

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Basics of Marketing Management (BBAFM 1.1)			
Teaching Hours: 4	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ol style="list-style-type: none"> To understand the role and importance of marketing. To Identify the factors influencing consumer behavior and purchase decision To understand the facets of 4 P's in marketing To understand the modalities of sales distribution and control 			
Learning Outcome: After learning this subject, students will be able to: <ol style="list-style-type: none"> Understand the Basic Principles of marketing management. It will equip the students with understanding of the Marketing Mix elements and taming them to certain emerging issues in Marketing. It aims to familiarize students with the independent marketing functions in organizations. It will be helpful to understand & analyze the dynamic environment of marketing field. 			
Unit	Content		
I	Concepts & Application – Marketing Introduction, Nature and Scope of Marketing, Importance of Marketing, Marketing Concept: Traditional and Modern Marketing, Marketing Mix. New Marketing Concepts-Relationship Marketing, Database Marketing, Online Marketing, Green Marketing. Market Segmentation – Concept, Types of Market Segmentation -Consumer & Industrial.		
II	Product: Concept of product, consumer and industrial goods, Product planning and development, New product development process. Packing role and functions, Brand name and trade mark, after sales service, Product life cycle concept.		
III	Price: Importance of price in the marketing mix, factors affecting price of a product/service, pricing methods. Place: Importance of Place in marketing mix, Distribution channels and physical distribution channel concept. Role and types of distribution channel, factors affecting choice of a distribution channel, retailer and wholesaler. Physical distribution of goods: transportation, warehousing, logistics.		
IV	Promotion: Nature and importance of sales promotion, methods of promotion, optimum promotion mix. Advertising media – its relative merits and limitations, characteristics of an effective advertisement. Personal selling, selling as a career, qualities of a successful sales person, functions of salesman. Public relation, meaning and its importance, New age media — internet and mobile advertising		
Books Recommended:			
<ol style="list-style-type: none"> Marketing Management, Philip Kotler, Pearson. Marketing Management, Sherlekar, Himalaya Publishing House. Marketing Management: Text & Cases, Rajagopal, Vikas Publishing House. Modern Marketing, Bhagwati, Pillai, S.Chand Publications. Marketing Management: Text & Cases, Chandrashekar, McGraw Hill. 			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Secretarial Practice (BBAFM 1.2.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: <ol style="list-style-type: none">1. To understand the concept of Secretarial Practice2. To understand the role of a Company Secretary3. To gain insight on basic secretarial laws laid down by ICSI			
Learning Outcomes: After learning this subject, <ol style="list-style-type: none">1. The learner would be able to understand the meaning, qualifications, disqualifications and role of a Company Secretary in the Company in accordance with the provisions of The Companies Act.2. The learner would know the applicability of Secretarial Standards.			
Unit	Content		
I	UNIT I Meaning of Secretary, Definition of Company Secretary, Qualifications of Company Secretary, Liabilities of Company Secretary. Company Secretary as a Key Managerial Personal (KMP), Process of Appointment of a Company Secretary, Removal Process of Company Secretary Role of a Company Secretary under The Companies Act, 2013.		
II	UNIT II Company Secretary in Practice, Company Secretary in Employment – Meaning Responsibility of Company Secretary in Practice. Secretarial Standards – Meaning and Application. Overview of Secretarial Standards – Meeting of Board of Directors, Secretarial Standard- II – General Meetings, Secretarial Standard – III – Dividend		
Books Recommended:			
1. Company secretarial practice – Sangeet Kedia, Pooja Law Publishing Co. 2. Corporate & allied Laws – P.P.S. Gogna – S. Chand 3. Company Law – Dr. G. K. Kapoor, Dr. Sanjay Dhamija – Taxmann Publication			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Entrepreneurship Development (BBAFM 1.2.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives:			
<ol style="list-style-type: none"> To understand the importance and significance of Entrepreneurship development. To understand the process and opportunities available for new entrant. To encourage the students to go for business. 			
Learning Outcomes: After learning this subject, students would be able to understand:			
<ol style="list-style-type: none"> The importance of entrepreneurship. Basic knowledge to establish business. 			
Unit	Content		
I	Entrepreneurship: Meaning – Importance – Nature, Types, and Challenges. Role and Functions of Entrepreneur; Entrepreneurial Leadership – Meaning and Characteristics, Entrepreneurial Leadership, Significance and Impediment of Creativity in Entrepreneurship Process, Techniques of Idea Generation and Screening, Steps of Idea Generation.		
II	New Venture Planning and Financing: Franchising – Process and Opportunities, Business Plan – Need, Perspective, Elements, Business Plan Failures, Managing Growing and Ending the New Venture – Preparing for the New Venture Launch, Criteria for Evaluating New Venture Proposals; Early Management Decisions; New Venture Expansion Strategies and Issues.		
Books Recommended:			
<ol style="list-style-type: none"> Entrepreneurship – Creating and Leading an Entrepreneurial Organization, Kumar, Arya, Pearson, India Entrepreneurship – Starting, Developing and Managing a New Enterprise, Hishrich, Peters, Irwin Launching New Ventures – An Entrepreneurial Approach Cengage Learning, Allen, K.R., Entrepreneurship Development – Ramachandran K., Tata McGraw Hill, New Delhi, India. Entrepreneurship – Roy, Rajeev, Oxford University Press. Entrepreneurship – Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi 			

