

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 			

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

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. 			

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

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. 			

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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:			
<ol style="list-style-type: none"> To enable students to understand the use of MS Word and MS Power Point. To enable students to understand the use of MS Excel in data processing. 			
Learning outcome: After learning this subject, students would be able understand:			
<ol style="list-style-type: none"> The use of MS Word and MS Power Point in word processing and making presentations. The use of MS Excel in data processing in general business applications. 			
Unit	Content		
I	<p>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.</p> <p>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.</p>		
II	<p>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.</p>		
Books Recommended:			
<ol style="list-style-type: none"> Computer Fundamentals – P. K. Sinha, BPB Publication, New Delhi A First Course in Computers – Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi I.T. Today, Encyclopedia – S. Jaiswal, Galgotia Publications, New Delhi 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)			

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

Semester – I

Management Skills (BBAFM 1.5.2)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: <ol style="list-style-type: none">1. To understand Management Skills2. To understand its importance3. To develop efficient Management system			
Learning outcome: After learning this subject, students would be able to understand: <ol style="list-style-type: none">1. The Importance and scope of Management and role of Managers2. The importance of planning and organizing3. 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.			

Name of Course: BBA (Major in Finance & Marketing)**Semester – I****Hindi (BBAFM 1.6.1)**

Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
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।			
परिणाम एक विश्लेषण: १. साहित्य अध्ययन द्वारा विद्यार्थियों में साहित्य रूचि जागृत हुई। 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।			
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 करित 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: B.B.A. (Major in Finance & Marketing)

Semester – I

Physical Education – I (BBAFM 1.9)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
<p>Objectives:</p> <ol style="list-style-type: none"> 1) To understand the principles of injury prevention and the basic first aid procedures for sports-related injuries and to recognize the importance of warm-up and cool-down exercises and incorporate them into physical activity routines. 2) To develop practical skills and theoretical knowledge in Volleyball, including measurements and techniques and to develop practical skills and theoretical knowledge in Ball Badminton, including measurements and techniques. 			
<p>Learning outcome: After learning this subject, student will be able to:</p> <ol style="list-style-type: none"> 1) Analyze different types of sports injuries and apply appropriate first aid techniques and evaluate the significance of warm-up and cool-down exercises and design appropriate routines. 2) Recall the standard measurements for a volleyball court and the rules of the game and demonstrate and refine basic volleyball skills such as serving, passing, and setting. Recall the standard measurements for a ball badminton court and the rules of the game and demonstrate and refine basic ball badminton skills such as serving, rallying, and scoring. 			
Unit	Content		
I	A) Theory 1) Injuries and First Aid 2) Warmup/Cooling Down		
II	B) Practical & Theory GAME 1) Volleyball: Measurements in Volleyball Skills in Volleyball 2) Ball Badminton: Measurements in Ball Badminton Skills in Ball Badminton		
<p>Books Recommended:</p> <ol style="list-style-type: none"> 1. Tandon, D.K. (2010). Sports Injuries and First Aid. Khel Sahitya Kendra. 2. Sharma, O.P. (2015). First Aid for Sports Injuries. Sports Publication. 3. Singh, H. (2010). Science of Sports Training. DVS Publications. 4. Jain, A. (2013). Physical Fitness and Conditioning. Sports Publication. 5. Sharma, V.M. (2011). Volleyball: Skills and Techniques. Friends Publications. 6. Sethi, P. (2012). Coaching Volleyball: A Guide for Coaches. Sports Publication. 7. Singh, J. (2010). Ball Badminton: Skills and Techniques. Friends Publications. 8. Sathyaprabha, A. (2013). Ball Badminton for Beginners. NIS Publications. 			

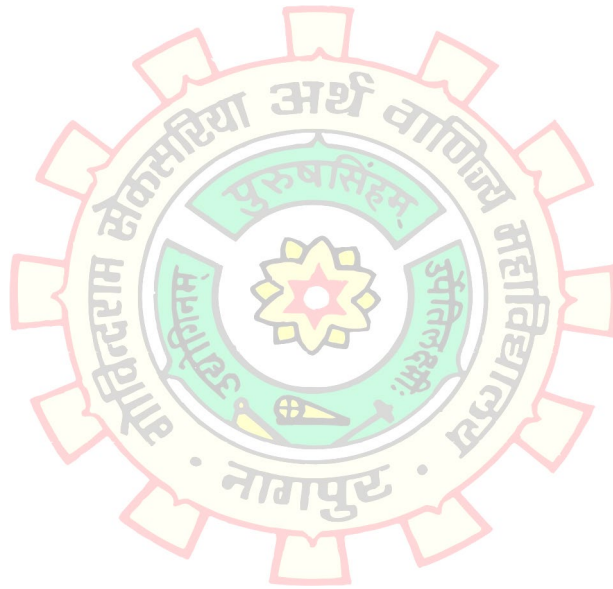
Name of Course: BBA (Major in Finance & Marketing)

Semester – II

Basics of Financial Management (BBAFM 2.1)

Teaching Hours: 4	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objectives: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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	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.		
II	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.		
III	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.		
IV	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.		
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: 1. To provide the students an understanding of basic concepts of business economics. 2. To make the students familiar with the fundamentals of economics.			
Learning Outcomes: 1. 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. 2. 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:			
1. An Introduction to Modern Economics , Hardwick, Khan & Langmead, Longman London & New York. 2. Modern Economics – H. L. Ahuja, S. Chand & Co Ltd, Latest Edition. 3. Micro Economics – P. N. Chopra, Kalyani Publishers. 4. Principles of Economics – D. M. Mithani, Himalaya Publishing House, Latest Revised Edition. 5. Modern Economic Theory – K. K. Dewett, S. Chand & Co Ltd, Latest Revised Edition. 6. 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"> Pathak Bharati (2008): The Indian Financial System –Markets, Institutions, and Services, (2nd Edition), Pearson Education, New Delhi. Financial Institutions and Markets, Growth and Innovation, Bhole L. M., Tata McGraw-Hill, New Delhi, 2008. Financial Economics, Bodie, Z. et. el, Pearson Education, New Delhi, 2009. Introduction to Futures and Options Market, Hull John, Prentice Hall of India, Delhi, 2002. Financial Services, Khan M.Y., Tata McGraw Hill, New Delhi, 2007. Management of Banking and Financial Services, Paul, J. and P. Suresh, Pearson Education, Delhi, 2008. Reserve Bank of India (various issues) Report on Currency and Finance, RBI, Mumbai. Reserve Bank of India, Occasional Papers, Vol. 18, Nos. 2 & 3, RBI, Mumbai 1997. Derivatives: An Introduction, Strong, R. A., Thomson Asia Pvt. Ltd, Bangalore, 2002. Futures and Options, Sridhar, A. N., Equities and Commodities; Shroff Publishers, Mumbai 2006. 			

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

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. 			

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

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.			

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

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 <p>A – Values & Self:</p> <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. <p>B – Values & Nation Building:</p> <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 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – II

Physical Education – II (BBAFM 2.9)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand the different components of physical fitness and their significance. 2) To demonstrate proficiency in the techniques and skills associated with various athletic events, including throwing, jumping, and running.			
Learning outcome: After learning this course, students will be able to: 1) Identify and explain the different skill-related physical fitness components and their significance in sports performance (Understand, Analyze) and evaluate and apply health-related physical fitness components to enhance overall well-being and prevent lifestyle diseases (Evaluate, Apply). 2) Demonstrate proper techniques and skills in throwing, jumping, and running events, and evaluate their own performance in these events to improve their athletic abilities. (Remember, Apply).			
Unit	Content		
I	1) Physical Fitness a) Skill Related Physical Components b) Health Related Physical Components		
II	Athletics – 1) Throwing Events: Shot Put (Measurements, Skills), Discus Throw, Javelin Throw, Hammer Throw. 2) Jumping Events: Long Jump, High Jump, Triple Jump, Pole Vault. 3) Running Events: Sprints: 100 meters, 200 meters, 400 meters. Middle Distance: 800 meters, 1500 meters. Long Distance: 3000 meters, 5000 meters, 10000 meters, 3000 meters Steeplechase Marathon (42.195 kms) Relay Race: 4 x 100 meters, 4 x 400 meters. Hurdles: 100 (Men), 100 (Women), 400 meters.		
Books Recommended:			
1) Singh, H. (2010). Science of Sports Training. DVS Publications. 2) Sharma, V.K. (2012). Health and Physical Education. Sports Publication. 3) Singh, M. (2011). Fundamentals of Track and Field. Khel Sahitya Kendra. 4) Sharma, P. (2013). Athletics: Skills and Techniques. Friends Publications.			

