## Department of Business Management
### Integral University
#### Course Matrix for BBA-(FS)
##### W.e.f. 2016-17

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Contact Hrs./Week</th>
<th>Credit</th>
<th>Evaluation Scheme</th>
</tr>
</thead>
<tbody>
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<tr>
<td>BM150</td>
<td>Accounting – I</td>
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<td>BM151</td>
<td>Management Concepts and Practices</td>
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<td>BM152</td>
<td>Fundamentals of Managerial Economics</td>
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<thead>
<tr>
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<td>Principal of Organizational Behaviour</td>
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<td>Logistics and Supply Chain Management</td>
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<td>BM157</td>
<td>Introduction of Indian Financial System</td>
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### Department of Business Management

#### Integral University

**Course Matrix for BBA-(FS)**

**W.e.f. 2016-17**

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**Year 2nd**

**Semester III**

<table>
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<td>Introduction to Entrepreneurship</td>
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<td>Fundamentals of Foreign Trade</td>
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**W.e.f. 2016-17**

### Year 2nd  
**Semester IV**

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<td>BM258</td>
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# Department of Business Management
## Integral University
### Course Matrix for BBA-(FS)
#### W.e.f. 2016-17

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<th>Year 3rd</th>
<th>Semester V</th>
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<td>Team Work and Cross Cultural Leadership</td>
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<td>BM358</td>
<td>Introduction to International Finance</td>
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<td>Derivatives and Commodity Market</td>
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Course Objectives:

To acquaint students with the basic knowledge of the accounting principles and the accounting process.

Unit 1: Introduction to Accounting

Introduction; Meaning and Definition; Objectives of Accounting; Need for Accounting; Functions of Accounting; Users of Accounting Information; Limitations of Accounting; Accounting Principles: Accounting Concepts and Accounting Conventions. Indian Accounting Standards and International Financial Reporting Standards – Brief Overview only

Unit 2: Journal, Ledger and Trial Balance

Journal, Rules of Debit and Credit, Compound Journal Entry; Opening Entry; Ledger, Posting, Rules Regarding Posting, Balancing Ledger Accounts; Advantages of Ledger, Meaning and Importance of Trial balance, Preparation of the Trial Balance

Unit 3: Subsidiary Books


Unit 4: Rectification of Errors and Bank Reconciliation Statement

Meaning of Accounting Errors, Types of Accounting Errors, Rectification of Errors – Before Preparation of Trial Balance and After Preparation of Trial Balance

Meaning and objective of bank reconciliation statement; Importance of bank reconciliation statement; Causes of difference between cash book balance and pass book balance; Techniques of preparing bank reconciliation statement

Unit 5: Final Accounts of Proprietary Concerns

Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet; Preparation of Trading Account, Profit & Loss Account and Balance Sheet with the adjustments relating to: closing stock, outstanding expenses, prepaid expenses, accrued incomes, unearned incomes, depreciation, bad debts, provision for bad debts, provision for discount on debtors, interest on capital, and interest on drawings

Suggested Reading:

Course Objectives:
To enable the students to understand the principles of management thought and applying the same in practice.

Unit 1 : Introduction to Management 09
Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O’ Donnel, S. George,
Management as an Art, Science and Profession, Distinction between Administration and Management, Importance &
Functions of Management.

Unit 2: Evolution of Management 09
Evolution of Management-Thought, Pre Scientific Management era, Scientific Management & Contribution of F. W.
Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthorne experiments, Contributions of
Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor

Unit 3 : Planning and Decision Making 09
Nature & Definition of Planning- Koontz o’Donnel, Hart, Alfred &Beaty, Importance and limitations Planning process,
Types of Plans- on the basis of use, functions, time (meaning only), Meaning of Decision making, Steps in decision
making, Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation,
Organizational-Personal

Unit 4 : Organizing &Departmentation 09
Meaning & Definition- Koontz O’Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of
Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees,
Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)

