



SYLLABUS FOR BBA

DEPARTMENT OF
MANAGEMENT STUDIES
JIS UNIVERSITY 2019-2020

JIS University, West Bengal
Syllabus for 3-YEAR B.B.A. (After Class XII)

1st Semester B.B.A.

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-101	Quantitative Methods	3	1	0	4
BBA-102	Principles of Management	2	1	0	3
BBA-103	Organizational Behavior -I	2	1	0	3
BBA-104	Economic Environment of Business	2	1	0	3
BBA-105	Business Communication	2	1	0	3
BBA-106	Computer Fundamentals & Application	2	1	0	3
BBA-107	Business Accounting	2	1	0	3
BBA-108	Skill Development & Presentation	1	0	0	1
Practical					
BBA-191	Computer Fundamental and Application Lab-	0	0	2	2
Total Credits					25

QUANTITATIVE METHODS

BBA-101

Learning Objective:

A quantitative method is a fundamental skill in modern times, and this course provides the students with the foundations of Mathematical problem solving. The course emphasizes on principles and methods rather than on systems and tools

Course Outcomes: After completion of this course students will be able to:

CO1: Recall the distinctive characteristics of matrix algebra and permutation and combination.

CO2: Understand the theoretical working of set theory, functions and derivatives

CO3: Apply the principles of Ratio Proportion and Percentage to different areas of business and management.

CO4: Apply the principles of probability to different areas of business and management

CO5: Understand the theoretical working of laws of indices in different business applications.

Module - I

- Ratio –Proportion and Percentage
- Simple Interest
- Profit and Loss

Module -II

- Set theory – Concepts and business applications
- Functions – basic concepts, different types and applications
- Derivatives (single variable) – basic working rules; applications to optimization problems and curve sketching

Module -III

- Matrices and their applications
- Permutations and Combinations; Inclusion-Exclusion principle
- Probability and its applications in business and economics

Module - IV

- Law of Indices- A.P, G.P, and its business application
- Theory of quadratic equations- Functions, number and nature of roots, simultaneous quadratic equatio

Suggested Readings

- Learning Anthony, M. and Biggs, N. – Mathematics for Economics and Finance: Methods and Modeling;
- CUP Dowling, E.T. – Introduction to Mathematical Economics; Schaum's Outline Series Hoy Michael et.al. - Mathematics for Economics(2nd edition); PHI
- Raghavachari, M– Mathematics for Management; TMH \
- Business Mathematics by Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain.
- Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi

CO- PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	--	--	--	--	--	--	--	--	1
CO2	3	1	1	--	--	--	--	--	--	--	--	1
CO3	3	2	1	--	--	--	--	--	--	--	--	1
CO4	3	1	1	--	--	--	--	--	--	--	--	1
CO5	3	2	1	--	--	--	--	--	--	--	--	1

PRINCIPLES OF MANAGEMENT

BBA-102

Learning Objective:

Principles of Management comprises of the basic theories and applications of management. Students will be able to understand the theories of management and the working procedures

Course Outcome:

CO1: Understand the basic concepts and theories of management

CO2: Understanding the Functions of management

CO3: To understand the impact of communication and Leadership on the management style

CO4: To understand the formation of groups and group dynamics

CO5: To understand the recent trends in management in the modern world

Module I -Management

Definition, nature, importance, evolution of management thought, contribution made by Taylor, Fayol, Hawthorne experiments Maslow; Is managing a science or art? Functions of manager, ethics in managing and social responsibility of managers.

Module II -Planning & Control

Why Management process starts with planning, steps in planning, types of planning, barriers to effective planning, operational plan, strategic planning, McKinsey's 7's Approach, SWOT analysis, Controlling- concept, Planning- control relationship, process of control, human response to control, dimensions of control, MBO.

Module III -Decision Making & Organizing

Nature, process of decision making, decision making under Certainty and Uncertainty, decision-tree, group-aided decision, brain-storming. Organizing – concept, nature and process of organizing, authority and responsibility, delegation and empowerment, centralization and decentralization, concept of departmentalization.

Module IV -Staffing

Concept, Manpower planning, Job design, recruitment & selection, training and development, performance appraisal.

Unit V -Leadership & Communication

Defining leadership and its role, should managers lead, leadership style, leadership development, Leadership behavior. Communication- Process, Bridging gap-using tools of communication, electronic media in Communication.

Unit- VI- Group Dynamics-

Concept of group, Stages of group development, Types of groups, Work Teams Vs. Work Groups, Group Synergy.

Unit- VII Recent trends in Management

Social responsibility of Management- environment friendly management

Management of Change

Management of Crisis

Total Quality Management

Stress Management

International Management

Suggested Readings:

- Koontz – Principles of Management (Tata McGraw Hill, 1st Edition 2008)
- Robbins &Caulter – Management (Prentice Hall of India, 8th Edition)
- L.M. Prasad – Principles & Practices of Management (Sultanchand& Sons , New Delhi)
- ParagDiwan – Management Principles and Practices (Excel Books, New Delhi)
- Stoner, Freeman, Gilbert. Jr. – Management (Prentice Hall of India, 6th Edition)
- Koontz, wehrich – Essentials of Management (TMH, 5th Edition)

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	--	2	1	--	2	1	1	1
CO2	1	1	2	1	--	1	1	--	1	2	2	1
CO3	1	--	1	1	3	--	2	3	3	--	3	1
CO4	1	==	1	1	1	2	3	1	--	--	3	1
CO5	1	3	3	2	3	2	--	--	--	3	1	1

ORGANIZATIONAL BEHAVIOUR
BBA-103

Learning Objective: The objective of this course is to identify different behavioral features of the employees in corporate setup to manage them efficiently and to bring the best from them.

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Understand the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: Understand the ways to motivate people to work without stress and have maximum job satisfaction

CO4: Show learning and communication ability to manage the employees and solve any problems in the organization

CO5: Develop the ability to understand people in the long-run for a sustainable growth of the organization and also apply the learnings in all facets of life to maintain a good work-life balance

Module – I

- OB – Overview – Meaning of OB, Importance of OB, Field of OB, Contributing Disciplines, Applications in Industry.
- Organization Theory – Classical Theories : Scientific Management, Administrative Principles, Theory of Bureaucracy; Human Relations Approach; Modern Theories : Systems Approach, Contingency Approach, Quantitative Approach, Behavioural Approach

Module – II

- Work Motivation – Approaches to Work Motivation, Theories of Motivation – Maslow's Hierarchy of Need Theory, Alderfer's ERG Theory, Herzberg's Motivation-Hygiene Theory, McClelland's Achievement – Motivation Theory, McGregor's Theory X & Y, Vroom's Expectancy Theory, Porter and Lawler Expectancy Model.
- Personality and Individual Differences – Meaning of Personality, Determinants of Personality, Theories of Personality, Measurement of Personality, Development of Personality.

Module – III

- The Process of Perception – Process and Principles, Nature and Importance,

Factors Influencing Perception, Perceptual Selectivity, Making Judgements, Social Perception.

- Learning– Concepts and Principles, Theories of Learning, Types, Techniques of Administration, Reinforcement, Punishment, Learning about Self.

Module – IV

- Attitudes and Job Satisfaction– Sources of Attitudes, Types of Attitudes, Attitudes and Consistency, Cognitive Dissonance Theory, Attitude Surveys.

Work Stress – Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress. Job Frustration: Meaning, Concept of Job Frustration, Managing Frustrations.

Suggested Readings

- Daft, R.L. : Organisational Theory and Design, Thomson Fincham, R & Rhodes, P. :
- Principles of Organizational Behaviour, OUP Hellriegel, D. Slocum Jr JW. , Woodman RW :
- Organizational Behaviour, Thomson Luthans, Fred :
- Organizational Behaviour, McGraw Hill Newstrom J. W. & Davis K. : Organizational Behaviour, McGraw Hill. Robbins, S. P., Judge, T.A. & Sanghi, S. :
- Organizational Behaviour, Pearson Shukla, Madhukar :
- Understanding Organizations – Organizational Theory & Practice in India, Prentice Hall

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	--	2	1	--	2	1	1	1
CO2	1	1	2	1	--	1	1	--	1	2	2	1
CO3	1	--	1	1	3	--	2	3	3	--	3	1
CO4	1	==	1	1	1	2	3	1	--	--	3	1
CO5	1	3	3	2	3	2	--	--	--	3	1	1

ECONOMIC ENVIRONMENT OF BUSINESS

BBA-104

Learning Objective:

Economic Environment of Business provides emphasis on different economical policies which can be taken by Government and financial institutions to stabilize the economy. The entire course will help the students to understand business environment and to make several managerial decisions.

Course Outcome:

CO1: Student will develop general knowledge about economic environment and its different instruments which also facilitate them to understand area of open and closed economy

CO2: Student will gain knowledge about different economical policies used by Government to make decisions

CO3: Student would be able to gain their understanding on inflation, unemployment, concept of multipliers and relation between them

CO4: Student will develop their knowledge on concept of balance of payments, tariff and non-tariff barriers, growth and development which will further allow them to be awarded about Indian planning system

CO5: Student will develop their decision making skills and creative thinking skills

Module – I

- Circular Flow of Income and Concepts of Macro Aggregates:
- Core concepts of business cycle and phases; National Income Accounting, Three methods of measuring GDP/GNP, concepts in open and closed economy
- Theory of Income Determination

Module – II

- Simple Keynesian Model: closed economy, concepts of consumption and investment as addition to capital stock, private autonomous expenditure multiplier, introducing the Government – fiscal policy – Government expenditure multiplier

- Tax Rate Multiplier, Balanced Budget Multiplier, Extension: Paradox of Thrift

Module – III

- Introduction of money and asset market: IS-LM: Fiscal policy and monetary policy, comparison of crowding out effects.
- Introduction to foreign trade: export and import multipliers
- Inflation and Unemployment
- Concepts of inflation – demand pull and cost push, Stabilization policies, introduction to Philips curve as relation between inflation and unemployment.
- International Linkages

Module – IV

- Concepts of Balance of Payments; alternative exchange rate systems – fixed, flexible and managed float; Comparative
- Advantage as basis for trade; tariff and non-tariff barriers.
- Planning, Growth and Development
- A brief introduction to Indian Planning system, Planning and Marketization, Imperative and Indicative Planning

Reference:

- Principles of Macroeconomics, SoumyenSikdar, Chapter 7
- Managerial Economics, Suma Damodaran, Chapter 15
- Economics(Eleventh Edition)– Lipsey& Chrystal – chapter 22,23
- Macroeconomics – Dornbusch& Fischer – Chapters 12
- Economics(Sixteenth Edition) - Samuelson &Nordhaus – 34,35
- Economic Environment of Business: S.K. Mishra andV.K. Puri
- Growth and Development, A P Thirlwal

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3		3			3	2		3			2
CO2		3		3		3	3	2			3	
CO3	3	2	2		2		3			1	2	
CO4		3	3	2		3	3				2	

CO5								3	3	2		3
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BUSINESS COMMUNICATION

BBA-105

Learning Objectives:

The objectives of this course are: a) To provide an overview of Prerequisites to Business Communication. b) To put in use the basic mechanics of Grammar. c) To provide an outline to effective Organizational Communication. d) To underline the nuances of Business communication. e) To impart the correct practices of the strategies of Effective Business writing.

Course Outcome:

CO1: To Understand different forms of communication in both verbal and no verbal level and barriers to communication

CO2: To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.

CO3: To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar and verbal and non-verbal communication ability through presentations

CO4: To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5: To draft effective business correspondence with brevity and clarity.

Module – I

- Principles of Communication– Definition, Purpose, Process, Types
- Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback, Presentation Skills, Use of Aids, Public Speaking,

Practice Presentation, Non Verbal Communication

Module – II

- Written Communication – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation,
- Using simple words, Proof Reading.
- Report Writing– Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points,
- Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

Module – III

- Internal Communication – Circulars, Notices, Memos, Agenda and Minutes
- External Communication – Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail

Module – IV

- Writing Business Letters– Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement
- Handling Business Information– Annual Report, House Magazine, Press Release, Press Report.

Readings

- Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .
- Kaul ,Asha - Effective Business Communication, Prentice Hall.
- Raman, M & Singh, P - Business Communication, OUP
- Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
- Taylor, Shirley - Communication for Business, 4thEdn.-Pearson Education

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2				1	2	2		1		
CO2	1	2	3	1	2						1	1

CO3	1	3		3								
CO4		2		2				2	2	1	3	
CO5	1	3	1	2		1	2				2	2

COMPUTER FUNDAMENTALS & APPLICATION

BBA-106

Learning Objective: To understand different application of Microsoft Word, Excel, Power point Presentation etc and apply it in different forms of business communication and transaction

Course Outcome:

CO1: The students will be able to explain about the computer characteristic and the generation of computer and its necessity in business world

CO2: The students will be able to categorize the applications which are necessary for Business Communication and transaction

CO3: The students will be able to create Word documents and its application in different internal and external business transaction

CO4: The students will be able to create sheets in Ms-Excel.

CO5: The students will be able to design presentations in Power Point.

Unit -I

Data and Information: meaning & concept, levels of data processing, data representations;

Unit -II

Introduction to memory organization – characteristic terms for various memory devices, main/primary memory, external/auxiliary memory, high speed memory.

Unit-III

Introduction to I/O organization; CPU organization, binary arithmetic, ALU, control logics, software concept & terminology; Operating Systems Concepts ; Introduction to Graphical User Interface;

Unit-IV

Introduction to Management Information Systems; Fundamental or Data Communication; Network Concepts and Classification; Introduction to internet and its application.