Name of Course: B.B.A. (Major in Finance & Marketing)

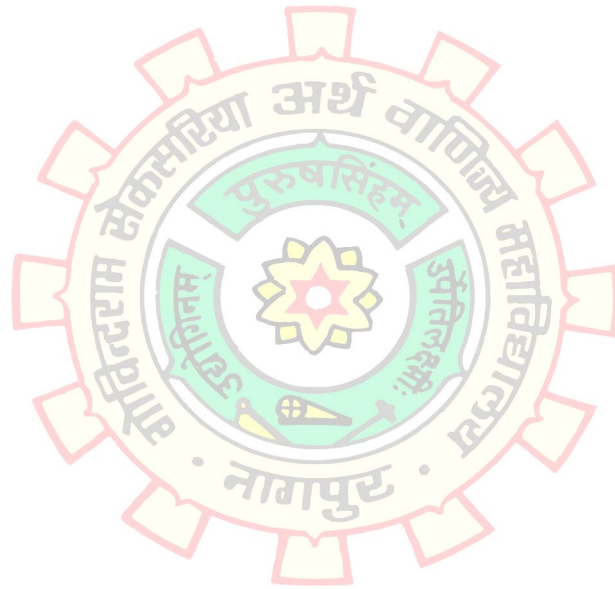
Semester – III

Financial Institutions in India (BBAFM 3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ol style="list-style-type: none"> To familiarize the students with the structure & reforms of the Indian Financial System. To provide knowledge about capital and money market in India. To provide knowledge about Banking, Non-banking Financial Corporation and Fin-tech Companies. To make student aware about Insurance and mutual funds. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Understand the structure and mechanism of Indian Financial System and comparison of various instruments and markets. Apply knowledge of Indian financial institutions and correlate it with realistic scenarios related to banking, insurance, and capital markets. Analyse the role of Indian financial institutions in the key financial sectors of the economy. Evaluate the present scenario and reforms of Indian Financial System, various instruments available in the market and know the importance of Insurance and Mutual Funds 			
Unit	Content		
I	Introduction to Financial System: Overview and Structure of Indian Financial system, Components of financial system & their interdependency; Financial intermediation; Significance of Financial system; Financial system and economic development - Flow of funds account, National income accounts, Reforms and current trends in Financial system.		
II	Capital and Money Market: Capital Market – Meaning, Features, Functions, Types, Instruments, SEBI and its functions, Reforms in Capital Market; Stock Exchange in India – NSE, BSE, OTCEI. Money Market – Meaning, Features, Functions, Types, Instruments -Treasury Bills, Commercial Bills, Certificate of Deposit, Commercial Paper, Call Money, RBI and its functions, Reforms in Money Market; Interlink Between Capital and Money Market.		
III	Banking Institutions, Non-Banking Financial Corporation and Fin-Tech Companies Banking Institutions – Meaning, Characteristics, Functions and Importance of Banking Institutions; NBFC – Meaning, Characteristics, Functions and Importance, Types of NBFC. FinTech Companies – Meaning, Characteristics, Functions and Importance of FinTech Companies.		
IV	Insurance and Mutual Funds: Insurance – Meaning, Importance, Principles of Insurance, Types of Insurance, Insurance Intermediaries, IRDA; Mutual Funds – Meaning, Benefits of Mutual Funds to Various Sectors, Types of Mutual Funds, Mutual Fund Intermediaries, A Brief Overview of Mutual Fund Industries, Recent Trends in Mutual Funds in India.		
Books Recommended:			
<ol style="list-style-type: none"> Indian Financial System, Bharti Pathak, Pearson Publication 5th Edition Banking Law and Practice, S Chand, Latest Edition Insurance Law, Gaurav Varshney, Lexis Nexis Edition. Fundamentals of Insurance, Hargovind Dayal, Notion Press. Fin tech in India, Dr. Komal Mistry, Notion Press. 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

Advertisement and Sales Management (BBAFM 3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
<p>Objective:</p> <ol style="list-style-type: none"> To Understand the basic concepts of Advertising and Functions of Advertising in modern business To analyse the benefits and impact of Advertising To identify the importance and values in Advertising To explore the recent trends and functions in Sales Management 			
<p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Understand the fundamentals of Advertising and media selection. Apply the concept of creativity and undertake the advertising research. Analyze the strategies related to Advertising impact on Society and Consumers. Identify and apply Art of Selling and preparing Sales Budget. 			
Unit	Content		
I	<p>Introduction of Advertising: Advertising - Definition - Importance - Classification of advertisements – Functions of Advertising - Objectives – DAGMAR - Advertising and Direct Marketing: Advertising - Determinants of Advertisability - Causes for advertisement failure. Advertising Department - Organizing for advertising department - Functions of advertising management. Evaluation Criteria for Selecting an Advertising Agency, Factors affecting Media Choice</p>		
II	<p>Economic & Social Aspects of Advertising: Setting of advertising budget, Meaning of Advertising Cost, Economic effects - Social Effects of Advertising, Benefits of Advertising - Impact of Advertisements on children - Women in Advertising, Role of Creativity in Advertising and Need for Advertising Research. Advertising media, different types of media, media planning, Impact & Role of advertising agencies, Elements of Print Advertisement and Digital Advertisement.</p>		
III	<p>Ethics in Advertising and Public Relations Importance of Ethics and Values in Advertising, Ethics and code of conduct in advertising. Misleading and Deceptive advertisements, Advertising Appeals and its Impact on society and consumers. Criticisms of Advertising, Regulating Bodies in India for Advertisements. Role of Advertising in Public Relations and Publicity: Meaning of Publicity and Public Relations Advantages and Disadvantages of Public Relations, Ethics in Publicity.</p>		
IV	<p>Sales Management Aspects: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman, Sales Promotion - Definition - Types – Features, Sales planning: Concept, Process, Sales Forecasting - Methods and Limitations, Concept of Sales Budget and Sales Audit. Duties and responsibilities of General sales Manager. Steps in setting up the sales organization. Sales forecast: meaning, objectives, sales forecast methods, Recent Trends in Sales Management, Role of IT in Sales Management.</p>		
Books Recommended:			
Text Books			
1. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi			
References Books			
1. Advertising Planning and implementation: Sharma and Singh, Prentice Hall			
2. Advertising Management Concepts and Cases: Mahendra Mohan, Tata McGraw Hill			
3. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi			
4. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.			



Name of Course: B.B.A. (Major in Finance & Marketing)