Unit 5 : Elements of Directing, Co-ordination and Control 09
Meaning & Importance of Directing, Leadership: Meaning & Styles, Motivation: importance & Theories (Maslow,
Herzberg. Mcgregor), Communication- Meaning, Objectives & Types of communication, Meaning, Principles and
techniques of Co-ordination, Meaning, Need & steps in Controlling

Suggested Reading:
1. Dr P. N. Reddy, Prof H R Appanaiah, P C Tripathi, Essentials of Management, Eleventh Edition, Himalaya,
Course Objectives:

The objective of this subject is to acquaint the student with the basic Principles, tools and techniques of Economics and application of the same in the competitive business world.

Unit 1 : Introduction to Managerial Economics
Meaning & Definition, Features of Managerial Economics, Scope of Managerial Economics, Objectives and practical uses of Managerial Economics, Role and Responsibilities of Business Economist to modern Business Management.

Unit 2 : Theory of Demand and Demand Forecasting
Meaning- determinants - demand schedule - demand curve, Law of Demand- exceptions- shifts in demand and movements in demand, Elasticity of demand- meaning- types, Price elasticity of demand- meaning-degrees-measurement: Total outlay- Point Method, Income elasticity of demand, Cross elasticity of demand, Demand Forecasting- Meaning- levels- objective, Method of estimation-Survey Method and Statistical method, Forecasting for a new product

Unit 3: Theory of Consumption
Consumption - meaning, features -types, Role of consumer under open and closed economy, Theory of consumer Behaviour, Cardinal Approach: Gossen first law and second law, Concept of consumer surplus, Ordinal approach – Hicks and Allen model, Meaning of ICA properties - consumer’s equilibrium, Concept of MRS– substitution effect- Income effect -price effects, Concept of Engle’s law

Unit 4: Theory of Production and Cost
Meaning of production function- classification- fixed factors-variable factors, Law of variable proportion, Concept of Iso-quant and Iso-cost - producer’s equilibrium, Managerial equilibrium- MRTS- optimal combination, Economies of scale-meaning- Internal and External economies of scale, Supply- meaning- determinants, Law of supply, Cost: Meaning- concepts- Computation of costs.

Unit 5 : Market Structure
Revenue: Meaning- classification, Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply – importance of time element- short run and long run equilibrium, Imperfect competition – Monopoly- meaning- features- short and long run equilibrium – price and output determination under Discriminating Monopoly, Oligopoly- meaning – features-kinked demand curve, Duopoly-meaning- features.

Suggested Reading:
Course Objectives:
To provide basic knowledge of quantitative tools and their applications in business and management

Unit 1: Introduction to Statistics & Organization of Data
08
Classification of data: Types of data, Frequency distributions of the raw data, Tabulation of data.

Unit 2: Analysis of Univariate Data
08
Measures of Central Tendency: Arithmetic Mean, Median, Mode and their applications and limitations, Quartiles, Deciles and Percentiles.
Measures of Dispersion: Introduction, Range, Quartile deviation, Mean Deviation (about mean and median both), Standard deviation and coefficient of variation.

Unit 3: Time Series Analysis
08
Objectives and uses of Time series analysis, Components of Time series, Measurement of Trend by Moving averages method and Least squares method.

Unit 4: Analysis of Bivariate Data: Correlation
08
Scatter diagram, Karl-Pearson’s coefficient of correlation and Spearman’s rank correlation coefficient.

Unit 5: Analysis of Bivariate Data: Regression
08
Introduction to simple linear Regression analysis, estimation of parameters using least squares method.

Suggested Readings:
Course Objectives:

At the end of this course, students will be able to understand the basic and advanced functions in Excel for business activities.