Unit-V

Overview of Computer Applications in Public Services and Business; Office Automation Applications – Word Processor (MS - Word), Spreadsheet (MS-Excell), Graphics & Presentation (MS-Powerpoint); Database Management System (ACCESS)

Readings

- V. Rajaraman : Fundamentals of Computers, Prentice-Hall.
- S. K. Basandra :Computers Today, Galgotia Books.
- J. Shelly & R. Hunt : Computer Studies, Wheeler Publisher

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1									
CO2		3	3	3	2	2		1				
CO3	3	2			1							
CO4	2	2	2	2		3			1			
CO5	2	1	1						1			

BUSINESS ACCOUNTING

BBA-107

Learning Objective:

Business accounting skill has been a fundamental skill since historical times, and this course provides the students with the foundations of accounting problem solving. The course emphasizes on principles and methods along with various concepts which helps to deal with different business activities.

Course Outcome:

CO1: Understand the basic concept of accounting

CO2: Apply various concepts to understand, define and solve problems

CO3: Enhance knowledge on implementation of concept and principles for a given problem

CO4: Applications of various investment, income and expenditures of business following accounting concepts

CO5: Decision making of business with the help of different accounting approaches.

Module1: Financial Accounting-

- definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting.
- users of accounting information and limitations of Financial Accounting.
- Brief overview of accounting cycle – introduction to Balance Sheet and Income Statement.

Module2: Conceptual Frame work:

- Accounting Concepts, Principles and Conventions,
- Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India,
- Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.

Module3: Accounting for Fixed assets –

- Introduction – Valuation of Fixed assets – principles and norms of standard accounting treatment,
- Depreciation – Methods – Accounting – Importance,
- Revenue Recognition - Introduction -Definitions -Sale of Goods -Rendering of Services -The Use by Others of Enterprise Resources Yielding Interest-
- Royalties and Dividends -Effect of Uncertainties on Revenue Recognition - accounting standard.

Module 4

Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry. Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and

Firms.

Module 5:

Secondary Books: Introduction, Secondary Books, Cash Book, Petty Cash Book, Ledger

Trial Balance and Rectification of Errors: Introduction, Trial Balance, Error in Accounting

Final Accounts – 1: Introduction, Meaning, Objectives and Characteristics of Final Accounts, Adjustments before Preparing Final Accounts, Closing Entries

Final Accounts – 2: Introduction, Trading Account, Profit and Loss Account, Balance Sheet, Treatment of Adjustments, Practical Problems

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.

Module5:

Accounting Standards: Introduction, Objectives of Accounting Standards, Procedure for Issuing Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India

Suggested Readings:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal& R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	--	2	1	--	2	1	1	1
CO2	1	1	2	1	--	1	1	--	1	2	2	1
CO3	1	--	1	1	3	--	2	3	3	--	3	1

CO4	1	==	1	1	1	2	3	1	--	--	3	1
CO5	1	3	3	2	3	2	--	--	--	3	1	1

Syllabus for 3-YEAR B.B.A.

2nd Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-201	Business Law	3	1	0	4
BBA-202	Human Resource Management	2	1	0	3
BBA-203	Marketing Management	2	1	0	3
BBA-204	Business Ethics & CSR	2	1	0	3
BBA-205	Business Organization	2	1	0	3
BBA-206	Cost Accounting	2	1	0	3
BBA-207	Managerial Economics	2	1	0	3
BBA-208	Presentation	1	0	0	1
Practical					
BBA-291	Communication Skill and Language Lab	0	0	2	2
Total Credits					25

BUSINESS LAW

BBA-201

Learning Objective:

The objectives of this course are:

- Knowledge: Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws.
- Global Perspective: Awareness of the different business laws.
- Awareness of the global business laws and its impacts on businesses.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Explain the concepts in business laws with respect to foreign trade

CO2: Apply the global business laws to current business environment

CO3: Analyze the principle of international business and strategies adopted by firms to expand globally

CO4: Integrate concept of business law with foreign trade

Module I

What is Law, various sources of Law, significance of law, business law, impact of law on society & business economic aspects of Constitution & its implications. Law of Contract – Definition & Nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge, Principal – agent relationship & rights & obligation of Principal & agent.

Module II

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Module III

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

Module IV

The Companies Act 1956 (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

Module V

Law of Partnership- nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partners' third parties, Partnership deed, Rights of partners, obligations of partner, Reconstitution of firms, dissolution of firms.

Readings:

1. Mercantile Law – M. C. Kuchhal
2. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2004.
3. Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	2	2	3	3	1	2	3	3
CO2	3	3	3	1	1	2	2	3	1	2	2	3
CO3	3	3	3	1	1	2	1	3	1	2	1	3
CO4	3	2	2	2	1	2	2	3	1	2	2	3

HUMAN RESOURCE MANAGEMENT

Course Objective:

The objective of this course is to familiarize the students with the Importance of human resources in an organization and develop an overall idea about the operations of HRM.

Course Outcome:

CO1: Develop an overall understanding of Human Resource Management and its application in organizations

CO2: Develop an idea on planning human resources in organizations based on demand and supply

CO3: Able to devise correct recruitment & strategize for different positions across sectors

CO4: Able to identify training needs and there upon build training and development programmes for different positions across sectors

CO5: Design performance appraisal techniques to identify potential employees and foster satisfaction

Module 1: Human Resource Management

- Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager.
- Role of Line Managers in Managing Human Resources.

Module 2: Human Resource Planning:

- Need for HR Planning Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.

Module 3: Employment Administration:

- Recruitment & Selection of HR – Methods and Processes; Training & Development of HR – Types and Techniques.
- Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling;
- Promotion, Transfer and Demotion – Meaning and Importance, Employee Separation-Exit Policy, VRS, Lifetime employment without guarantee, Lay-off, retrenchment.

Module 4: Compensation Management:

- Components of remuneration, factors effecting wage and salary levels, variable

CO1	3	2	2				2	1			2	3
CO2	3		3	2	2				1		2	3
CO3	2	2							1		1	2
CO4	2	2				3	3	2	1	1		2
CO5	2					3	2	2		1		2

MARKETING MANAGEMENT

BBA- 203

Learning Objective:

Students will be able to understand the difference between sales and marketing and how the process works. They will be able to understand the development of marketing strategies and the process of carrying it out.

Course Outcome:

CO1: Understand the basic concepts of marketing and its theories

CO2: To identify and understand consumer buying behavior process and the marketing mix theories

CO3: To understand the methods of forecasting sales and the pricing theories of products in the market

CO4: To understand the process of conducting market research

CO5: To understand the process of promotion in marketing

Module 1 : Introduction

Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Fundamentals of Marketing - Role of Marketing - Relationships

of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

Module 2: Buying Behavior

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior Market segmentation - Need and basis of Segmentation - Marketing strategy - segmentation - Targeting - Positioning

Module 3: Marketing Mix

Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

Module 4: Market Segmentation

Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing.

Module 5: Sales Forecasting

Sales Forecasting - Various methods of Sales Forecasting - Analysis and Application. The Product - Characteristics - Benefits - Classifications - Consumer goods - Industrial goods - New product development process Product Life Cycle - Product Portfolio analysis - Product line and product mix decisions - Branding - Packaging.

Module 6: Pricing

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies - Physical distribution - importance of various kinds of marketing channels - Distribution problems - Salesman motivation - Compensation – Control.

Module 7: Advertising and Promotion

Promotion - Advertising - Publicity - Public relations - Personal Selling - Direct selling - Sales Promotion Administration

Module 8: Marketing Research

Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.

Books Recommended:

Study Books

1. Marketing Management By Philip Kotlers
2. Marketing – A Managerial Introduction By Gandhi

Reference Books

1. Marketing Management Cravens By Hills – Woodruff
2. Marketing Information System By Davis – Olsan
3. Consumer Behavior By Schiffman – Kanuk
4. Principles and practice of Marketing By John Frair

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2		2	1	1	2	1	1	1
CO2	2		1			1			1	2	2	1
CO3	1	3			3		2	3	3		2	1
CO4	3	2			1	2					3	1
CO5	1	3	3	2	3	2		1		3	1	1

BUSINESS ETHICS & CSR

BBA- 204

Learning Objective

This course aims to understand the concepts of Corporate Governance, Business Ethics and CSR. The students would be able to learn these concepts and be able to implement in their careers to become good managers and develop various strategies for good corporate governance, manage Corporate Social Responsibilities

Course Outcomes

CO1: To demonstrate an understanding of Corporate Governance and Ethical issues in current business scenario

CO2: To provide knowledge of the ethical environment in which businesses operate

CO3: To think logically and analytically about complex problems

CO4: To understand the ethics related to consumer protection and environment

CO5: To demonstrate an understanding of Individual ethics

CO6: Be aware of the social and ethical responsibilities within management positions

Module1: Meaning of Ethics, Definition of Ethics and Business Ethics, Introduction to Business ethics, Need, Importance, Nature, Scope, Objectives of Business Ethics, Û Types of Business Ethics. Factors influencing Business Ethics, Characteristics of Business Ethics, Ethical aspects in Marketing, Ethical decision making. Corporate Ethics – ethical behavior& audit of ethicalbehavior. Individual ethics, Professional Ethics.

Module2: Introduction, Importance and need for Business Ethics in Indian Context, roots of unethical behaviour and Issues, Corporate Governance Ethics, How ethics can make corporate governance more meaningful. Gandhian Philosophy. Social Audit.

Module3: Indian Values and Ethics - Respect for Elders, Hierarchy and Status, Need for Security, Non - Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Ethics in Work life, Attitudes and Beliefs.

Module4: Business Ethics in Global Economy: Concept of Globalization. Global Business Network. Relationship among Business, Business Ethics and Business Development. Developing Business ethics in Global Economy. Marketing ethics in foreign trade.

Module 5:Corporate social Responsibility of business, Obligations under Law, Environmental Protection, Fair Trade Practices, Health and Well-being of Under-privileged People, Social Welfare and Community Development Activities.

Module5: Case Studies

1. A.C. Fernando, Corporate Governance, Pearson (Also Refer for Cases)
2. C.S.V. Murthy, Business Ethics, Text and Cases, HPH
3. Hartman, Perspectives in Business Ethics, TMH
4. Business Ethics - An Indian Perspective, Ronald D. Francis & Mukti Mishra, TMH

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1				1		3	1	1		3
CO2	2	2						2	1			2
CO3	2	3				1		2	2			1
CO4	2	1						2	1			2
CO5	3	1				1		3	1	1		1
CO6	2							3				2

BUSINESS ORGANIZATION

BBA-205

Learning Objective:

The basic purpose of this course is to impart to the students the concept of Industry, different types and levels of organizations and corporations, the concept of globalization with a glimpse of the recent trends in business world.

Course Outcome:

CO1: Understanding the meaning and concept of Industry, Multinational and transnational corporations, Globalization

CO2: Understanding the concept of entrepreneurship, different forms of business organizations

CO3: Understanding the importance of mergers and acquisitions, knowing the concept of franchising, e-commerce, Business and Knowledge process outsourcing and understanding the concept of Intellectual Property Rights in Business.

CO4: Understanding the importance of formation of Trade Associations and Chambers of Commerce

CO5: Understanding the relationship between business and society

Module1: Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. -Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium. Profit maximization vs Social responsibility of business.

Module2: Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber’s Theory); Government Policy on Industrial Location.

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector.

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – stages in formation; documentation (MOA, AOA).

Module3: Merges & acquisitions-mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright

Module4: Small Business: Scope and role; Government Policies. Government and Business interface, Stock Exchange in India, Business combinations – causes, types, effects, Trade Associations and Chamber of Commerce – FICCI, CII Association, AIMO.

Multinationals – Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

Module5: Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit.

Books Recommended:

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3					3	3	3	1	1		
CO2	3					3	2	2	3	3	3	
CO3	2		2			2	1	3	3	3		
CO4	1	2	3			2		1	3	3	3	
CO5	1	3				3	2	3	2	3	2	1

COST ACCOUNTING

BBA- 206

Learning Objective:

- To develop understanding on the concept of Costs & its types.
- To familiarize students with the basic concepts of cost and various methods and techniques of costing

Course Outcome:

CO1: To learn and familiarize the concept of cost accounting & types of Costs

CO2: To learn and implement the knowledge on preparation of cost sheet in its practical point of view

CO3: To learn to facilitate the idea and meaning of material control with pricing methods

CO4: To implement and develop the knowledge about remuneration and incentives

CO5: To enhance the knowledge about the Job, Batch& Process Costing

CO6: To understand and identify the concept of Overhead Costs & their Bases

Module I

Meaning and Scope of Cost Accounting: Basic cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing. Advantages and Limitations of cost accounting; Difference between Financial and Cost Accounting; Cost Unit and Cost Centre

Materials Control: Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of incoming & outgoing material – material losses.

Labour costs — remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time,

Module II

Overheads — nature, collection and classification.

Production overheads — collection, apportionment, absorption, use of predetermined recovery rates, treatment of under and over absorption, fixed, variable and semi variable overhead, report for control of overhead cost

Administration, selling and distribution overheads — analysis, accounting and control, treatment of miscellaneous items in cost accounting.

Preparation of Cost Sheet

Module III

Methods of costing:

Specific order costing — job, batch and contract, determination of cost accounting in job, batch and contract, valuation of work – in – progress in job costing, features of contract costing, certification of work done, profit on incomplete contracts, cost plus contracts.

