

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

Basics of Marketing Management (BBAFM 1.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ul style="list-style-type: none">1. To understand the role and importance of marketing.2. To Identify the factors influencing consumer behavior and purchase decision3. To understand the facets of 4 P's in marketing4. To understand the modalities of sales distribution and control			
Learning Outcome: After learning this subject, students will be able to: <ul style="list-style-type: none">1. Understand the Basic Principles of marketing management.2. It will equip the students with understanding of the Marketing Mix elements and taming them to certain emerging issues in Marketing.3. It aims to familiarize students with the independent marketing functions in organizations.4. 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: <ul style="list-style-type: none">1. Marketing Management, Philip Kotler, Pearson.2. Marketing Management, Sherlekar, Himalaya Publishing House.3. Marketing Management: Text & Cases, Rajagopal, Vikas Publishing House.4. Modern Marketing, Bhagwati , Pillai, S.Chand Publications.5. 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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To understand the concept of Secretarial Practice 2. To understand the role of a Company Secretary 3. To gain insight on basic secretarial laws laid down by ICSI			
Learning Outcomes: After learning this subject, 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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To understand the importance and significance of Entrepreneurship development. 2. To understand the process and opportunities available for new entrant. 3. To encourage the students to go for business.			
Learning Outcomes: After learning this subject, students would be able to understand: 1. The importance of entrepreneurship. 2. 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:			
1. Entrepreneurship – Creating and Leading an Entrepreneurial Organization, Kumar, Arya, Pearson, India 2. Entrepreneurship – Starting, Developing and Managing a New Enterprise, Hishrich, Peters, Irwin 3. Launching New Ventures – An Entrepreneurial Approach Cengage Learning, Allen, K.R., 4. Entrepreneurship Development – Ramachandran K., Tata McGraw Hill, New Delhi, India. 5. Entrepreneurship – Roy, Rajeev, Oxford University Press. 6. 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: 30	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	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. 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		
II	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. 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 Geographical Indication: Concept of Geographical indication (GI), Difference between GI and Trademarks, Need for GI, Registered GI in India,		
Books Recommended:			
<ol style="list-style-type: none">Indian Patents Law – Legal & Business Implications, Ajit Parulekar and Sarita D’ Souza, Macmillan India Ltd., 2006Law Relating to Patents, Trademarks, Copyright, Designs & Geographical Indications, B. L. Wadehra; Universal law Publishing Pvt. Ltd., India 2000Law 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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: <div>1. To enable students to understand the impact of environment on the business.</div> <div>2. To understand the business strategies and environment, along with an exposure to elements of external business environment.</div>			
Learning outcome: After learning this subject, students would be able to: <div>1. Understand the business environment, the purpose of regulation & regulatory role of the Government.</div> <div>2. 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.</div>			
Unit	Content		
I	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. Socio-Cultural Environment: Introduction, nature of culture, impact of culture, Demographic environment Economic Role of Government: Objectives of regulatory function of government, regulatory authorities, purposes of regulation.		
II	Liberalization: Meaning, objectives, benefits and limitations Privatization: Meaning of Privatization, Objectives, benefits and problems with Privatization, obstacles to privatization in India. Globalization: Meaning of Globalization, reasons for globalization, features and benefits of Globalization, Role of WTO. Analysis of Business Environment: PESTEL, STEEP, PORTER’S five forces model, SWOT analysis		
Books Recommended: <div>1. Business environment – Veena K Pailwar; PHI</div> <div>2. Business Environment – Francis Cherunilam, Himalaya Publishing House, New Delhi.</div> <div>3. Essentials of Business Environment – Aswathappa, Himalaya Publishing House, New Delhi.</div> <div>4. Indian Economy – Mishra and Puri, Himalaya Publishing House, New Delhi.</div> <div>5. Business Environment – Raj Aggarwal Excel Books, Delhi.</div> <div>6. Business Environment – Dr. V C Sinha, SBPD Publications.</div>			

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

Semester – I

Computer Application in Business (BBAFM 1.4)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1. To enable students to understand the use of MS Word and MS Power Point. 2. To enable students to understand the use of MS Excel in data processing.			
Learning outcome: After learning this subject, students would be able understand: 1. The use of MS Word and MS Power Point in word processing and making presentations. 2. The use of MS Excel in data processing in general business applications.			
Unit	Content		
I	Microsoft Word: MS-Office Installation and Introduction to MS-Word, Parts of the MS-Word Window, working with various Menus, Inserting Tables, Mail-Merge, Macros, Templates, and Inserting Images and Pictures to the MS-Word. Microsoft Power Point: Introduction to MS-PowerPoint, Insertion, Deletion, Copying Slides, Slide Numbering, Header and Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.		
II	Microsoft Excel: Introduction to MS-Excel, Elements of MS-Excel Workbook, Navigation, Entering and Editing, Formatting Cells, Formulas and Functions, V-Lookup, H-Lookup, Data Sorting, Conditional Formatting, Filters, Goal Seek, Tables, Views, Charts, Linking, Data Consolidation, Pivot Table.		
Books Recommended: 1. Computer Fundamentals – P. K. Sinha, BPB Publication, New Delhi 2. A First Course in Computers – Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi 3. I.T. Today, Encyclopedia – S. Jaiswal, Galgotia Publications, New Delhi 4. Learn Microsoft Office 2019 – Linda Foulkes, Packt Publishing Limited; Illustrated edition (29 May 2020)			

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

Semester – I

Basics of Communication Skills (BBAFM 1.5.1)			
Teaching Hours: 30	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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand Management Skills 2. To understand its importance 3. To develop efficient Management system			
Learning outcome: After learning this subject, students would be able to understand: 1. The Importance and scope of Management and role of Managers 2. The importance of planning and organizing 3. Leadership for proper management			
Unit	Content		
I	i) Meaning, Objectives, Scope, Importance of Management ii) Functions of Management, Role of Managers, Quality of Managers. iii) Planning: Meaning, Importance, Objectives, Types and Limitations of Planning, Essentials of good plans. iv) Organizing: Meaning, Principles, Importance and Types of Organization. v) Co-Ordination: Meaning, Concept, Importance, Need of Coordination.		
II	i) Types of Management Skills----Technical, personal, Human or Interpersonal etc. ii) Technical Skills-Use of gadgets for proper management iii) Personal Skills-Integrity, dedication, empathy iv) Interpersonal Skills-communication Skills-Oral, written, non-verbal, listening v) Leadership Skills-Personality skills, self-confidence, negotiation, persuasion skills		
Books Recommended: 1. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House. 2. Management – Concept and Strategies, J. S. Chandan, Vikas Publishing. 3. Principles of Management – Tripathi, Reddy, Tata McGraw Hill. 4. Principles of Management – Ramasamy T, Himalaya Publishing House. 5. Principles of Business Management – Sherlekar, Himalaya Publishing House.			

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

Hindi (BBAFM 1.6.1)			
Teaching Hours: 30	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 रुचि 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 , व्यवहारिक रूप ➤ हिंदी पत्रकारिता : परिचय और विकास , पत्रकारिता लेखन , समाचार लेखन , फीचर लेखन		
Books Recommended:			
संदर्भ ग्रंथ :-			
१. राष्ट्रसंत तुकडोजी महाराज नागपूर 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: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Ability
Enhancement Courses

उद्दिष्टे:- भाषा मानवाला परिष्कृत, परीमार्जीत आणि संस्कारित बनवून त्यांच्या व्यक्तित्व गुणांचा सुवास समाजामध्ये पसरविण्याचे कार्य करीत असते. विद्यार्थ्यांना उद्यमशील प्रेरणेबरोबरच मानवी जीवनातील उच्च मूल्यांची ओळख करून देणे. वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे. मराठी भाषेचा अभ्यास करणाऱ्या व त्यासोबतच स्पर्धापरीक्षेची तयारी करणाऱ्या विद्यार्थ्यांमध्ये लेखनाचे कौशल्य विकसित करणे.

Learning outcome:**साध्य (अध्ययन निष्पत्ती):**

घटक 1 (गद्य विभाग) आणि घटक 2 (पद्य विभाग) लेखक, कवी आणि कवयित्री यांच्या साहित्याचे विद्यार्थ्यांनी आवडीने अध्ययन करून त्यांची समाजोपयोगी मते जाणून घेतली.

घटक 2 – वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे

Unit	Content
I साहित्यिक मराठी	गद्य विभाग <ul style="list-style-type: none">➤ आमची एक दुष्ट खोड: आळस – गोपाळ गणेश आगरकर➤ शील बनविणारे शिक्षण: स्वामी विवेकानंद➤ डॉ. पंजाबराव देशमुख – वि. भि. कोलते पद्य विभाग <ul style="list-style-type: none">➤ ज्ञानेश्वरांचे अभंग – संत ज्ञानेश्वर➤ नवा शिपाई – केशवसुत➤ पुतळे – वसंत आबाजी डहाके
II व्यावहारिक मराठी	<ul style="list-style-type: none">➤ मुलाखत लेखन: (स्वरूप, पूर्वतयारी, प्रकार, प्रात्यक्षिके)➤ जाहिरात लेखन: व्याख्या, कार्य, प्रकार, प्रतिमाननिर्मिती, जाहिरातीची माध्यमे, जाहिरात लेखन आणि जाहिरातीचा शेवट

Books Recommended:**संदर्भ ग्रंथ :-**

१. राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठाचे B.COM भाग १ (शब्द साधना) मराठी विषयाचे पाठ्य पुस्तक
२. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळंबे
३. जाहिरातीचे जग : यशोदा भागवत , मौज प्रकाशन गृह , मुंबई

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

Marathi (BBAFM 1.6.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
उद्दिष्टे:- भाषा मानवाला परिष्कृत, परीमार्जीत आणि संस्कारित बनवून त्यांच्या व्यक्तित्व गुणांचा सुवास समाजामध्ये पसरविण्याचे कार्य करीत असते. विद्यार्थ्यांना उद्यमशील प्रेरणेबरोबरच मानवी जीवनातील उच्च मूल्यांची ओळख करून देणे. वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे. मराठी भाषेचा अभ्यास करणाऱ्या व त्यासोबतच स्पर्धापरीक्षेची तयारी करणाऱ्या विद्यार्थ्यांमध्ये निबंध लेखनाचे कौशल्य विकसित करणे.			
साध्य (अध्ययन निष्पत्ती): घटक 1 – (गद्य विभाग) आणि घटक २ (पद्य विभाग) लेखक, कवी आणि कवयित्री यांच्या साहित्याचे विद्यार्थ्यांनी आवडीने अध्ययन करून त्यांची समाजोपयोगी मते जाणून घेतली. घटक 2 – वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे.			
Unit	Content		
I साहित्यिक मराठी	गद्य भाग पद्य भाग		
II व्यावहारिक मराठी	➤ 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: 30	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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: <div>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.</div> <div>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.</div>			
Learning outcome: After learning this subject, students would be able understand: <div>1. The learner would understand the importance of sustainable development.</div> <div>2. The learner would be able to comprehend sustainable challenges.</div>			
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: <div>1. The Sustainability Revolution: Portrait of a Paradigm Shift by Edwards, Andres R., New Society Publishers, 2005.</div> <div>2. Sustainable development in India: Stocktaking in the run up to Rio+20: Report prepared by TERI for MoEF, 2011.</div> <div>3. Report of the Department for Policy Coordination and Sustainable Development (DPCSD), United Nations Division for Sustainable Development.</div> <div>4. Corporate Social Responsibility Part I, Part II, Part III – David Crowther and Guler Aras</div>			

Physical Education – I (BBAFM 1.9)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 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.			
Learning outcome: After learning this subject, student will be able to: 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		
Books Recommended: 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: 60