Unit 1: Introduction to Excel 04
Excel Introduction, Understanding Workbooks and Worksheets, Introducing the Ribbon, Using Shortcut Menus
Working with Dialog Boxes, Using the Task Pane, Creating Excel Worksheet, Entering and Editing Worksheet Data, Essential Worksheet Operations

Unit 2: Advanced Excel 1 04
Working with Cells and Ranges, Introducing Tables, Worksheet Formatting, Using Custom Number Formats, Understanding Excel Files, Using and Creating Templates, Printing Your Work, Working with Dates and Times

Unit 3: Advanced Excel 2 04

Unit 4: Creating Charts and Graphics 04
Understanding How Excel Handles Charts, Understanding Chart Types, Understanding Chart Elements
Modifying the Chart Area, Modifying the Plot Area, Working with Chart Titles, Working with a Legend
Working with Gridlines, Working with Data Series, Creating Chart Templates

Unit 5: Analyzing Data with Excel 04
Introducing Pivot Tables, Analyzing Data with Pivot Tables, Understanding Slicers and Slicer properties

Suggested Reading:

Course Objectives:

At the end of this course, students will be able to apply basic and advanced functions in Excel for business activities.

Unit 1: Introduction to Excel
Excel Introduction, Basic formulae: Entering and editing data, Creating and copying formulae, Creating functions easily, Formatting: Inserting/deleting rows/columns, Changing fonts, Colors and borders, Merging and aligning cells, Printing: Page break preview, Using page layout view, Headers and footers, Freezing print titles, Charts: Selecting data, Quick ways to create charts, Formatting your chart, Basic tables: Table styles, Using calculated columns, Header rows and total rows

Case Exercises/ Practical Assignments/Activities

Unit 2: Advanced Excel 1
Sorting and filtering lists/tables of data, custom sort, Number formatting: Creating custom formats, The four parts of a format, Scaling numbers, Dates and times: How dates and times are stored, Useful date/time functions, Formatting dates and times

Case Exercises/ Practical Assignments/Activities

Unit 3. Advanced Excel 2
Conditional formatting: Creating/using cell rules, Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating custom styles, Validation and protection: Setting cell validation, Protecting cells/worksheets, Grouping and outlining, Cell comments, Range names and absolute references: Absolute references ($ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically.

Case Exercises/ Practical Assignments/Activities

Unit 4: Excel Functions
Excel Functions: Introduction to Mathematical Functions, Introduction to Text Functions, Introduction to Logical & Reference Functions, Introduction to Date & Time Functions, Introduction to Financial Functions, Introduction to Information Functions, IF and LOOKUP functions: The conditional (IF) function, Nested Ifs, Lookup functions

Case Exercises/ Practical Assignments/Activities

Unit 5: Tables and Charts
Advanced Tables, Using calculated columns, Removing duplicates, Advanced filter, Pivot tables: Creating pivot tables, Swapping rows, columns and pages, Grouping fields, Slicers, Pivot table slicers, Changing slicer properties, Advanced charts, Creating chart templates, Combination charts, Picture charts, Custom chart types

Case Exercises/ Practical Assignments/Activities

Suggested Reading:

Course Objectives:
At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence, and Business Report Writing

Unit 1: Communication in Business
Introduction, Communication Process, Essentials of Business Communication, Barriers to Business Communication

Unit 2: Methods, Models and Theories of Communication
Types of Communication: Verbal Communication, Nonverbal Communication, Types of Communication Based on Style and Purpose

Unit 3: English Grammar
Remedial English - I: Parts of Speech (Nouns, Pronouns, Adjectives, Verbs, Adverbs, Prepositions, Conjunctions, and Interjections)
Reading Skills – II: Sentences, Subject-Verb Agreement, Active and Passive Voice, Direct and Indirect Speech

Unit 4: Business Correspondence
Communication in an Organization: Types of Communication Meetings, Memo, Circulars and Notices
Business Correspondence: General Rules for All Business Correspondence, Guidelines for the Basic Cover Letter, Guidelines for Information Interviewing, Networking Letters, Guidelines for Thank You Letters, Guidelines for Job Offer, Acceptance Letters, Guidelines for Letters Declining a Job Offer, Style in Business Correspondence

Unit 5: Business Report Writing
Cover Letters, Business Report Writing, The purpose of statistical studies, sample of business correspondence

Suggested Reading:
2. Business Communication. ICMR Publications
Course Objectives:

To acquaint students with the basic understanding of corporate accounting and its application in business and management.