Process costing — treatment of normal and abnormal losses and gains, valuation of work – in – progress using first – in – first – out and average methods (equivalent production), inter – process transfer and pricing, concepts and accounting for joint products, by-products, waste, scrap, spoilage and defectives, research and development expenses.

Service or Operating Costing — unit costing and multiple costing, application, identification of cost unit and cost determination and control.

Cost Accounting Records — cost ledgers, reconciliation of cost and financial accounts ; integrated accounts, basis of computerization of accounts.

Module IV

Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control
Advantages and disadvantages of Budgetary Control Types of Budget

Module V

Marginal costing and break-even analysis — basic concepts, marginal costing and absorption costing, cost-volume-profit analysis, break-even analysis, limitations of break-even analysis, differential cost analysis and relevant cost analysis, applications for management decision making (simple types)

Standard Costing — concepts / uses and setting of standard cost accounting methods, computation of simple cost variances ; relationship of standard costing and budgetary control, possible reasons for variation in costs.

Readings:

1. Cost Accounting-An Introduction, Nigam & Jain, PHI
2. Cost & Management Accounting ,Inamdar.EP
3. Maheshwari, S. N. and S. N. Mittal; Cost Accounting – Theory and Problems, 22nd Revised Edition, ShriMahavir Book Depot, New Delhi
4. Jain and Narang; Cost Accounting, Kalyani Publishers, 2002.
5. Arora,M.N.,Cost Accounting 2nd Edition, Vikas Publication.
6. Advanced cost Accounting by Saxena and Vasistha.
7. . Advanced Cost Accounting – Made Gowda,Himalaya Publication

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1		3			2	1	3	3	1	3	3
CO3			2	3	3		2	3	3		1	3
CO4		1		3		2	1	2	2	2	3	2
CO5		1		3		3	2	2	3	1	3	3
CO6				2		2	1	3	3	3	3	3

Learning Objective:

Student will understand roles and responsibilities of managers in firms alongside gaining insights to internal and external decisions to be made by them. And, analysis of demand and supply conditions followed by assessing position of firms and designing competition strategies involving cost, price, product differentiation and market environment can be learned.

Course Outcome:

CO1: Developing a concrete understanding of the appropriate applications of managerial economics

CO2: Students will be able to interpret regression analysis alongside discussion about why it is employed in decision-making

CO3: Students will be able to gain in-depth knowledge about demand, supply, profits and market equilibrium alongside demand estimation and forecasting

CO4: Students would have in-depth insights regarding different types of costs both in short-run and long-run and assessing different cost estimates

CO5: Students will be able to analyze different markets and pricing

CO6: Students will be able to build up rational decision-making skills and abilities within them for knowledge enhancement

Module 1: Introduction to Managerial Economics

Managerial Decision Making and Economic Theory, Goals of the firm: Measuring and Maximising Economic Profit, Economic Cost of Using Resources, Economic Profit versus Accounting Profit, Other Goals Forms of Business Organisation, Separation of Ownership and Control, Pricing decisions under Risk and Uncertainty, The Principal-Agent Problem, Asymmetric Information, Moral Hazard and Adverse Selection.

Module 2: Demand Analysis

(A) Demand Functions - Law of Demand, Explaining the law of demand, Violations of the Law of Demand, Shifts in Demand; Elasticity of Demand: Price Elasticity, Factors affecting price elasticity, Price elasticity and Change in Total Revenue, AR, MR and Price elasticity, Range of Values of Price Elasticity; Income Elasticity,

Inferior, Superior and Normal goods, Income Elasticity and Share in Total Expenditure; Cross Price Elasticity, Substitutes and Complements;

(B) Introduction to methods of demand estimation

(C) Indifference curves, budget line and consumer equilibrium, ICC, PCC

Module 3: Production and Cost Analysis

(A) Production Function, Short Run and Long Run, Production with One Variable Input, Total Product, Average and Marginal Products, Law of Variable proportions, Relationship between TP, AP and MP.

(B) Short Run Costs of Production, Fixed and Variable Costs, Short Run Total, Average and Marginal Cost and Relationship between them, Short Run Cost Curves, Relationship between AVC, MC, AP and MP; Long run cost curves, Relationship between LAC and SAC, Economies of Scale and Scope

(C) Production with Two Variable Inputs, Isoquants – Characteristics, Marginal Rate of Technical Substitution, Laws of Returns to Scale, Iso cost Curves, Finding the Optimal Combination of Inputs, Production of a given output at Minimum Cost, Production of Maximum Output with a given level of Cost, Expansion Path, Finding the Long Run Cost Schedules from the Production Function

(D) Law of supply, elasticity of supply, market equilibrium, changes in equilibrium.

Module4 : Managerial Decision Making under Alternative Market Structures

(A) Characteristics of Perfect Competition, Profit Maximisation in Competitive Markets, Output Decision in the Short Run, Shut Down Point, Short Run Supply for the Firm and Industry; Output Decision in the Long Run, Break Even Point, Long Run Supply for the Perfectly Competitive Industry, Profit Maximising Input Usage under Competitive Conditions;

(B) Profit Maximisation under Monopoly, Output and Pricing Decisions in the Short and Long Run,

(C) Short and long run equilibrium under monopolistic competition

(D) Interdependence of strategic decision making – oligopoly, Collusion – cartels, price leadership.

Module 5 : Pricing Decisions

Price Discrimination under Monopoly, Average Cost Pricing, Marginal cost pricing, Peak Load Pricing, Limit Pricing, Multiproduct Pricing, Transfer Pricing.

Module 6: Externalities and Market Failure

Understanding externalities and market failures, pricing under market failure

References:

- Damodaran, Suma – Managerial Economics – Oxford University Press
- Hirschey, Mark – Economics for Managers – Thomson South-Western
- Lipsey & Chrystal - Economics (Eleventh Edition) – Oxford University Press
Maddala & Miller - Micro Economics – Theory & Applications (International Edition)
– Tata McGraw Hill
- Maurice & Thomas – Managerial Economics – Tata McGraw Hill
- Peterson & Lewis – Managerial Economics – Prentice Hall of India Pvt. Ltd. / Pearson Education.
- Pindyck and Rubinfeld (Sixth Edition) - Micro Economics – Prentice Hall of India Pvt. Ltd. / Pearson Education
Salvatore, Dominick - Managerial Economics in a Global Economy – Oxford University Press -

- Salvatore, Dominick - Micro Economics – Theory & Applications (Fourth Indian Edition) – Oxford University Press
- Samuelson & Nordhaus – Economics (Sixteenth Edition)- Tata McGraw Hill
- Sen, Anindya - Micro Economics – Theory & Applications – Oxford University Press

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1				2	1		1		
CO2		3	3	3	2	2				1		2
CO3	3	2			1		2	1	1	2		
CO4	2	2	2	2		3	2	2			1	1
CO5	2	1	1				3	2	1	1	2	
CO6	2	1			2	1	1	2	2	1	1	

Syllabus for 3-YEAR B.B.A.

3rd Semester B.B.A.

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-301	Financial Accounting	3	0	0	3
BBA-302	Company Law and Corporate Governance	3	0	0	3
BBA-303	Production Management	3	0	0	3
BBA-304	Operation Research	3	0	0	3
BBA-305	Entrepreneurship Development	2	0	0	2
BBA-306	Organization Behaviour -II	3	1	0	4
BBA-307	Management Information System	2	0	1	3
BBA-308	Skill Development	1	0	0	1
Practical					
BBA-392	Communication Skill and Language Lab -II	0	0	1	1
Sessional					
CSL-391	Minor Project	0	2	0	2
Total Credits					25

FINANCIAL ACCOUNTING

BBA-301

Learning Objective:

- To develop understanding of accounting in business.
- To develop ability to analyze and interpret Financial Statements.
- To give an insight into the basics of Accounting Concepts and Principles to Prepare to Students to have the foot hold in Accounts

Course Outcome:

CO1: To learn preparation of financial statements analysis

CO2: To learn and implement the knowledge of depreciation & its effects on related Assets

CO3: To learn analyzing & interpreting the ratios & it simplifications in the financial report

CO4: To learn & implement the knowledge of inflow & outflow of cash in a business through operating, investing & financing activities

CO5: To enhance the knowledge about Partnership accounts & P/L Appropriation Account

CO6: To understand and identify the detailed adjustment entries while solving the final accounts

Module I

Introduction to Financial Accounting: Introduction, Meaning of Book Keeping, Accounting and Accountancy, Distinction between Book Keeping and Accounting, Accounting Process, Objectives of Accounting, Various users of Accounting Information, Limitations of Accounting, Accounting Terminologies.

Recording of Transactions: Introduction, Meaning of Assets, Liabilities, Equity, Accounting Equation and Effects of Financial Transaction on Accounting Equation, Classification of Accounts under Modern Approach Method, Double Entry System and Rules of Debit and Credit Entries

Module III

Bank Reconciliation Statement: Introduction, Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation

Bills of Exchange: Introduction, Bill of Exchange, Acceptance of a Bill, Due Date, Recording of Bill of Exchange in the books of Accounts

Partnership Accounts – Admission of a Partner: Introduction, Partnership - Meaning and Features, Partnership Deed and Contents, Admission of a Partner, Good will-Meaning, Accounting Treatment of Goodwill at the Time of Admission, Revaluation of Assets and Liabilities, Adjustments of Reserves and Accumulated Profits or Losses

Retirement and Death of a Partner: Introduction, Meaning of Retirement of Partner, Calculation of New Profit Sharing Ratio and Gaining Ratio, Adjustments with Regard to Goodwill, Revaluation of Assets and Liabilities, Settling the Claim of Retiring Partner, Death of Partner

Module IV

Revenue Recognition - Introduction -Definitions -Sale of Goods -Rendering of Services -The Use by Others of Enterprise Resources Yielding Interest-Royalties and Dividends -Effect of Uncertainties on Revenue Recognition -accounting standard

Provisions – Doubtful Debt – Bad Debt – Importance – Provisions – Reservations – Accounting Treatments

Module V

Introduction to Company Accounts: Introduction, Kinds of Companies, Formation of Companies, Share Capital, Issue of Shares, Under Subscription & Oversubscription, Issue of Shares at Premium & Discount, Buy back of Shares and Treasury Stock, Accounting Treatments and Ledger Preparation. Debentures and of Types of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures. Joint Stock Company.

Company Accounts: Introduction, Forfeiture of Shares, Reissue of Shares, Issue of Bonus Shares, Rights Issue, Share Split, Buy Back of Shares, Redemption of Preference Shares, Debentures

Module VI

Liabilities and Accounting for Liabilities: Explain known and unknown amounts; Identify contingent liabilities; Understand bond accounting; Distinguish debt from equity financing; Explain reporting and lease liabilities.

Readings:

- Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamentals, Sultan Chand Publication
- Monga, J.R., An Introduction to Financial Accounting, First Edition, Mayo Paperbooks, 2005

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1	3				3	1	3	3	1	3	3
CO3		3	3	3		2		3			1	3
CO4				3		2	1	2	2	2	3	2
CO5		1		2		2	3	2	3	1	3	3
CO6				2		2	1	3	3	3	3	3

COMPANY LAW AND CORPORATE GOVERNANCE

BBA-302

Learning Objective: The main objective of the subject is to make aware the student how to make a company, what are the formalities which are to be met and also understand the role of corporate governance on sustainability of the organization.

CO1: To understand about the formation of a company, capital formation and administrative powers

CO2: To have broad understanding of the nature of capital, position of the share and debenture holders in a cooperative settlement

CO3: To utilize the law of the lands skillfully for the benefit of the organization

CO4: To gain a sound knowledge of Shares, Debentures and other financial and administrative documents to analyze and communicate

CO5: To interpret the issues and emerging trends in managing the statutory requirements of Indian Companies Act 2013.

Module I

Definition and Nature of Company, Types of Companies, Formation of Companies, Liability of Promoters, Incorporation of Companies, Commencement of Business.

Module II

Memorandum of Association (MOA), Contents, Doctrine of Ultra-vires, Articles of Association (AOA), Doctrine of Indoor Management and exception to it.

Module III

Prospectus, Statement in lieu of Prospectus, Mis-statement and its remedies, Share Capital, Allotment of Shares- definition of Share, Share Warrant, Share Certificate, Difference between Share and Stock, Types of Shares, Voting Rights, Right Issues.

Module IV

Management of Company, Appointment of Directors, Legal Position, Duties, Liabilities and Powers, Company Meeting: Statutory, Annual General Meeting, Extraordinary Meeting; Meeting of BOD: Quorum, Kinds of Resolutions.

Module V

Modes of Winding-up, Rules regarding Issue of Debenture, Dividends and Issue of Bonus Shares, Buy-back of Shares. Provisions regarding Borrowing and Issue of Debentures, Dividend and Bonus Shares, Modes of Winding-up; Salient features of Indian Companies Act, 2013.

Module VI

Corporate Governance - Objectives, issues, features, Corporate Governance codes – Cadbury report, CII recommendations, Corporate Governance for public sector, Corporate Governance & Investment – ethical investing, Insider trading.