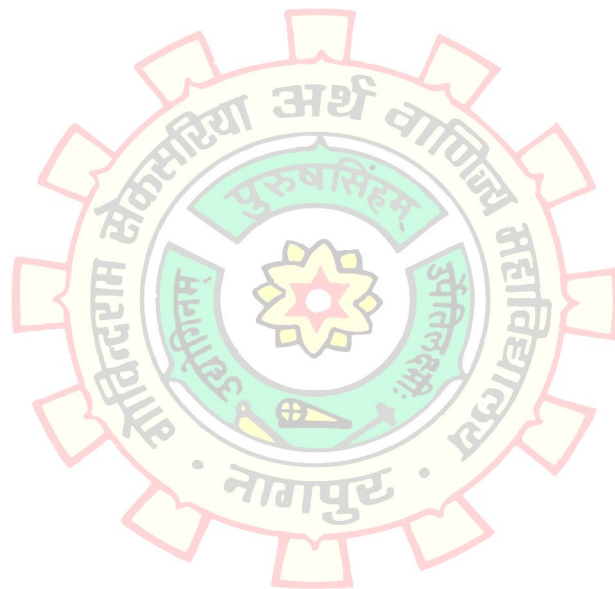
Semester – III

Business Economics (BBAFM 3.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: <ol style="list-style-type: none"> To provide the students an understanding of basic concepts of business economics and demand analysis. To help students understand the requirements of business decision making and production analysis. To make the students familiar with costing concepts and revenue analysis. To provide knowledge to the students regarding market structures and competition. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Understand the important concepts of Business Economics, and further delve deeper into concepts related to Demand analysis like, Elasticity of demand and Indifference curve. Analyse how the producers make decisions based on production function in short run and long run. Evaluate the importance of cost analysis and revenue analysis for a business. Apply the knowledge regarding various types of markets and how the companies function in a given nature of market & competition in realistic situations. 			
Unit	Content		
I	Introduction to Business Economics <ul style="list-style-type: none"> Concept, Nature, Scope of Business Economics Demand -Meaning of Demand, Determinants of Demand, Law of Demand, Expansion and Contraction of Demand, Increase and Decrease of Demand Elasticity of Demand - Concept, Methods, Types of Elasticity of Demand, Degrees of Price Elasticity of Demand, Factors affecting Elasticity of Demand, Case Study on Oil Refining Companies and Price Elasticity of Demand Indifference Curve - Meaning, Properties of Indifference curve, Indifference map 		
II	Business Decision-Making and Production Function <ul style="list-style-type: none"> Supply -Concept of Supply, Law of Supply , Elasticity of Supply, Determination of Equilibrium price through market forces (Demand and Supply), Case Study on Demand and Supply of Gold in India Production Function - Meaning of Production Function, Short Run & Long Run Production Function Isoquant - Meaning, Properties SDG 12 - Sustainable Consumption and Production - Concept, Targets and Indicators Case study on Inability in taking strategic timely decisions a cause for Nokia's failure 		
III	Costing Concepts & Revenue analysis <u>Costing Concepts</u> <ul style="list-style-type: none"> Cost Function - Meaning of Cost Function Introduction to Various Short & Long Run Costing Concepts : Concept of Total Cost, Average Cost, Marginal Cost, Supply chain costs and drivers of supply chain costs Relationship between Average Cost and Marginal Cost <u>Revenue Analysis</u> – Meaning of Revenue, Concept of Total Revenue, Average Revenue and Marginal Revenue <ul style="list-style-type: none"> Theory of Firm- Objectives of a firm and profit maximization 		
IV	Market structure and competition <u>Market:</u> <ul style="list-style-type: none"> Market - Meaning, Features, Types <u>Perfect Competition</u> - Meaning, features, Equilibrium of Industry and of Firm in short run (Price-Output Determination in short run) <u>Imperfect Competition</u> <ul style="list-style-type: none"> Monopoly- Meaning, features, types, Equilibrium of firm (Price-Output Determination in short 		

- run), Price Discrimination- meaning, types, conditions for price discrimination to be profitable
- Monopolistic Competition – Meaning, features, Equilibrium of firm (Price- Output Determination in short run)
 - Oligopoly - Meaning, features, kinked demand curve, Nash Equilibrium in Prisoner’s Dilemma-concept

Books Recommended:

1. Introduction to Modern Economics, Hardwick, Khan & Langmead, An, Longman London & New York, Revised Edition.
2. Advanced Economic Theory (Micro Economic Analysis), H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004.
3. Modern Economics, H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004.
4. Micro Economics, P. N. Chopra, , Kalyani Publishers.
5. Micro Economics, D. D. Chaturvedi, Galgotia Publishing Company.



Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

MS-Office (BBAFM 3.3.2)

Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: <ol style="list-style-type: none"> To understand formatting features in Ms Word with Mail merge, Templates to maintain consistency to create professional looking documents. To analyze large datasets through Excel sorting, filtering and different data analysis tools. To explore data modelling and advanced functions to visualize data creatively and communicate insights effectively. To evaluate organization and structure of PowerPoint presentations in order to ascertain their logical flow. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Understand and recall the functionalities, tools and commands available in MS Word. Analyze financial data and perform functions to evaluate financial scenarios. Apply statistical analysis tools and technique to interpret data for business insights and faster decision making. Evaluate the effectiveness of the contents in PowerPoint presentation including visual themes for diverse audiences. 			
Unit	Content		
I	Microsoft Word :- Introduction to MS-Office 2019, Installation, Word:- Introduction to MS-Word, Working with toolbars & ribbons, Components of MS-Word Window, Inserting Tables, Mail-merge, Macros, Templates.		
II	MS-Excel:- Introduction to MS-Excel:- Introduction to MS-Excel, Elements of MS-Excel workbook, Navigation, Entering & Editing, Formatting cells, Formula and Functions, V-lookup, H-lookup, Data Sorting, Conditional Formatting, Filtering, Goal Seek, Tables, Views, Charts, Linking.		
III	Advanced Excel - INDEX and MATCH, IF with AND, OR, OFFSET combined with other functions, CHOOSE for creating scenarios, INDIRECT combined with other functions, XNPV and XIRR CELL, COUNTA, and MID functions combined together, PMT, IPMT, and principal payment calculations, Subtotal and Data Consolidation, Pivot Table, Protection.		
IV	Microsoft PowerPoint: - Introduction to MS-PowerPoint, Insertion, deletion, Copying Slides, Slide numbering, Header & Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.		
Books Recommended:			
<ol style="list-style-type: none"> A First Course In Computers, Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi Mastering MS-Office, Bittu Kumar Mastering Advanced Excel, Ritu Arora 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

Company Law (BBAFM 3.3.3)

Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: <ol style="list-style-type: none"> To impart basic knowledge of the provisions of Companies Act 2013. To familiarize students with the legal regulations related to registration of a company. To impart knowledge about important documents that define a company. To impart knowledge of company functioning. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Classify different types of companies under the Companies Act 2013, including registered, public, private, one-person, and others, and explain their respective features, privileges, and exemptions. (Understand) Interpret the duties and liabilities of promoters, understand the preliminary steps involved in company incorporation, and explain the online registration process, issuance of certificates, and provisional contracts. (Evaluate) Apply the principles of Memorandum of Association (MOA) and Articles of Association (AOA) to understand their clauses, alterations, and the legal implications of ultra vires transactions. Analyze the requirements and types of prospectuses and their significance. (Apply) Analyze the concept of company meetings, including their requisites for validity, different types, and voting procedures. Evaluate the role of resolutions and assess the effectiveness of various voting methods, including postal ballot and e-voting. (Analyze) 			
Unit	Content		
I	Introduction to companies act 2013 (as amended from time to time), features, Kinds of companies: Registered company, Public company, private company-privileges and exemptions of a private company, Conversion of Private company to Public company, conversion of Public company to Private company, One person company: Provisions and exemptions of OPC, , Conversion of OPCs into private and public companies, Holding and subsidiary company, Government company, Foreign Company, Sec 8 Company		
II	Formation of company – Promotion: duty and liabilities of promoters, legal position of promoters Incorporation: preliminary steps, online registration of a new company, certificate of incorporation, commencement of business, certificate of commencement of business, CIN, provisional contracts		
III	Documents: Memorandum of association- clauses and alterations Articles of association- Content and alterations Doctrine of ultra vires- effects of ultra vires transactions Prospectus: Meaning, requirements of a prospectus, abridged prospectus, shelf prospectus, misleading prospectus		
IV	Company meetings – Meaning of meeting, kinds of meetings, Requisites of a valid general meeting: notice, agenda, quorum, chairman, voting by poll, voting through postal ballot, procedure to be followed for conducting business through postal ballot, E-voting, Proxy and its provisions, Resolutions: Types of resolutions		
Books Recommended:			
<ol style="list-style-type: none"> Company Law & Secretarial Practice. Sultan Chand & Sons, Kapoor, N.D: New Delhi. Indian Company Law, Singh Avtar, Eastern Book Company, Lucknow. Company Law and Secretarial Practice, Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur. Corporate Laws, Anil Kumar; Taxmann Publication 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