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Semester – I

Intellectual Property Rights (BBAFM 1.3.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives:			
<ol style="list-style-type: none"> To introduce fundamental aspects of intellectual property rights to students who are going to play major role in developing and management of innovative project in industries. To aware students about the procedure of registration and protection of intellectual property rights such as trademarks, copyrights, patents and designs etc. To aware students about the practice aspects of registration of intellectual property in order to protect their research work and get it registered under regulations of IPR. 			
Learning Outcome: After learning this subject, the student will be able to understand:			
<ol style="list-style-type: none"> The concept of Intellectual Property Rights and Functioning of Patents. Concepts of Copyright, Trademarks and Geographical Indication. 			
Unit	Content		
I	<p>Overview of Intellectual Property: Introduction of IPR, Scope of IPR, need for intellectual property right (IPR), Intellectual property related problems in India, Introduction to the leading International instruments concerning Intellectual Property Rights: The Berne Convention, The World Intellectual Property Organization (WIPO); International Trade Agreements concerning IPR — WTO — TRIPS.</p> <p>Patents: Definition of patent, invention and new invention; Need for patent, Inventions not patentable, Classification of patents in India, Classification of patents by WIPO, Categories/types of Patents, procedure for grant of patent, opposition to grant of patent, Patent Rights, Regulatory authority, Patent misuse, Penalties, Macro-economic impact of the patent system</p>		
II	<p>Copyrights: Definition of copyright, concept of Copyright, Procedure for registration of copyrights, Term of copyright, Works that can be copyrighted, Copyright in literary, dramatic and musical works, computer programmes and cinematograph films Neighboring rights, Rights of performers and broadcasters, etc., Infringement of copyrights, Remedies for infringement of copyright.</p> <p>Trademark: Concept of Trademark, Definition, Types of Trademarks, Importance, Registration process for Trademark, Grounds for refusal of registration, Rights of Trademark, Duration of Trademark, Infringement of Trademark</p> <p>Geographical Indication: Concept of Geographical indication (GI), Difference between GI and Trademarks, Need for GI, Registered GI in India,</p>		
Books Recommended:			
<ol style="list-style-type: none"> Indian Patents Law – Legal & Business Implications, Ajit Parulekar and Sarita D' Souza, Macmillan India Ltd., 2006 Law Relating to Patents, Trademarks, Copyright, Designs & Geographical Indications, B. L. Wadehra; Universal law Publishing Pvt. Ltd., India 2000 Law of Copyright and Industrial Designs, P. Narayanan; Eastern law House, Delhi, 2010. Handbook of Indian Patent Law and Practice, Subbaram N. R., S. Viswanathan, Printers and Publishers Pvt. Ltd.,1998. 			

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Semester – I

Business Environment (BBAFM 1.3.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives:			
<ol style="list-style-type: none"> To enable students to understand the impact of environment on the business. To understand the business strategies and environment, along with an exposure to elements of external business environment. 			
Learning outcome: After learning this subject, students would be able to:			
<ol style="list-style-type: none"> Understand the business environment, the purpose of regulation & regulatory role of the Government. Understand the concept of liberalization, privatization, globalization and the role of WTO and develop the skills for analysis of business environment using PESTLE, SWOT etc. 			
Unit	Content		
I	<p>Business Environment: Meaning of business, Concept of Business environment, characteristics of Business environment, components/factors of the Business Environment (internal environment & external environment), types of external environment.</p> <p>Socio-Cultural Environment: Introduction, nature of culture, impact of culture, Demographic environment</p> <p>Economic Role of Government: Objectives of regulatory function of government, regulatory authorities, purposes of regulation.</p>		
II	<p>Liberalization: Meaning, objectives, benefits and limitations</p> <p>Privatization: Meaning of Privatization, Objectives, benefits and problems with Privatization, obstacles to privatization in India.</p> <p>Globalization: Meaning of Globalization, reasons for globalization, features and benefits of Globalization, Role of WTO.</p> <p>Analysis of Business Environment: PESTEL, STEEP, PORTER'S five forces model, SWOT analysis</p>		
Books Recommended:			
<ol style="list-style-type: none"> Business environment – Veena K Pailwar; PHI Business Environment – Francis Cherunilam, Himalaya Publishing House, New Delhi. Essentials of Business Environment – Aswathappa, Himalaya Publishing House, New Delhi. Indian Economy – Mishra and Puri, Himalaya Publishing House, New Delhi. Business Environment – Raj Aggarwal Excel Books, Delhi. Business Environment – Dr. V C Sinha, SBPD Publications. 			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Computer Application in Business (BBAFM 1.4)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1. To enable students to understand the use of MS Word and MS Power Point. 2. To enable students to understand the use of MS Excel in data processing.			
Learning outcome: After learning this subject, students would be able understand: 1. The use of MS Word and MS Power Point in word processing and making presentations. 2. The use of MS Excel in data processing in general business applications.			
Unit	Content		
I	Microsoft Word: MS-Office Installation and Introduction to MS-Word, Parts of the MS-Word Window, working with various Menus, Inserting Tables, Mail-Merge, Macros, Templates, and Inserting Images and Pictures to the MS-Word. Microsoft Power Point: Introduction to MS-PowerPoint, Insertion, Deletion, Copying Slides, Slide Numbering, Header and Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.		
II	Microsoft Excel: Introduction to MS-Excel, Elements of MS-Excel Workbook, Navigation, Entering and Editing, Formatting Cells, Formulas and Functions, V-Lookup, H-Lookup, Data Sorting, Conditional Formatting, Filters, Goal Seek, Tables, Views, Charts, Linking, Data Consolidation, Pivot Table.		
Books Recommended:			
1. Computer Fundamentals – P. K. Sinha, BPB Publication, New Delhi 2. A First Course in Computers – Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi 3. I.T. Today, Encyclopedia – S. Jaiswal, Galgotia Publications, New Delhi 4. Learn Microsoft Office 2019 – Linda Foulkes, Packt Publishing Limited; Illustrated edition (29 May 2020)			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Basics of Communication Skills (BBAFM 1.5.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To develop communication skills 2. To improve the oral and written skills 3. To understand the various types of communication			
Learning outcome: After learning this subject, students would be able to understand: 1. The Importance and need of communication skills. 2. The process and features of communication. 3. Mediums of communication – Oral, written, print, electronic.			
Unit	Content		
I	1. Definition and importance of communication 2. Features and types of communication--- upward, downward, horizontal, vertical etc. 3. Process/ Cycle of communication---- sender, receiver, channel, feedback etc. 4. Verbal/ Non – Verbal communication---- gesture, posture, eye contact etc. 5. Oral & Written communication---- Advantages & Disadvantages		
II	1. Medium and Channels of communication 2. Print Media 3. Electronic Media 4. Advantages and Disadvantages of Print and Electronic media 5. Internet---- Advantages & Disadvantages		
Books Recommended: 1. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 2. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 3. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)			