Unit 1: Accounting for Share Capital
Share and share capital: nature and types; Accounting for share capital: issue and allotment of equity shares, private placement of shares, Public subscription of shares - over subscription and under subscription of shares; Issue at par and at premium and at discount, Calls in advance and arrears; Issue of shares for consideration other than cash; Accounting treatment of forfeiture and re-issue of shares; Disclosure of share capital in company's Balance Sheet only.

Unit 2: Accounting for Debentures
Debentures: Issue of debentures at par, at premium and at discount; Issue of debentures for consideration other than cash; Debentures as collateral security; Interest on debentures; Redemption of debentures: Lump sum, draw of lots and conversion.

Unit 3: Company Final Accounts
Statutory Provisions regarding preparation of Company Final Accounts; Treatment of Special Items: Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures; Dividends, Rules regarding payment of dividends; Transfer to Reserves; Preparation of Profit and Loss Account and Balance Sheet as per Section 219(1)(b)(IV) and form 23AB.

Unit 4: Cash Flow Statement
Meaning, Advantages and Disadvantages of Cash Flow Statement, Cash flow from operating activities, Cash flow from investing activities, Cash flow from financing activities, Preparation of Cash Flow Statement as per AS-3.

Unit 5: Valuation of Goodwill and Shares

Suggested Reading:

2) S. P. Jain and K. L. Narang. Corporate Accounting
3) SP Iyengar. Advanced Accountancy
4) R L Gupta. Advanced Accountancy
5) V.K. Goyal. Corporate Accounting
Course Objectives:
To provide basic knowledge of Mathematics and their Applications to commercial situations.

Unit 1: Number System 09
Introduction, Natural Numbers, Even Numbers, Odd Numbers, Integers, Prime Numbers, Rational & Irrational numbers, Real Numbers, LCM & HCF (Simple Problems).

Unit 2: Theory of Equations 09
Introduction, Types of Equations, Simple/Linear Equations, Simultaneous Equations (only two variables) and their solution by Elimination & Substitution Methods. Solution of Quadratic equation by using discriminant and factorization.

Unit 3: Matrices and Determinants 09
Definition, types, Operation on Matrices: addition, subtraction and multiplication of two matrices, transpose of matrix. Determinant, minors and co-factors, inverse of a matrix, Cramer’s rule for two variables and its applications.

Unit 4: Commercial Arithmetic 09
Simple Interest, Compound Interest including half yearly and quarterly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.

Unit 5: Progressions 09

Suggested Reading:
Course Objectives:

To introduce the idea of how individual behaviour affects organizational behaviour and vice versa; to help the students understand the crucial role of people in any business and to explore different aspects of building this vital capability.

Unit 1: Introduction 09
Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit 2: Individual Behaviour 09
Individual behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

Unit 3: Behaviour Dynamics 09
Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.

Unit 4: Group Behaviour 09
Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit 5: Management of Change 09
Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.

Suggested Reading:

Course Objectives:

To acquaint the students about the Macro Economic variables influencing business management and practices.