Readings:

1. Bare Acts- Govt. or Private publication
2. Company Law – Singh Avtar, 11th Ed., Eastern Book Co., Lukhnow
3. Mercantile Law – Shukla – 30th Ed. – S. Chand & Co.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1								
CO2	3	1	2			1	2	2			1	
CO3	2		2			2	1				1	
CO4		2	3						3		3	

CO5		3	1					1	1			3
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PRODUCTION MANAGEMENT

BBA-303

Learning Objective: Production planning and control entails the acquisition and allocation of limited resources to production activities so as to satisfy customer demand over a specified time horizon. Planning is a forward-looking process and it is about working out what action need to be taken now to satisfy requirements in the future.

Course Outcome:

CO1: Understand the systematic planning and control activities to achieve the highest efficiency in producing goods/services.

CO2: Explore the production facilities like men, machines, materials, methods etc., to achieve stated production objectives with respect to quantity, quality, time and cost

CO3: Evaluate & select arrange of planning and control methods and techniques that can be used to match supply and demand in a variety of contexts.

CO4: Critique an organization from production planning and control perspective

CO5: Work collaboratively and select, apply and critique appropriate theoretical concepts in relation to an organizational context.

Module 1:

- History and Overview of Production Management.
- Capacity Planning.
- Location Planning.
- Types of Production Processes.
- Layout Planning

Module 2:

- Productivity Management.
- Purchasing and Warehousing.
- Methods Study, Motion Study and Work Measurement.

Module 3:

- Job Evaluation
- Materials management.

Module 4:

- Total Quality Management
- Case Studies

Recommended Books:

Study Books:

- K.Ashwathappa, SreedharBhat, Production and Operations Management, HPH, 2012.
- Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press
- J.K, Sharma: Operations Research, Macmillian, 2013.

Reference Books:

- Ajay K Garg, Production and Operations Management, TMH, 2012
- B. Mahadevan, Operations Management: Theory and Practice, Second Edition, Pearson, 2010.
- Kenneth K. Boyer, RohitVerma, Operations Management: Cengage Learning, 2011.
- Prof. L.C. Jhamb: Production Operations Management, 18th edition, Everest Publishing House,
- Richard B. Chase, Ravi Shankar, Operations and Supply Management 12th Edition, TMH

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1		3				1				
CO2	3	1	1	2					1	1		
CO3	1	3	1	1			1	2		1	1	
CO4		3	1	2	3	2			1	1	2	
CO5	2	2	2			1		1	2		1	2

OPERATIONS RESEARCH

Learning Objective:

Purpose of this course is to develop models and then analyze the model using the techniques of Operations Research, Decision making under uncertainty and risk.

Course Outcome: After completion of this course students will be able to:

CO1: Recall the distinctive characteristics of different types of decision-making problem to formulate and solve in a real-world scenario.

CO2: Understand the theoretical workings of appropriate decision making approaches and to identify the optimal strategy in competitive world.

CO3: Apply the principles of different Methods/Model of Operations Research to solve practical problems.

CO4: Learn and utilize various transportation models and scientific tools for business Analysis.

CO5: Learn and practice mathematical models to allocation problems and analyze business scenarios.

CO6: Understand queuing and simulation models for analyzing business scenario.

UNIT -1. LINEAR PROGRAMMING

- a) Formulation of LP Models
- b) Graphical LP Solution
- c) Simplex Method
- d) Artificial Variables – Big M - Method and Two-phase Method
- e) Duality, Sensitivity Analysis, Shadow Price and their economic interpretation

UNIT -2. TRANSPORTATION, TRANSHIPMENT AND ASSIGNMENT MODELS

- a) Construction of Transportation, Trans-shipment and Assignment Models
- b) The Transportation Algorithm
- c) The Hungarian Method for the Assignment Problem
- d) The Trans-shipment problem

UNIT -3. GOAL PROGRAMMING

- a) Construction of Goal Programming Models
- b) Goal Programming Algorithms

UNIT -4. INTEGER LINEAR PROGRAMMING

- a) ILP Algorithms - Branch and Bound, Cutting Plane Algorithm

UNIT -5. DECISION ANALYSIS

- a) Decision Making under Certainty – Analytic Hierarchy Process
- b) Decision Making under Risk and Uncertainty

UNIT -6. QUEUEING MODELS

- a) M/M/1 Queues and applications
- b) M/M/c and M/M/c/k Queues and their applications

UNIT -7. SIMULATION MODELS

- a) Construction of Simulation Models
 - b) Generation of Random numbers from discrete distributions
- Application models to be discussed in detail

Suggested Readings

- Anderson, Sweeny and Williams - Quantitative Methods for Business (8th edition); Thomson learning
- Hillier, F.S. and Lieberman, G.J. : Operations Research (8 th edition), TMH
- Kasana, H.S. & Kumar, K.D. - Introductory Operations Research; Springer Render B, Stair R M Jr, Hanna M E : Quantitative Analysis for Management (9th edition); Pearson Education
- Ross, Sheldon – Simulation; Elsevier Taha, H.A. : Operations Research - An Introduction (8thedition), Prentice Hall/Pearson Education
- Vohra, N. D. Quantitative Techniques for Management (3rd edition), TMH
- Winston, Wayne L. – Operations Research: Applications and Algorithms (4th edition); Thomson Learning

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1									1
CO2	3	2	1									1
CO3	3	2	1									1
CO4	3	3	2	2	1							1

CO5	3	3	1	2	1							1
CO6	3	3	1	2	1							1

ENTREPRENEURSHIP DEVELOPMENT

BBA-305

Learning Objective: The purpose of the course is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities

Course Outcome:

CO1: Entrepreneurship: Meaning & concept; psychological & social factors; conditions needed for entrepreneurship; role of government; qualities of a prospective entrepreneur.

CO2: Entrepreneurial Motivation: McClelland's N-Ach theory; self-analysis, personal efficacy culture & values, risk-taking behavior, technology backup. Entrepreneurial Skills: Creativity, problem solving, decision making, communication, leadership quality.

CO3: Information Assistance from different organizations in setting up a new venture; technology parks; industrial corporations; directorate of industries/cottage and small scale industries, SISI, Khadi & Village Industries Commission, DGS & DNSIC, DGFT

CO4: How to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defense, P & T etc., SIDBI. Preparation of Project Report: Product/service selection; feasibility report preparation

CO5: Diagnostic case studies of successful/unsuccessful entrepreneurs; key variables explaining success/failures

Module -I

Entrepreneurship: Meaning & concept; psychological & social factors; conditions needed for entrepreneurship; role of government; qualities of a prospective entrepreneur.

Module -II

Entrepreneurial Motivation : McClelland's N-Ach theory; self – analysis, personal efficacy, culture & values, risk- taking behaviour, technology backup.

Entrepreneurial Skills: Creativity, problem solving, decision making, communication, leadership quality.

Module -III

Information : Assistance from different organizations in setting up a new venture; technology parks; industrial corporations; directorate of industries / cottage and small scale industries, SISI, Khadi& Village Industries Commission, DGS & DNSIC, DGFT

Module -IV

How to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.

Preparation of Project Report: Product/service selection; feasibility report preparation

Module -V

Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs; key variables explaining success/ failures

Suggested Readings

- Chandra, Prasanna – Projects (6th Edition); TMH
- Clements and Gido – Effective Project Management; Thomson Learning
- Clifford F. Gray and Erik W. Larson – Project Management (3rd edition); TMH
- Donald F. Kuratko and Richard M. Hodgetts – Entrepreneurship (7th edition); Thomson Learning

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3						3	3		1		3
CO2	3						2	2	3	3	3	3
CO3	2		2			2	1	3	3	3		3
CO4		2	3						3	3	3	3
CO5		3				3	2	3	3	3	2	3

ORGANIZATION BEHAVIOUR-II

BBA-306

Learning Objective: The objective of this course is to identify different behavioral features of the employees in corporate setup to manage them efficiently and to bring the best from them.

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Understand the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: Understand the ways to motivate people to work without stress and have maximum job satisfaction

CO4: Show learning and communication ability to manage the employees and solve any problems in the organization

CO5: Develop the ability to understand people in the long-run for a sustainable growth of the organization and also apply the learnings in all facets of life to maintain a good work-life balance

Module I

Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values;

Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Module II

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

Module III

Attitudes and values - Attitudes, Components of attitudes, Attitudes and behaviour, Attitudes and cognitive consistency, Job satisfaction as an attitude; development Values, Sources and types of values, Patterns and trends in values, Managing values and attitudes.

Module Iv

Organization Culture and Conflict Management: Organizational Culture Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

Module IV

Organizational Development - Goals of organisational development: Principles underlying organisational development, Ethical aspects of organisational development, The process of organisational development.

Readings

1. Organisation Behaviour, Luthans 8th Tata McGraw Hill
2. Organisation Behaviour, Robbins, 9th Pearson Education Asia
3. Principal of Organizational Behaviour 4th Ed. By R. Fincham –Oxford
4. 4. Prentice Hall India Organisational Behaviour: Human Behaviour at Work Newstrom & Davis, 10th, Tata Macgraw Hill.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	--	2	1	--	2	1	1	1
CO2	1	1	2	1	--	1	1	--	1	2	2	1
CO3	1	--	1	1	3	--	2	3	3	--	3	1
CO4	1	==	1	1	1	2	3	1	--	--	3	1
CO5	1	3	3	2	3	2	--	--	--	3	1	1

MANAGEMENT INFORMATION SYSTEM

BBA-307

Learning Objectives: The objective of the subject is to make students aware of the different information system that can be utilized for storage and transfer of information efficiently and quickly for the benefit of the business. It also makes the students aware what kinds of security system they should adopt to prevent data loss and fraud activities.

Course Outcome:

CO1: To integrate in to business situations and relevant to Management information systems

CO2: To analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.

CO3: To apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, and management of information systems.

CO4: To effectively communicate strategic alternatives to facilitate decision-making

CO5: To apply professional ethical codes of conduct as appropriate to industry and organizational environments.

Module I

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and their recent developments in the field of MIS.

Module II

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

Module III

Information and Managerial Effectiveness : Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

Module IV

Information Systems : Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.

Module V

Relation databases; Data Base Management Systems

(DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalisation process.

Implementation, Evaluation and Maintenance of System : Methods and steps in implementation of system; Approaches and process of evaluating MIS.

Module VI

Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures.

Suggested Readings

1. Arora & Bhatia: Management Information Systems, Excel Books
2. O'Brien James : Management Information Systems, Tata-McGraw Hill
3. Kumar, Muneesh : Business Information Systems, Vikas Publishing House

4. Rajaraman, V : Analysis and Design of Information Systems for Modern Management,
Prentice Hall

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	2								
CO2	3	2	3			1	2	1			1	
CO3		1	2	2				2		1	1	
CO4		2	1	1					3			
CO5		2	2	1					1			

Syllabus for 3-YEAR B.B.A.

4thSemester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-401	Financial Management	3	1	0	4
BBA-402	Retail Management	2	1	0	3
BBA-403	Statistical Methods for Management Decision Making	2	1	0	3
BBA-404	Industrial Relations and Labor Welfare	2	1	0	3
BBA-405	Small Business Management	2	1	0	3
BBA-406	International Trade and Commerce	2	1	0	3
BBA-407	E-Commerce and Web Technology	2	1	0	3
BBA-408	Presentation	1	0	0	1

Practical					
BBA-491	Web Technology and Business Application Lab	0	0	2	2
BBA-492	Evaluation of Summer Internship/ Project	0	0	2	2

FINANCIAL MANAGEMENT

BBA-401

Learning Objective:

In this course, the students will learn about the basics, techniques to analyze and evaluate the various disciplines of Financial Management, to apply the decisions in different areas of business Enterprises related to the financing decisions.

Course Outcome:

CO1: To learn the various nature of Financial Management and related disciplines.

CO2: To know the details about Capital Budgeting, Investment Decision and evaluation of PBP, NPV, IRR, PI etc.

CO3: To have a better understanding of the Cost of Capital and Learning the approaches for Calculating different related aspects.

CO4: To learn the techniques of Calculating Leverages.

CO5: To understand the applications of Dividend and related models of Dividend policies.

CO6: To know the basics of Working Capital

CO1	1	3				3		3	3	2		3
CO2		3	3			3		3		3	3	3
CO3	2	3	3			3		3	3			3
CO4	2	3	3	2		2		2	2			3
CO5	1	3	3	2		3		2	2	2	2	3
CO6	1			2		3	1	3	3	3	3	3

RETAIL MANAGEMENT

BBA-402

Learning Objective:

The purpose of this course is to introduce the student to the world of retailing from a managerial viewpoint. Consequently, they will study the elements that comprise the retail mix, including types of retailers, multichannel retailing

Course Outcomes:

CO1: To describe basic concepts in retail management.

CO2: To describe the strategies existing in the retail management.

CO3: To discuss about the different opportunities available in selecting retail allocation.

CO4: To discuss about the different store layouts & designs existing in the retail management

CO5: To explain the various pricing approaches available in the retail marketing

1) **Marketing Channels:** Definition & Importance, Functions of Marketing

Channels – Intensive, Selective & Exclusive distribution strategies,

Decisions in Channel Management

2) **Wholesaling:** Concept, Importance, Functions –Wholesaler Marketing

Decisions – Trends in Wholesaling

3) **Retailing:** Concept, Importance, Functions - Indian Vs. Global Scenario

4) **Retail formats:** Store & Non Store Retailing --Franchising-Unconventional channels

5) **Retail Location:** Factors affecting location decision – Site Selection –Location based retail Strategies

6) **Store Design:** Interiors and Exteriors - Store layout – Types of layouts –Factors affecting store layout – Store image mix – Store Façade – The Internet Store.