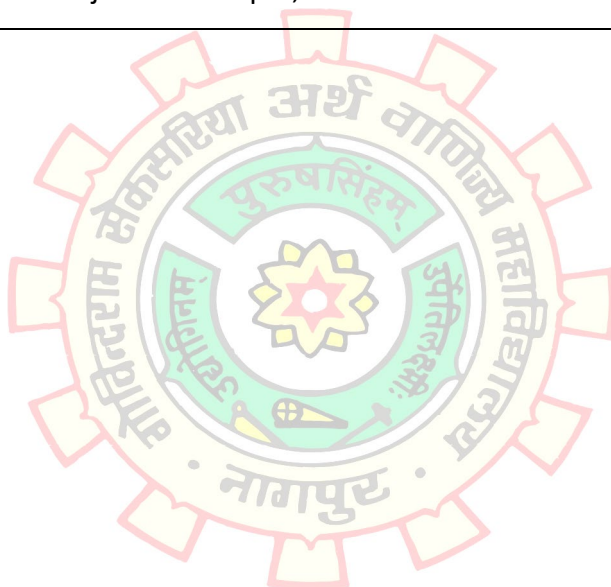
Direct Taxes (BBAFM 3.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
<p>Objective:</p> <ol style="list-style-type: none"> To develop a comprehensive understanding of the fundamental concepts and legal provisions of the Income Tax Act 1961, including the distinction between exemptions and deductions, and the rules for determining residential status of taxpayers. To acquire practical skills in computing taxable income from various sources including salary, house property, and other sources, by applying relevant deductions and understanding tax computation principles as per the applicable tax slabs and rates. 			
<p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Demonstrate proficiency in understanding concepts of income tax by exhibiting a thorough understanding of fundamental tax concepts such as agricultural income, assessee classification, assessment year determination, and the distinction between gross total income, exemptions, and deductions within the framework of the Income Tax Act 1961. (Understand) Apply taxation principles to Income Sources: Students will demonstrate the ability to analyze and compute taxable income from salary, house property, and other sources, including the valuation of perquisites and the application of relevant deductions, thereby gaining practical skills essential for tax computation and compliance. (Apply) 			
Unit	Content		
I	<p>Introduction of Income Tax Act 1961 and basic concepts</p> <ol style="list-style-type: none"> Basic concepts – Introduction of Income Tax Act 1961; Finance Act; Concepts of - Agricultural income, Assessee, Assessment year, Previous year, Person, Income, Gross total income, Charge of income Tax; Difference between Exemptions and Deductions; Introduction to Heads of Income. Residential Status - Rules for determining residential status of Individual, HUF, Firm and Company, need to determine residential status, Incidence of tax; Problems on determining residential status. <p>Income from Salary</p> <ol style="list-style-type: none"> Income from Salary – Scope of Chargeability (Section 15); Salary, Allowances, perquisites, exemptions and deductions. Allowances – House Rent Allowance, Transport Allowance, Children Education Allowance, Medical allowance. Perquisite – Valuation of Rent- free Accommodation; Motor Car; Valuation of medical facility. Practical problems on computation of income from salary (excluding retirement benefits). 		
II	<p>Theory:</p> <p>Income from House Property</p> <ol style="list-style-type: none"> Income from House Property – Scope of Chargeability (Section 22); Study of the concepts: Let-out property, Self-occupied properties, Gross Annual Value, Net Annual value – Deductions (Standard deduction and deduction in respect of payment of interest on borrowed capital) <p>Income from Other Sources</p> <ol style="list-style-type: none"> Scope of Chargeability [Section 56]; Admissible Deductions (Section 57), Disallowances (Section 58) <p>Problems:</p> <p>Computation of Taxable Income and Income tax of an Individual Assessee</p> <ol style="list-style-type: none"> Computation of Gross Total Income, Deductions under Sections 80C, 80D, 80DD, 80DDB, 80E, 80GG, 80TTA, 80TTB and 80U. Income tax slabs and rates including Education cess, Higher education cess, surcharge (as applicable for relevant assessment year) 		

c) Problems on Computation of Gross Total Income, Taxable Income and Income Tax liability of an Individual assessee considering the income under the heads of Salary, House Property and Other Sources.

Note: Academic year will be considered as Assessment Year.

Books Recommended:

1. **Direct Tax**, ICAI Module for Intermediate
2. **Students Guide to Income Tax**, Vinod K. Singhania Publisher, Taxmann Publications Pvt Ltd, New Delhi.
3. **Systematic Approach to Taxation**, Dr. Girish Gupta, Dr Ravi Ahuja, Bharat Publications
4. **Students Handbook on Income Tax**, T. N. Manoharan and G. R. Hari, Snow White Publications.
5. **Direct Tax Laws**, T. N. Manoharan and G. R. Hari, Snow White Publications.
6. **Students Guide to Income Tax**, Dr Monica Singhania / Dr. Vinod K Singhania, Taxmann Publications Pvt Ltd, New Delhi.
7. **STUDENTS GUIDE TO INCOME TAX WITH PROBLEMS AND SOLUTIONS (COMBO)**, Dr Monica Singhania / Dr. Vinod K Singhania, Taxmann Publications Pvt. Ltd, New Delhi.
8. **Income Tax Law & Accounts**, Mehrotra, Sahitya Bhavan, Agra.
9. **Law and Practice of Income-Tax in India**, Bhagavati Prasad, New Age International Publishers, New Delhi.
10. **Direct Tax Laws**, Dr. Girish Ahuja & Ravi Gupta, Bharat Publications



Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

Financial Accounting – I (BBAFM 3.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
<p>Objective:</p> <ol style="list-style-type: none"> To understand the concept of final accounts for sole traders and develop the ability to prepare trading, profit and loss, and balance sheet accounts, including adjustments. To gain insight into the final accounts of cooperative societies and develop the proficiency to prepare them in accordance with relevant legal provisions. 			
<p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Demonstrate the ability to analyze and synthesize financial data to prepare comprehensive final accounts for sole traders, integrating adjustments, and evaluate the financial health of the business. Apply their understanding of legal provisions and financial principles to create accurate final accounts for cooperative societies and appraise the financial performance critically. 			
Unit	Content		
I	<p>Final Accounts of Sole Traders: Theory: Meaning of Final Accounts, Characteristics and Format of Trading A/c, Profit and Loss A/c and Balance Sheet, Meaning and nature of Adjustments. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c and Balance sheet from Trial balance and Adjustments</p>		
II	<p>Final Accounts of Co-Operative Society: Theory: Meaning and Introduction of Co-operative Society, Characteristics of and Usefulness of Co-operative Society, Limitations of Co-operative society, Types of Co-operative Society, Meaning, Format and Characteristics of Profit and Loss Appropriation A/c. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c, Profit and Loss Appropriation A/c and Balance sheet As per Maharashtra Co-operative Society Act, 1960.</p>		
Books Recommended:			
<ol style="list-style-type: none"> Financial Accounting, Paul, S. K, New Central Book Agency Financial Accounting for Managers, Ghosh, T. P. Taxman Allied Service Financial Accounting, Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications Financial Accounting, Dr. V. K. Goyal, Excel Books Publications Financial Accounting, Jain S.P., Narang K.L., Kalyani Publishers, Delhi. Financial Accounting, Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

Digital Marketing (BBAFM 3.5)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15=50	Group: Vocational Skill Course
Objectives: <ol style="list-style-type: none">To provide students a foundational understanding of digital marketing concepts, tools, and techniquesTo develop the students with the importance of digital marketing in today's business landscape and its role in achieving organizational goals.			
Learning Outcomes: After learning this course, students will be able to <ol style="list-style-type: none">Understand the fundamental concepts of digital marketing, including, social media marketing, email marketing, and content marketing.Apply the basic skills of planning and implementation in digital marketing strategies which is suitable for different business objectives.			
Unit	Content		
I	Foundation of Digital Marketing: Digital Marketing, Definition, and scope of digital marketing, Core Concepts of Digital Marketing: Search Engine Optimization (SEO), Online consumer behaviour. Legal and Ethical Considerations in Digital Marketing. Digital Marketing Strategy: Setting SMART objectives, Developing a digital marketing plan, Integration with traditional marketing strategies.		
II	Digital Marketing Channels and Strategies Social Media Marketing (SMM): Social Media Marketing process, Social media platforms overview: Facebook, Instagram, Twitter, LinkedIn. Content Marketing: Content types Blog posts, videos, infographics. Email Marketing: Email campaign planning and execution.		
Books Recommended:			
<ol style="list-style-type: none">Digital Marketing: Strategy, Implementation and Practice by Rajiv Batra, Tapan Panda, and Amarjeet Singh, published by Pearson Education India.Digital Marketing: A Practical Approach by Harpreet Kaur, published by Oxford University Press India.Digital Marketing: Concepts and Strategies by Bidyut Bikash Dhar and Debalina Chattopadhyay, published by McGraw Hill Education India.Digital Marketing: Strategy, Implementation and Practice in India by Sameer Mathur and Rajiv Mathur, published by McGraw Hill Education India.Digital Marketing: An Indian Perspective by Kannan P.K and Chitra S, published by Pearson Education India.			

Hindi (BBAFM 3.6.1)

Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
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Course Objectives:

1. To understand and appreciate the literary works in prose by renowned Hindi authors, focusing on their themes and messages.
2. To explore and comprehend the poetic expressions of various Hindi poets, delving into the emotions and ideas conveyed through their poems and develop practical skills in translation, advertisement writing, and business vocabulary enhancement in Hindi.