Total Credits: 4

Total Marks:
70+30 = 100

Group: Major Core

Objectives:

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

Learning Outcomes:

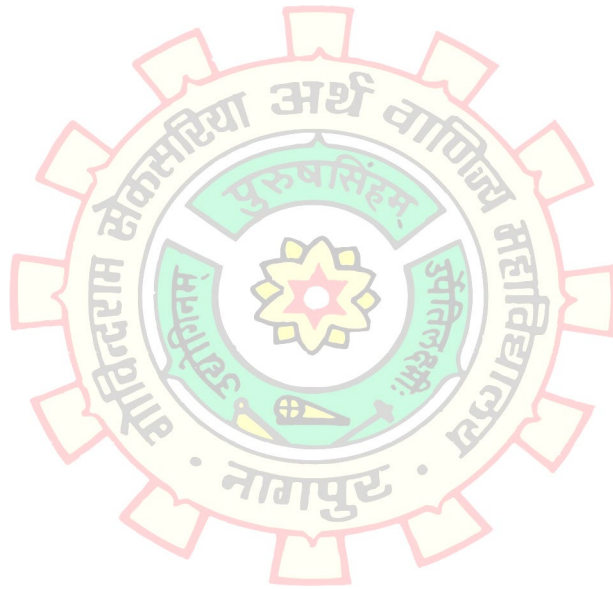
1. To introduce the fundamentals and procedures of financial management to the students. Students will get a deeper understanding of finance as well as knowledge about how to manage money in real-world businesses.
2. After completing this, students will be able to define simple and compound interest,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

Unit	Content
I	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: 30

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: 30	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: 30	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			

Fundamentals of Financial Accounting (BBAFM 2.3.1)			
Teaching Hours: 30	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.			

Indian Financial Systems (BBAFM 2.3.2)			
Teaching Hours: 30	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	Components of formal financial system- Structure & Functions of Financial system, Nature and role of financial institutions and financial markets, financial system and economic growth. 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. CAPITAL MARKET 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		
II	Financial Instruments: 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. Financial regulations & financial services- 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. 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.		
Books Recommended:			
1. Pathak Bharati (2008): The Indian Financial System –Markets, Institutions, and Services, (2nd Edition) , Pearson Education, New Delhi.			
2. Financial Institutions and Markets, Growth and Innovation , Bhole L. M., Tata McGraw-Hill, New Delhi, 2008.			
3. Financial Economics , Bodie, Z. et. el, Pearson Education, New Delhi, 2009.			
4. Introduction to Futures and Options Market , Hull John, Prentice Hall of India, Delhi, 2002.			
5. Financial Services , Khan M.Y., Tata McGraw Hill, New Delhi, 2007.			
6. Management of Banking and Financial Services , Paul, J. and P. Suresh, Pearson Education, Delhi, 2008.			
7. Reserve Bank of India (various issues) Report on Currency and Finance , RBI, Mumbai.			
8. Reserve Bank of India , Occasional Papers, Vol. 18, Nos. 2 & 3, RBI, Mumbai 1997.			
9. Derivatives: An Introduction , Strong, R. A., Thomson Asia Pvt. Ltd, Bangalore, 2002.			
10. Futures and Options , Sridhar, A. N., Equities and Commodities; Shroff Publishers, Mumbai 2006.			

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

Semester – II

Indian Banking and Insurance Systems (BBAFM 2.4.1)			
Teaching Hours: 30	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	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. 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. 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.		
II	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. Insurance Business Environment in India- Evolution of Insurance -Growth of Insurance Business - Actuarial Role- Claim and Settlement Procedures - Power, functions and Role of IRDA.		
Books Recommended:			
1. Banking and Insurance , Agarwal, O.P., Himalaya Publishing House 2. Financial Services Banking and Insurance , Satyadevi, C., S.Chand 3. Practical and Law of Banking , Suneja, H.R., , Himalya Publishing House 4. Elements of Banking Law , Chabra, T.N., Dhanpat Rai and Sons. 5. Elements of Banking and Insurance , Jyotsna Sethi and Nishwan Bhatia, PHI Learning			

Quantitative Aptitude and Logical Reasoning (BBAFM 2.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: 1. To develop an understanding of the basic mathematical and statistical tools and their application in business and finance. 2. To develop logical reasoning skills and apply the same in simple problem solving. 3. 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: 1. Concept of ratio, proportion and indices. 2. 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: 1. Quantitative Aptitude for competitive exams , Dr. R. S. Agrawal, S. Chand. 2. A Modern Approach to Logical Reasoning , Dr. R. S. Agrawal, S. Chand 3. Quantitative Aptitude for all competitive exams , Abhijit Guha, Tata Mac Graw Hill. 4. Quantitative Aptitude for CAT , Deepak Agrawal & D. P. Gupta. 5. Quantitative Aptitude , Shripad Deo, Allied Publishers Pvt. Ltd. 6. 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: 30	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: 30	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: 30	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: 30	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: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: 1. 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. 2. 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 - 1. To build a strong base of high morals, values & ethics in life. 2. To appraise Indian values and to contribute to nation building.			
Unit	Content		
I	UNIT I Morals, Values & Ethics: 1. Meaning & definition of morals, values & ethics. Types of values and need of value education. 2. Important values in Human Life – Integrity, truth, commitment, empathy, honesty, punctuality, unity, forgiveness, love, teamwork, ability to sacrifice, care, positive & creative thinking. 3. Role of values in education. 4. Teachings of great Indian Leaders: - Seven Deadly Sins by Mahatma Gandhi and Ten Golden Teachings of Swami Vivekanand.		
II	UNIT II A – Values & Self: 1. Self-confidence - Theories of self confidence 2. Stress Management - Techniques of Stress Management 3. Self-acceptance – Techniques and importance 4. Self-growth – Role of spirituality, meditation, yoga in self-growth. B – Values & Nation Building: 1. Sensitization for values, rights & duties – Sensitization to constitutional obligations, Gender sensitization & Cultural sensitization (Meaning, role & importance) 2. Dr. A. P. J. Kalam's Ten points for enlightened citizenship		
Books Recommended: 1. Vivekananda, Swami. "Personality Development" – Advaita Ashrama, Kolkata, 2008. 2. "Value Education" – Dr. Kiruba Charles and V Arul Selvi 3. "Wings of Fire" – Dr. A. P. J. Kalam 4. Skill Development – Dr. Mohini T. Bhelwani, Shree Sainath Prakashan, Nagpur			

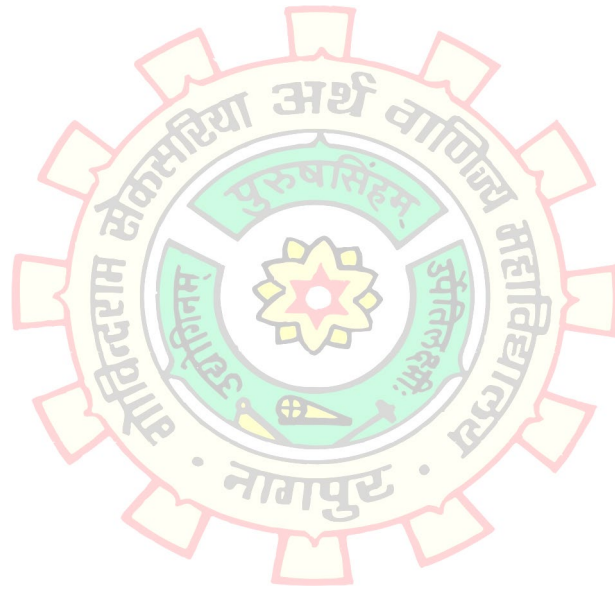
Physical Education – II (BBAFM 2.9)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand the different components of physical fitness and their significance. 2) To demonstrate proficiency in the techniques and skills associated with 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: <div>1. To familiarize the students with the structure & reforms of the Indian Financial System.</div> <div>2. To provide knowledge about capital and money market in India.</div> <div>3. To provide knowledge about Banking, Non-banking Financial Corporation and Fin-tech Companies.</div> <div>4. To make student aware about Insurance and mutual funds.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Understand the structure and mechanism of Indian Financial System and comparison of various instruments and markets.</div> <div>2. Apply knowledge of Indian financial institutions and correlate it with realistic scenarios related to banking, insurance, and capital markets.</div> <div>3. Analyse the role of Indian financial institutions in the key financial sectors of the economy.</div> <div>4. 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</div>			
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: <div>1. Indian Financial System, Bharti Pathak, Pearson Publication 5th Edition</div> <div>2. Banking Law and Practice, S Chand, Latest Edition</div> <div>3. Insurance Law, Gaurav Varshney, Lexis Nexis Edition.</div> <div>4. Fundamentals of Insurance, Hargovind Dayal, Notion Press.</div> <div>5. Fin tech in India, Dr. Komal Mistry, Notion Press.</div>			

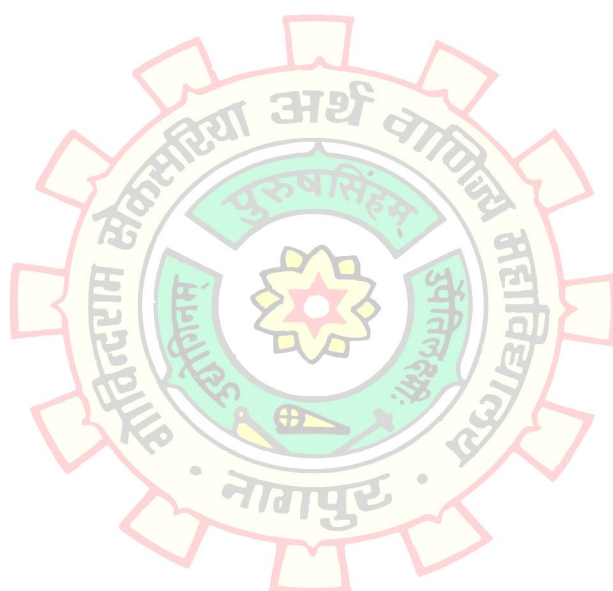
Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – III**

Advertisement and Sales Management (BBAFM 3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objective: 1. To Understand the basic concepts of Advertising and Functions of Advertising in modern business 2. To analyse the benefits and impact of Advertising 3. To identify the importance and values in Advertising 4. To explore the recent trends and functions in Sales Management			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the fundamentals of Advertising and media selection. 2. Apply the concept of creativity and undertake the advertising research. 3. Analyze the strategies related to Advertising impact on Society and Consumers. 4. Identify and apply Art of Selling and preparing Sales Budget.			
Unit	Content		
I	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		
II	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.		
III	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.		
IV	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.		
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.			