7) **Store Administration:** Floor space management–Managing store inventories and display

8) **Retail Communication Mix:** Planning retail communication - Managing in-store promotions and events

9) **Integrated Marketing Channels:** Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

Books:

1) Retailing Management – SwapnaPradhan

3) Retail Management – Gibson Vedamani

3) Channel Management & Retail Management – MeenalDhotre

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3					1			2	1	2	3
CO2	2	1		2					2		3	2
CO3	2	1		3					2		3	2
CO4	2	1		3					3		3	2
CO5	3	1		2					2	1	3	2

STATISTICAL METHODS FOR MANAGEMENT DECISION MAKING

BBA-403

Learning Objective:

The objective of the course is to introduce the fundamental concepts and results in probability and statistics and to develop the student's ability to deal with probabilistic and Statistical applications in real life problem.

Course Outcome: After completion of this course the students will be able to:

CO1: Recall the distinctive characteristics of probability distribution and index numbers

CO2: Evaluate the various statistical techniques to solve statistical problems

CO3: Analyze statistical techniques in solving business management problems.

CO4: Interpret complex statistical findings using the understanding of inferential statistics.

CO5: Discuss critically the uses and limitations of statistical analysis

Module 1: Introduction

Statistics – Definition, Importance and Scope in Managerial Decision Making , Collection of Data - Primary Data and Secondary Data, Presentation of Data - Classification and Tabulation of Data, Pie Diagrams, Histograms, Frequency Polygons, Ogives, Application of Diagrams and Graphs.

Module 2: Measures of Central Tendency

Arithmetic Mean, Geometric Mean and Harmonic Mean, Median and Mode, Quartiles and Percentiles.

Measures of Variation, Concepts, Range, Mean Deviation, Standard Deviation, Coefficient of Variation.

Module 3: Correlation and Regression

Concepts, Scatter Diagram, Coefficient of Correlation - Karl Pearson's and Spearman's Rank Correlation, Regression Analysis - Regression Lines and Regression Coefficient.

Business Forecasting, Methods of Forecasting, Time Series Analysis: Components of Time Series,

Module 4: Index Numbers

Concepts and Applications, Unweighted Index Numbers, Weighted Index Numbers, Consumer

Price Index Numbers.

Module 5: Probability

Concepts, Addition Law, Multiplication Law, Conditional Probability and Bayes' Theorem, Normal Distribution.

Estimation of Parameters, Point and Interval Estimation, Confidence Limits for Population Mean, Proportion, Difference of Means and Proportions.

Module 6: Sampling and Sampling Distribution

Concepts, Random Sampling and Non Random Sampling, Sampling Distribution – Central Limit Theorem, Sampling Distribution of the Mean, Proportions, Difference of Means and Proportions.

Module 7: Test of Hypothesis

Type I and Type II Errors, One Tailed and Two Tailed Test, Chi Square Test, Analysis of Variances - ANOVA tables, One-Way Classification, Statistical Quality Control Charts
Minimum 5 cases to be discussed

Module 8:

Chi-square test, F-Test, T-test

Suggested Readings

1. Business Statistics, J.K. Sharma, Pearsons Education.
2. Statistics for Management, Richard I. Levin & Rubin, Pearson Education
3. Quantitative Analysis for Management , Render and Stair, TMH
4. Quantitative Business Analysis - Text & Cases, Samuel Bodiley
5. Quantitative Methods in Business, Anderson , Thomson Learning.
6. Business Statistics, S.P. Gupta & M.P. Gupta, Sultan Chand and Sons.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1		1							1
CO2	3	2	1		3							1

CO3	3	2	1	1	3							1
CO4	3	1	1	2	2							1
CO5	3	2	1		3							1

INTERNATIONAL TRADE AND COMMERCE

BBA-404

Learning Objective:

Learning the importance and procedural & documentation aspects of export-import of goods and services; impart knowledge of governments, departments, international institutions involved ; teach an Export Manager to develop a systematic methodology to handle exports ; understand the relevance and importance of various government policy measures for export as well as import.

Course outcome: After completion of this course students will be able to:

CO1: Have a thorough understanding of International trade practices and documentation

CO2: Have a detailed understanding of the procedures pertaining to export and import

CO3: Understand the statutory documentation practices essential for an exports manager

CO4: Have an understanding of various Government policy measures for export and import duties

CO5: To enable students be aware of managerial responsibilities pertaining to the effective management of export and import activities

Module 1

International Business Environment – Globalization – Forces, Meaning, dimensions and stages in Globalization – Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler – Trading Environment of International Trade – Tariff and Non-tariff Barriers – Trade Blocks – Rise of new economies like Japan, South East Asia and China as compared to India.

Module II

Country Risk Analysis – Political, Social and Economic – Cultural and Ethical practices – Halsteade model - Responsibilities of International Business

Managing Multinational Enterprises – Problems and Potential – Multinational Service Organizations – Indian companies becoming Multinationals – Potential,Need and Problems

Module III

Introduction to International Financial Management – Balance of Trade and Balance of Payment – International Monetary Fund, Asian Development Bank and World Bank – Financial Markets and Instruments – Introduction to Export and Import Finance – Methods of payment in International Trade – Introduction to current EXIM policy.

Module IV

Bilateral and Multilateral Trade Laws – General Agreement on Trade and Tariffs, (GATT), World Trade Organization – IPR, TRIPS, TRIMS, GATS – Ministerial Conferences.

International Marketing – Entry strategies – Market selection – Barriers
Perspectives- International monetary systems and financial markets, IMF, World Bank IBRD, IFC, IDA, existing international arrangements; Globalization and foreign, investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

Module V

Global sourcing and its impact on Indian Industry – Globalization and internal reform process – India’s competitive advantage in industries like IT, Textiles, Gems & Jewellery etc. – Potential and threats

Books Recommended:-

1. International Business Environment – Sundaram and Black
2. International Business Environment – Bhalla and Raju
3. International Business – Francis Cherulinam
4. International Business – Rao and Rangachari
5. Export Management – Rathod

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2			2							1	
CO2	2		1	1		1		2				2
CO3	2	1	1	3		1		2		2	1	
CO4	2	2	2	2		1	1	1		2		2
CO5	2	1	1	1		1	2	1		2	1	2

SMALL BUSINESS MANAGEMENT

BBA-405

Module-1

Concept of a small Business, Getting Started, Franchises & Buyouts, The Family Business

The Marketing Plan, Organization, Legal, Strategic Alliances, Location Plan, The Financial Plan, Sources of Financing, Harvest Plan or Exit Strategy

Module- 2

Building Customer Relationships, Product & Supply Chain Management, Pricing & Credit, Decisions, Promotional Planning, Global Marketing

Module- 3

Professional Management, Managing Human Resources, Managing Operations, Managing Risk,

Managing the Firm's Assets, Evaluating Financial Performance

Module- 4

Role of Support Institutions and Management of Small Business :Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD;

State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing;

Module- 5

Small industry setup: Types of organization-sole proprietorship, partnership, joint stock company, cooperative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities.

Books:

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	3		2	1	1	2			1
CO2	2		1			1					1	1
CO3	1	1	1	2	1		2	1				1
CO4	2	1	1		2	1	1	2				1
CO5	1	1	3	2	1	2	1	1		3	1	1

INDUSTRIAL RELATIONS AND LABOUR WELFARE

BBA-406

Learning Objective:

The purpose of the course is to enable students to grasp and apply the principles of IR and develop an awareness of the significance of industrial peace, to provide a conceptual basis of Industrial Relations, to give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.

Course Outcome:

CO1: To help students to develop acquaintance with industrial relations framework in our country

CO2: To understand the importance of the maintenance of industrial peace and efforts to reduce the incidence of strike and lockout. Understand the concept of WPM and employee engagement in India

CO3: To understand the Health, safety and welfare facilities, Social security measures in Industry

CO4: Learn underlying the disciplinary enquiry for misconduct are to understood in view of acquaint misconduct and procedure to be followed before imposing punishment for misconduct alleged and established

CO5: Meaning purpose & principle of wage & salary administration, Methods of wage payment

Module I

Introduction to Industrial Relations: Meaning, definition, importance, scope of Industrial Relations and factors in Industrial Relations.

Approaches towards the study of Industrial Relations (Psychological Approach , Sociological Approach, Socio- Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach)

Evolution of Industrial Relations & Trade Unions: concept, functions, TU Movement in India

Module II

Industrial Disputes, Collective Bargaining & Workers Participation in Management: Meaning, definition & Causes of Industrial Disputes; Model Grievance Procedure; Types of

Conflict Resolution: Negotiation, Investigation, Mediation, Conciliation, arbitration & Adjudication. Works Committee, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal & National Tribunal. Collective Bargaining – Meaning, Characteristics, Importance, Process, Pre-requisites and Types. Employee Engagement: Concept, Importance & Employee Engagement in India. Workers Participation in Management(WPM): Meaning, Pre-Requisites, Advantages & Disadvantages, Levels and Types of Labor Laws.

Module III

The Industrial Disputes Act,1946 & The Factories ACT 1948: The Industrial Disputes Act,1946 - Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off ,retrenchment, closure and dismissal, Grievance Redressal Machinery, Penalties.

The Factories Act, 1948 - Definitions, Authorities, Provisions regarding Safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave with Wages, Provisions, regarding Working hours of adults, Penalties.

Module IV

The Payment of Wages Act, 1936 - Definitions, Provisions, Penalties.

The Minimum Wages Act ,1948 - Definitions, Provisions, Penalties.

Module V

Trade Union Laws: The Trade Union Act 1926: Definitions, authorities and all provisions. Maharashtra Recognition of Trade Union and Prevention of Unfair Labour practices Act, 1971: Definition, authorities and all provisions under the Act

Readings

1. Dynamics of IR – Mamoria,Mamoria and Gankar
2. Industrial Relations –ArunMonappa
3. 4. Industrial & Labour Laws -S.P.Jain

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3					1	3	1	1	1		
CO2	3	3	3	3		2	2	2	2	2	3	
CO3	2	3	1	3		2	1	3	3	3		

CO4	2	3	1	2		3		2	2	3	3	
CO5	2	2	3	2		3	2	2	3	2	2	

E-BUSINESS

BBA-407

Learning Objectives: This course is intended to impart knowledge about basic concepts, significance, categories and implementation of e-business. It will help the students, as future managers, to critically assess the impact of web based information systems on the business.

Course Outcome:

CO1: Understand the nature of Web Technology

CO2: Explore the business potential of Web Technology

CO3: Plan and executing the web based business application

CO4: Acquire Knowledge about the Information and Web Security to apply in solving different managerial problems and communication with different internal and external customers

CO5: Utilize Knowledge about the functioning of online payment systems, online marketing, analytics and many more in the competitive environment.

Module I- Introduction to e-business:

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic

Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide

Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce,

Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data

Interchange, Components of Electronic Data Interchange, Electronic Data Interchange

Communication Process.

Module II- Security Threats to e-business

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key

CO4		1	2	2								
CO5		2	2	2								

Syllabus for 3-YEAR B.B.A.

5th Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-501	Corporate Taxation	2	1	0	3
BBA-502	Strategic Management	3	1	0	4
BBA-503	Business Research Methodology	2	1	0	3
BBA-504	Customer Relationship Management	3	1	0	4
BBA-505	Elective -1	3	0	0	3
BBA-506	Elective -2	3	0	0	3
BBA-507	Skill Development	1	0	0	1
Practical					
BBA-591	Pilot Project	0	0	4	4
Total Credits					25

CORPORATE TAXATION

BBA-501

Learning Objective:

In this course, the students will learn about the basics of both the Direct Tax and Indirect Tax i.e. Income Tax in India as per Income Tax Act 1961 as well an overview of Goods and Services Tax (GST). Gain knowledge about the computation of Income Tax under different heads of Income known as Direct Tax.

Course Outcome:

CO1: To understand the meaning of Concepts and definitions of Income Tax Act, 1961.

CO2: To learn the techniques of computation of Taxable Income under different heads of Income.

CO3: To know the applicability of deductions from Income (TDS).

CO4: To compute the Tax Liability of different 'Person'.

CO5: To learn the techniques for submission of IT Returns, Advance Payments of Taxes, Refund of Income Tax etc.

Module I

Income Tax Act -1961(Meaning, Concepts and Definations) ; History of Income Tax in India, Fundamental concepts and definitions under Income of Tax Act 1961. canons of Taxation,; objective of Income Tax; Taxation structure in India; Concept and definitions- Income Person,Assessee; Assessment year, Previous year, Residential Status; of an Assessee.

Module II

Computation of Taxable Income under the different heads of Income: a) Income From Salary : Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and Problems) b) Income from House Property : Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems). c) Profits and Gains of Business and Profession : Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions. d) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.

Module III

Computation of Total Taxable Income of an Individual: Meaning and concept, Gross Total Income -deduction u/s-80 and Tax Liability for respective Assessment year.

Module IV

Tax deducted at source, Return of Income, Advance payment of Tax, methods of payment of Tax, forms of Returns, Refund of Tax.

Module V

Assessment of various Entities: Assessment of firms and their partners; Assessment of co-operative societies; Assessment of charitable trust.