पाठ्यक्रम का उद्देश्य:

1. प्रमुख हिंदी लेखकों द्वारा गद्य में विभिन्न कृतियों को समझना और मूलभूत विषयों और संदेशों पर ध्यान केंद्रित करना।
2. विभिन्न हिंदी कवियों द्वारा की गई कविताओं की व्याख्या करना और उनके कविताओं के माध्यम से व्यक्त की गई भावनाओं और विचारों को समझना और हिंदी में अनुवाद, विज्ञापन लेखन, और व्यावसायिक शब्दावली में सुधार के प्रायोगिक कौशल विकसित करना।

Learning Outcomes: After learning this course, students will be able to –

1. **Analyze** and **interpret** the prose works of Dr. Abdul Kalam, Dr. Krishna Kumar Mishra, and Narayan Murthy, identifying the central themes and moral values conveyed in their writings.
2. **Analyze** the poems of Santosh Kumar Badal, Sohan Lal Dwivedi, and Methili Sharan Gupta, discerning the emotions, philosophies, and societal concerns expressed in their verses and **demonstrate** proficiency in translating texts from English to Hindi, crafting effective advertisements in Hindi, and expanding their business vocabulary in Hindi, facilitating communication in professional contexts.

शिक्षा परिणाम: इस पाठ्यक्रम के अध्ययन के बाद, छात्र निम्नलिखित कार्य कर सकेंगे:

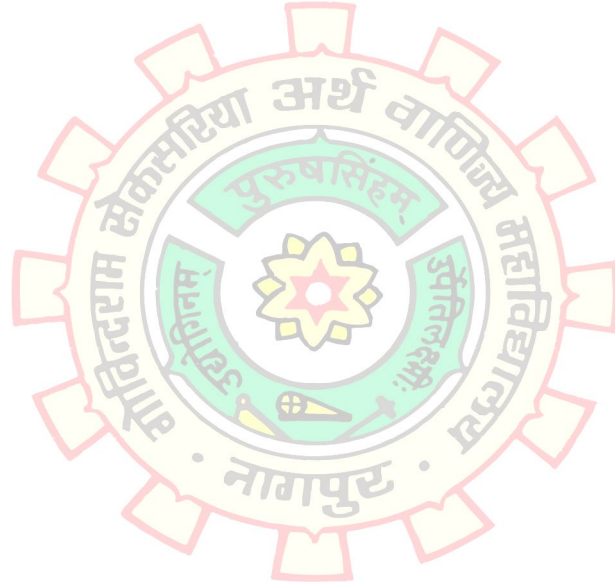
1. डॉ. अब्दुल कलाम, डॉ. कृष्ण कुमार मिश्र, और नारायण मूर्ति की गद्य रचनाओं का **विश्लेषण** और व्याख्या करके उनकी लेखनी में प्रमुख विषयों और नैतिक मूल्यों को **पहचान** सकेंगे।
2. संतोष कुमार बादल, सोहन लाल द्विवेदी, और मेथिली शरण गुप्ता की कविताओं का **विश्लेषण** करके, उनकी पंक्तियों में व्यक्त भावनाओं, दार्शनिकताओं, और सामाजिक चिंताओं को **पहचान** सकेंगे और अंग्रेजी से हिंदी में पाठों का अनुवाद करके, हिंदी में प्रभावी विज्ञापन बनाने, और हिंदी में व्यावसायिक शब्दावली का विस्तार करने में **प्रवीण** होंगे, जो व्यावसायिक संदर्भों में संचार को सुगम बनाएगा।

Unit	Content
I साहित्यिक हिंदी	<p>गद्य भाग</p> <ul style="list-style-type: none"> ➤ शाश्वत जीवन मूल्य- अदम्य साहस – डॉ. अब्दुल कलाम ➤ जलवायु परिवर्तन तय करेगा धरती पार सभ्यता का भविष्य (निबंध) डॉ. कृष्ण कुमार मिश्र ➤ उद्यमशीलता- बेहतर भारत बेहतर दुनिया – नारायण मूर्ति <p>पद्य भाग</p> <ul style="list-style-type: none"> ➤ अवकाश - संतोष कुमार बादल ➤ लहरो से डरकर नौका पार नाही होती – सोहन लाल दिवेदी ➤ मनुष्यता- मेथिली शरण गुप्त
II व्यावहारिक हिंदी	<ul style="list-style-type: none"> ➤ अनुवाद: - अर्थ - परिभाषा, स्वरूप, अनुवादक के गुण, सफल अनुवाद की विशेषताएँ, अनुवाद प्रक्रिया, प्रकार। ➤ विज्ञापन लेखन - अर्थ - परिभाषा, गुण, लाभ, सावधानी आदि। ➤ पारिभाषिक शब्दावली (वाणिज्य विषयक)

Books Recommended:

संदर्भ ग्रंथ :-

१. अदम्य साहस – डॉ. अब्दुल कलाम
२. बेहतर भारत बेहतर दुनिया – नारायण मूर्ति
३. विज्ञापन के मुल तत्व :- डॉ. जयश्री जोशी , केलाश पुस्तक सदन , भोपाल
४. मीडिया लेखन और अनुवाद विज्ञान : डॉ जगदीश शर्मा . डॉ धनबहादूर पाठक , हरीश प्रकाशन मंदिर



Marathi (BBAFM 3.6.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
<p>Course Objectives:</p> <ol style="list-style-type: none"> To understand and appreciate the literary works in prose by renowned Marathi authors, focusing on their themes and messages. To develop practical skills in internet usage in Marathi language, news editing, and business vocabulary enhancement in Marathi. <p>पाठ्यक्रमाचे उद्देश्य:</p> <ol style="list-style-type: none"> प्रसिद्ध मराठी लेखकांच्या गद्य रचनांचा समजून आणि मूल्यांकन करणे, त्यांच्या विषय आणि संदेशांवर लक्ष केंद्रित करणे. मराठी भाषेत इंटरनेट वापराचे कौशल्य विकसित करणे, बातम्या संपादन, आणि मराठीत व्यावसायिक शब्दकोश वाढवणे. <p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Analyze and interpret the prose works of Dr. Abdul Kalam, Narayan Murthy, Shrinivas Thakur, discerning the central themes and moral values conveyed in their writings. Demonstrate proficiency in using the internet in Marathi language, editing news content effectively, and expanding their business vocabulary in Marathi, facilitating communication in professional contexts. <p>शिक्षण परिणाम: या पाठ्यक्रमाच्या अभ्यासानंतर विद्यार्थी खालील कार्ये करू शकतील:</p> <ol style="list-style-type: none"> डॉ. अब्दुल कलाम, नारायण मूर्ती, श्रीनिवास ठाकूर यांच्या गद्य रचनांचा विश्लेषण आणि व्याख्या करून, त्यांच्या लेखनांमध्ये अडचणी आणि मूल्यांकन करून, मुख्य थीम्स आणि नैतिक मूल्ये ओळखून त्यांची समज करण्यात विद्यार्थी सक्षम होतील. मराठी भाषेत इंटरनेट वापराचे कौशल्य, बातम्या संपादन योग्यतेत दक्षता, आणि मराठीत व्यावसायिक शब्दांचे विस्तार करणे, यात्रेत व्यावसायिक संदर्भात संवाद सुचारूप बनवण्यात विद्यार्थी सक्षम होतील. 			
Unit	Content		
I साहित्यिक हिंदी	<p>गद्य विभाग</p> <ul style="list-style-type: none"> शाश्वत जीवन मूल्य % एॆा पी जे अब्दुल कलाम उद्योजकतेविषयी : नारायण मूर्ती नक्षत्रांचे देणे : श्रीनिवास ठाणेदार <p>पद्य विभाग</p> <ul style="list-style-type: none"> पसायदान : संत ज्ञानेश्वर दोन पर्याय दिलीप कुलकर्णी विश्वशांती दिनेश काळे 		
II व्यावहारिक हिंदी	<ul style="list-style-type: none"> इंटरनेट आणि मराठी भाषा : डॉ.नंदकिशोर मोरे वृत्त संपादन : प्रभाकर कोंडबतुनवार पारिभाषिक शब्दावली (वाणिज्य विषयक) 		
Books Recommended (संदर्भ ग्रंथ):			
<ol style="list-style-type: none"> शब्द साधना भाग -२ अदम्य जिद्द : ए- पी- जे- अब्दुल कलाम अ बेटर इंडिया अ बेटर वर्ल्ड : नारायण मूर्ती सुगम मराठी व्याकरण व लेखन - मो. रा. वाळम्बे जाहिरातींचे जग : यशोदा भागवत , मौज प्रकाशन गृह , मुंबई 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – III