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"> 1. To provide the students an understanding of basic concepts of business economics and demand analysis. 2. To help students understand the requirements of business decision making and production analysis. 3. To make the students familiar with costing concepts and revenue analysis. 4. 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"> 1. Understand the important concepts of Business Economics, and further delve deeper into concepts related to Demand analysis like, Elasticity of demand and Indifference curve. 2. Analyse how the producers make decisions based on production function in short run and long run. 3. Evaluate the importance of cost analysis and revenue analysis for a business. 4. 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, Relationship between 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 		

	<p>run), Price Discrimination- meaning, types, conditions for price discrimination to be profitable</p> <ul style="list-style-type: none"> • 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:	
<ol style="list-style-type: none"> 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: <ul style="list-style-type: none">1. To understand formatting features in Ms Word with Mail merge, Templates to maintain consistency to create professional looking documents.2. To analyze large datasets through Excel sorting, filtering and different data analysis tools.3. To explore data modelling and advanced functions to visualize data creatively and communicate insights effectively.4. 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 – <ul style="list-style-type: none">1. Understand and recall the functionalities, tools and commands available in MS Word.2. Analyze financial data and perform functions to evaluate financial scenarios.3. Apply statistical analysis tools and technique to interpret data for business insights and faster decision making.4. 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: <ul style="list-style-type: none">1. A First Course In Computers, Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi2. Mastering MS-Office, Bittu Kumar3. 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">1. To impart basic knowledge of the provisions of Companies Act 2013.2. To familiarize students with the legal regulations related to registration of a company.3. To impart knowledge about important documents that define a company.4. To impart knowledge of company functioning.			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none">1. 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)2. 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)3. 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)4. 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">1. Company Law & Secretarial Practice. Sultan Chand & Sons, Kapoor, N.D: New Delhi.2. Indian Company Law, Singh Avtar, Eastern Book Company, Lucknow.3. Company Law and Secretarial Practice, Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur.4. Corporate Laws, Anil Kumar; Taxmann Publication			

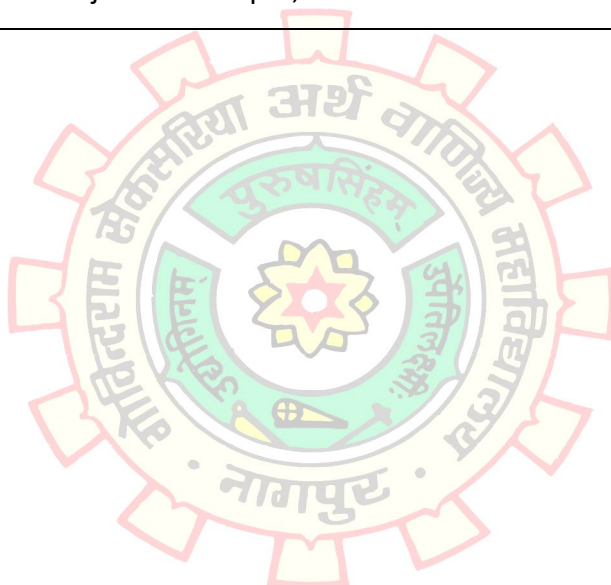
Direct Taxes (BBAFM 3.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objective: <ol style="list-style-type: none"> To develop a comprehensive understanding of the fundamental concepts and legal provisions of the Income Tax Act 1961, including the distinction 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. 			
Learning Outcomes: After learning this course, students will be able to – <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	Introduction of Income Tax Act 1961 and basic concepts <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. Income from Salary <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	Theory: Income from House Property <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) Income from Other Sources <ol style="list-style-type: none"> Scope of Chargeability [Section 56]; Admissible Deductions (Section 57), Disallowances (Section 58) Problems: Computation of Taxable Income and Income tax of an Individual Assessee <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
Objective: 1. 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. 2. To gain insight into the final accounts of cooperative societies and develop the proficiency to prepare them in accordance with relevant legal provisions.			
Learning Outcomes: After learning this course, students will be able to – 1. 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. 2. 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	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		
II	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.		
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 , Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications 4. Financial Accounting , Dr. V. K. Goyal, Excel Books Publications 5. Financial Accounting , Jain S.P., Narang K.L., Kalyani Publishers, Delhi. 6. 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: <div>1. To provide students a foundational understanding of digital marketing concepts, tools, and techniques</div> <div>2. To develop the students with the importance of digital marketing in today's business landscape and its role in achieving organizational goals.</div>			
Learning Outcomes: After learning this course, students will be able to <div>1. Understand the fundamental concepts of digital marketing, including, social media marketing, email marketing, and content marketing.</div> <div>2. Apply the basic skills of planning and implementation in digital marketing strategies which is suitable for different business objectives.</div>			
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: <div>1. Digital Marketing: Strategy, Implementation and Practice by Rajiv Batra, Tapan Panda, and Amarjeet Singh, published by Pearson Education India.</div> <div>2. Digital Marketing: A Practical Approach by Harpreet Kaur, published by Oxford University Press India.</div> <div>3. Digital Marketing: Concepts and Strategies by Bidyut Bikash Dhar and Debalina Chattopadhyay, published by McGraw Hill Education India.</div> <div>4. Digital Marketing: Strategy, Implementation and Practice in India by Sameer Mathur and Rajiv Mathur, published by McGraw Hill Education India.</div> <div>5. Digital Marketing: An Indian Perspective by Kannan P.K and Chitra S, published by Pearson Education India.</div>			

Hindi (BBAFM 3.6.1)

Teaching Hours: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Ability
Enhancement Courses**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	गद्य भाग <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 पद्य भाग <ul style="list-style-type: none"> ➤ अवकाश - संतोष कुमार बादल ➤ लहरो से डरकर नौका पार नाही होती – सोहन लाल द्विवेदी ➤ 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



Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – III**

Marathi (BBAFM 3.6.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
Course Objectives: <ol style="list-style-type: none">1. To understand and appreciate the literary works in prose by renowned Marathi authors, focusing on their themes and messages.2. To develop practical skills in internet usage in Marathi language, news editing, and business vocabulary enhancement in Marathi.			
पाठ्यक्रमाचे उद्देश्य: <ol style="list-style-type: none">1. प्रसिद्ध मराठी लेखकांच्या गद्य रचनांचा समजून आणि मूल्यांकन करणे, त्यांच्या विषय आणि संदेशांवर लक्ष केंद्रित करणे.2. मराठी भाषेत इंटरनेट वापराचे कौशल्य विकसित करणे, बातम्या संपादन, आणि मराठीत व्यावसायिक शब्दकोश वाढवणे.			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none">1. Analyze and interpret the prose works of Dr. Abdul Kalam, Narayan Murthy, Shrinivas Thanedar, discerning the central themes and moral values conveyed in their writings.2. 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.			
शिक्षण परिणाम: या पाठ्यक्रमाच्या अभ्यासानंतर विद्यार्थी खालील कार्ये करू शकतील: <ol style="list-style-type: none">1. 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.2. 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	गद्य विभाग <ul style="list-style-type: none">➤ शाश्वत जीवन मूल्य : ए. पी. जे अब्दुल कलाम➤ उद्योजकतेविषयी : नारायण मूर्ती➤ नक्षत्रांचे देणे : श्रीनिवास ठाणेदार पद्य विभाग <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">१. शब्द साधना भाग -२२. अदम्य जिद्द : ए- पी- जे- अब्दुल कलाम३. अ बेटर इंडिया अ बेटर वर्ल्ड : नारायण मूर्ती४. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळम्बे५. जाहिरातींचे जग : यशोदा भागवत , मौज प्रकाशन गृह , मुंबई			

Physical Education – III (BBAFM 3.8)			
Teaching Hours: 30	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**

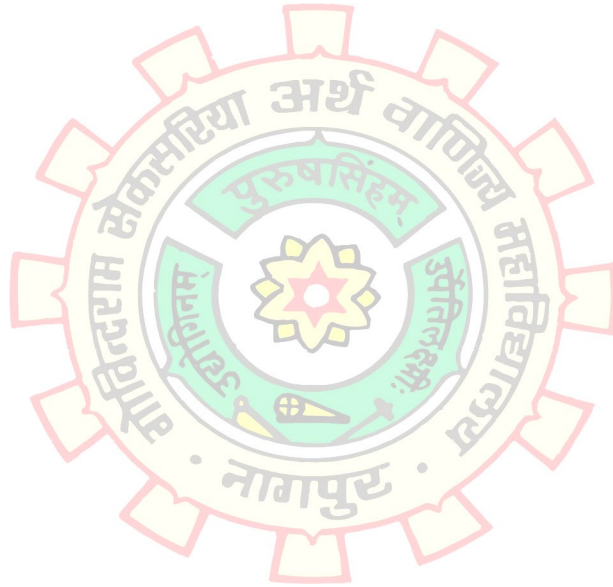
Financial Services (BBAFM 4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: 1. To familiarize the students with various Financial Services in India. 2. To make students aware of various Depository Services. 3. To provide in-depth knowledge about Fund and Fee based financial services. 4. To make student aware about Global Financial services and regulatory aspect.			
Learning Outcomes: After learning this course, students will be able to – 1. Recall various types of financial services available in the market, and fund based as well as fee-based services. 2. Understand difference between Traditional and Innovative financial services. Compare various financial services provided by Financial Institutions at national level and at global level. 3. Apply their knowledge to analyse and assess various financial services such as Demat Account, Lease finance, Hire-purchase, securitization of debt. 4. 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: 1. Indian Financial System: Bharti Pathak, Pearson Publication 5th Edition 2. Financial Services: M. Y. Khan, Mc Graw Hill, 10th Edition. 3. Financial Services and Market: Dr. Punithavathy Pandian, Vikas Publication.			

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

Semester – IV

Retail Marketing (BBAFM 4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: 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 – 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: 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: 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: 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: 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: 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.

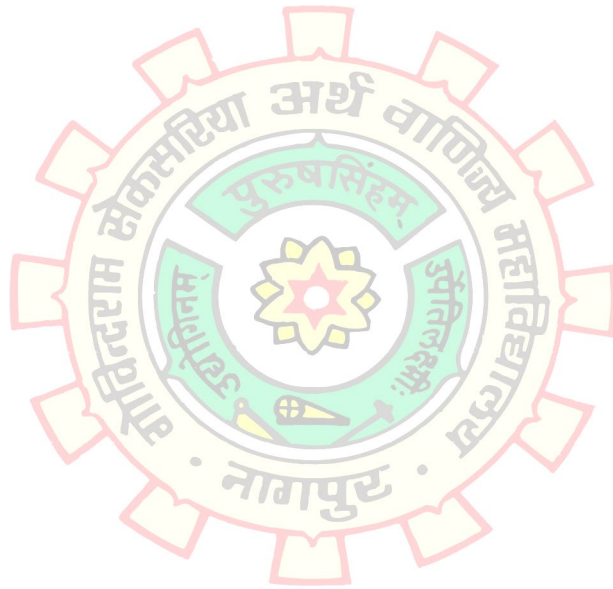


Monetary Economics (BBAFM 4.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To help students understand the basic concepts related to money and the importance of money in growth and welfare. 2. The core objective is to provide the students with an understanding of apex banking institution, commercial banks, modern digital banking systems and other financial institutions 3. To provide students with an understanding of the functioning of Development Banks, Cooperative societies, NBFCs, Payment Banks and Neo Banks 4. To enable the students to understand the working of macroeconomic fundamentals business cycles, inflation and deflation. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> 1. Understand the concepts of money, paper currency, methods of issue, Fisher's Quantity Theory, facilitating their ability to analyze their significance in economic contexts. 2. 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 3. Classify the working of various banking institutions in the country and their functioning. 4. Evaluate parameters like National Income, Inflation, Deflation and Business Cycles to measure the performance of economy. 			
Unit	Content		
I	Money in Economics <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	Central Bank (Reserve Bank of India) and Commercial Banks <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	Various Banking Institutions <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	National Income <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 		