Readings:

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.GirishAhujaandDr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Hand Book of Income Tax Law.-- T. N. Manoharam.
5. Direct Tax—B.B. Lal and N. Vashisht.
6. Students guide to Income Tax.--Dr.VinodSinghnia./ Dr. Monica Singhnia.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1						3	1		3	2		3
CO2		3	3	3		3	1	3	3	3	3	3
CO3				3	3	3		3	3	1		3
CO4				3		2		2	2	3	2	3

CO5		3		2		2	2	2	3	1	2	3
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STRATEGIC MANAGEMENT

BBA-502

Learning Objective:

Strategic Management induces strategic thinking. The course provides the student the foundation in strategic management and helps to integrate the different aspects of the functions of a business organization

Course Outcome:

CO1: Understand the basic concepts of strategic management of a business organization.

CO2: Understand and apply the different frameworks needed for strategic analysis and strategy formulation

CO3: Understand strategic implementation and able to relate with strategic analysis and formulation

CO4: Understand the essence of evaluation, monitoring and control of business strategy

CO5: Understand and analyze cases studies relating to strategic management.

I . Introduction to Business Policy & Strategic Management:

- Definition, Concept, Objective and Significance
- The levels at which strategy operates
- Characteristic of Strategic Management
- An Overview: Strategic Management Process
- Concept of Strategic Decision Making

II Strategy Formulation:

- Understanding Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives
- Concepts of Strategic Stretch, Leverage & Fit
- Environment Appraisal: Concept & Environmental Sector; PEST Analysis
- Organizational Appraisal: Concepts & Capability Factors ; Porter's Value Chain Model
- Framework for developing Strategic Advantage
- SWOT Analysis as a Tool for assessing Organizational Capabilities and Environment Opportunities

- Type of Strategies: Corporate Level (Concept of Grand Strategies) , Business Level and Functional Level.

- Guidelines for Crafting Successful Business Strategies

III Strategy Analysis and Choice:

- Corporate Level Strategy Analysis: BCG Matrix & GE 9 cell Matrix,

- Business Level Strategy Analysis: Life Cycle Analysis,

Porter's Five Forces of Industry Analysis

- Concept of Strategic Decision Making.

- Subjective Factors in Strategic Choice and Process of Strategic Choice

IV Strategy Implementation:

- Interrelation Between Strategy Formulation and Implementation

- Aspects of Strategy Implementation

- An overview of Project, Procedural Implementation, Resource Allocation

- Structural Implementation: An overview of: Structural Consideration, Structure for Strategies.

- Behavioral Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics.

- Functional /Operational Implementation: An overview of: Functional Strategies. V

Strategy Evaluation and Control :

- An Overview of Strategic Evaluation and Control

- Strategic Control and Operational Control

- Techniques for Strategic Evaluation and Control

- Role of Organizational Systems in Evaluation

- Mc Kinsey's 7s Framework.

Cases in Strategic Management:

- Minimum five cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in Question Paper

Books Recommended

1. Business Policy & Strategic Management – AzharKazmi

2. Strategic Management, 12th Ed. – Concepts and Cases – Arthur A. Thompson Jr. and A.J. Strickland

3. Management Policy and Strategic Management (Concepts, Skills and Practices) – R.M. Shrivastava

4. Business Policy and Strategic Management – P. Subba Rao

5. Strategic Planning Formulation of Corporate Strategy - Ramaswamy Suggested

Readings

1. Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, PrashantSalwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia
2. Strategic Management and Competitive Advantage-Concepts- Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi
3. Globalization, Liberalization and Strategic Management - V. P. Michael
4. Business Policy and Strategic Management – SukulLomash and P.K Mishra, Vikas Publishing House Pvt Ltd, New Delhi
5. Strategic Management – Fred R. David, Published by Prentice Hall International

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2				2	2	2				2
CO2	3	3	3	2	2							
CO3	3	2	2					2				
CO4	3	2	2									
CO5	3							2	3	3	3	3

BUSINESS RESEARCH METHODOLOGY

BBA-503

Learning Objective:

The primary objective of this course is to develop a research orientation among the Scholars and to acquaint them with fundamentals of research methods. Specifically, the Course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

Course Outcomes

CO1: To familiarize with basic concept of research and its process

CO2: To classify data and use different sampling techniques

CO3: To enable in conducting research work and formulating proposals and reports

CO4: To use multivariate techniques and analyze dependence and independence of samples.

CO5: To understand feasibility and practicability research methodology for analysis of the Economy and Industry

1. Commercial and business research: aims, objectives, Importance – Research methodology, Research Plan or design-steps to be followed.

2. Research Process

a. Collecting data :

b. Secondary data :

Sources of collecting secondary data : Demographic information – money, Banking-company Information - Labour market- Capital Market – Tax Information – information on the Economy, International business – Government Information – Syndicated Commercial and other non –Government sources of Information.

3. Research Process

a. Primary Data:

b. Methods of collecting primary data / tools for collecting primary data.

Questionnaire method : Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantages ; Interview Method : structured and unstructured; Observation Method; Group discussion Method.

4: Data processing and analysis:

Editing, Codification, Classification, Tabulation, Scaling & Measurement; Hypothesis & its testing.

5: Writing skills for Business Research:

Project report: selecting and defining Topic, Project – Terms of reference, Subject matter, Style, Structure; Research Paper; Communication research orally – power point presentation. Use of Computers in research: data collection and analysis.

Suggested Readings:

- Green, Donald & Tull, Research for Marketing decisions, Prentice Hall of India
- CR Kothari, Research Methodology, NewAge International

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2				1		3	3		
CO2	3	3	2		2				1			1
CO3	1	3	3	2	2				1		2	2
CO4	2	3	2	1					1		1	1
CO5	2	3	1	1					2	1	3	1

CUSTOMER RELATIONSHIP MANAGEMENT

BBA-504

Learning outcome:-The course is designed to make the students aware about the different types of agencies which act as middlemen or facilitator in the business.

Course Outcome:

CO1: Thorough knowledge of customer care and client servicing.

CO2: Understanding marketing plan and objectives to satisfy customer needs.

CO3: Understanding customer/client's evaluation.

CO4: Knowledge of the CRM and digital advertising.

CO5: Implementation of CRM.

A Customer Centered/Focused Organization

How important is good customer service really? The evolution of Customer Service, TQM, Perceptions, The 'Hot Button' of the '90s

Taking an honest look at your own customer service

Your current customer service profile, Self-evaluation – honestly! How does your company rate? Protocols, How do you & your company deal with Feelings?

Your company's Customer Service focus

In-focused, Customer-Focused, The 3 Basic Elements of Excellent Service, Are you friendly to customers? Customer Friendly Reflections, Expanding your

understand of your Company's Definition of Service

Developing a Winning Customer Service Strategy

What are your current Customer Service Strategies? Key Strategies , Top Down Approach, Actually using the Feedback you ask for, Know thyself & it shall be true! The creation of client centric practices, The sheer economic necessity of Top Customer Service

The —Plus'sll of exceptional Customer Service

Critical success factors , Consistency, Criteria, Recognizing Excellence/Reward & Recognition Factors, Awareness, Education

The WOW Customer Service Training & Service Excellence

The wisdom of choosing appropriate training, Brainstorming & Problem Solving Customer Service Enhancers, TIPS - The Coaching Approach, The Listen & Learn Approach

Which is the way to go: Surveys/Questionnaires, Interviews or Focus groups?

Surveys, Questionnaires, Interviews, Focus Groups, Who should conduct or run them? Which one should you use? HOW TO prepare a Top Customer Service Survey

Acquiring Customers & Keeping Them

Put yourself in the customers shoes, What does my customer actually want? Standards – making, measuring & managing, What you can measure you can manage, Reinventing your processes to suit the customer, Quality Groups What NOT to Do if you want to keep your customers

Those _Extras' & Miscellaneous Factors

Body Language, It's How You Say It that really counts, Your computer isn't always your best friend, The differences between data and information, The 2 -E'sll – Ethics & Espionage

MARKETING ELECTIVES

SALES AND DISTRIBUTION

BBA- 505

Learning Objective:

The students will understand the importance of the sales concept and the process of carrying out sales. The sales force management will be identified and the different channel of distribution through which sales is carried out.

Course Outcome:

CO1: To understand the basic concepts of sales management and the methods of selling

CO2: To understand the process of organizing the sales force management

CO3: To understand process of training the sales force and developing them

CO4: To understand the concept marketing channels and the different ways the channels are used by the sales force

CO5: To identify the different channels of distribution and management and understand the logistics process

1. Introduction to Sales Management: Evolution of sales department, Nature & scope of personal selling & sales management, Roles and functions of a sales manager.

2. Personal Selling: Types of selling situations, Buyer-seller dyad, Theories of selling, Personal selling process (pre-approach, approach, presentation, handling objections, closing a sale, (follow-up)

3. Planning and Organizing Sales Force Efforts: Strategic planning and sales organization, Sales department relations, Distribution network relations, Sales forecasting, Sales budget, Sales objectives, Sales territories and quotas

4. Sales Force Management: Different personnel functions of a sales manager, Quantitative and

CO1	2	2	2	3		2	1	1	2			1
CO2	2		1			1					2	1
CO3	1	1	1	2	1		2	3				1
CO4	2	2	1		1	2	3	2				1
CO5	1	1	3	2	1	2	3	1		3	1	1

MARKET RESEARCH

Learning Objective:

Students will be able to understand the difference between sales and marketing and how the process works. They will be able to understand the development of marketing strategies and the process of carrying it out.

Course Outcome:

CO1: Understand the basic concepts of marketing research and its theories

CO2: To identify processes and applications of marketing research

CO3: To understand the methods of data collection, sampling during market research

CO4: To understand the process of conducting market research

CO5: To develop market research reports

Unit -1

- Introduction: A Decision Making Perspective of Marketing Research
- An Overview of the Marketing Research
- Problem Identification
- Methodology

Unit -2

- Qualitative Research
- Factor Analysis
- Multi-Dimensional Scaling
- Pre-processor to MDS

Unit -3

- Conjoint Analysis
- Discriminant Analysis
- Cluster Analysis
- Segmenting and Positioning

Unit -4

- New Product Development
- Pricing Research
- Media Research
- Strategy Formulation

Unit -5

- Brand Value
- Selling the Idea of MR

Readings :

1. Aaker; Marketing Research, John Willey & Sons, 2001.
2. Tull& Hawkins; Marketing Research

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2		2	1	1	2	1	1	1
CO2	2		1			1			1	2	2	1
CO3	1	3			3		2	3	3		2	1
CO4	3	2			1	2					3	1
CO5	1	3	3	2	3	2		1		3	1	1

FINANCE ELECTIVES

INTERNATIONAL FINANCE

Learning Objective:

To make the students aware of the International Financial Management

Course Outcome:

CO1: To enlighten the students with the knowledge of Finance Globally

CO2: To learn and implement the knowledge of International Trade Theories

CO3: To understand about risk and return of different investments in foreign exchange market.

CO4: To understand the concept of Hedging

CO5: To enhance the knowledge about foreign exchange transactions

Module I

Financial Management in a Global Perspective: Increasing Interdependence in the Global Economy , Trends in International Trade and Cross Border Financial Flows India in the Global Economy Recent ; Developments in Global Financial Markets Liberalization Integration and Innovation Challenges of International Financial Management Gains from International Trade and Investment.

International Monetary System and Financial Markets An Overview: Balance of Payments International Monetary System An Overview of International Financial Markets Exchange Rate Determination and Forecasting.

Module II

International Trade Theories: Theory of Absolute Advantage Theory of Comparative Advantage HeckscherOhlin Model ImitationGap Theory International Product Life Cycle Theory.

Trading Blocks: Formation of Trading Blocks Conditions for Success OPEC Its objectives Functions European Community (EC) Functioning of EC India and EC The North America Free Trade Agreement (NAFTA) Its objectives UNCTAD Its functions.

Module III

The Foreign Exchange Market: Structure and the Participants Types of Transactions Mechanics of Currency Dealing Exchange Rate Quotations Arbitrage Forward Rates Evolution of Exchange

Control and the Foreign Exchange Market in India Exchange Rate Computations.

The Links between the Forex Market and the Money Market: Covered Interest Arbitrage
Covered

Interest Parity Theorem Swap Margins and Interest Rate Differentials Option Forwards
Cancellation of Forward Contracts Forwardforward Swaps Short Dated and Broken Date
Contracts.

Module IV

Managing Transactions Exposure: The Hedging Decision Automatic vs Discretionary
Hedging Cost of Forward Hedge Choice of Currency of Invoicing Internal Hedging
Strategies : Leads Lags Netting Offsetting External Hedging : Forwards Money
Market Hedge Hedging Contingent Exposures an Exposures with Uncertain Timing.

Operating Exposure: Operating Exposure Purchasing Power Parity and Real Exchange
Rates

Determinants of Operating Exposure Operating Exposure for Exporters and Importers
Assessing and Coping with Operating Exposure.

Module V

International Equity Investment: Comparing Domestic Versus Foreign Equity Investment
Gains from Crossborder Diversification International CAPM The Depository Receipts
Mechanism.

International Accounting & Taxation: Accounting for Forex Transactions & Derivatives
Transfer

Pricing Consolidation ofMNC's Accounts – International Taxation.

Uniform Customs and Practice for Documentary Credits 1993 Revision Rules:
Introduction to

International Chamber of Commerce Introduction to UCPDC Description of Articles
 Applications of Articles.