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Semester – I

Management Skills (BBAFM 1.5.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand Management Skills 2. To understand its importance 3. To develop efficient Management system			
Learning outcome: After learning this subject, students would be able to understand: 1. The Importance and scope of Management and role of Managers 2. The importance of planning and organizing 3. Leadership for proper management			
Unit	Content		
I	i) Meaning, Objectives, Scope, Importance of Management ii) Functions of Management, Role of Managers, Quality of Managers. iii) Planning: Meaning, Importance, Objectives, Types and Limitations of Planning, Essentials of good plans. iv) Organizing: Meaning, Principles, Importance and Types of Organization. v) Co-Ordination: Meaning, Concept, Importance, Need of Coordination.		
II	i) Types of Management Skills----Technical, personal, Human or Interpersonal etc. ii) Technical Skills-Use of gadgets for proper management iii) Personal Skills-Integrity, dedication, empathy iv) Interpersonal Skills-communication Skills-Oral, written, non-verbal, listening v) Leadership Skills-Personality skills, self-confidence, negotiation, persuasion skills		
Books Recommended:			
1. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House. 2. Management – Concept and Strategies, J. S. Chandan, Vikas Publishing. 3. Principles of Management – Tripathi, Reddy, Tata McGraw Hill. 4. Principles of Management – Ramasamy T, Himalaya Publishing House. 5. Principles of Business Management – Sherlekar, Himalaya Publishing House.			

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Semester – I

Hindi (BBAFM 1.6.1)

Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
<p>उद्देश्य: कोई भी भाषा मनुष्य को परिष्कृत, परिमार्जित और संस्कारित बनाकर उसके व्यक्तित्व के गुणों को सुवासित कर समाज में फैलाती है। आधुनिकता के इस युग में समय की मांग को देखकर युग के साथ कदम से कदम मिलकर चलने के लिए हिंदी ने अपने पुरातन रूप को परिवर्तित कर व्यावहारिक हिंदी को अपनाया।</p>			
<p>परिणाम एक विश्लेषण:</p> <p>१. साहित्य अध्ययन द्वारा विद्यार्थियों में साहित्य रूचि जागृत हुई।</p> <p>२. इस व्यावहारिक हिंदी के माध्यम से हिंदी भाषी व्यक्ति रोजगार के क्षेत्र में स्वयं को सिद्ध कर सकता है। वैश्वीकरण के इस युग में व्यक्ति हिंदी के अध्ययन द्वारा चरित्र निर्माण के साथ साथ जीविकोपार्जन भी कर सकता है।</p>			
Unit	Content		
I साहित्यिक हिंदी	गद्य भाग ➤ व्यवसाय का सत्य (श्री जैनेन्द्र कुमार) ➤ नेतृत्व : इंफोसिस यात्रा के दौरान सीखे सबक (नारायण मूर्ति) पद्य भाग ➤ नागरी और हिंदी (मैथिली शरण गुप्त) ➤ प्रगति/ हार (अरविन्द भट्ट)		
II व्यावहारिक हिंदी	➤ साक्षात्कार : स्वरूप, परिभाषा , विशेषताएँ , प्रकार , पूर्व तैयारी , समस्याएँ , व्यावहारिक रूप ➤ हिंदी पत्रकारिता : परिचय और विकास , पत्रकारिता लेखन , समाचार लेखन , फीचर लेखन		
Books Recommended:			
संदर्भ ग्रंथ :- १. राष्ट्रसंत तुकडोजी महाराज नागपुर विद्यापीठ की B.COM हिंदी की पाठ्य पुस्तक २. प्रयोजन मूलक हिंदी : डॉ. पी. लता			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Marathi (BBAFM 1.6.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
<p>उद्दिष्टे:- भाषा मानवाला परिष्कृत, परीमार्जीत आणि संस्कारित बनवून त्यांच्या व्यक्तित्व गुणांचा सुवास समाजामध्ये पसरविण्याचे कार्य करीत असते. विद्यार्थ्यांना उद्यमशील प्रेरणेबरोबरच मानवी जीवनातील उच्च मूल्यांची ओळख करून देणे. वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे. मराठी भाषेचा अभ्यास करणाऱ्या व त्यासोबतच स्पर्धापरीक्षेची तयारी करणाऱ्या विद्यार्थ्यांमध्ये निबंध लेखनाचे कौशल्य विकसित करणे.</p>			
<p>साध्य (अध्ययन निष्पत्ती):</p> <p>घटक 1 – (गद्य विभाग) आणि घटक 2 (पद्य विभाग) लेखक, कवी आणि कवयित्री यांच्या साहित्याचे विद्यार्थ्यांनी आवडीने अध्ययन करून त्यांची समाजोपयोगी मते जाणून घेतली.</p> <p>घटक 2 – वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे.</p>			
Unit	Content		
I साहित्यिक मराठी	गद्य भाग पद्य भाग		
II व्यावहारिक मराठी	<ul style="list-style-type: none">➤ मुलाखत लेखन : (स्वरूप , पूर्वतयारी, प्रकार , प्रात्यक्षिके)➤ बातमी लेखन : परिचय आणि विकास , वृत्तपत्र लेखन		
Books Recommended:			
संदर्भ ग्रंथ :-			
१. राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठाचे B.COM मराठीचे पाठ्य पुस्तक			
२. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळम्बे			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Ancient Indian Education System (BBAFM 1.7)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Indian Knowledge System
Objectives: 1. To acquaint the students about our ancient Indian education system. 2. To understand the rich knowledge systems in the past. 3. To understand the development of education in India			
Learning outcome: After learning this subject, students would be able to understand: 1. The rich knowledge systems in ancient India. 2. Changes in the education system over the years. 3. To understand our great culture and knowledge inheritance.			
Unit	Content		
I	Introduction to ancient education systems- i) Features of Ancient Indian Education ii) Sources of Education- Vedas, Upanishad, Brahmanas etc iii) Objectives of studying the Vedas, Upanishad etc iv) Indigenous Education: Home, Temples, Pathshalas, Gurukuls v) The concept of Gurukuls and teaching at Gurukuls		
II	i) Education in post Vedic period ii) Ancient Universities in Buddhist period- Takshshila , Kashi Nalanda, Valabhi Vikramshila iii) Features and objectives of the universities iv) Merits and Demerits of the ancient education system		
Books Recommended: 1. Education in Modern India – Damal B.D. and Dash B.N, Kalyani Publisher, New Delhi (2005) 2. History of Education in India – Ghosh, S.C, Rawat Publications, (2007) 3. History of Education in India – Rawat Publications, Ghosh, S.C, (2007) 4. A History of Education in India – Nurullah and Naik, Macmillan, Bombay. P.L. Rawat, (1995)			