Unit 1: Approaches to Economic Theory


Unit 2: Public Finance

Public Finance: Budget – Types, Public revenue - Tax and Non-tax, Public Expenditure- Heads of expenditure, Public Debt: Classification, Deficit financing - Taxable capacity - factors influencing taxable capacity

Unit 3: Macro Economic Environment

Meaning of Inflation - causes and effect, Cost push and demand pull inflation, Deflation – Meaning and causes, Phillips curve- stagflation- M1 and M3, Measures to control inflation - Role of Monetary policy, Fiscal policy- Instruments

Unit 4: Balance of Payments and Business Cycles

Meaning- Difference- Types, Component of BOP- Current and Capital Account, Unfavourable BOP- causes, Monetary and Non-Monetary Measures, Business cycle: Meaning- definition- features, Stages of Business Cycle, Effects and Measures to control cyclical fluctuation

Unit 5: Foreign Trade & Development

Role of External Trade in Economic Development, Terms of Trade: NBTOT – GBTOT, Exchange rate- spot and forward exchange rate, Foreign capital – Role of foreign aid – types

Suggested Reading:

Course Objectives:

To introduce the fundamental concepts and familiarize with the issues in core functions in logistics and supply chain Management

Unit 1: Supply Chain Management 09

Concept, objectives, significance, Process view of a supply chain-cycle and push pull view, Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling, Achieving trade-off between customer service and cost

Unit 2: Physical Distribution 09

Definition, Importance, participants in physical distribution process, Marketing Channels – Definition and Importance, Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel, Functions of Marketing Channels, Channel Management – Channel Selection Process & criteria, Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts

Unit 3: Procurement 09

Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation; Warehouse and Dispatch Management - Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management

Unit 4: Inventory 09

Need and Types of Inventory - Costs associated with Inventory – Basic EOQ Model – EOQ with discounts; ABC Analysis - (Numericals expected on Basic EOQ, EOQ with discounts & ABC), Stacking and Racking Systems. LIFO, FIFO

Unit 5: Current Trends in Supply Chain Management 09

Green Supply Chain Management, Role and Future of IT in the Supply Chain, Customer Relationship Management, Supplier Relationship Management, E-Business and the Supply Chain; E-Business in Practice

Suggested Reading:

1. Supply Chain Management by Sunil Chopra, Peter Meindl & D.V. Kalra
2. Inventory Management by L.C. Jhamb
4. Sales and Distribution Management by Krishna K. Havaldar & Vasant M Cavale
5. Purchasing and Supply Management by Dobler and Burt
6. Supply Chain Management Best Practices by David Blanchard
7. Channel Management & Retail Management by Meenal Dhotre
Course Objectives:

At the end of this Subject, students will be able to explain the financial system of the country and how the government in coordination with RBI and other regulatory institutions regulate the markets; will understand the role and responsibilities of various market intermediaries and also learn about various financial assets.

Unit 1: Introduction to Indian Financial System

Financial System: Meaning and Functions; Saving-Investment Process; Components of the Financial System; Growth and Trends in Indian Financial System; Financial Sector Reforms in India, Role of Indian Financial System in Indian Economic Development

Unit 2: Financial Assets


Unit 3: Financial Markets

Meaning and Functions of Financial Markets; Classifications of Financial Markets; Money Market and Capital Market; Debt Market and Equity Market; Primary Market (IPO and Book Building) and Secondary Market; Spot Market and Forward Market; Exchange Traded Market and Over the Counter Market

Unit 4: Financial Intermediaries

Meaning of Financial Intermediation; Functions of Financial Intermediaries; Major Financial Intermediaries and Their Roles: Commercial Banks, Non-Banking Financial Companies, Mutual Funds, and Insurance Companies, Financial Institutions, Non-Banking Financial Services Companies

Unit 5: Regulatory Authorities

Regulators of Indian Financial System; The Reserve Bank of India – Organization, Roles and Functions, Monetary Policy, Techniques of Monetary Control; The Securities and Exchange Board of India – Organization, Objectives, Roles, Functions and Power; Insurance Regulatory and Development Authority of India - Organisation, Power, Scope, and Functions

Suggested Reading:

Course Objectives:

Unit-I  
Environment its components & Segments, Physical, Chemical and biological study of Environment, Multidisciplinary nature of Environmental studies, Concept of sustainable development & Sustainable life styles. Public awareness & Environmental movements like Chipko, Silent valley, Narmada Bachao Andolan.