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| | <ul style="list-style-type: none">• Deflation – Meaning, Causes, Effects, Remedies.• Business Cycle – Meaning, Features, Phases, Financial crisis 2008 |
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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: 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 – 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: 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">1. To enable students to understand the basic mercantile law that governs contracts in India2. To equip students with the knowledge of limited liability partnership as a way of business3. To familiarize students with the concept of consumerism and the relevant consumer law4. 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">1. Remember key provisions of Indian Contract Act and special contracts.2. Demonstrate an understanding of Limited liability partnership and apply legal provisions for incorporating an LLP.3. Understand and use the legal provisions available to consumers in India.4. 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">1. Business Laws, Kapoor N.D., Sultan Chand & Sons, New Delhi2. Business Laws, Sushma Arora; Taxmann's (11th Edition)3. A Manual of Business Laws, Dr S N Maheshwari; Himalaya Publishing House4. 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: <div>1. 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.</div> <div>2. To gain insight into the issuance, forfeiture, and re-issue of shares in companies, and develop proficiency in journalizing related transactions.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. 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.</div> <div>2. 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.</div>			
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: <div>1. Financial Accounting, Paul, S. K, New Central Book Agency</div> <div>2. Financial Accounting for Managers, Ghosh, T. P. Taxman Allied Service</div> <div>3. Financial Accounting, Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications</div> <div>4. Financial Accounting, Dr. V. K. Goyal, Excel Books Publications</div> <div>5. Financial Accounting, Jain S.P., Narang K.L., Kalyani Publishers, Delhi.</div> <div>6. Financial Accounting, Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi</div>			

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

Semester – IV

Advanced Business Writing Skills (BBAFM 4.5.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skills Enhancement Course
Objective: 1. Develop essential skills in written communication for academic and business purposes, covering report writing, e-mail etiquette, and drafting official notices and agendas. 2. 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 – 1. Compose various types of reports and e-mails following professional standards effectively and Draft clear and concise notices and agendas for official meetings. 2. 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	i) Report Writing- Sales Report, Progress Report, Market Survey Report, Feasibility Report ii) E-mail writing. iii) Drafting of notice and Agenda of a meeting		
II	i) Press Release (About the launch of a new product, service or thing) ii) News Report (About an event/happening) iii) Summarizing-Precis writing (word limit 50-60 words) iv) Expansion of an Idea on the basis of given points (word limit 50-60 words)		
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. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 5. Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) 6. 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: <div>1. To develop essential skills in written communication for academic and business purposes, covering report writing, e-mail etiquette, and drafting official notices and agendas.</div> <div>2. To enhance proficiency in written communication through the creation of press releases, news reports, summaries, and idea expansions.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Effectively compose various types of reports and e-mails following professional standards and Draft clear and concise notices and agendas for official meetings.</div> <div>2. 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.</div>			
Unit	Content		
I	<div>i) Definition and types of Soft Skills.</div> <div>ii) Importance of Soft Skills for the job market.</div> <div>iii) Important Soft Skills for success.</div>		
II	<div>i) Interpersonal Skills- Communication skills, team-work, motivation, dependability and problem-solving, confidence.</div> <div>ii) Emotional Intelligence Skills- Stress Management, task delegation, planning, problem solving, empathy, patience.</div> <div>iii) Leadership Skills-Accepting responsibility, Planning, delegation of work, crisis management, decision making, coordination, risk taking ability.</div>		
Books Recommended: <div>1. Soft Skills – Personality Development for Life Success by Prashant Sharma; BPB Publications</div> <div>2. Personality Development and Soft Skills by Shikha Kapoor; IK International</div>			

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: <div>1. To facilitate students in understanding the significance of personal growth through self-reflection and learning from pivotal life experiences.</div> <div>2. To cultivate leadership qualities and a sense of service towards the nation among students by studying exemplary leadership traits and contributions to society.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. 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.</div> <div>2. 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.</div>			
Unit	Content		
I	<div>i) When Can I Sing a Song of India?</div> <div>ii) My Ninth Lecture at Anna University</div> <div>iii) Seven Turning Points of my Life</div>		
II	<div>i) The Interactive President</div> <div>ii) What Can I give to the Nation?</div> <div>iii) Learning from Others</div>		
Books Recommended: <div>1. Turning Points – A Journey through Challenges by Dr. A. P. J. Abdul Kalam</div>			

Physical Education – IV (BBAFM 4.8)			
Teaching Hours: 30	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.			

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

Business Finance (BBAFM 5.1)

Business Finance (BBAFM 5.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objectives: 1. To provide in-depth knowledge of financing and investment decisions in the corporate environment. 2. To enable learners to assess real-world business financial strategies using practical tools. 3. To build analytical abilities for interpreting financial statements and evaluating corporate performance. 4. To develop decision-making skills through practical exposure to capital structuring, working capital, and dividend decisions.			
Learning Outcomes: After learning this subject, the learner will be able to – 1. Understand the advanced role of finance in corporate strategy and operations. 2. Evaluate financial statements for decision-making. 3. Apply techniques for solving real-life business finance problems. 4. Make informed decisions regarding investment, financing, and dividend policies.			
Unit	Content		
I	Corporate Financial Environment & Analysis Concepts: Introduction to Corporate Finance; Strategic Role of Finance in Value Creation; Financial Environment in India; Role of RBI, SEBI, Stock Exchanges; Sources of Business Finance – Advanced Overview of Equity, Debt, Hybrid Instruments (CCPS, OCRPS, etc.) Practical Components: Interpretation of Financial Statements of Indian Listed Companies; Ratio Analysis – Liquidity, Solvency, Turnover, Profitability Ratios; Case Analysis on Corporate Financial Strategy		
II	Inventory management Concepts: Need and cost inventory, Economic Order Quantity under constant price and varying price, Various inventory levels, Monitoring and control of inventories, ABC Analysis Practical Components: Practical Problems on the calculation of various levels of Inventory. Case study on calculation of various Inventory levels		
III	Capital Structure Concepts: Capital Structure Theories – NI, NOI, MM, Traditional Approach; EBIT-EPS Analysis; Cost of Capital – Components and Weighted Average Cost of Capital (WACC) Practical Components: Numerical problems on Cost of Equity, Cost of Debt, WACC; EBIT-EPS Analysis; Case Study: Financing Decisions in Real Indian Firms		
IV	Debtors and Creditors Management Concepts: Introduction to debtors management, Cost involved in debtors management, Credit/Discount policy, Effective cost of bill discounting, Creditors as spontaneous source of finance, Cost of credit, Accrual/ Expenses payable as source of finance. Practical Components: Practical problems on Debtors and Creditors Management. Case study on Debtors/ Creditors management.		
Books Recommended: 1. Financial Management: Theory and Practice – Prasanna Chandra, <i>McGraw-Hill Education</i> 2. Corporate Finance – Ross, Westerfield & Jaffe, <i>McGraw-Hill</i> 3. Financial Management – I.M. Pandey, <i>Vikas Publishing House</i> 4. Essentials of Financial Management – S.N. Maheshwari & S.K. Maheshwari, <i>Sultan Chand & Sons</i> 5. Fundamentals of Financial Management – Brigham & Houston, <i>Cengage Learning</i> 6. ICAI Study Material on Strategic Financial Management , <i>Institute of Chartered Accountants of India</i>			

Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – V**

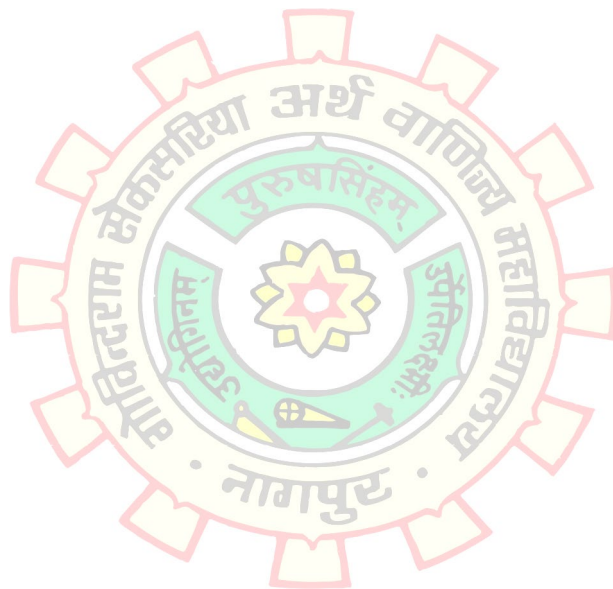
Industrial Marketing (BBAFM 5.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objectives: 1. To develop an understanding among the students about the various concepts of Industrial Marketing. 2. To help the learner distinguish between consumer marketing and industrial marketing 3. To acquaint the students with planning, technique and organization of Industrial Marketing. 4. To learn to formulate industrial marketing strategies and also design industrial marketing mix elements.			
Learning Outcomes: After learning this subject, the learner will be able to – 1. Describe and apply central models and methods in industrial marketing. 2. Perform a systematic analysis of a company, its product portfolio. 3. Apply relevant methods and tools in order to prepare a marketing plan, with a focus on market strategy aspects. 4. Communicate marketing analyses and synthesized market information with a focus on International Industrial Marketing			
Unit	Content		
I	Introduction to Industrial Marketing - Introduction, Nature, Scope, Industrial Marketing vs. Consumer Marketing, Industrial Demand and Customer, Types of Industrial Products and Industrial services, Strategic Marketing planning, Organizational Buying and Buyer Behavior.		
II	Industrial Marketing Mix - Industrial Product Management, Industrial Product Pricing Decisions, Buyer-Seller Relationships, Industrial Marketing Research, Market Segmentation: Criteria, Bases & Benefits, Targeting: Selection of target market, Positioning: Differentiating market offering.		
III	Industrial Promotion and Buyer Behaviour -Promotion Strategies for Industrial Goods / Services, Sales management in Industrial Marketing, Sales promotion technique in Industrial Marketing, Buyer Behaviour Models in Industrial Goods and Services, Factors affecting Buyer Behaviour in Industrial Marketing, Standard Industrial Products and Services.		
IV	Industrial Marketing and its International Scenario - Industrial Business Marketing Logistics, Industrial Marketing Information System: Elements, Business Networks and Technology, Ethics in Industrial Marketing, International Industrial Marketing, E-Business in Industrial Marketing.		
Books Recommended: 1. Industrial Marketing , Hawaldar, K. Krishna, Tata McGraw-Hill Publishing Company Limited, New Delhi. 2008 2. Industrial Marketing , Milind T. Phadtare, Prentice Hall of India Pvt. Ltd, New Delhi, 2008 3. Industrial Marketing Management , Michael D Hautt and Thomas W Speh, The Dyden Press. 4. Strategic Industrial Marketing , Peter M. Chisnall, Prentice-Hall International. 5. Industrial Marketing , Robert R. Reeder, Briety & Betty H. reeder, Prentice Hall of India Pvt. Ltd, New delhi,2008			

Marketing in Insurance (BBAFM 5.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Electives
Objectives: <ol style="list-style-type: none"> 1. To understand the Fundamentals of Insurance and Marketing. 2. To Apply the concept of Insurance Marketing Strategies. 3. To Analyse the Customer Relationship Management and Technology in Insurance Sector. 4. To Evaluate the Regulatory Framework and Ethical Practices in Insurance Sector. 			
Learning Outcomes: After learning this subject, the learner will be able to – <ol style="list-style-type: none"> 1. Understand and explain the concept of insurance, apply the principles and types of insurance, Analyze the role of marketing in the insurance sector Trace the evolution of insurance marketing in India and globally and the impact of regulatory and technological changes. 2. Apply core marketing strategies in the insurance sector, Students will gain insights into the development and innovation of insurance products, evaluate pricing strategies, and analyze the effectiveness of various distribution channels. 3. Analyze the strategic role of CRM in enhancing the effectiveness of insurance marketing and improving customer interactions. Analyze customer acquisition and retention strategies used by insurance companies, Evaluate the importance of customer satisfaction and service quality in the insurance sector. 4. Evaluate the regulatory environment governing the insurance sector in India, with a specific focus on the role and functions of IRDAI. Identify and evaluate ethical issues in insurance marketing, emphasizing the importance of transparency, fairness, and customer-centric practices 			
Unit	Content		
I	Unit I: Fundamentals of Insurance and Marketing <ul style="list-style-type: none"> • Introduction to Insurance: Meaning, Nature, and Importance. • Principles of Insurance. • Types of Insurance: Life Insurance and Non- Life Insurance (Health, General, Marine, Fire, Motor, etc.). • Role of Marketing in Insurance. • Evolution of Insurance Marketing in India and Globally. 		
II	Unit II: Insurance Marketing Strategies <ul style="list-style-type: none"> • Marketing Mix in Insurance (Product, Price, Place, Promotion, People, Process, Physical evidence) • Market Segmentation, Targeting, and Positioning in Insurance • Product Development and Innovation in Insurance • New Product Pricing strategies in Insurance • Distribution Channels in Insurance Sector: Agents, brokers, bancassurance, digital channels • Promotion and advertising in insurance 		
III	Unit III: Customer Relationship Management and Technology <ul style="list-style-type: none"> • Role of CRM in Insurance Marketing. • Customer Acquisition and Retention Strategies in Insurance. • Customer Satisfaction and Service Quality in Insurance • Handling Customer Complaints and Grievance Redressal • Use of Technology and Digital Marketing in Insurance • Insurtech and Emerging Trends (e.g., AI, Big Data, chat bots) 		
IV	Unit IV: Regulatory Framework and Ethical Practices		