Readings:

International Financial Management Apte, P G. ICAI
 International Financial Management Shapiro, Alan C. PrenticeHall, India
 International Finance, 5 th e Levi, Maurice D. Routledge 2009
 International Finance – Theory & Practice Avadhani, V A. Himalaya Publishing
 International Financial Management Charley N Henning, WillanPigott, Robert Haney

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1		3			3	1	3	3	1	3	3
CO3	1	2	3	3	3		2		3	1	1	3
CO4		2	2	3		2	1	2	2	2	3	2
CO5		1		2		2	3	2	3	1	3	3

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Learning Objective: This course aims at providing a clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges

Course Outcome:

CO1: To enlighten the students with the knowledge and understanding on security analysis & portfolio management

CO2: To learn and implement the knowledge of Efficient Market Hypothesis, Random Walk Theory and Portfolio Theories

CO3: To understand about risk and return of different investments and implement the same while managing the portfolio

CO4: To understand the investment decisions and portfolio performance

CO5: To enhance the knowledge about Options future & derivatives

Module I

Investment management: objective, investment opportunities, and philosophy of individual & institutional investors. Fundamental analysis: concept and significance of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries.

Module II

Company analysis: nature and style of management, key role of financial analysis, ratio analysis. 2. Technical analysis: different techniques of analysis, Dow Theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting. 3. Efficient market theory random walk: weak form, semi-strong, strong form of market. 4. Empirical tests. Comparison of random walk, technical & fundamental analysis.

Module III

Portfolio analysis selection: portfolio theory, return portfolio risk, efficient set of portfolios, optimum portfolio, capital asset pricing theory (CAPM), capital market line, security market line, corporate or folio management in India, portfolio revision techniques, constant value & constant ration plan, formula plan, dollar cost averaging.

Module IV

Options & futures: concept of derivatives, option trading, option contracts settlement, pricing of option futures, concept of futures, characteristics of future contract, its types, difference between future, options, forwards & badla contracts. 3. Introduction to Investments. 4. Portfolios of risky securities. 5. Efficient frontier. 6. Sharpe's Single index model: Capital assets pricing model.

Readings

1. Investment Analysis and Portfolio management – Prasanna Chandra – TMH - 2nd Edition,
2. 2. Investments – ZviBodie, & Mohanty – TMH – 6th Edition, 2005.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1		3			3	1	3	3	2	3	3
CO3	2		3	3	3		2		3		1	3
CO4		2		3		2	1	2	2	2	3	2
CO5		1		2		3	3	3	3	1	2	3

HUAMN RESOURCE MANAGEMENT ELECTIVES

TALENT MANAGEMENT

Learning Objectives: This course focuses on the attraction, acquisition, and retention of talent in organizations. In particular, the module will focus on the alignment of the talent management process with business strategy, with culture, and with people.

Course Outcome

CO1: To highlight the importance of talent while making decision for effectiveness

CO2: To identify the right source of talent in right time and application of that to solve and developmental issues of the organization

CO3: To handle existing and modern work conditions for development and analyze and implement changes when necessary

CO4: To assess the probability of talent acquisition, utilization and retention for a long term sustainable organization and judge the impact

CO5: To facilitate talent assessment and development

Module I: Macro Level manpower Planning and Labour market Analysis - Organisational Human Resource Planning -- Stock Taking -- Work Force Flow mapping -- Age and Grade Distribution mapping.

Module II: Models and Techniques of manpower demand and supply forecasting-- Behavioural Factors in HRD -- Wastage Analysis ñ Retention -- Redeployment and Exit Strategies.

Module III: Career Management, Career Planning and Career Development. **Module IV:** Performance Planning -- Potentials Appraisal -- HRD Climate.

Module V: Human Resource Information System -- Human Resource Accounting. Suggested

Readings:

1. Strategic HRM by Mabey and Salama
2. Development Human Resources by Mabey and Thompson
3. Human Resource Information System: Development and Application by Kavanagh M.J.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2			1				1		
CO2	2	2	2	2				2				
CO3		3		2		1					1	
CO4	2	1							1	1		
CO5		3	3						1	1		

TRAINING AND DEVELOPMENT

Learning Objectives: To demonstrate the need of training, design training, and assess the type of training needed for the particular audience. The objective is also to find out the return on the investment on training.

Course Outcome

CO1: Demonstrate their conceptual Skills in understanding benefits of training, training need assessment and compare training and development

CO2: Demonstrate conceptual Skills and application of designing training programme and apply the same to business situations.

CO3: Demonstrate their conceptual Skills in various training techniques and methods and to analyze target audience to identify typical style and needs

CO4: Demonstrate conceptual understanding of evaluation of training

CO5: Demonstrate the ability in applying the training and development concepts learnt to analyze a caselet

Module I:- Introduction To Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Concepts Of Education, Training And Development, Overview Of Training Functions, Types Of Training

Module II:- Process Of Training: Steps In Training, Identification Of Job Competencies, Criteria For Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Assessment Of Training Needs, Methods And Process Of Needs Assessment.

Module III :- Designing And Implementing A Training Program: Trainer Identification, Methods And Techniques Of Training, Designing A Training Module (Cross Cultural, Leadership, Training The Trainer, Change), Management Development Program, Budgeting Of Training.

Module IV :- Evaluation Of Training Program: Kirkpatrick Model Of Evaluation, CIO Model, Cost-Benefit Analysis, ROI Of Training.

Module V:- Learning: Principles Of Learning, Theories Of Learning, Reinforcement Theory, Social Learning Theory, Andragogy, Resistance To Training.

Module VI:- Technology In Training: CBT, Multimedia Training, E-Learning/Online Learning, Distance Learning.

Books Recommended:-

1. Employee Training And Development - Raymond Noe
2. Every Trainers Handbook- DevendraAgochia
3. 360 Degree Feedback, Competency Mapping And Assessment Centre- Radha Sharma
4. Training And Development- S.K. Bhatia
5. HRM-BiswajeetPattanayak

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	2		1				1		
CO2	3	2	2	1				2				1
CO3	2	3		2	1	1					1	
CO4	2	1	2						1	1		
CO5		2	3		1	1			1	1		1

6thSemester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-601	Management Accounting	2	1	0	3
BBA-602	Organization Development & Knowledge Management	2	1	0	3
BBA-603	Project Management	3	1	0	4
BBA-604	Consumer Analysis	3	1	0	4
BBA-605	Elective - 3	3	1	0	3
BBA-606	Elective- 4	3	0	0	3
BBA-607	Presentation	1	0	0	1
Practical					
BBB-691	Grand Viva	0	0	4	4
Total Credits					25

MANAGEMENT ACCOUNTING

BBA- 601

Learning Objective: To develop an understanding of accounting in respect to Management. The objective of this course is to expose the student to the applied aspect of accounting & decision making based on accounting information.

Course Outcome:

CO1: To enlighten the students thought and knowledge on management Accounting and its tools

CO2: To learn and implement the knowledge of budget & budgeting techniques

CO3: To learn analyzing & interpreting from the situation and make decision regarding make or buy, accept or reject etc.

CO4: To learn & apply the knowledge of marginal costing /cost volume & profit analysis

CO5: To enhance the knowledge about Cost Control measures

Module I

1. Background - Nature of Management Accounting

2. Financial Analysis - Cash Flow Statement (as per AS3), Financial Statements Analysis

Module II

3. Cost Accumulation - Fundamentals of Job-Order Batch & Process Costing, Variable Costing and Absorption (Full) Costing, Activity Based Costing System

4. Profit Planning - Cost -Volume-Profit Analysis, Budgeting and Profit Planning, Flexible Budgeting

Module III

5. Cost Control - Standard Costs and quality Costs, Cost Variance Analysis, Revenue and Profit Variance Analysis, Responsibility Accounting

6. Relevant Costing – Introduction – Relevant Costs and Revenues- Cost Concepts – Outsourcing Decision –Decision to accept or reject a special order – Decision to continue or abandon a project

Module IV

7. Total Cost Management – Introduction – TCM and Business competitive edge - TCM Principles and implementation

Books:

- Atkinson - Management accounting, Pearson Education
- Banerjee, Bhabatosh – Financial Policy and Management Accounting, PHI, 7th edition, 2008
- Bhattacharyya, Asish - Cost Accounting For Business Managers, Elsevier
- Drury - Management & Cost Accounting, Thomson Learning
- Horngren, Dattar, Foster - Introduction to Management

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3

CO2	1		3				1	3	3	1	3	3
CO3			2	3	3		2	3	3		1	3
CO4		1		3	2	2	1	3	2	3	3	2
CO5		1		3	2	3	2	2	3	1	3	3

ORGANIZATION DEVELOPMENT AND CHANGE MANAGEMENT

BBA- 602

Learning Objective: To understand the nature of the developmental process in organizations, comprehend the main derives and approaches of the change, realize and apply the stages of the organizational development process, equip students with knowledge and skills required for effective change and organizational development.

Course Outcome:

CO1: Apply of various organizational theories and change management theories and models in developing and designing the organization of future

CO2: Recognize the challenges and obstacles met in the application of any new strategy or system and propose a solution for final framing of a better organization

CO3: Describe the role of competitors, innovation, decision making process in building organizational culture and ethics and help in building a sustainable organization and help the society.

CO4: Implement various intervention techniques with the help of change agents in resolving issues of change smoothly

CO5: Design appropriate individual level, group level and strategic level solutions for future organization structure.

Module I:

The paradigm of learning organizations, lessons in learning and creativity, learning organizations - paradigm of strategy and management, life long creates trails of life long creators, model of life long creativity, mastering creative problems, solving, models of creative problems solving, model of creative intelligence, convergent thinking, acquiring a creative persona, techniques of creative problems solving and creativity.

Module II

Techniques of creative problem solving, Techniques of creativity, problem decomposition, information search, breaking stereotyped response, unblocking, mutual stimulation, imaging, fusioning, ideating, brainstorming, the when of creativity techniques - attributing changing

PROJECT MANAGEMENT

BBA- 603

Learning Objective:

After studying this course, learners should be able to develop plans with relevant people to achieve the project's goals, breakdown work into tasks and determine handover procedures. Also able to identify links and dependencies, and schedule to achieve deliverables. They should understand all estimates and costs of the human and physical resources required, and make plans to obtain the necessary resources to manage any project.

Course Outcome:

CO1: Apply the key concept for study and identify various types of project

CO2: Analyze and evaluation of single and multiple projects with respect to market and demand analysis, financial appraisal etc..

CO3: Creating a good project organization with the help of different project management skills,

CO4: Analyze time-cost trade-off and crashing point to control project cost.

CO5: Understand real life problems and conflicts with the help of resource scheduling, risk analysis and project audit.

Module I

- An Overview and Key Concepts of Project Management
- Project Feasibility Studies
- Project Identification

Module II

- Market and Demand Analysis
- Technical Analysis

Module III

- Project Cost Estimate
- Financial Appraisal of Single Projects
- Financial Appraisal of Multiple Projects

Module IV

- Human Aspects in Project Management
- Project Organization
- Project Leadership
- Motivation in Project Management
- Communication in the Project Environment

- Conflict in Project Management

Module V

- Project Scheduling with
- Time-Cost Trade-Off and Crashing of Projects
- Contract Management
- Project Cost Control

Module VI

- Resource Scheduling and Resource Levelling
- Risk Analysis in Project Management
- Project Audit and Project Termination
- Project Control
- Case Studies on Project Management

Readings

1. Project Planning Analysis, Selection, Implementation and Review: PrasannaChandra, TMH
2. Project Management and Control: Narendra Singh, Himalaya Publishing House
3. Prasanna Chandra, -Project Planning Analysis|| Tata Mcgraw Hill,1996.

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3					1	2			1		2
CO2		2	3								1	1
CO3	1	3		3	3							
CO4				2					2		3	
CO5		3	3		2		2			3		1

CONSUMER ANALYSIS

BBA- 604

Learning Objectives: To have a thorough understanding of the techniques and process of consumer analysis for effective marketing decisions

Course Objectives

CO1: To have an understanding of the concept of consumer behavior models

CO2: To learn the techniques for motivating consumers

CO3: To have an understanding of the relationship between consumer behavior and their personality.

CO4: To learn the concepts of consumer perception

CO5: To have an understanding of consumer attitudes

Module I

Introduction to Consumer Analysis, Models of Consumer Behaviour, Market segmentation; Bases for segmentation, Criteria for effective targeting of market segments, Implementing segmentation strategies

Module II

Need and Motivation; Dynamic nature of motivation, Types and systems of needs, Frustration, defense mechanism.

Module III

Personality and Consumer Behaviour; Theories of personality, Personality and understanding consumer diversity, Self and self-image.

Module IV

Perception; Dynamic of perception, Consumer imagery, Perceived risk.

Module V

Learning and Consumer Involvement; Behavioural learning theories, Cognitive learning theory, Brand loyalty.

Module VI

Attitude-Formation and Change; Attitude formation, Attitude change.

Readings:

1. Bannet, Peter D & Kassarijian, Harold, H.: Consumer Behaviour, Prentice Hall of India, New Delhi
2. Kanuk, Leslie & Schiffman, Leon: Consumer Behaviour, Prentice Hall, India 2011

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1		3				1	3	3	1	3	3
CO3			2	3	3		2	3	3		1	3
CO4		1		3	2	2	1				3	2
CO5		1		3					3	1	3	3

MARKETING ELECTIVES**BBA- 605****SERVICE MARKETING****Learning Objectives:**

- To introduce students to the unique features and characteristics of Services and the marketing challenges.
- Delivering service excellence at a profit.
- Understanding the expanded marketing mix. Practicing on the growth of service sector

Course Outcome:**CO1:** To understand the expanded marketing mix**CO2:** To practice on the growth of service sector.**CO3:** To acquaint about service characteristics.**CO4:** To describe organizations kinds providing services and customer perceptions.**Module 1: Introduction**

Services Defined; special characteristics of services: heterogeneity, inseparability, intangibility and perishability; attributes those differentiate services from manufactured goods.