Name of Course: BBA (Major in Finance & Marketing)

Semester – I

Environment and Sustainable Development (BBAFM 1.8)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives:			
<ol style="list-style-type: none"> 1. Understanding the concept of sustainable development: Students should be able to define and explain the concept of sustainable development, including its key principles and components. 2. Identifying sustainability challenges: Students should be able to identify and analyze sustainability challenges facing the planet, such as climate change, biodiversity loss, resource depletion, and pollution and suggest a possible solution for the same. 			
Learning outcome: After learning this subject, students would be able understand:			
<ol style="list-style-type: none"> 1. The learner would understand the importance of sustainable development. 2. The learner would be able to comprehend sustainable challenges. 			
Unit	Content		
I	UNIT I: Multidisciplinary Nature of Environmental Studies – Concept of Environment, Scope of Environmental Studies, Need for public Awareness, Environmental Degradation, Shelter Security, Economic Security, Social Security, Effects of Housing on Environment, Effects of Industry on Environment. Environmental issues and crisis – Carbon Credits, Resource degradation, greenhouse gases, desertification, natural calamities and social insecurity, Industrialization, Globalization and Environment, Global Warming.		
II	UNIT II: Sustainable Development – History and emergence of the concept of Sustainable Development, Definition of Sustainable Development, Sustainable development practices in modern era. Sustainable Development Goals (SDGs): Introduction to Sustainable Development Goals (SDGs) established by United Nations, Need and Purpose for establishment of SDGs, SDG 6: Clean Water and Sanitation, SDG 7: Affordable and Clean Energy, SDG 11: Sustainable Cities and Communities, SDG 13: Climate Action, SDG 17: Partnerships for the goals		
Books Recommended:			
<ol style="list-style-type: none"> 1. The Sustainability Revolution: Portrait of a Paradigm Shift by Edwards, Andres R., New Society Publishers, 2005. 2. Sustainable development in India: Stocktaking in the run up to Rio+20: Report prepared by TERI for MoEF, 2011. 3. Report of the Department for Policy Coordination and Sustainable Development (DPCSD), United Nations Division for Sustainable Development. 4. Corporate Social Responsibility Part I, Part II, Part III – David Crowther and Guler Aras 			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Basics of Financial Management (BBAFM 2.1)

Teaching Hours: 4

Total Credits: 4

Total Marks:
70+30 = 100

Group: Major Core

Objectives:

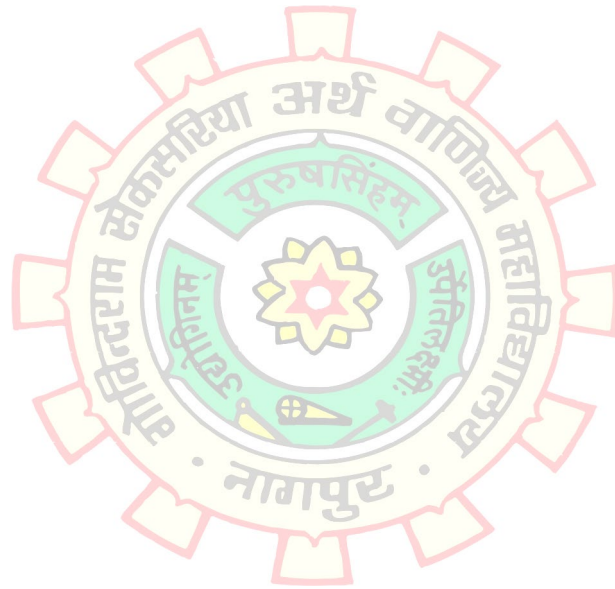
1. Evaluate and discuss the various financial management functions, as well as the nature, scope, and objective of the financial management function.
2. To understand the concepts of time value of money, compounding, and discounting. Calculate the present value and future value of various cash flows using proper mathematical formulas.
3. Make long-term investment decisions and conduct an efficient investment analysis.
4. Using a variety of theories, comprehend the significance of dividend decisions.