- Regulatory Environment: Role of IRDAI (Insurance Regulatory and Development Authority of India)
- Ethical Issues in Insurance Marketing
- Mis-selling in Insurance and its Implications
- Legal provisions related to Marketing of Insurance
- Global Best Practices in Insurance Marketing

Books Recommended:

1. **"Marketing of Insurance Services"** by H. Sadhak
2. **"Principles and Practice of Insurance"** by M.N. Mishra & S.B. Mishra
3. **"Insurance and Risk Management"** by P.K. Gupta
4. **"Services Marketing"** by Zeithaml, Bitner & Gremler
5. **"Insurance Principles and Practice"** by Tripathi & Pal



Marketing in Banking (BBAFM 5.3.2)

Teaching Hours: 60

Total Credits: 4

Total Marks: 70+30 =100

Group: Major Electives

Objectives:

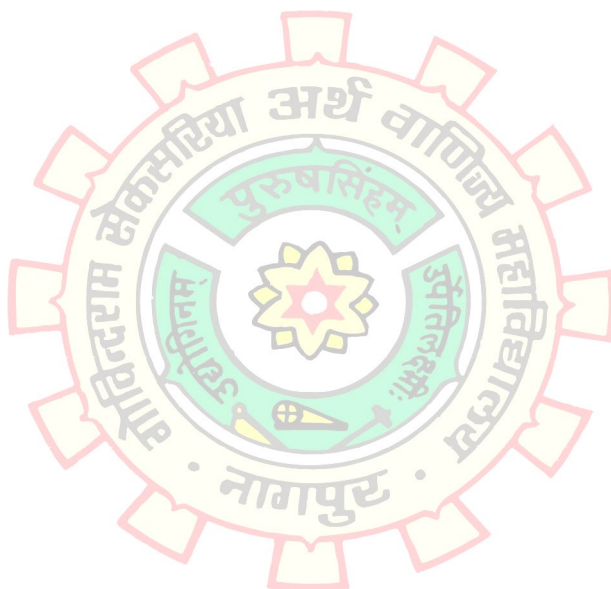
1. To **differentiate** between the marketing strategies of public and private sector banks by **examining** the application of the 7Ps and **analyzing** how branding and positioning vary across rural and urban markets.
2. To **evaluate** the role of CRM tools and grievance redressal mechanisms in **building** long-term customer loyalty across different banking segments.
3. To **explain** the integration of digital platforms and **analyze** how technologies like UPI, AI, and social media **influence** customer engagement and marketing effectiveness in Indian banks.
4. To **summarize** key regulatory guidelines affecting bank marketing and **identify** emerging trends such as gamification and vernacular marketing that are reshaping outreach and customer trust.

Learning Outcomes: After learning this subject, the learner will be able to –

1. **Analyze** the differences in marketing approaches between public and private sector banks by applying the 7Ps of service marketing and understanding product classifications and branding strategies.
2. **Apply** CRM tools and customer segmentation techniques to develop strategies for improving customer loyalty and managing customer relationships effectively in diverse banking contexts.
3. **Examine** the impact of digital platforms, fintech collaborations, and AI-driven tools on customer engagement and assess the effectiveness of digital marketing practices in modern banking.
4. **Identify** relevant banking regulations and evaluate how emerging marketing trends such as voice banking, gamification, and financial inclusion initiatives influence marketing strategies.

Unit	Content
I	Foundations of Marketing in Banking <ul style="list-style-type: none"> • Concept and Nature of Bank Marketing • Scope & Importance of Marketing in Indian Banking • 7 Ps in Banking Sector • Classification of Banking Products: <ul style="list-style-type: none"> ○ Core services (Deposits, Loans) ○ Ancillary services (Cards, Insurance, Wealth Management) • Branding and Positioning Strategies of Indian Banks • Rural vs Urban Banking Marketing Approaches
II	Customer Relationship Management (CRM) in Banking <ul style="list-style-type: none"> • Meaning and Significance of CRM • Evolution of CRM in Indian Banking • Customer Lifecycle Management in Banking • Customer Segmentation: Retail, SME, HNI, Priority Sector • Tools and Techniques for CRM (Loyalty Programs, Cross-selling, CRM Software) • Importance of Complaint Handling and Customer Grievance Redressal • Building Long-Term Customer Loyalty
III	Digital Marketing & Technology in Indian Banking <ul style="list-style-type: none"> • E-banking, M-banking, and UPI ecosystem: Overview, Importance • Role of Social Media in Bank Marketing • Content Marketing, Influencer Marketing & Viral Campaigns • Overview of Fintech Collaborations with Banks (Neo-banking, Lending apps) • Importance & Scope of Chatbots, AI, ML and Automation in Customer Interaction • Cybersecurity Awareness and Trust-Building

IV	Regulatory Framework and Emerging Trends in Bank Marketing <ul style="list-style-type: none"> • Role of RBI, SEBI, IRDAI in regulating bank marketing • RBI Guidelines for Advertising, KYC, Fair Practices Code • Features & Scope of RBI Ombudsman Scheme • Financial Inclusion: Features of PMJDY, DBT, and Jan Suraksha Schemes • Microfinance and SHG-based Marketing • Marketing Ethics: Mis-selling, Privacy, Customer Consent • Emerging Trends: Voice Banking, Vernacular Marketing, Gamification
Books Recommended:	
<ol style="list-style-type: none"> 1. Marketing of Financial Services – Dr. R.K. Srivastava, Himalaya Publications 2. Bank Marketing – K. Rama Mohana Rao, Discovery Publishing 3. Customer Relationship Management – Alok Kumar Rai, PHI 4. Services Marketing – K. Rama Mohana Rao, Pearson Publications 5. Digital Banking in India – Dr. Abhijit Dutta, Himalaya Publications 6. Indian Financial System – Bharati V. Pathak, Pearson Publications 	

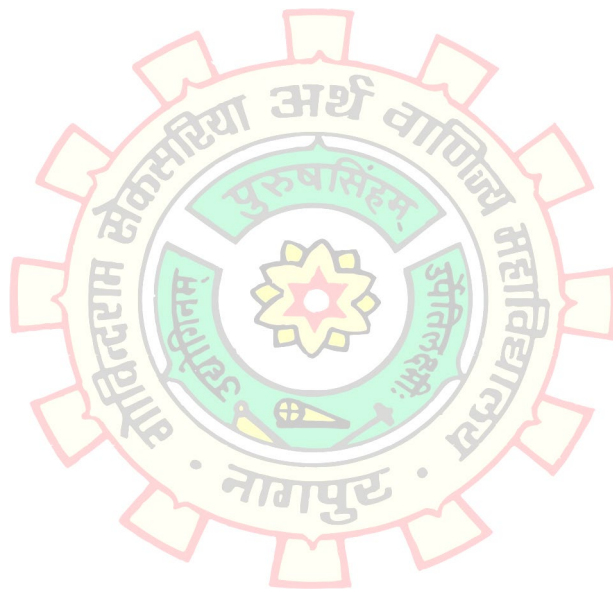


Indian Economy (BBAFM 5.4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To broadly provide an understanding to the students about the core concepts in Indian Economy. 2. To enable the students to in comprehending the importance of digitalization towards agricultural growth along with providing knowledge of crucial agricultural concepts. 3. To provide an understanding to students with regard to the role of industry and the various challenges faced in the sector along with the importance of MSME's and pertinent problem of industrial sickness. 4. To provide an understanding about various challenges and opportunities in diverse service sector path along with the support mechanism provided by the government for start-up and entrepreneurship especially for gender empowerment. 			
Learning Outcome: <ol style="list-style-type: none"> 1. Students will be able to understand and evaluate the challenges faced in the country's development path due to regional imbalances. 2. Students will be able to analyze the crucial role of agricultural sector in the Indian economy along with the ability to apply there understanding towards a progressive path in the sector. 3. Students will be able to relate the theoretical concept with the real-life situation of Indian industry and the application of policies and government initiative in shaping the Future of Indian Industry. 4. Students will be able to generate ideas towards creation of self-employment opportunities with the knowledge of various government schemes for start-up and opportunities provided by different sub-sectors in service industry. 			
Unit	Content		
I	Indian Economy <ol style="list-style-type: none"> 1. Indian Economy: - Broad Features, It's current challenges 2. Overview of Indian Economic planning: - Achievement and Failures; NITI Aayog: Concept, role 3. Youth unemployment: Meaning of unemployment, types of unemployment, Concept of youth unemployment, factors contributing to youth unemployment. 4. Regional imbalance: Meaning, Importance of regional imbalances in context to development, case study of regional imbalance with reference to Vidharbha. 		
II	Indian Agriculture <ol style="list-style-type: none"> 1. Role of Agriculture in Indian Economy 2. Green Revolution: Impact and Constraints 3. NABARD: Introduction, Objectives, functions 4. Digital Agriculture: Meaning, benefits and current initiatives. 5. Low Agriculture Productivity in India: Causes, effects & suggestions towards the same. 6. Agricultural marketing: Meaning, Problems, Remedies 		
III	Indian Industry <ol style="list-style-type: none"> 1. Role of Industrialization in the Indian Economy 2. New Industrial Policy, 1991 3. Public Sector Industries, Private Sector Industries: - Meaning, problems, remedies 4. MSME: - Introduction, Features, Role, Government Initiatives for MSME 5. Industrial Sickness: Meaning, Causes, Effects and Remedies. 		
IV	Indian Service Sector & Government Schemes for Women Empowerment <ol style="list-style-type: none"> 1. Nature, Scope and Importance of Service Sector in Indian Economy 2. IT Sector- Importance, Challenges and Opportunities. 3. Banking and Insurance sector- Importance, Challenges and Opportunities 4. Travel & Tourism Sector - Importance, Challenges & Opportunities 5. Hospitality Sector - Importance, Challenges & Opportunities 		

6. Government Schemes for Start-ups in India for women: - Overview, benefits.

Books Recommended:

1. **Indian Economy**, Datt & Sundharam, S Chand, 6th Revised Edition, 2013.
2. **The Indian Economy**, Sanjiv Verma, For UPSC and State Civil Services Preliminary and Main Examinations, Unique Publications, 2nd Edition, 2013.
3. **Economic Policy Reforms and the Indian Economy**, Anne Krueger, University of Chicago Press, 2nd Edition 2002.
4. **The Indian Economy: Problems and Prospects**, D. R. Gadgil, Oxford University Press, 2011.
5. **The Indian Challenge**, Sage India, Ashoka Chandra & M. K. Khanijo, 1st Edition, 2009.
6. **Globalization And Indian Economy**, R. Chaddha, Sumit Enterprises, 2011.
7. **Indian Economy Since Independence**, Edited By Uma Kapila, Academic Foundation, 14th Edition 2002.
8. **Indian Economy**, M. B. Shukla, Taxmann Allied Services Pvt. Ltd., 2012.
9. **Indian Economy**, Ramesh Singh, McGraw Hill Education, 2020.
10. **Indian Economy**, V.K. Puri & S.K. Mishra, Himalaya Publishing House (2022).