Physical Education – III (BBAFM 3.8)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives:			
1) To understand and distinguish between skill-related and health-related physical fitness components. 2) To develop knowledge and practical skills in athletics, specifically in throwing events such as Shot Put, Discus Throw, and Javelin Throw.			
Learning outcome: After learning this course, students will be able to:			
1) Explain the meaning and types of yogasanas, analyze their benefits, and evaluate their role in promoting physical and mental health. (Applying, Analyzing, Evaluating) 2) Demonstrate and practice specific asanas (such as Tadasana, Vrukshasana, Padmasana, Vajrasana, etc.) and relaxing asanas (Shavasana, Makarasana), and assess their impact on personal health and well-being. (Applying, Creating, Evaluating)			
Unit	Content		
I	Yogasana – Meaning, Types of Asanas, Benefits of Yogasana		
II	Asanas (Postures): Tadasana, Vrukshasana, Padmasana, Vajrasana, Adho Mukh Virasana, Bhadrasana, Uttanpadan, Naukasana (Supine), Paschimottanasana, Ardha Matsendrasana Relaxing Asanas: Shavasana, Makarasana		
Books Recommended:			
1. Iyengar, B.K.S. (2001). <i>Light on Yoga</i> . HarperCollins Publishers. 2. Saraswati, Swami Satyananda (2008). <i>Asana Pranayama Mudra Bandha</i> . Yoga Publications Trust. 3. Desikachar, T.K.V. (1999). <i>The Heart of Yoga: Developing a Personal Practice</i> . Inner Traditions. 4. Hatha Yoga Pradipika by Swami Muktibodhananda (2012). Yoga Publications Trust. 5. Sivananda, Swami (2004). <i>The Complete Illustrated Book of Yoga</i> . Three Rivers Press.			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Financial Services (BBAFM 4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ol style="list-style-type: none"> To familiarize the students with various Financial Services in India. To make students aware of various Depository Services. To provide in-depth knowledge about Fund and Fee based financial services. To make student aware about Global Financial services and regulatory aspect. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Recall various types of financial services available in the market, and fund based as well as fee-based services. Understand difference between Traditional and Innovative financial services. Compare various financial services provided by Financial Institutions at national level and at global level. Apply their knowledge to analyse and assess various financial services such as Demat Account, Lease finance, Hire-purchase, securitization of debt. Analyze benefit and risk of different financial services and achieving financial goals and managing financial risk. 			
Unit	Content		
I	Traditional and Innovative Financial Services: Meaning, Features of Financial Services, Classification, Scope (Traditional and Innovative Financial Services), Growth of Financial Service in India, need for Financial Innovation., Financial Services and Promotion of Industries, New Financial Products and Services., Innovative Financial Instruments, Challenges Facing the Financial Services Sector.		
II	Depository Services: Meaning and importance of Depository system, Depositories in India- NSDL and CDSL; Role of Depositories and their services, functioning of depository system; Depository Participants and their role, Custodial services - Meaning, Obligations and Responsibilities of Custodian, DEMAT Account.		
III	Fund and Fee-based of financial services: Fund-Based financial services: Meaning, Definition, Features, Types of fund-based financial services - Lease Financing, Hire Purchase, Factoring and forfaiting, Venture Capital. Fee-Based financial services: Meaning, Definition, Features, Types of fee-based financial services- Bank Guarantees, Letter of credit, Credit Rating agencies - CRISIL & CARE, Securitization of debt, Underwriting, Merchant Banking.		
IV	Global financial services: Meaning and importance of financial services in global economy, cross border capital flows, offshore services, Balance of Payment, risk associated with global financial integration, financial institutions- Assets Management Firms, Hedge funds, GDR & ADR; International regulatory framework- an overview of Basel norms.		
Books Recommended:			
<ol style="list-style-type: none"> Indian Financial System: Bharti Pathak, Pearson Publication 5th Edition Financial Services: M. Y. Khan, Mc Graw Hill, 10th Edition. Financial Services and Market: Dr. Punithavathy Pandian, Vikas Publication. 			

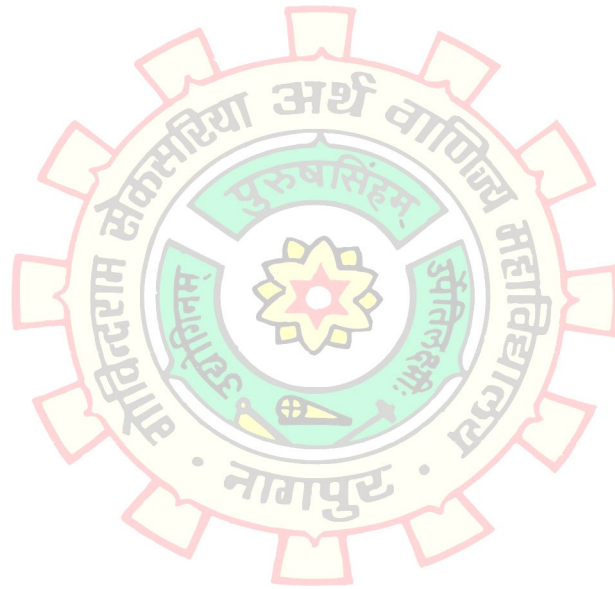
Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Retail Management (BBAFM 4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ol style="list-style-type: none"> 1. To familiarize the students with the management and dynamics of retail trade. 2. To give idea of Retail consumer Behaviour. 3. To brief the students about Marketing Mix in Retailing. 4. To make student aware about use and impact of IT in Retail Business. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> 1. Understand the concept of Retailing. 2. Remember the operation and consumer behaviour in retail business. 3. Apply the marketing mix in real business world. 4. Evaluate the impact of Information technology in retail business. 			
Unit	Content		
I	Introduction to Retailing: <ol style="list-style-type: none"> a. Definition – functions of retailing - types of retailing – forms of retailing based on ownership. b. Retail theories – Wheel of Retailing – Retail life cycle. c. Retailing in India – Influencing factors – present Indian retail scenario. d. Retailing from the International perspective. 		
II	Retail Consumer Behaviour and Operations: <ol style="list-style-type: none"> a. Buying decision process and its implication to retailing – influence of group and individual factors. b. Customer shopping behaviour - Customer Service satisfaction. c. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis. d. Choice of Store location – Influencing Factors, Market area analysis. e. Retail Operations: Store Layout and visual merchandising –Space planning. f. Inventory management. 		
III	Retail Marketing Mix: <ol style="list-style-type: none"> a. Retail marketing mix –Introduction. b. Product – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. c. Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. d. Promotion – Setting objectives – communication effects - promotional mix. e. Human Resource Management in Retailing. 		
IV	Impact of it in Retailing: <ol style="list-style-type: none"> a. Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. b. Legal aspects in retailing. c. Social issues in retailing. d. Ethical issues in retailing. 		
Books Recommended:			
<ol style="list-style-type: none"> 1. Retail Management – A Strategic Approach, Barry Bermans and Joel Evans, 8th edition, PHI Private Limited, New Delhi, 2002. 2. Retail Management, Suja Nair: HPH. 3. The Art of Retailing, A.J. Lamba, 1st edition, Tata McGraw-Hill, New Delhi, 2003. 4. Retailing Management, Swapna Pradhan, 2/e, 2007 & 2008, TMH 5. Retail Management, K. Venkatramana, SHBP. 6. Retail Marketing, A. Siva Kumar; Excel Books. 7. Integrated Retail Management James ,R. Ogden & Denise T. Ogden, , Biztantra Cengage Learning, 2007. 8. Retail Management, R.S. Tiwari : HPH. 			

9. **Retail Management**, Araif Sakh: HPH.

10. **Retail Management**, Levy & Weitz, TMH 5th Edition 2002.



Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Monetary Economics (BBAFM 4.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
<p>Objective:</p> <ol style="list-style-type: none"> To help students understand the basic concepts related to money and the importance of money in growth and welfare. The core objective is to provide the students with an understanding of apex banking institution, commercial banks, modern digital banking systems and other financial institutions To provide students with an understanding of the functioning of Development Banks, Cooperative societies, NBFCs, Payment Banks and Neo Banks To enable the students to understand the working of macroeconomic fundamentals business cycles, inflation and deflation. 			
<p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Understand the concepts of money, paper currency, methods of issue, Fisher’s Quantity Theory, facilitating their ability to analyze their significance in economic contexts. Correlate how changes in money supply can lead to changes in the dynamic economic system and analyze the measures taken by RBI to combat economic fluctuations Classify the working of various banking institutions in the country and their functioning. Evaluate parameters like National Income, Inflation, Deflation and Business Cycles to measure the performance of economy. 			
Unit	Content		
I	<p>Money in Economics</p> <ul style="list-style-type: none"> Money - Meaning, Evolution of Money, Functions of Money Paper Currency - Meaning, Merits, Demerits Methods of note issue - Fixed Fiduciary Method - Merits & Demerits, Proportionate Reserve Method - Merits & Demerits, Minimum Reserve Method - Merits & Demerits Fisher’s Quantity Theory of Money and Criticism 		
II	<p>Central Bank (Reserve Bank of India) and Commercial Banks</p> <ul style="list-style-type: none"> Reserve Bank of India - History, Meaning & Functions, Role of Central Bank in a Developing Economy Monetary Policy - Meaning, Objectives, Instruments of Monetary Policy in Credit Control by RBI, Recent Indian monetary policy trends Indian Banking System - Introduction and Structure of Indian Banking System, Commercial Banks - Meaning, Importance, Functions, Credit Creation by Commercial Banks, Banking schemes for Women. Non-Performing Assets - Concept, Causes, Consequences & Remedies 		
III	<p>Various Banking Institutions</p> <ul style="list-style-type: none"> Development Banks – NABARD, EXIM Bank: Meaning, Functions Cooperative Banks – Concept, functions NBFC – Concept, functions Payment Banks – Introduction, Concept, Functions Neo Banks – Introduction, Concept, Functions 		
IV	<p>National Income</p> <ul style="list-style-type: none"> National Income – Meaning and Concepts of GDP, NDP, GNP, NNP (at factor cost and market price), Methods of Measurement of National Income, Limitations, National income is not a true indicator of welfare, Concept of Circular flow of national income, Impact of Growing global income inequalities. Inflation – Meaning, Causes, Effects, Remedies, Recent trends in global inflation 		

- Deflation – Meaning, Causes, Effects, Remedies.
- Business Cycle – Meaning, Features, Phases, Financial crisis 2008

Books Recommended:

1. **Financial Institutions and Markets**, Agrawal & Gupta, Kalyani Publishers(2015).
2. **Money, Banking, Trade & Public Finance**, M. V. Vaish, New Age International Pvt. Ltd, Latest Edition.
3. **Modern Banking**, Vaish, M.C., Oxford & IBH Publishing Co., New Delhi.
4. **Money, Banking and International Trade**, K.P.M. Sundaram, Sultan Chand, New Delhi.
5. **Money and Financial System**, P.K. Deshmukh, Phadke Prakashan.
6. **Modern Banking**, Sayers, Oxford, Clarendon Press.



Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Computer Fundamentals (BBAFM 4.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To understand the basic concepts of computer Organization and Architecture. 2. To analyze the interaction between hardware and software to optimize system performance 3. To explore on the operating system facilitates navigation through files and directories. 4. To apply the different protocols to transmit the data over the internet with the help of network. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> 1. Understand the fundamentals of different components of computer with memory hierarchy. 2. Analyze the needs of hardware and software required for a computation task. 3. Explore different types of operating system with its functions. 4. Apply networking concept involves configuring Hardware and software to establish connections between devices. 			
Unit	Content		
I	Computers: Basic Organization of Computer, Generation of Computer, Classification of Computer, Computer Organization and Architecture: Processor & Memory-Types of Processor, Memory Structure – Primary & Secondary, Input, Output Devices.		
II	Computer Software and Hardware: Introduction, Types of Software & Hardware, Relationship between hardware, System Software & user, Computer languages:- Introduction, types, Translator, Linker, Loader, Assembler, Compiler, Interpreter.		
III	Operating Systems: Introduction, History of operating systems, Functions of operating systems, Process management, Memory management, File management, Device management, Security management, Types of operating systems, Providing user interface, Popular operating systems.		
IV	Network: Introduction, Data communication using modem, Computer network, Network topologies, Network protocol and software, Application of network. Internet:- Introduction, Evaluation & basic services of Internet, Uses of Internet, Search Engine, Introduction to Virus and its types.		
Books Recommended:			
<ol style="list-style-type: none"> 1. Computer Fundamentals, P. K. Sinha, BPB Publication, New Delhi 2. Fundamentals of Computers, E Balgurusamy 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Business Law (BBAFM 4.3.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70 + 30 = 100	Group: Minor
Objectives: <ol style="list-style-type: none"> To enable students to understand the basic mercantile law that governs contracts in India To equip students with the knowledge of limited liability partnership as a way of business To familiarize students with the concept of consumerism and the relevant consumer law To provide students with an overview of the banking law in India. 			
Learning Outcomes: After learning this course, students will be able to <ol style="list-style-type: none"> Remember key provisions of Indian Contract Act and special contracts. Demonstrate an understanding of Limited liability partnership and apply legal provisions for incorporating an LLP. Understand and use the legal provisions available to consumers in India. Analyse the banking structure and comment on the role of Banks 			
Unit	Content		
I	INDIAN CONTRACT ACT, 1872 Essential elements of a valid contract, Capacity to contract, Performance of a contract, Discharge of contract, Remedies for breach of contract Contract of Indemnity – Definition, Rights of indemnity holder Contract of Guarantee – Definition, Rights of surety, Extent of Surety’s liability Contract of Bailment – Definition, Kinds, Duties of Bailer and Bailee, Contract of Pledge – Definition, Rights and duties of Pawnor and Pawnee		
II	Limited Liability Partnership Act, 2008 – Meaning and Nature of LLP, features of LLP, small LLP and its advantages, Key Highlights of LLP (Amendment) Act, 2021, Process of incorporation of LLP (with recent amendments), Registration of LLP and effect of registration, Provisions relating to name of LLP. Definition of partner, Qualification and disqualifications of becoming partner, designated partner, liability of partner. Conversion from Partnership firm into LLP – procedure for conversion.		
III	Consumer Protection Act, 2019 Definitions – Complaint, Complainant, Consumer, Person, Service, misleading advertisement, Deficiency in service, Unfair trade practices. Rights of consumers; Procedure to file complaint; Remedies available to consumers Consumer Protection Councils – Central, State and District Councils; Consumer Disputes Redressal machinery- District Forum, State Commission, National Commission- their jurisdiction. Relevant Case studies		
IV	Banking Law Indian Banking Structure; Commercial banks, Functions of commercial banks; Effects of nationalization of commercial banks, RBI- Constitution, Management and Functions; Definition of banker and customer; Duties of a Banker; Relationship between banker and customer; rights of bankers, obligations of bankers Banking Regulation Act, 1949- Nature of the Act; Forms of business in which banking companies may engage; Reserve Fund; Cash reserve; Powers of RBI to give directions		
Books Recommended:			
<ol style="list-style-type: none"> Business Laws, Kapoor N.D., Sultan Chand & Sons, New Delhi Business Laws, Sushma Arora; Taxmann’s (11th Edition) A Manual of Business Laws, Dr S N Maheshwari; Himalaya Publishing House Banking Law and Practice, E Gordon, K Natarajan 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Indirect Taxes (BBAFM 4.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objective: 1. To develop an understanding of the indirect tax structure in India, the need for introduction of GST and conceptual understanding about the provisions of GST law. 2. To acquire the ability to apply such provisions in practical scenario and familiarize the students with calculation of GST.			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the dynamic nature of indirect taxation, under the scope and applicability of GST. 2. Analyze the taxable event under GST, compute the value of taxable supply and critically analyze the availment and utilization of ITC.			
Unit	Content		
I	Introduction to Indirect Taxes: Salient features of Indirect Taxes, need, importance and advantages (GST, Customs, Excise, VAT), Concept of aggregate turnover. Persons liable for registration, persons not liable for registration, procedure for registration & compulsory registration in certain cases. Registration of GST: Determination of aggregate turnover and eligibility of a dealer for registration under GST (Numerical Problems).		
II	Concept of Supply & ITC under GST: Supply, Forms of supply & Consideration. (Theory) ITC – Eligibility and conditions for taking ITC, Utilization of ITC, blocked credits. Charge of GST-Inter-State & Intra-State supply, extent and commencement of GST Law. Levy and collection of CGST & IGST (Sec.5 of IGGST and Sec.9 of CGST) Computation of value of taxable supply and calculation of admissible ITC and utilization of ITC. (Numerical Problems)		
Books Recommended:			
1. Indirect Taxes – Law & Practice , V. S. Datey, Taxmann Publications Pvt. Ltd. New Delhi 2. Students Guide to Indirect Taxes , CA Vineet Sodhani, Taxmann Publications 3. Taxation (Indirect Taxes) , ICAI CA- Intermediate Study Module 4. Comprehensive Guide to Indirect Tax Laws , Yogendra Bangar 5. Systematic Approach to GST , Girish Ahuja & Ravi Gupta			