Learning Outcomes:

1. To introduce the fundamentals and procedures of financial management to the students. Students will get a deeper understanding of finance as well as knowledge about how to manage money in real-world businesses.
2. After completing this, students will be able to define simple and compound interest, compute the value of a single cash flow over the course of a year, and compute the value of a single cash flow over the course of multiple years using compounding.
3. Students will be able to recognize and evaluate the most beneficial investment alternative.
4. Students will learn about dividend policy. They will be able to take crucial decision relation to dividend declaration.

Unit	Content
I	<p>Introduction and Leverages: Theory: Finance - Definition – Nature, scope & function of finance. Financial Management - Meaning - Scope and Objectives- Profit Maximization Vs Wealth Maximization, Financial Environment, Role of chief financial officer in company., Leverage- Concept & Types. Practical Problems: Preparation of Income/Profitability Statement and Calculation of Operating Leverage, Financial Leverage and Combined Leverage.</p>
II	<p>Working Capital Management: Theory: WCM-Meaning, Concept, significance, types of working capital. Adequacy of working capital, Factors affecting working capital needs, Advantages & Disadvantages of WCM, Methods of forecasting working capital requirements: - Balance Sheet Method, Profit & Loss Adjustment Method, Percentage of Sales Method. Practical Problems: Calculation of requirement of Working capital and working capital cycles.</p>
III	<p>Capital Budgeting: Theory: Meaning, Concept, Objectives, advantages & Disadvantages of Capital Budgeting , Concept of Cash flow, Methods of long term Investment decisions - Discounted Payback Period, Net Present Value, Profitability Index, Average Rate of Return / Accounting Rate of Return, Internal Rate of Return (Including relative merits and demerits of each of the methods) Practical Problems: Problems based on the traditional methods or non-discount methods, Payback period, The discounted cash flow and NPV method.</p>
IV	<p>Dividend Decisions: Theory: Meaning, Nature and Types of Dividend, concept of pay-out ratio, retention ratio Decisions and growth, Dividend policies and formulating a dividend policy, Dividend Theories: Walter's Model, Gordon's Model & Modigliani-Miller models. Practical Problems: Problems based on Dividend Theories: Walter's Model, Gordon's Model & Modigliani-Miller models.</p>
Books Recommended:	
1.	Fundamentals of Financial Management , Rastogi, Taxmann Publications

2. **Financial Management**, Ravi Kishore, Taxman's, New Delhi.
3. **Financial Management: Problems and Solutions**, Ravi Kishore, Taxmann, New Delhi
4. **Financial Management – Theory & Practice**, Prasanna Chandra, TMH Publishers 2004
5. **Financial Management**, I.M. Pandey, Vikas Publishing House, New Delhi.
6. **Financial Management & Policy**, V. K. Bhalla – (Anmol Publication, New Delhi)
7. **Strategic Financial Management**, Dr. J.B. Gupta – Taxman's, New Delhi
8. **Financial Management**, Rajiv Srivastava, Anil Mishra – Oxford Higher Education.
9. **Financial Management**, M. Y. Khan & P. K. Jain – Tata McGraw Hill Education Pvt. Ltd. 6th Edition



Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Basics of Economics (BBAFM 2.2.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objectives:			
<ol style="list-style-type: none"> To provide the students an understanding of basic concepts of business economics. To make the students familiar with the fundamentals of economics. 			
Learning Outcomes:			
<ol style="list-style-type: none"> The students will be able to understand the basic concepts of economics and contribution by traditional economists and would be aware about the central problems of the economy. The students will be able to understand how the individuals make decisions on the basis of choice, satisfaction and income level. 			
Unit	Content		
I	Introduction to Economics <ul style="list-style-type: none"> Economics - Meaning, Nature, Scope, Importance Contribution of Economists - Adam Smith, Alfred Marshal, Lionel Robbins - Definition, Features, Criticisms Central Problems of Economic System Production Possibility Curve - Meaning, Properties 		
II	Foundation of Economic Analysis <ul style="list-style-type: none"> Micro & Macro Economic Analysis - Meaning, Definition, Features, Merits, Demerits Case Study on Bajaj Auto (Micro Analysis), Case Study on Automobile Sector (Macro Analysis) Utility Analysis - Meaning, Features, Types Law of Diminishing Marginal Utility - Meaning, Definition, Concept, Assumptions, Exceptions Law of Equi Marginal Utility - Meaning, Definition, Concept, Assumptions, Limitations/Criticisms. 		
Books Recommended:			
<ol style="list-style-type: none"> An Introduction to Modern Economics, Hardwick, Khan & Langmead, Longman London & New York. Modern Economics – H. L. Ahuja, S. Chand & Co Ltd, Latest Edition. Micro Economics – P. N. Chopra, Kalyani Publishers. Principles of Economics – D. M. Mithani, Himalaya Publishing House, Latest Revised Edition. Modern Economic Theory – K. K. Dewett, S. Chand & Co Ltd, Latest Revised Edition. Advance Micro Economic Theory – M. Maria John Kennedy, Himalaya Publishing House, Latest Revised Edition. 			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Computer Hardware and Networking (BBAFM 2.2.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objectives: 1. To provide the students an understanding of basic concepts of hardware. 2. To make the students familiar with the concepts of Networking.			
Learning Outcomes: 1. The students will be able to understand the basic concept of hardware, its types and assembly of various hardware components. 2. The students will be able to understand the concept of networking, configuration, various networking models and networking devices.			
Unit	Content		
I	Computer Hardware: Introduction to Computers: Basics of Computers, Organization of Computers, Software, and Hardware Input/output devices: motherboard, types of motherboards, SMPS troubleshooting, Inside the PC: Opening the PC and identification of various components, study of different blocks, assembling and disassembling, modification, and replacement of components		
II	Networking: Network basics and configuration: Setting IP addresses and sharing files and folders Network troubleshooting, PING test, ipconfig and network testing commands, crimping, etc. Network Types: LAN, WAN, MAN, and PAN Setting of the network connection, Networking Model: The OSI Model and TCP/IP Model work with various networking devices: routers, switches, modems, hubs, etc. working with Wired and wireless technology.		
Books Recommended:			
1. Operating System Concept – Silberschatz, Galvin & Gagne, John Willey & Sons Inc, Haboken, NJ			
2. The UNIX Programming Environment – Kernighan & Pike, PHI, London			
3. Linux: The Complete Reference (Sixth Edition) – Richard Petersen, McGraw Hill, New Delhi			
4. The Complete Reference, PC Hardware – Craig Zacker John Rourke, McGraw Hill, New Delhi			
5. Cisco Networks – Christopher Carthern, William Wilson, Noel Rivera, Richard Bedwell			
6. Computer Networks – Fourth Edition, Andrew S., Tanebaum			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Legal Aspects of Business (BBAFM 2.2.3)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objective: 1. To develop a basic understanding of the business laws – Indian Contract Act, 1872. 2. To develop a basic understanding of business laws – Indian Sale of Goods Act, 1930.			
Learning Outcome: After learning this subject, the student will be able to: 1. Describe and explain rights and duties of respective parties under different types of contracts. 2. Analyse the salient features of Indian Sale of Goods Act, 1930 and its applications in real life situations.			
Unit	Content		
I	INDIAN CONTRACT ACT, 1872 Definition, Essential elements of a valid contract, Agreements, Offer and Acceptance, Essentials of a valid offer and acceptance, Consideration, no consideration no contract, Capacity of parties to contract, Free consent, Legality of object, Agreement declared void. Performance of a contract, Types of performance, Discharge of contract, Breach of contract, Remedies for breach of contract. Quasi contract, Contingent Contract		
II	SALE OF GOODS ACT, 1930 Meaning of contract of sale, Difference between sale & agreement to sell, Goods, Classification of goods, Price- modes of fixing price, Conditions and Warranty, Implied Conditions and Warranty, Difference between conditions and warranty, Transfer of ownership/property in goods, Doctrine of 'Caveat Emptor', 'Nemo dat quod non habet', Unpaid seller, Rights of an unpaid seller, Sale by auction.		
Books Recommended:			
1. Business Laws , Kapoor N.D., Sultan Chand & Sons, New Delhi 2. Intellectual property Rights & Law , G.B. Reddy –Gogia Law agency Hyderabad. 3. Law and Practice of intellectual Property , Vikas Vashisht, Bharat Law House Delhi, 1999. 4. I.T. Rules with Information Technology Act, 2000 , Taxmann Publication Pvt. Ltd. New Delhi 5. Law of Information Technology , Paintall D; Taxmann Publication Pvt. Ltd., New Delhi			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Fundamentals of Financial Accounting (BBAFM 2.3.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.			
Learning Outcomes: 1. To understand the fundamentals of accounting and the process of recording transactions in a journal. 2. To get acquainted with the concept and process of preparing ledgers and trial balance.			
Unit	Content		
I	Fundamentals of Accounting: Theory: Meaning and scope of Accounting, Need, Development & Definition of accounting, Branches of accounting and Principles, Concepts and Conventions of accounting, Journal Entries of Transactions; Meaning, importance and benefits of Accounting Standards. Practical Problems: Preparation of Journal of Sole Proprietor.		
II	Ledger and Trial Balance: Theory: Meaning of Ledger, different types of ledgers, importance and objectives of ledgers, meaning of trial balance, importance and objectives of trial balance, uses of trial balance, advantages and limitations of trial balance. Practical Problems: Preparation of Ledgers, Simple Cash Book, Simple Bank Book and Trial Balance		
Books Recommended:			
1. Financial Accounting – Paul, S. K, New Central Book Agency 2. Financial Accounting for Managers – Ghosh, T. P. Taxman Allied Service 3. Financial Accounting – Dr. V. K. Goyal, Excel Books 4. Financial Accounting – Jain S.P., Narang K.L., Kalyani Publishers, Delhi. 5. Financial Accounting – Grewal, Shukla, S. Chand Publications, Delhi 6. Advanced Financial Accounting – R.S.N. Pillai, Bhagavathi, S. Uma, S. Chand 7. CA Foundation and Intermediate Modules by ICAI.			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Indian Financial Systems (BBAFM 2.3.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: To enable and equip the students with the understanding of Indian Financial System.			
Learning Outcomes: After learning this subject, the students will be able to understand:			
i) The concept of money markets, capital markets and various instruments of money and capital markets.			
ii) The instruments of global capital markets, financial markets.			
Unit	Content		
I	<p>Components of formal financial system- Structure & Functions of Financial system, Nature and role of financial institutions and financial markets, financial system and economic growth.</p> <p>Money Markets - Overview of money markets, functions & operations, instruments, Treasury Bills and types, Commercial papers, Commercial bills, Call money market, Money market intermediaries, Money markets and monetary policies in India.</p> <p>CAPITAL MARKET</p> <p>Capital Market: Structure of the Indian Capital Market – Recent Developments in the Indian Capital Market - Interlink between Money Market and Capital Market - Overview of Debt Market in India</p>		
II	<p>Financial Instruments:</p> <p>Traditional Instruments: Equities, Debentures and Bonds; Hybrid Instruments: Different types of bonds such as Floating Rate Bonds, Zero Coupon Bonds, Deep Discount Bonds, Inverse Float Bonds.</p> <p>Financial regulations & financial services-</p> <p>Financial Regulation - SEBI – Management, powers and functions, Investor protection measures, RBI – objectives, organization, role. Financial services: Meaning, need and importance Factoring, Securitization of debt, Plastic money, Venture Capital, Credit rating.</p> <p>The Derivative Market in India: Meaning of Derivatives; Participants in the Derivatives Markets – Hedgers, Arbitrageurs and Speculators, Types of Financial Derivatives – Forwards, Futures, Options and Swaps.</p>		
Books Recommended:			
<ol style="list-style-type: none"> 1. Pathak Bharati (2008): The Indian Financial System –Markets, Institutions, and Services, (2nd Edition), Pearson Education, New Delhi. 2. Financial Institutions and Markets, Growth and Innovation, Bhole L. M., Tata McGraw-Hill, New Delhi, 2008. 3. Financial Economics, Bodie, Z. et. el, Pearson Education, New Delhi, 2009. 4. Introduction to Futures and Options Market, Hull John, Prentice Hall of India, Delhi, 2002. 5. Financial Services, Khan M.Y., Tata McGraw Hill, New Delhi, 2007. 6. Management of Banking and Financial Services, Paul, J. and P. Suresh, Pearson Education, Delhi, 2008. 7. Reserve Bank of India (various issues) Report on Currency and Finance, RBI, Mumbai. 8. Reserve Bank of India, Occasional Papers, Vol. 18, Nos. 2 & 3, RBI, Mumbai 1997. 9. Derivatives: An Introduction, Strong, R. A., Thomson Asia Pvt. Ltd, Bangalore, 2002. 10. Futures and Options, Sridhar, A. N., Equities and Commodities; Shroff Publishers, Mumbai 2006. 			