Database Management System (BBAFM 5.4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: 1. To understand the fundamentals of database environments, data processing, DBMS components. 2. To analyze database terminology, architectural models, and the functions of a Database Administrator 3. To explore the E-R model and database development process and the transformation of ER diagrams into relational and hierarchical structures. 4. To evaluate Understand the principles of normalization, Codd’s 12 rules, Backup and Recovery.			
Learning Outcome: After learning this course, students will be able to – 1. Understand the functions and benefits of different database environments and DBMS components to effectively manage and process data. 2. Analyze to understand their impact on efficient database management and organization. 3. Apply the concepts of the E-R model and transform logical database structures into relational and hierarchical models. 4. Evaluate the impact of normalization, Codd’s 12 rules, and database languages on improving database efficiency, data integrity, and management in RDBMS environments			
Unit	Content		
I	Database environment, Data processing, Traditional and DBMS environment, Database system, Types of databases - Centralize, distributed, Database management system, Components of DBMS, DBMS elements, Database Approach - Objectives, benefits, characteristics, Advantages of DBMS		
II	Terminology of File- Field, Record, File, key field, Non key field, Association between fields, The three tire architecture, Three level architecture, Database administration – Roles, Functions and responsibilities of DBA.		
III	The E-R Model – Data models, Entities, attributes and relationship, Logical and Physical database design, Mapping Cardinalities, Database development process, Database development life cycle. Integrity constrains. Transforming ERR diagrams into relations, tree structure and hierarchical.		
IV	Normalization, Codd’s 12 rules, hierarchical database structure, Network database structure, Relational database structure RDBMS. Database Languages – DDL, DML, DCL, Concurrency control, Backup and Recovery.		
Books Recommended: 1. Database System Concept , Korth and Sudarshan, McGraw Hill, New Delhi 2. An Introduction to Database System , Bipin C. Desai, Galgotia Publications Ltd, New Delhi 3. Database Management System , R. Panneerselvam, PHI, New Delhi			

Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – V**

Industrial Relations & Labour Law (BBAFM 5.4.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: After completing this course students will be able to: 1. Understand and explain key concepts of industrial relations and labour legislations in India. 2. Interpret legal terminology and core concepts such as industrial dispute, lay-off, retrenchment, closure, strike, and lockout. 3. Describe the roles and functions of institutional mechanisms like Works Committees, Grievance Redressal Committees, Conciliation Officers, and Industrial Tribunals. 4. Discuss legal protections and benefits available to women employees under the Maternity Benefit Act and other provisions regarding equality and empowerment.			
Learning Outcome: After successful completion of this course, students will be able to: 1. Define and appropriately use key legal terms related to industrial relations and labour law. 2. Evaluate the effectiveness of statutory mechanisms for dispute resolution and worker representation. 3. Identify rights and obligations under labour laws relating to working conditions, employee safety, and welfare measures. 4. Demonstrate understanding of gender-specific labour protections and assess the impact of laws aimed at the empowerment of women in the workplace.			
Unit	Content		
I	Industrial relations -Introduction, objectives and importance of industrial relations, maintenance of industrial peace, industrial democracy, factors affecting industrial relations. Approaches to industrial relations- Psychological Approach, Sociological Approach, Gandhian Approach, and Human Relations Approach.		
II	Industrial disputes and settlement machinery -Meaning of industry, industrial dispute, lay-off and retrenchment. Closure- basic rules. Strikes and lockouts- basic rules. Works committee, Grievance Redressal Committee, conciliation officer, industrial tribunal, national industrial tribunal		
III	Laws relating to working hours and work conditions - Meaning of factory, industry, manufacturing process. Provisions regarding workers health and safety, welfare provisions, rules relating to working hours of adult, working hours for adolescents. Laws relating to compensation - concept of minimum wages, time for wage payment, authorized deductions from wages, fines, concept of bonus, minimum and maximum bonus, allocable surplus, set on and set off of allocable surplus, disqualification for bonus		
IV	Social security measures - Meaning of occupational disease, permanent partial disablement, permanent total disablements. Social security schemes for gig workers. Special provisions relating to women - Rules for working hours of women, safety of women, Maternity Benefit- Prohibition on employment of women during certain periods, right to payment of maternity benefit.		
Books Recommended:			
1. Industrial Relations & Labour laws for Managers , Parul Gupta; 2 nd edition, Taxmann's 2. Business & Industrial Law , Prof P. Saravanel; Himalaya Publishing House 3. Industrial Relation & Labour Law , P.C. Tripathi, C.B Gupta & N. D. Kapoor, S. Chand & Sons. 4. Dynamics of Industrial Relations , C.B.Mamoria, Satish Mamoria, P.Subba Rao; Himalaya Publishing House			

Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – V**

Tourism Management (BBAFM 5.5)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objective: 1. To understand the fundamental concepts in Tourism Management within broader cultural, environmental, political and economic dimensions of the society. 2. To Analysis and recognise the impact of Tourism on economy and society.			
Learning Outcome: On successful completion of the course students will be able to- 1. Understand the Concept of Tourism Management, Recognizing the components and Exploring its significance. 2. Analyze the govt policy for tourism and can study the impact of Tourism.			
Unit	Content		
I	Unit I: Introduction to Tourism Management: Definition of Tourism & its meaning, nature , scope, and importance, Tourism Products- Meaning & Classification, Components and elements of tourism, Types and typologies of tourism, push and pull factors in Tourism, Economic, social, and cultural significance of Tourism, Role of Travel Agencies in Tourism, Objectives and Role of Tourism Organizations- ITDC, TFCI, IRCTC		
II	Unit II: Tourism motivations Growth and development of national and international tourism-concerns and problems, Linkages in Tourism industry, Technological Advancements on tourism industry, Tourism policy of Government of India. Impacts of Tourism on ecology, economy and environment, need for 'Sustainable' and 'Responsible' Tourism and its development, World Tourism Organization and IATA- International Air Transport Association.		
Books Recommended:			
1. Basics of Tourism, Theory Operation and Practice , Kamra & Chand, Kanishka Publishers, New Delhi – 02 (2002). 2. Introduction to Tourism and Hospitality Management – Saurabh Dixit, APH Publishing House, New Delhi 3. Travel Agency and Tour Operation, Concepts and Principals - J.M.S. Negi			

Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – VI****Investment and Wealth Management (BBAFM 6.1)**

Teaching Hours: 60

Total Credits: 4

Total Marks: 70+30 =100

Group: Major Core

Objectives:

1. To **describe** core investment concepts, **compare** investment avenues, and **analyze** the Indian investment environment.
2. To **explain** financial instruments, **apply** analysis strategies, and **evaluate** investment options for optimized returns.
3. To **define** wealth management processes, **differentiate** it from financial planning, and **analyze** its link to economic indicators.
4. To **discuss** risk profiling, **apply** asset allocation strategies, and **evaluate** risk management through insurance.

Learning Outcomes: After learning this subject, the learner will be able to –

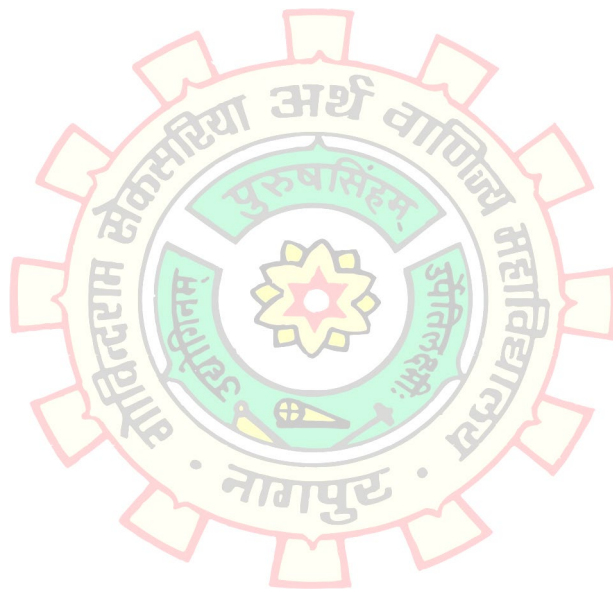
1. **Identify** investment characteristics, differentiate between investment types, and examine the role of portfolio managers in the Indian context.
2. **Interpret** risk-return relationships, use fundamental and technical analysis, and assess mutual fund selection models.
3. **Explain** wealth management principles, compare it with financial planning, and analyze economic factors affecting investment.
4. **Assess** individual risk profiles, implement asset allocation techniques, and analyze the role of insurance in risk management.

Unit	Content
I	Introduction to Investment Management <ul style="list-style-type: none"> Investment- Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. Investment Environment- Investment Environment in India and factors conducive for investment in India.
II	Investment planning <ul style="list-style-type: none"> Understanding Bonds, Equities and other investment markets. How to invest in Government and corporate, bonds and equities. Concepts of risk and return- Setting up market expectations. Fundamental and Technical analysis and strategies for investing in quality stocks at best prices. Mutual funds and selection models for best risk adjusted returns. Concept of benchmarking, fee structures and other costs involved in investing. Immunization and maximization of rate of return through Mutual funds.
III	Introduction of Wealth Management <ul style="list-style-type: none"> Concept of wealth management Need, features, advantages and limitations of Wealth Management, Scope of Wealth management services, Wealth management Process Wealth Management & the Economy Financial planning to wealth management, Difference between Financial Planning and Wealth management. Economic cycles and Indicators- Impact on Investment. Wealth management and impact of interest rate, currency exchange rate & the deficit on Investment.
IV	Risk Profiling & Asset Allocation <ul style="list-style-type: none"> Risk Profiling- Meaning, Importance, Advantages Asset Allocation- Meaning, Needs, Advantages. Limitations

- Asset Allocation Returns in Equity, Debt and Gold:-Fixed Asset Allocation with Annual Re-balancing, Flexible Asset Allocation, Allocation to Speculation, Diversification in Perspective.
- Risk Management through Insurance: Risk Assessment, Life Insurance, Health Insurance, General Insurance, Safeguards in Insurance

Books Recommended:

1. **Wealth Management Basic Level**, Shashikant Uma, Abraham Sunita, Centre for Investment Education & Learning Publication
2. **Wealth Management and Financial Planning**, Prof. George S. Mentz, Private Wealth Management Guide
3. **NCFM Module on Wealth Management**
4. **Wealth Management**, Pawan V. Jhabak, Himalaya Publishing House Pvt. Ltd
5. **Indian Financial System**, Bharti V Pathak., Pearson Education, New Delhi.
6. **NCFM module on Wealth Management**, NSE India Ltd.