Name of Course: B.B.A. (Major in Financial Accounting – II)

Semester – IV

Financial Accounting – II (BBAFM 4.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objective: <ol style="list-style-type: none"> To understand the preparation of financial statements for joint stock companies in compliance with statutory provisions and analyze the impact of company law amendments on financial reporting. To gain insight into the issuance, forfeiture, and re-issue of shares in companies, and develop proficiency in journalizing related transactions. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Interpret and apply the provisions of the Companies Act, 2013, to prepare financial statements for joint stock companies and evaluate the implications of amendments on reporting practices. Demonstrate the ability to analyze various methods of share issuance, record transactions related to share application, allotment, and calls, and journalize the forfeiture and re-issue of shares, considering different scenarios and effects on company capital. 			
Unit	Content		
I	Final Accounts of Public and Private Limited Companies: Theory: Meaning of Public Limited and Private Limited Companies, Characteristics, Merits and Demerits, Statutory Provision regarding preparation of Companies Final Account as per Amended Companies Act, 2013, Provision for Interest on Debenture, Proposed Dividend, and Interim Dividend. Practical Problems: Preparation of Financial Statements as per Schedule III of the Companies Act, 2013.		
II	Issue and Forfeiture and Re-issue of Shares: Theory: Introduction of Company, Types of Company, types of share capital, Meaning and Methods of Issue of Shares, Meaning of Application, Allotment and Call on shares, Meaning of Forfeiture of shares and Re-issue of Forfeited shares Practical Problems: Preparation of Journal in the books of Company with the effect of Issuing shares at Par, Premium and Discount, Pro- rata method, Forfeiture of Shares and Re-issue of Forfeited Shares		
Books Recommended:			
<ol style="list-style-type: none"> Financial Accounting, Paul, S. K, New Central Book Agency Financial Accounting for Managers, Ghosh, T. P. Taxman Allied Service Financial Accounting, Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications Financial Accounting, Dr. V. K. Goyal, Excel Books Publications Financial Accounting, Jain S.P., Narang K.L., Kalyani Publishers, Delhi. Financial Accounting, Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Academic and Business Writing Skills (BBAFM 4.5.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skills Enhancement Course
<p>Objective:</p> <ol style="list-style-type: none"> Develop essential skills in written communication for academic and business purposes, covering report writing, e-mail etiquette, and drafting official notices and agendas. To enhance proficiency in written communication through the creation of press releases, news reports, summaries, and idea expansions. 			
<p>Learning Outcomes: After learning this course, students will be able to –</p> <ol style="list-style-type: none"> Compose various types of reports and e-mails following professional standards effectively and Draft clear and concise notices and agendas for official meetings. Write engaging press releases and news reports adhering to journalistic standards, summarize information effectively within specified word limits and expand upon given ideas coherently and concisely. 			
Unit	Content		
I	<ol style="list-style-type: none"> Report Writing- Sales Report, Progress Report, Market Survey Report, Feasibility Report E-mail writing. Drafting of notice and Agenda of a meeting 		
II	<ol style="list-style-type: none"> Press Release (About the launch of a new product, service or thing) News Report (About an event/happening) Summarizing-Precis writing (word limit 50-60 words) Expansion of an Idea on the basis of given points (word limit 50-60 words) 		
Books Recommended:			
<ol style="list-style-type: none"> Business Communication – Urmila Rai, S.M. Rai – (Himalaya Publishing House) Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan) 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Soft Skills (BBAFM 4.5.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skills Enhancement Course
Objective:			
<ol style="list-style-type: none"> To develop essential skills in written communication for academic and business purposes, covering report writing, e-mail etiquette, and drafting official notices and agendas. To enhance proficiency in written communication through the creation of press releases, news reports, summaries, and idea expansions. 			
Learning Outcomes: After learning this course, students will be able to –			
<ol style="list-style-type: none"> Effectively compose various types of reports and e-mails following professional standards and Draft clear and concise notices and agendas for official meetings. Write engaging press releases and news reports adhering to journalistic standards, Summarize information effectively within specified word limits, Expand upon given ideas coherently and concisely. 			
Unit	Content		
I	<ol style="list-style-type: none"> Definition and types of Soft Skills. Importance of Soft Skills for the job market. Important Soft Skills for success. 		
II	<ol style="list-style-type: none"> Interpersonal Skills- Communication skills, team-work, motivation, dependability and problem-solving, confidence. Emotional Intelligence Skills- Stress Management, task delegation, planning, problem solving, empathy, patience. Leadership Skills-Accepting responsibility, Planning, delegation of work, crisis management, decision making, coordination, risk taking ability. 		
Books Recommended:			
<ol style="list-style-type: none"> Soft Skills – Personality Development for Life Success by Prashant Sharma; BPB Publications Personality Development and Soft Skills by Shikha Kapoor; IK International 			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Turning Point – A Journey through Challenges (BBAFM 4.6)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Course
Objective: <ol style="list-style-type: none">To facilitate students in understanding the significance of personal growth through self-reflection and learning from pivotal life experiences.To cultivate leadership qualities and a sense of service towards the nation among students by studying exemplary leadership traits and contributions to society.			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none">Internalize the importance of self-reflection and introspection in personal development and identify and analyze significant turning points in Dr. A.P.J. Abdul Kalam's life, drawing lessons applicable to their own journeys.Recognize and appreciate the qualities of interactive leadership demonstrated by Dr. A.P.J. Abdul Kalam and reflect on their own potential contributions to the nation and society, inspired by Dr. Kalam's dedication and service.			
Unit	Content		
I	i) When Can I Sing a Song of India? ii) My Ninth Lecture at Anna University iii) Seven Turning Points of my Life		
II	i) The Interactive President ii) What Can I give to the Nation? iii) Learning from Others		
Books Recommended:			
1. Turning Points – A Journey through Challenges by Dr. A. P. J. Abdul Kalam			

Name of Course: B.B.A. (Major in Finance & Marketing)

Semester – IV

Physical Education – IV (BBAFM 4.8)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives:			
1) To provide students with an understanding of the concept and benefits of yogasana, pranayama, meditation, and Suryanamaskar. 2) To enable students to learn and practice various pranayama techniques, meditation practices, and the sequence of Suryanamaskar.			
Learning outcome: After learning this course, students will be able to:			
1) Explain the meaning and benefits of pranayama, meditation, and Suryanamaskar, and integrate these practices into their daily routine for overall well-being. (Understanding, Applying) 2) Demonstrate and practice different types of pranayama (Anulom Vilom, Shitkari, Shitli, Bhramari), perform Om chanting, and execute the 12 poses of Suryanamaskar accurately, while evaluating their effects on respiratory health, mental focus, relaxation, physical fitness, and flexibility. (Applying, Analyzing, Evaluating)			
Unit	Content		
I	Yogasana – Meaning and Benefits of Pranayama, Meditation and Suryanamaskar (12 poses)		
II	Pranayama: Types of Pranayama (Anulom Vilom, Shitkari, Shitli, Bhramari) Meditation: Om Chanting Suryanamaskar: 12 Poses of Suryanamaskar		
Books Recommended:			
1. Iyengar, B.K.S. (2001). <i>Light on Yoga</i> . HarperCollins Publishers. 2. Saraswati, Swami Satyananda (2008). <i>Asana Pranayama Mudra Bandha</i> . Yoga Publications Trust. 3. Sivananda, Swami (2004). <i>The Complete Illustrated Book of Yoga</i> . Three Rivers Press. 4. Vasudevan, M. (2015). <i>Yoga for Health and Peace</i> . Khel Sahitya Kendra. 5. Desai, R.S. (2010). <i>Yoga and Meditation: A Holistic Approach to Perfect Homeostasis</i> . Sports Publication.			