEMS**

Bases for Traditional Pay System and Modern Pay System- Seniority and Longevity Pay-Incentive Pay-Person focus to Pay-Team Based Pay; Pay for Knowledge Program.

### **UNIT - III: INDIAN WAGE ADMINISTRATION**

Important implications of Payment of Wages Act, Minimum Wages Act, Equal Remuneration Act, Maternity Benefit Act, Gratuity Act, ESI Act, EPF Act.

### **UNIT - IV: EMPLOYEE BENEFITS MANAGEMENT**

Components-Legally required Benefits-Benefits Administration-Employee Benefits and Employee Services-Components of Discretionary Core Fringe Compensation.

### **UNIT - V: INTERNATIONAL COMPENSATION**

International Compensation and Competitive Strategies-Executive Compensation Packages, Challenges in International Compensation.

### **Reference Books:**

1. Dipak Kumar Bhattacharya, Compensation Management , Oxford University Press.
2. Richard.I. Henderson: Compensation Management In A Knowledge Based World - PrenticeHall.
3. Milkovich & Newman, Compensation, Tata McGraw -Hill, New Delhi.
4. Tapomoy Deb, Compensation Management text & cases, Excel Publication.
5. Joseph J. Martocchio, Strategic Compensation- A Human Resource Management Approach Pearson Education.

# **RETAIL MANAGEMENT**

## **Course Objectives:**

1. To create awareness among the students about retailing concepts and retail business environment in India as well at global level.
2. To develop an understanding on theories of retailing and different retail formats.
3. To impart knowledge on consumer as well as consumption behavioural models towards different category of products in a specific target market.
4. To develop an understanding of a retail store design and layout design.
5. To comprehend the students about different strategies on different functional areas of retailing.

## **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.

### **Recommended Books**

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

# **FINANCIAL MARKETS**

## **Course objectives**

1. To gain conceptual knowledge on financial system and markets.
2. To comprehend the various money market instruments.
3. To understand Capital Markets and their Operations.
4. To understand concepts related to the foreign exchange market.
5. To develop an understanding on derivatives market.

## **UNIT-I: INDIAN FINANCIAL SYSTEM**

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System - Financial markets- Financial institutions- Financial Instruments-Financial Services.

## **UNIT-II: MONEY MARKET**

Introduction-Definition of Money Market- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market- Money Market Instruments- Commercial Bills-Finance Bills or Usance Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits, - Deficiencies of Money Market.

## **UNIT-III: CAPITAL MARKET**

Introduction- Meaning, Objectives and importance and Functions of Capital Markets – Structure of Indian Capital Market – Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-Gilt edged Securities (Government Securities, Semi Government Securities) - Regulation of Capital Market (SEBI)Primary Mary Market ( Functions, Methods and Operations of New Issue Market)- Secondary market (NSE)

## **UNIT-IV: FOREIGN EXCHANGE MARKET**

Features of Foreign Exchange Market-Functions and Organisation- Structure- Participants in the Foreign exchange Market- Forex Exchange rates (Spot & Forward) -Theory of Purchasing Power Parity -Arbitrage.

## **UNIT-V: THE DERIVATIVES MARKETS**

Futures (Swaps and forward contracts) & Options- Derivatives markets (MEFF) -Hedging Vs speculating with derivatives.

## **Recommended Books**

1. Financial Markets, Institutions and Financial Services-Clifford Gomez-PHI Learning Private Limited.
2. L.M.Bhole, Financial Institution and Markets, McGraw hill.

3. Shashi K. Gupta, Nisha Agarwal and Neeti Gupta, Financial Institutions and Market, Kalyani Publications.
4. T.R. Jain, R.L.Sarma - Indian Financial System- VK Global publisher.
5. Jithendra Gala - Guide to Indian Stock markets, Buzzing Stock publishing house.
6. Saha Siddhartha- Indian financial System- and Markets - McGraw hill Publications.