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

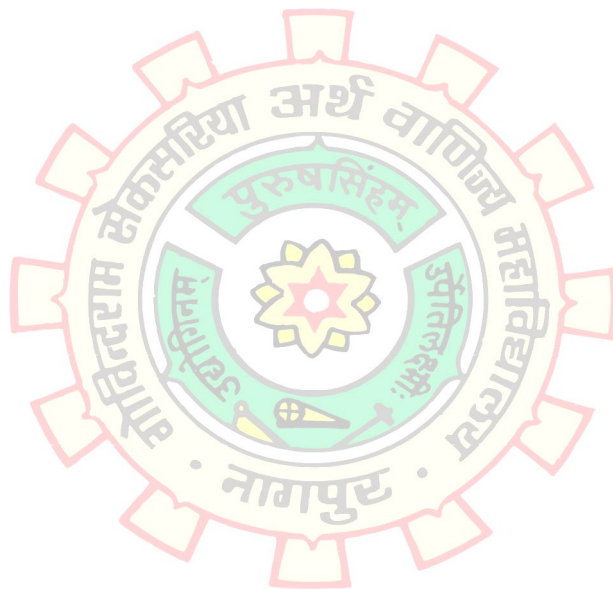
Semester – VI

Service Sector Management (BBAFM 6.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objectives: <ol style="list-style-type: none"> 1. To understand the fundamental concepts of Service Sector Management. 2. To Apply the concept of Information Technology, Banking and Insurance Sector. 3. To Analyse the importance of Service Quality Management. 4. To Evaluate the impact of Distribution and Advertising in Service Industry and Future of Service Management. 			
Learning Outcome: After learning this subject, students will be able to: <ol style="list-style-type: none"> 1. Understand the Concept of Service Sector Management, Recognizing the Role of Services in the Economy, Exploring Opportunities, Evaluating Government Reforms and Analyzing Global Trends in the Service Sector. 2. Apply the comprehensive significance and Role of the IT Sector, Banking Sector and Insurance Sector. 3. Analyze Service Quality Management and its Models, Tools and Techniques. 4. Evaluate the impact and challenges of Distribution and Advertising in Service Industry, Understanding customers' needs and Expectations and Future of Service Management. 			
Unit	Content		
I	Unit I: Introduction to Service Sector Management: <ul style="list-style-type: none"> • Service Sector Management: Meaning, Nature and Scope. • Understanding Services: Definition and Characteristics of Services, Forms of Service Sector (Hospitality, Healthcare, Education, Retail, IT, Finance, Transport, Aviation, BPO, KPO, Information Technology, Banking, Insurance), The Role of Services in the Economy. • Challenges faced in Service Sector Management. • Opportunities in Service Sector Management. • Government's reforms in Service Sector Management. 		
II	Unit II: Information Technology, Banking and Insurance Sector: <ul style="list-style-type: none"> • IT Sector: Role and Importance of IT Sector in Service industries, Challenges and Opportunities in IT sector. • Banking Sector: The Role of Banking Sector in the Economy, Challenges faced by Banking Sector, Recent Trends in Banking Sector. • Insurance Sector: Importance of Insurance industry in service sector, Challenges and Opportunities in Insurance Sector. 		
III	Unit III: Service Quality Management: <ul style="list-style-type: none"> • Introduction to Service Quality: Definition of service quality, Impact of service quality on customer satisfaction and business profitability. • Service Quality Models: 1. SERVQUAL Model (Measuring the gap between customer expectations and perceptions.) 2. The Kano Model of customer satisfaction. 3. The Gap Model of Service Quality (Five Gaps theory). 4. Customer Satisfaction Index (CSI). • Measuring Service Quality: Methods of measuring service quality. • Tools and Techniques for Service Quality Improvement: 1. Six Sigma and Lean Management for quality improvement 2. Total Quality Management (TQM) in the service industry 3. Benchmarking service quality against industry standards, 4. PDCA (Plan-Do-Check-Act) cycle for continuous improvement. 		
IV	Unit IV: Distribution and Advertising in Service Industry and Future of Service Management: <ul style="list-style-type: none"> • Planning and managing service delivery Challenges in distribution of services. • Advertising and Sales promotion in Service Industry. • Understanding customers' needs and Expectations. 		

- The impact of distribution and advertising in service industry in the economy.
- Future of Service Management: The Role of Artificial Intelligence and Automation in Service Delivery, Changing Customer Expectations in the Digital Era, Ethical and Social Issues in Service Management.

Books Recommended:

1. **Service Sector Management**, Sanjay Patnagar, Himalaya Publications.
2. **Managing Services**, Christopher H. Lovelock, Prentice Hall.
3. **Total Quality Management**, JE Ross, Prentice Hall
4. **Total Quality Management**, DH Besterfield, CB Michna: Prentice Hall
5. **Services Marketing**, Ravi Shankar, TMH
6. **Services Marketing**, S M Jha; Himalaya Publications.



Strategic Business Leadership (BBAFM 6.3.1)

Teaching Hours: 60

Total Credits: 4

Total Marks: 70+30=100

Group: Major Elective

Objectives:

1. To equip students with the knowledge, skills, and strategic thinking required to lead organizations in a challenging and ever-changing dynamic business environment.
2. To combine strategic management and leadership concepts to become visionary leaders and make decisions.

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

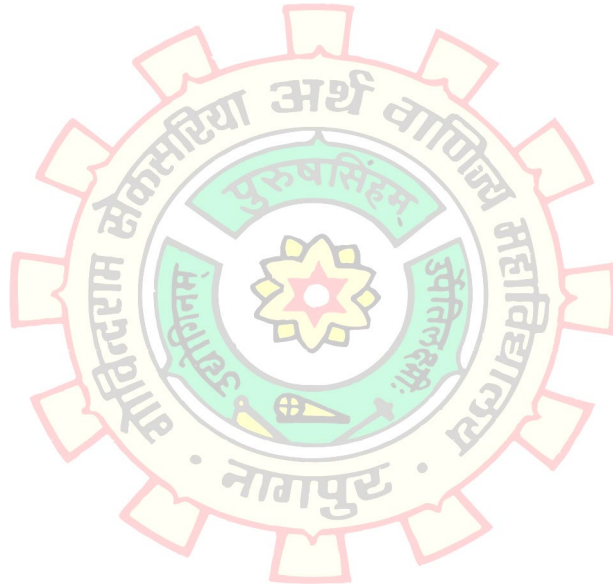
1. Understand the role of leadership in strategic management.
2. Analyze internal and external environments for strategic planning.
3. Evaluate strategic options and implementation challenges.
4. Develop leadership styles suitable for organizational effectiveness.

Unit	Content
I	Foundations of Strategic Leadership <ul style="list-style-type: none"> • Concept and nature of strategic business leadership, styles of leadership • Leadership vs. Management, Strategic thinking vs. operational thinking • Theories of leadership: Trait, Behavioral, Contingency, Transformational • Qualities of strategic leader, Role of and responsibilities of Strategic Leaders in Organizations, Need, importance and challenges of ethical Leadership and Governance, Steps involved in Strategic leadership development • Case studies on leaders - Ratan Tata's ethical leadership in Tata Group, Satya Nadella's transformation of Microsoft
II	Strategic Analysis and Decision-Making <ul style="list-style-type: none"> • Vision, Mission, Objectives, Values and their role in strategic leadership • External Environment Analysis: PESTLE, Porter's Five Forces • Internal Analysis: VRIO, Value Chain Analysis, Use of SWOC model for assessment of business potential • Strategic Thinking and Problem-Solving, Decision-Making Models and Cognitive Biases • Case studies on Netflix's Strategic Shift from DVD Rental to Streaming, Nokia's strategic fall from market leadership
III	Strategy Formulation and Implementation <ul style="list-style-type: none"> • Strategy formulation process, Levels of Strategy: Corporate, Business, Functional • Competitive Strategies (Cost Leadership, Differentiation, Focus) • Portfolio approach and analysis, BCG Matrix, GE Matrix • Strategic Business Unit, Strategy Implementation for effective control and Change Management • Aligning leadership with organizational structure and culture, leadership communication in strategic change • Case Study on Apple's Product Strategy and Brand Leadership, Starbucks' Global Expansion Strategy
IV	Challenges and Opportunities in Strategic Leadership <ul style="list-style-type: none"> • Leading Innovation and Change, Crisis Leadership and Risk Management • Strategic leadership in entrepreneurial and disruptive contexts • Managing boardroom diversity and challenges, Leadership in Global and Cross-Cultural Contexts • Future Trends in Strategic Leadership • Case Studies on challenges and opportunities in strategic leadership during the COVID-19 Pandemic • Case study on Tesla and Elon Musk – Leading Through Disruption

Books Recommended:

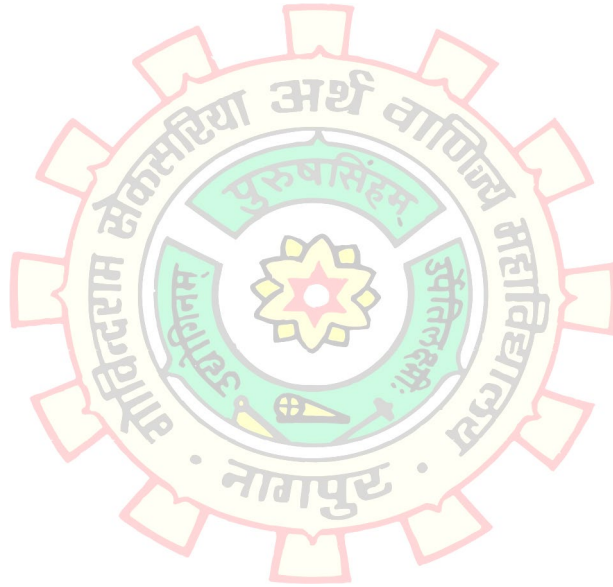
1. Strategic Management and Business Policy – Azhar Kazmi, Tata McGraw Hill

2. Leadership in Organizations – Gary Yukl, Pearson Education
3. Strategic Planning & Formulation of Corporate Strategy – V S Ramaswami, S Namakumari, Macmillan, India.
4. Global Strategic management – Kamel Mellahi, J. George Frynas, Paul Finlay, Oxford University Press, New Delhi.
5. Strategic Management: Concepts and Cases – R. Srinivasan, PHI Learning Pvt Ltd