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Semester – II

Indian Banking and Insurance Systems (BBAFM 2.4.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: This course aims at providing the understanding of basic principles followed in Banking and Insurance.			
Learning Outcome: After learning this subject, the student will be able to: 1) Understand recent trends in Banking and principles of bank lending. 2) Understand the concept of insurance and insurance business environment in India.			
Unit	Content		
I	<p>Introduction to Banking: Basic Concepts: Origin, Need, Types, Scope and Functions of Banking, Brief history, Forms of banking – unit banking, branch banking, Group banking, Chain banking, Satellite and affiliate banking, Correspondent banking, Managerial functions in banks.</p> <p>Principles of Bank Lending & Internet Banking: Types of advances - Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit - Types of Securities – Sound principles of Bank Lending.</p> <p>Internet Banking – Meaning, Benefits, Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.</p>		
II	<p>Introduction to Insurance: Need and Scope of insurance - Basic concept of risk, Life cycle needs including solutions, Kinds of business risks, Principles of insurance - Types of insurance and policies: Life and Non-life, Re-insurance - Risk and Return relationship.</p> <p>Insurance Business Environment in India- Evolution of Insurance -Growth of Insurance Business - Actuarial Role- Claim and Settlement Procedures - Power, functions and Role of IRDA.</p>		
Books Recommended:			
<ol style="list-style-type: none"> Banking and Insurance, Agarwal, O.P., Himalaya Publishing House Financial Services Banking and Insurance, Satyadevi, C., S.Chand Practical and Law of Banking, Suneja, H.R., , Himalya Publishing House Elements of Banking Law, Chabra, T.N., Dhanpat Rai and Sons. Elements of Banking and Insurance, Jyotsna Sethi and Nishwan Bhatia, PHI Learning 			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Quantitative Aptitude and Logical Reasoning (BBAFM 2.4.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: <ol style="list-style-type: none"> To develop an understanding of the basic mathematical and statistical tools and their application in business and finance. To develop logical reasoning skills and apply the same in simple problem solving. The students should be able to evaluate various real-life situations by resorting to analysis of key issues and factors. 			
Learning Outcome: After learning this subject, the student will be able to understand: <ol style="list-style-type: none"> Concept of ratio, proportion and indices. Concepts of permutations and combinations and logical reasoning. 			
Unit	Content		
I	Ratio & Proportion and Indices Ratio - Meaning, properties, the concept & application of inverse ratio. Proportion – Meaning, properties of proportion, laws on proportion (Invertendo, Alternendo, Componendo, Dividendo) Indices – Meaning of indices & laws of indices (Easy applications)		
II	Basic Concepts of Permutation & Combination Introduction, factorial, problems on permutations including circular permutation with restrictions and problems on combination (easy to moderate level). Logical Reasoning Number series, Alphabet series, letter coding, number coding and blood relations. (Basic & Moderate level)		
Books Recommended: <ol style="list-style-type: none"> Quantitative Aptitude for competitive exams, Dr. R. S. Agrawal, S. Chand. A Modern Approach to Logical Reasoning, Dr. R. S. Agrawal, S. Chand Quantitative Aptitude for all competitive exams, Abhijit Guha, Tata Mac Graw Hill. Quantitative Aptitude for CAT, Deepak Agrawal & D. P. Gupta. Quantitative Aptitude, Shripad Deo, Allied Publishers Pvt. Ltd. ICAI study module of CA Foundation course, Paper 3 Business Mathematics & Logical Reasoning & Statistics. 			

