



**III YEAR V SEMESTER BSc MPCs SYLLABUS**

**SRI RAMAKRISHNA DEGREE COLLEGE (AUTONOMOUS)**

**NANDYAL**

## **B.B.A -Semester – V**

### **Brand Management**

Course Objectives :To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management

#### UNIT 1 :

Product Management — An Introduction , Corporate Strategy and Product Policy ,Product line Decisions . Product Life Cycle and Marketing Strategies.

#### Unit 2

New Product Development and the Techniques of Idea Generation and Screening ,Concept Development and Testing ,Test Marketing ,Launching and Tracking New Product Programmes .

#### UNIT 3

Organising for New Products ,Introduction to Brand Management and Crafting of Brand Elements , Consumer Brand Knowledge ,Brand Identity, Personality and Brand Associations

#### Unit 4

Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand Equity

#### Unit 5

Leveraging Brand Equity , Measurement of Brand Equity

#### References

Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition *by : John Michael Morgan*

Marketing Management by Philip Kotler and Kevin Lane Keller

## **B.B.A -Semester – V e-Payments System**

### **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 ofReal 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 – Debit & Credit Cards – RU Pay Card – e-Challan.

### **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. WeidongKou, “*Payment Technologies for E-Commerce*”, Springer, Germany.
3. DonalO’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.

## **B.B.A -SEMESTER – V EXPORT AND IMPORT**

### Unit-I:

Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses Patent, Trade Mark, Copy Right Registrations Confidentiality and NDA.

### Unit-II:

Export Sales Selling and Purchasing- Consignment - Leases Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms Export License Import License.

### Unit-III:

Export Packaging - Preparation of pre-shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

### Unit-IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export Isolated Sales Transactions.

### Unit-V:

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export-oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

### **References:**

- 1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
- 3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.

## **B.B.A -Semester – V**

### **Foreign Exchange Management**

#### Unit-I:

Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

#### Unit-II: I

international financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

#### Unit-III:

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

#### Unit-IV:

Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

#### Unit-V:

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

#### **References:**

- 1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.
- 4) Sailaja, G., International Finance, Universities Press.
- 5) Jeff Madura. International Financial Management, Cengage, New Delhi.
- 6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.
- 7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.
- 8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.

## **B.B.A -SEMESTER – V**

### **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.

## **B.B.A -Semester – V**

### **Talent Management**

#### **Unit-I:**

Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

#### **Unit-II:**

Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies -methods of data collection for mapping - Developing competency models from raw data- data recording, analysing the data, content analysis of verbal expression, validating the competency models.

#### **Unit-III:**

Performance management and employee development: Personal Development plans, 360degree feedback as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

#### **Unit-IV:**

Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

#### **Unit-V:**

Succession planning: Identifying managerial positions which are critical for the business -Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

#### **References:**

1. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.