Security & Portfolio Analysis (BBAFM 6.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Electives
Objectives: 1. To introduce learners to the investment environment and structure of financial markets. 2. To develop analytical skills for evaluating securities using fundamental and technical tools. 3. To equip learners with portfolio construction and evaluation techniques. 4. To promote understanding of investment strategies and risk management practices.			
Learning Outcomes: After learning this subject, the learner will be able to – 1. Understand different investment avenues & the Indian financial market structure. 2. Analyze securities using fundamental and technical tools. 3. Construct and evaluate an efficient investment portfolio. 4. Demonstrate awareness of risk management, behavioural finance, and ethical investing.			
Unit	Content		
I	Investment Environment and Market Infrastructure: Introduction to Investment & Financial Markets: Meaning and Nature of Investment – Investment vs. Speculation – Objectives of Investment – Types of Investors – Investment Process – Structure of Indian Financial Market: Money Market and Capital Market – Key Differences. Market Intermediaries & Regulatory Framework: Capital Market Instruments – Equity, Bonds, Derivatives (Overview); Intermediaries – Stockbrokers, Depositories, Depository Participants, Merchant Bankers, Mutual Funds, Credit Rating Agencies; Recent Investor Protection Initiatives; Overview of NSE, BSE, MCX and their indices.		
II	Security Analysis Techniques: Fundamental Analysis of Securities: Economic Analysis – Indicators like GDP, Inflation, Interest Rates; Industry Analysis – Porter’s Five Forces Model; Company Analysis – Financial Statement Technical Analysis of Securities: Meaning, Assumptions, Tools: Dow Theory – Chart Patterns (Head & Shoulders, Double Top/Bottom), Moving Averages – Simple & Exponential, Support & Resistance Levels; Indicators and Oscillators: RSI, MACD, Bollinger Bands; Candlestick Analysis: Doji, Hammer, Shooting Star – Interpretation.		
III	Risk Management and Investment Strategies: Understanding & Measuring Risk: Types of Risk – Systematic vs. Unsystematic – Market Risk, Interest Rate Risk, Liquidity Risk, Inflation Risk; Risk Measures – Standard Deviation, Beta, Value at Risk (VaR) – Basic Concepts Investment Approaches and Asset Allocation: Investment Approach – Active vs. Passive Investing, Investment Strategies – Growth, Value, Index-based, Contrarian; Asset Allocation – Strategic, Tactical, Dynamic Asset Allocation; Role of Behavioural Biases – Overconfidence, Anchoring, Herding		
IV	Portfolio Theory and Evaluation Portfolio Construction and Models: Objectives and Principles of Diversification; Modern Portfolio Theories: Markowitz Model – Efficient Frontier; Capital Market Theory – Capital Market Line (CML), Security Market Line (SML); Capital Asset Pricing Model (CAPM) – Assumptions, Formula, Interpretation. Portfolio Performance and Mutual Fund Analysis: Performance Evaluation Tools – Sharpe Ratio, Treynor Ratio, Jensen’s Alpha (Concept & Use); Basics of Mutual Fund Portfolios – Types (Equity, Debt, Hybrid), NAV, Expense Ratio.		
Books Recommended: 1. Investment Analysis and Portfolio Management , Prasanna Chandra, McGraw Hill Education 2. Security Analysis and Portfolio Management , Punithavathy Pandian, Vikas Publishing House 3. Security Analysis and Portfolio Management , S. Kevin, PHI Learning Pvt. Ltd. 4. Investment Management , V. A. Avadhani, Himalaya Publishing House			

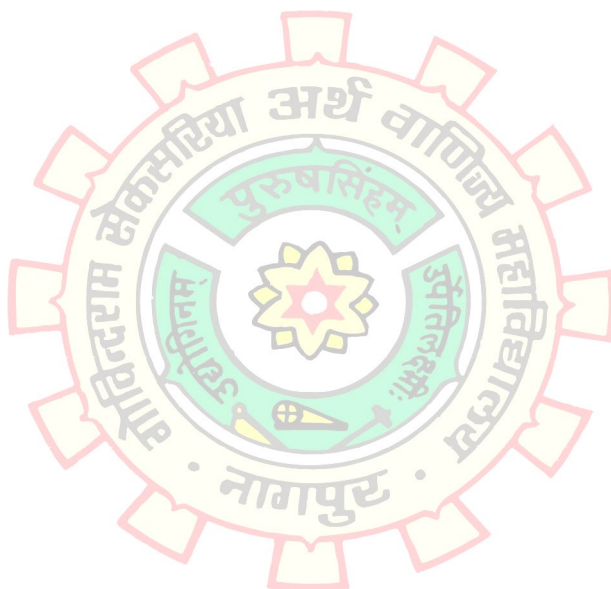
5. **Modern Portfolio Theory and Investment Analysis**, Elton & Gruber, Wiley India Pvt. Ltd.
6. **Study Material on Strategic Financial Management**, ICAI, ICAI Publications



Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – VI**

Public Finance: Theory and Practices (BBAFM 6.4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objectives: <ol style="list-style-type: none"> 1. To provide students with the knowledge and understanding of basic concepts of public finance. 2. To provide the students an in-depth knowledge on various concepts and application regard to public expenditure. 3. To provide knowledge on the various sources of finance and the changing trends with regard to the same in India's journey of Economic reforms. 1. To enable the students to understand and apply the Tools of public finance for optimum allocation of resources through budget. 			
Learning Outcome: <ol style="list-style-type: none"> 1. The knowledge on the basic concepts of public finance with enable the students to understand the role of government in shaping the Socio-Economic growth path of the country. 2. The knowledge gain will provide analytical ability to the students on the principles and guidelines followed by the government in framing and implementation of policies related to public expenditure. 3. Students will be able to evaluate the impact of public revenue in the current scenario and the imperative need of economic reforms towards growth and development. 4. Students will be able to analyze the finer nuances in budget making and the role-playing activity as crucial members in finance ministry will provide them with an opportunity in designing an ideal budget document. 			
Unit	Content		
I	Introduction to Public Finance <ol style="list-style-type: none"> 1. Meaning, Concept, Nature & Scope of Public Finance 2. Importance of Public Finance 3. Tools of Public Finance 4. Principle of Maximum Social Advantage. 5. Finance Commission- Meaning, role, 15th Finance Commission: Allocation of resources between center and States. 		
II	Public Expenditure <ol style="list-style-type: none"> 1. Meaning & Concept of Public expenditure. 2. Principles and classification of Public Expenditure. 3. Causes of Increasing Public Expenditure 4. Effect of Public Expenditure 5. Role of Public Expenditure in a Developing Economy 		
III	Public Revenue <ol style="list-style-type: none"> 1. Meaning & Concept of Public Revenue, Sources of Public Revenue, importance of public revenue. 2. Direct taxes and Indirect Taxes- Meaning, merits, demerits 3. Cannons of Taxation. 4. Taxation System in India – Progressive, Regressive and Proportional- Meaning, merits, demerits 5. Reforms in Tax Structure in India; Goods & Service Tax: - Concept, Characteristics and Need for GST in India. 		
IV	Public Debts & Government Budget <ol style="list-style-type: none"> 1. Meaning & Concept of Public Debt, Characteristics and role of Public Debts, Types of Public Debts, Objectives of Public Debts 2. Effects of Public Debts 3. Meaning, Role & Objectives of the Budget 		

	<p>4. Overview of Recent Budget of India, Case study of India's National Electric Mobility Mission Plan (Budget drafting: Role play/Classroom activity for students)</p> <p>5. Gender Budget: - Meaning, Importance</p>
Books Recommended:	
<ol style="list-style-type: none"> 1. Public Finance, S.N. Chand, Atlantic (2008). 2. Public Finance: Theory & Practice, Kumar & Mittal, Anmol Publishers (2002). 3. Money, Banking & Public Finance, Hajela, Ane Books Pvt. Ltd., (2009). 4. Public Finance, Rajesh Jha, Pearson (2012). 5. Public Finance, Harvey S Rosen & Ted Gayer, McGraw Hill Education, (2012). 6. Public Finance, Tyagi, Jai Prakash Nath Publishers, 55th Revised Edition, 2013. 	



Name of Course: B.B.A. (Major in Finance & Marketing)**Semester – VI**

MIS & System Analysis and Design (BBAFM 6.4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <ol style="list-style-type: none">1. To understand the purpose, scope, types, and challenges of (MIS) and their role in supporting global business operations.2. To analyze the SDLC, the role of system analysts, and the tools used in structured analysis3. To explore the processes of feasibility study, input/output and form design, and system testing and quality assurance.4. To evaluate the processes of implementation, post-implementation, software maintenance, security, disaster recovery, and ethics.			
Learning Outcome: After learning this course, students will be able to – <ol style="list-style-type: none">1. Understand how Management Information Systems (MIS) support decision-making, business operations, and global business strategies through their structure, types, and challenges.2. Analyze to understand the process of system planning and information gathering.3. Apply to ensure the successful development and implementation of information systems.4. Evaluate to ensuring the effectiveness and sustainability of system development.			
Unit	Content		
I	Management Information Systems: An Overview - Introduction, Need for Management Information Systems, Management Information Systems: A Concept, MIS: A definition, Management Information System and Information Technology, Nature and Scope of MIS, MIS Characteristics, Structure of MIS, Types of MIS, Role of MIS in Global Business, Challenges of Managing Information Systems.		
II	System concepts and the information systems environment, System Development Life Cycle, Role of System Analyst, System Planning and the initial investigation, information gathering, The tools of structured analysis.		
III	Feasibility Study, Input/Output and forms design, System Testing and Quality Assurance		
IV	Implementation, Post Implementation and Software maintenance, Security, Disaster recovery and ethics in system development.		
Books Recommended:			
<ol style="list-style-type: none">1. System Analysis & Designs, by Elias M. Awad, McMillan2. System Analysis & Designs, By S.K. Jha, Publisher S.K. Kataria & sons3. Management Information System, by D.P. Nagpal			

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

Semester – VI

Cyber Law (BBAFM 6.4.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objectives: 1. To introduce learners to the investment environment and structure of financial markets. 2. To develop analytical skills for evaluating securities using fundamental and technical tools. 3. To equip learners with portfolio construction and evaluation techniques. 4. To promote understanding of investment strategies and risk management practices.			
Learning Outcomes: After learning this subject, the learner will be able to – 1. Understand the scope and importance of cyber law in a digital economy. 2. Know various types of cybercrimes and relevant legal provisions. 3. Interpret the key provisions of the IT Act, 2000. 4. Understand the significance of cybersecurity, digital signatures, and privacy laws.			
Unit	Content		
I	Introduction to Cyber Law and the legal framework in India – Meaning, scope, objectives, and evolution of Cyber Law in India and abroad. Understanding legal challenges in cyberspace. Overview of the Information Technology Act, 2000 – its salient features, purpose, and applicability. Key definitions under the Act including computer, data, access, electronic record, and digital signature. Overview of important amendments including the IT Amendment Act of 2008. Role and powers of authorities under the Act – Adjudicating Officers, CERT-In (Indian Computer Emergency Response Team), and the Controller of Certifying Authorities.		
II	Concept of Cybercrime – Meaning, classification, and characteristics. Detailed understanding of different types of cybercrimes including hacking, phishing, email spoofing, identity theft, cyber stalking, cyber bullying, online defamation, cyber terrorism, pornography, child abuse, and financial frauds. Penalties relating to cyber-crime under the IT Act, 2000. Study of notable cybercrime cases in India and their implications.		
III	Legal recognition of electronic commerce and e-governance under the IT Act. Introduction to e-contracts – their nature, types (click-wrap, shrink-wrap, browse-wrap), and enforceability under Indian law. Digital Signatures – meaning, working mechanism, legal validity, and use in authenticating e-records. Role and responsibilities of Certifying Authorities in issuing digital certificates. Introduction to the Public Key Infrastructure (PKI) system. Powers and functioning of the Cyber Appellate Tribunal. Legal provisions and significance of e-governance initiatives in India		
IV	Concept and importance of cybersecurity in the digital age: Understanding common cyber threats like malware, ransomware, spyware, social engineering, and denial-of-service attacks. Best practices and strategies for ensuring cybersecurity. Concept of data privacy and data protection – need and legal framework in India. Digital Personal Data Protection Act, 2023 – Basic Concepts – Data Principal, Data Fiduciary, Data Protection Board of India – Composition, Powers & Functions; Relevant penalties under the Act. Concept of cyber ethics – digital etiquette, responsible online behavior, and ethical dilemmas in cyberspace.		
Books Recommended: 1. Cyber Laws – Dr. R.K. Suri & T.N. Chhabra, <i>Bharat Law House Pvt. Ltd.</i> 2. Cyber Law & Information Technology – Talwant Singh, <i>Himalaya Publishing House</i> 3. Information Technology Law and Practice – Vakul Sharma, <i>Universal Law Publishing</i> 4. Cyber Law: Simplified – Vivek Sood, <i>Tata McGraw-Hill Education</i> 5. Cyber Law and E-Commerce – Prof. P.M. Bakshi, <i>Sultan Chand & Sons</i> 6. The Indian Cyber Law – Suresh T. Vishwanathan, <i>Bharat Law House Pvt. Ltd.</i> 7. IT Act, 2000 with Rules and Amendments – <i>Government of India Publication</i>			