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Semester – II

Basics of Tally Prime (BBAFM 2.5)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1) To acquaint students with the Basics use of Tally Prime. 2) To acquaint students with practical understanding of creation of accounting and inventory masters, accounting of various business transactions, accounting of taxes (GST), daily accounting reports etc.			
Learning Outcomes: After learning this subject, students will be able to: 1) Understand the installation procedure of Tally Prime, Creation of Company in Tally Prime, Creation of Accounting Masters in Tally Prime. 2) Understand creation of Inventory Masters, Maintenance of Godowns, Activation of GST and Accounting of GST transactions and various reports (Day Book, Trial Balance, Profit & Loss A/c, Balance Sheet and Stock Summary) in Tally Prime.			
Unit	Content		
I	Introduction to Tally Prime – Installation Procedure, Opening Tally Prime, Creating a Company. Creating Accounting Masters – Introducing Groups, Introducing Ledgers, Introducing Vouchers and accounting vouchers transactions.		
II	Creating Inventory Masters – Stock Groups, Stock Items, Unit, Godown and inventory vouchers transactions. Introduction to GST – GST activation, GST Ledgers, GST Invoicing, Working with GST Reports. Reports – Day Book, Trial Balance, Profit & Loss A/c, Balance Sheet and Stock Summary.		
Books Recommended:			
1. Tally Prime – Tally Education Private Ltd (TEPL). 2. Official Guide to Financial Accounting Using Tally Prime – BPB Publications. 3. Mastering in Tally Prime – Ascent Prime Publications. 4. Tally Prime GST – United Publications 5. Tally Prime Training Guide – BPB Publications.			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Correspondence Skills (BBAFM 2.6.1)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To develop written skills 2. To introduce various business letters 3. To introduce to office correspondence			
Learning Outcomes: After learning this subject, students would be able to understand the writing of different types of business and office correspondence needed for the conduct of business and official work.			
Unit	Content		
I	Business Correspondence i) Business Enquiry Letters- Enquiry about products and services with seller; Reply to enquiries from buyer ii) Business Order Letters- placing order about products and services iii) Business Complaint Letters- Writing complaint letters to the seller about bad quality, less quantity, wrong products etc iv) Business Adjustment Letters- providing proper adjustment to the buyer		
II	Job applications/Office/Bank/Insurance Correspondence i) Job applications with Bio-data ii) Memo/Office Order/Office Circular iii) Letters to Banks- Application for loan, bank overdraft, issuance of cheque book, stopping a cheque iv) Letters to Insurance company- Claim, compensation		
Books Recommended:			
1. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 2. Business Communication – V.K.Jain & Omprakash Biyani (S. Chand) 3. Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)			

Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Public Administration (BBAFM 2.6.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand the concept of Public Administration 2. To understand its importance 3. Role of Public Administrators			
Learning Outcomes: After studying this subject, students would be able to understand the administrative systems in India.			
Unit	Content		
I	i) Meaning, scope and significance of Public Administration ii) Public and Private Administration iii) Public Services-Central, State and Local Government iv) Constitutional Framework of Government		
II	i) Basic elements of administrative governance Planning, Organizing, Directing and Controlling ii) Characteristics of Public Administration--- Public interest, Equality in society, Tax collection etc. iii) Role of Public Administration in development- Concept of good governance iv) Union Government-Executive, Parliament, Judiciary		
Books Recommended:			
1. Indian Public Administration – Institutions and Issues, Ramesh K Arora and Rajani Goyal: Vishwa Prakashan, New Delhi, 1996. 2. From Government to Governance – Kuldeep Mathur: National Book Trust, New Delhi, 2010. 3. Indian Administration – Hoshiar Singh: Kitab Mahal, New Delhi, 2004. 4. Indian Administration – S.R. Maheshwari: Orient Longman, Delhi, 2005. 5. Public Administration in India – S.R. Maheshwari: Oxford University Press New Delhi, 2005. 6. Public Administration in India – Padma Ramchandran: National Book Trust, New Delhi, 2006.			

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Semester – II

A Better India, A Better World (BBAFM 2.7)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
Objectives: 1. To make students understand the important life skills and values to become successful. 2. To motivate students to acquire good values. 3. To make students dream big by overcoming challenges.			
Learning Outcomes: After studying this subject, students would understand: 1. Success tips from Shri Narayan Murthy 2. Qualities needed to become successful			
Unit	Content		
I	From Part I: Address to Students i) Learning from Experience ii) The Indian of the Twenty-first Century iii) Succeeding in the Contemporary World		
II	From Part II: Values i) What Can We Learn from the West ii) The Role of Discipline in Accelerating National Development iii) How Can We Stop Corruption in India		
Books Recommended: A BETTER INDIA, A BETTER WORLD BY N R NARAYAN MURTHY Published by Penguin Random House India, Gurgaon, India, 2010			



Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Value Education (BBAFM 2.8)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives:			
<ol style="list-style-type: none"> Understanding the values, morals & ethics: To impart & inculcate the importance of value-based living. Student should be able to understand the teachings of great Indian leaders and their relevance in today's world. Sensitization of students for Nation Building: Sensitization of students on various facets like Human rights, Duties & Responsibilities of citizens, etc. 			
Learning Outcomes: After learning this subject, students would be able -			
<ol style="list-style-type: none"> To build a strong base of high morals, values & ethics in life. To appraise Indian values and to contribute to nation building. 			
Unit	Content		
I	UNIT I Morals, Values & Ethics: <ol style="list-style-type: none"> Meaning & definition of morals, values & ethics. Types of values and need of value education. Important values in Human Life – Integrity, truth, commitment, empathy, honesty, punctuality, unity, forgiveness, love, teamwork, ability to sacrifice, care, positive & creative thinking. Role of values in education. Teachings of great Indian Leaders: - Seven Deadly Sins by Mahatma Gandhi and Ten Golden Teachings of Swami Vivekanand. 		
II	UNIT II A – Values & Self: <ol style="list-style-type: none"> Self-confidence - Theories of self confidence Stress Management - Techniques of Stress Management Self-acceptance – Techniques and importance Self-growth – Role of spirituality, meditation, yoga in self-growth. B – Values & Nation Building: <ol style="list-style-type: none"> Sensitization for values, rights & duties – Sensitization to constitutional obligations, Gender sensitization & Cultural sensitization (Meaning, role & importance) Dr. A. P. J. Kalam's Ten points for enlightened citizenship 		
Books Recommended:			
<ol style="list-style-type: none"> Vivekananda, Swami. "Personality Development" – Advaita Ashrama, Kolkata, 2008. "Value Education" – Dr. Kiruba Charles and V Arul Selvi "Wings of Fire" – Dr. A. P. J. Kalam Skill Development – Dr. Mohini T. Bhelwani, Shree Sainath Prakashan, Nagpur 			