Natural resources:

**Renewable and non-renewable resources:** Natural resources and associated problems.

a. **Forest Resources:** Use and over exploitation, deforestation, case studies.

b. **Water Resources:** Use and over utilization of surface and ground water, conflicts over water, dams- benefits and problems.

c. **Mineral Resources:** Use and exploitation, environmental effects of extracting and using minerals resources, case studies.

d. **Food Resources:** World food problems, effects of modern agriculture, fertilizer -pesticide problems, Waterlogging, Salinity, case studies.

e. **Energy Resources:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies.

f. **Land Resources:** Land degradation, Soil erosion and desertification. Role of an individual in conservation of natural resources

Unit-II  

**Ecosystems**

- Concept of an Ecosystem.
- Structure and Function of an Ecosystem.
- Producer Consumer and decomposers.
- Energy flow in the Ecosystem.
- Ecological Succession.
- Food chains, Food webs and Ecological Pyramids.
- Introduction, types, characteristics features, structure and function of the following ecosystem:
  a. Terrestrial Ecosystem
  b. Aquatic Ecosystem

Unit-III  

- Biodiversity and its conservation
- Introduction - Definition: Genetic, Species and Ecosystem diversity.
- Bio-Geographical classification of India,
- Value of Bio-diversity: Consumptive use, productive use, Social, ethical, aesthetic and option values
- Biodiversity at Global, National & Local levels.
- India as a Mega Diversity Nation.
- Hotspots of Biodiversity
- Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- Endangered and endemic species of India
- Conservation of Biodiversity: In-situ and Ex-situ conservation of biodiversity.
Unit-IV

Environmental Pollution

Definition

- Causes, effects and control measures of
  - Air Pollution
  - Water Pollution
  - Soil Pollution
  - Noise Pollution
- Solid Waste Management: Causes, effects and control measures of urban and Industrial Wastes.
- Disaster Management: floods, earthquake, cyclones and landslides.

Unit-V

Social Issues and the Environment

- From unsustainable development to sustainable development
- Urban problems related to Energy
- Water conservation, Rain water Harvesting, Watershed management
- Resettlement and Rehabilitation of people; its problems and concerns, case studies.
- Environmental ethics: issues and possible solutions
- Green house effect and global Warming, effects of acid Rain and their remedial measures and ozone Layer depletion.

Ill-effects of fire works


Human Population and the Environment

- Population growth variation among nations, Population Explosion, Family welfare programme,
- Environment and Human Health,
- Value education
- HIV/AIDS, Women and Child welfare

Suggested field work

Visit to local area to document environment assets river/ forest/ grassland/ hill/mountain, visit to local polluted site urban/ rural/ industrial/ agricultural, study of common plants, insects, birds, study of simple ecosystems pond river, hill slopes etc.

Recommended Books:

- De , A.K. Environmental chemistry Willey Eastern Limited.
- Down to Earth, Centre for Science and Environment(R).
- Survey of the Environment, The Hindu (M).
Course Objectives:
To teach the students about the all-pervasive nature of markets and their transformation across decades; to expose the rational, sensory & emotional triggers in consumer buying & selling habits and to provide students with the latest information about marketing developments & practices as well as to inculcate managerial approach to marketing problems.

Unit 1: Introduction to Marketing Management

Unit 2: Segmentation Targeting and Positioning (STP)

Unit 3: Marketing Mix: Product and Price

Unit 4: Marketing Mix: Promotion

Unit 5: Marketing Mix: Place (Distribution Channel)
Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.

Suggested Reading:
Course Objectives:
At the end of this subject, students will be familiar with the basic concepts of financial management including leverages, cost of capital, capital budgeting, capital structure, working capital, and dividend policy.