Module 2: Service as a system

Service delivery system, service operation system; the drama of service delivery; the service

process; people processing, possession processing, information processing.

Module 3: Classification of Services

Classification on degree of tangibility in services, on recipient of services, on customization Vs. standardisation, on nature of relationship with customers, on the balance of demand and supply, on participation of people, possession and facilities, on place and time of delivery. Service Value Source and Competitive Advantage.

Module 4: Service quality dimensions

Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Understanding of Service Quality gap model, Introduction to service satisfaction measurement techniques – SERVQUAL

Module 5: Marketing Mix for Services

4 traditional P's, other special elements for Services marketing The Service Product- Process, Complexity & divergence, Process blueprinting; Differentiating services, Positioning and Repositioning through structural changes, The flower of service
Physical Evidence: Essential and peripheral, the servicescape, other tangibles; specific tactics for creating service atmosphere- sight appeals: size, shape, colour, location, architecture, sign, entrance lighting; sound appeals, scent appeal, touch appeal. People: People as a form of process of service, people as the service, as the marketers, as the brand and as the organisation; internal marketing; differing roles of people- Primary, facilitators and ancillary; Contactors, Modifiers, Influencers, Isolates, people as boundary spanners and thus having emotional labour due to role conflict. Pricing strategies for services: Cost as tripod, costs customers incur for a service- money, time, physical efforts, sensory costs and psychic costs. Pricing bases: revenue oriented, operations oriented, patronage oriented.

Module 6: Distinguishing Services Strategies

Distribution Channel for Services, Promotion and Communication for services, Customer Service, Unique customer behaviours for service, Moments of Truth, Customers' roles in service delivery
Managing Demand with capacity.

Readings:

- 1.A. Payne : The Essence of Services Marketing, Pearson. 1995,
 2. V.A. Zeithaml , M. J. Bitner, D D Gremler, A. Pandit: Service Marketing, 5th Edition McGrawHill, 2011
- Lovelok, C.: Services Marketing: People, Technology, Strategy , Pearson 2003

4. Maylor : Project Management; Pearson Education (FT), 4th edition, 2010
5. Burke, Rory : Project management - planning and control techniques; John Wiley, 4th edn

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2						1	1	
CO2	3	1	3	2		1		2	1	1	1	
CO3	2		2	1	1	2	1		1		1	1
CO4		2	1		1		2	2				3

Advertising and Sales Promotion

Learning Objective:

The general purpose is to build a comprehensive framework that fully integrates the various aspects of managerial decision making related to marketing communications strategy and tactic as well as to understand about brands and brand management.

Course Outcome:

CO1: Understand the areas of integrated marketing communications process and relate to marketing objectives.

CO2: Explain the role, scope, and importance of an integrated marketing communications (IMC) strategy for organizational and business success.

CO3: Understand the legal and ethical considerations in advertising and codes of conduct of advertising.

CO4: Understand and analyze the various tools of Integrated marketing communication, monitoring, measuring and controlling the impact of communication

CO5: Understand different aspects of Planning and executing sales promotion campaigns and the effectiveness of sales promotions.

Module -I

- Communication Process - Communication models for rural communication and

urbancommunication.

- Advertising - Organizational structure of advertising agency and its functions.Evaluation of agency functioning.
- Advertising objectives with specific reference to DAGMAR, Brand objectives and consumer attitudes and market structures.

Module -II

- Brand position and brand image strategy development.
- Persuasion and attitudinal change through appropriate copy development.
- Copy decision - creation and production of copy.

Module -III

- Advertising budget.
- Media planning and media research.
- Measuring the effectiveness of advertising campaign.
- Public relations.

Module -IV

- Planning and designing sales promotion programme with specific reference to salescontest, trade-in discount, coupons etc.
- The Message, the Target and the Media
- Cultural and Ethical Concerns in Advertising

Readings

1. D. A. Aakers and J. G. Myers : Advertising Management, Prentice Hall, 1999
2. J. T. Russel, W. R. Lane : Kleppner’s Advertising Procedures, Prentice Hall, 1996
3. G. E. Belch, M. A. Belch : Advertising and Promotion, McGraw Hill, 1996
4. S. Sengupta : Brand Positioning, Tata McGraw Hill, 1998

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3					1	2	2				1
CO2	3					1				1		
CO3	3	2	2	2							1	
CO4	3	2	2	2					2	1	1	
CO5	3	2	2	2		1	2	2	2			

HUMAN RESOURCE MANAGEMENT ELECTIVES

Compensation Management

Learning Objective:

This course helps students to learn how compensation system operates to attract, retain and motivate competent work force.

Course Outcome:

CO1: Understand the underlying concepts needed to create an effective total compensation and benefits program

CO2: Recognize how pay decisions help the organization achieve a competitive advantage.

CO3: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations

CO4: Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues

CO5: Design rational and contemporary compensation systems in modern organizations

Module I

Compensation Management-Compensation management process, Basis of compensation management, motivation and financial and non -financial compensation, compensation philosophies of compensation process, Assessing job values & relativities; Pay structures; Paying for performance, skills and competence.

Module II

Employee Benefits-Employee benefits and total remuneration, Special aspects of compensation mergers and acquisitions and compensation policies for new and start up organization, Provisions governing different components of compensation and working of different institutions

Module III

Legal Aspects of Compensation-Objectives, structure and provisions of legislations on wages and bonus i.e. the minimum wages Act, 1948, the Payment of wages Act, 1936: The

Payment of Bonus Act, 1976. Determination of wages D.A. and other monetary benefits through Industrial Tribunals, Case law, recent trends, and working of these laws

Module I

Recent Developments in Compensation Management-Innovations in the area of compensation management in Indian and MNCs operating in India and abroad.

Readings:

1. Strategic Compensation: A human Resource Management Approach by Joseph J Martocchio
2. Compensation and Reward Management, B D Singh, Excel Books

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	2	1	2	3		3	2			
CO2	2	2	1	3	1	2						
CO3	3	2	3	3	1	3			2	3		
CO4	2	2	2	3	2	2		2				
CO5	3	2	1		1		2		1			

Global Human Resource Management in Modern Era

Learning Objectives:

The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essential differences in managing human Resources, at all levels in foreign environment.

Course Objectives:

CO1: Identify and Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment

CO2: Recognize, describe and value cultural differences

CO3: Develop successful programs for international assignees (short term/long term)

CO4: Become an expert in a particular country with regard to issues and practices pertaining to major HRM functions

CO5: Evaluate “best practices” across cultures and also implement the latest ones in ongoing process

Module I

Human Resources in a Comparative

Perspective International Recruitment and

Selection

Developing International Staff and Multinational Teams

Module II

Cultural Factors/Issues in Performance Management

Human and Culture variables in global organizations

2 Cross-cultural differences and managerial implications , communications and negotiations

Module III

Approaches to International

Compensation Repatriation

Managing Global, Diverse Workforce; Global Unions, Regional Integration and Framework Agreements; Emerging Trends in Employee Relations and Employee Involvement

;International Labour Standards

Module IV

HR/IR issues in MNCs and Corporate Social Responsibility. Cross cultural leadership and decision-making

Readings:

1. Chris Brewster, Paul Sparrow and Guy Vernon, International Human Resource Management, The Universities
2. A.V.Phatak: International Dimensions of Management, Cincinnati, South Western College
3. Peter J. Dowling, Marion Festing, Allen D. Engle, International Human Resource Management, Thomson learning

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2			1			1	1	
CO2	3	1	2	2		1			1	1	1	
CO3	2		2	1		2			1		1	1
CO4		3	1				2					2
CO5		1	2	1				1	1		1	3

FINANCE ELECTIVES

Financial Risk Management

Learning Objective:

To make the students aware of the risk part of Financial Management

Course Outcome:

CO1: To enlighten the students with the knowledge and understanding on Derivatives

CO2: To learn and implement the knowledge of corporate risk management

CO3: To understand about risk and return of different investments and implement the same while managing the portfolio

CO4: To understand the concept of option

CO5: To enhance the knowledge about Swaps & Future

Module I

Introduction to Risk Management: Elements of uncertainty, Sources of risk, Types of risk, Implications of various risks for firm and limitations of risk management.

Corporate Risk Management: Total risk and Expected cash flows, Evolution of risk management. Approaches to risk management, Risk Management process, Tools - Hedging, forwards, and futures, options and swaps and Hybrids; Risk management guidelines, and Risk management in practice.

Module II

Introduction to Derivatives: Historical perspective, Exchanges the Mechanics of derivative markets, the role of clearinghouses, market players and trading techniques.

Futures :The fundamentals of futures contract; Overview, Types of futures, Mechanics of future trading, Major characteristics, Exchange organization, Trading process, Price quotations, Hedging and Speculation with Commodity futures, Interest rate futures, Currency futures and Stock Index futures. Optimal hedge ratio, Pricing of Index Futures Contracts, Stock Index Arbitrage, Applications of Index Futures and Beta Management.

Module III

Options: Overview, Generic options, factors affecting option prices, Types of options; Option pricing Model, Elementary inventory strategies.

Swaps: Evolution of swap market, Swap terminology and structures of standard coupon and currency swaps. Types of swaps and mechanics of swap transaction

Module IV

Credit Derivatives and Weather Derivatvies. Types and Application.

Readings

1. Options, Futures and Other Derivatives John C, Hull – Pearson – 7th edition
2. Risk Management & Insurance, 8th e Williams, C Arthur et al. McGraw Hill
3. Financial Derivatives Redhed, Keith. Prentice Hall India

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2					3	1	1	3		3	3
CO2	1		3			3	1	3	3	1	3	3
CO3			3	3	3		2		3		1	3
CO4				3		2	1	2	2	2	3	2
CO5		1		2		2	3	2	3	1	3	3

Financial Services

Learning Objective:

The objective of this course is to develop a conceptual understanding of the financial markets and services.

Course Outcome:

CO1: To apply the concept, meaning, importance and significance of Financial System, Financial markets & Financial Services

CO2: To apply strategies to define goals, functions, way of operations of Money Market, Primary Market & Secondary Market, Share Broker, IPO and Outline the participants in the financial markets, Distinguish between them

CO3: To evaluate and analyze the current market scenario, share and stock prices and their performances, understand the instruments of the money and bond markets

CO4: To implement concepts of regulation of Merchant Banking, Underwriting, Mutual Fund, the way of finding NAV, Expense ratio, Credit Rating, Lease & Hire purchase, Factoring & Forfeiting, Venture Capital

CO5: To apply the difference between the Types of Financial Services offered in India, and their prospects in the Indian Scenario, How is Underwriting done, Gross Liability and Net Liability found, Pre-issue and Post-issue Management, and distinguish each of them separately from the other

Module I

Capital Markets : Government securities market, primary & secondary market for G.Sec, call money market : money market treasury bill market, commercial paper and certificate of deposits, discount and finance house of India, corporate Debit market recent developments.

Merchant Banking : Nature and scope of merchant banking – regulation of merchant bank activity – overview of current India Merchant banking scene – structure of merchant banking industry – primary markets in India and abroad – professional ethics and code of conduct – current development.

Module II

Introduction to equipment leasing : introduction – history and development of leasing – concept and classification – types of leases – advantages of leasing – disadvantages of leasing
– evolution of Indian Leasing Industry – leasing and the commercial banking sector – productprofile.

Legal Aspects of leasing and Tax aspects of leasing

Module III

Lease evaluation : The lessee's angle : financial evaluation : alternative approaches for leaseevaluation – frame work for lease evaluation – concept and application of break even lease rental – lease vis-à-vis buy – lease evaluation in practice – evaluation of lessor.

Lease evaluation : the lessor's angle : break even rental for the lessor – negotiating lease rentals – concepts of gross yield and add-on yield – lease pricing techniques – assessment of lease related risks – impact of tax / regulatory changes on lease evaluation – the appraisal process – the lease approval process – monitoring receivables – recovery mechanism.

Module IV

Hire Purchase : Concept and characteristics of hire purchase – legal aspects of hire purchase – tax implications of HP – income tax – sales – interest and VAT – Accounting aspects – framework for financial evaluation : the hirer's angle .

Consumer finance : Role of consumer credit in the financial system – features of consumer credit transactions –legal – framework – consumer credit portfolio management – credit evaluation – credit screening methods.

Factoring :Concept of factoring – forms of factoring- evaluation of factor legal aspects of

factoring – evaluation of factoring – factoring in India Current Developments.

Module V

Housing Financing :Housing Finance companies, refinance schemes for HFCs, regulatory guidelines for HFCs.

Credit Cards and Credit Rating – Theoretical aspects

Module VI

Regulatory environment of financial services : RBI guidelines for finance companies – directions and rules on advertising – fixed deposits and credit rating.

Securitization / Mortgages : Securitization – mortgages and mortgage instruments – concept, types..

Readings:

1. Management of Financial Services by M Y Khan, TMH

CO-PO Mapping

	Program Outcomes (PO)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1						3	3	3	3	1	2	3
CO2						3	2	3	3	3	3	3
CO3						2	3	3	3	3	2	3
CO4		3	3	2		2		2	2	3	2	3
CO5		3	3	2		3		2	2	1	2	3