Unit 1: Introduction to Financial Management

Unit 2: Leverages and Cost of Capital
Leverages: Operating leverage, financial leverage and Combined leverage, EBIT-EPS analysis, Cost of capital: Cost of equity, Cost of preference shares, Cost of debt, WACC

Unit 3: Techniques of Capital Budgeting
Capital Budgeting – Meaning, Capital budgeting Process; Project Classification; Evaluation Techniques – Payback period, ARR, Discounted payback period; NPV, PI , IRR, Accept/reject criteria

Unit 4: Management of Working Capital
Introduction, Concepts of working capital, Operating and cash conversion cycle, Permanent and variable working capital, Balanced working capital position, Determinants of working capital, Issues in working capital management, Estimating working capital requirement

Unit 5: Dividend Policy and Capital Structure
Meaning of dividend policy, factors influencing dividend policy, objectives of dividend policy, stability of dividends, forms of dividend; Meaning of Capital Structure, factors determining capital structure, capital structure planning and policy, approaches to establish target capital structure

Suggested Reading:
BBA-(FS) – II YEAR
SEMMESTER III
BM252
CONCEPT OF HUMAN RESOURCE MANAGEMENT
W.e.f. 2016-17

Total Number of Sessions-45
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
LTPC 3104

Course Objectives:

At the end of this subject, students will be able to familiarize with various aspects of human resource management strategies for better management of people in the organizations.

Unit 1: Introduction to Human Resource Management 09

Unit 2: Human resource planning, Recruitment and Selection 09
Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.

Unit 3: Training, Induction and HRM Strategies 09

Unit 4: Promotion and Transfers 09

Unit 5: Performance Appraisal and compensation 09

Suggested Reading:

Course Objectives:
The objective of this subject is to familiarise the students with the fundamentals of entrepreneurship, business principles and ideas – with a focus on global business environment; to help them understand the theories of Entrepreneurship, Entrepreneurial Motivation, how to form a Business plan; to familiarise them with laws and regulations that govern entrepreneurship.

Unit 1: Theories of Entrepreneurship
Who is an Entrepreneur?, Theories of Entrepreneurship, Economic Entrepreneurship Theories, Psychological Entrepreneurship Theories, Personality Traits theory, Locus of Control, Need for Achievement theory, Traits of Successful Entrepreneurs, Types of Entrepreneurs, Clarence Danh of Classification, Arthur H. Cole Classification, Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise.

Unit 2: Entrepreneurial Motivation
Entrepreneurial Motivation, the Needs Framework, Entrepreneurship Development Programmes (EDPs), The Kakinada Experiment, Objectives of Entrepreneurship Development Programmes (EDPs), The Entrepreneurship Development Programme Model in India, Criteria for the Evaluation of EDPs.

Unit 3: Forming a Business Plan

Unit 4: Growing the Business

Unit 5: The Global Entrepreneur
Laws and regulations that govern entrepreneurship, Things to know and plan before setting up a venture for the global market, Ideas to arrange for finances, Support system for entrepreneurs, Identifying opportunities in the global market, Case studies.

Suggested Reading:
Course Objectives:

To impart a clear understanding of framework of Export Import Trade, various documents related to procedures in exporting and importing, export shipment procedures, export finance and export incentives.

Unit 1: An Overview on Foreign Trade
Importance - nature and scope of International business; Modes of entry into International Business. Internationalisation process and managerial implications.

Unit 2: Conducting Business in Multiple Countries

Unit 3: Economic Integration and Agreements
Levels of Economic integration, NAFTA, SAFTA, ASEAN, EU and recent multilateral agreement in India’s foreign trade.

Unit 4: Joint Ventures and Foreign Collaborations
Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work

Unit 5: Regulations for Foreign Trade
India Laws and Regulations Governing International Business Transactions, Taxation of foreign income; foreign investment; Setting up offices and branches abroad.

Suggested Reading:
3. Swami, K.D. : International Trade
4. Singhai : International Trade
6. Daniels and Radebaugh : International Business
Course Objectives:
At the end of this course, students will be able to familiarize with the basic of cost accounting, cost sheet, material costing, labour costing, overhead costing, job costing, and batch costing.

Unit 1: Introduction to Cost Accounting
Introduction, Meaning and Definition of Cost, Costing and Cost Accounting; Objectives of Costing, Comparison between Financial Accounting and Cost Accounting, Designing and Installing a Cost Accounting System; Cost Concepts, Classification of Costs, Cost Unit, Cost Centre; Elements of Cost; Preparation of Cost Sheet ;Tenders and Quotations

Unit 2: Material Costing and Control
Meaning, Types: Direct Material, Indirect Material; Material Control, Techniques of Inventory Control: Levels settings, EOQ, ABC Analysis, VED Analysis, Just In-Time, Perpetual Inventory System; Methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method

Unit 3 Labour Cost

Unit 4: Overheads
Meaning and Definition; Classification of Overheads; Allocation of Overheads, Apportionment of Overheads, Primary Overhead Distribution Summary, Secondary Overhead Distribution Summary, Repeated Distribution Method and Simultaneous Equations Method, Absorption of Factory Overheads, Methods of Absorption, Machine Hour Rate

Unit 5: Job and Batch costing
Definition and Features of Job cost; Pre requisites of Job costing; Source documents, Preparation of job cost sheet; Definition of Batch costing and its accounting procedure; Determination of economic batch size, Preparation of batch cost sheet

Suggested Reading:
9. (9th ed.). Prentice-Hall.
Course Objectives:

To familiarize students with concepts, tools and techniques of the methodology of business research

Unit 1: Introduction to Business Research
Research: Meaning, Purpose, Motivations; Types of research; Research Approaches; Significance of research; Research methods versus methodology; Research and scientific method; Research process; Scope of business research; Review of literature: Need and Purpose

Unit 2: Research Problem and Research Design
Selection and formulation of a research problem; Formulation of hypothesis, Operational definition of concepts; Sampling techniques; Research Design: Meaning, Nature; Components of research design

Unit 3: Methods of Data Collection
Meaning and Types of Data, Collection of Primary Data; Observation Method; Interview Method; Collection of Data through Questionnaires and Schedules; Other Methods of Primary Data Collection; Collection of Secondary Data; Selection of Appropriate Method for Data Collection

Unit 4: Processing and Analysis of Data
Processing Operations; Problems in Processing; Types of Analysis; Statistics in Research; Measures of Central Tendency, Dispersion, Asymmetry, and Relationship; Other Measures for Analysis of Data; Testing of Hypothesis

Unit 5: Interpretation and Report Writing
Meaning and Need for Interpretation; Techniques of Interpretation; Meaning and Significance of Report Writing; Different Steps in Report Writing; Layout of Research Report; Types of Report; Mechanics of Writing Research Report

Suggested Reading:

BBA-(FS) – II YEAR
SEMESTER IV
BM257
FUNDAMENTALS OF BUSINESS TAXATION
W.e.f. 2016-17

Total Number of Sessions-45
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
LTPC 3104

Course Objectives:
To help student understand the fundamentals of taxation including both direct and indirect taxation.

Unit 1: Introduction

Unit 2: Computation of Taxable Income under the different heads of Income.
Income from Salary- Meaning of salary, Allowances, Perquisites, Deductions from salary. (Theory and Problems)
Income from House Property - Basis of Chargeability, Annual Value, Self-occupied and let out property- Deductions (Theory and Problems), Profits and Gains of Business & Profession -Definitions, Concepts, Practical Aspects - Deductions expressly allowed and disallowed (Theory only), Capital Gains - Chargeability-Definitions-Practical aspects - Cost of Improvement – Indexation - Short term and long term capital gains-Exemptions (Theory only), Income from other sources - Chargeability-Deductions-Amounts not deductible (Theory only)

Unit 3: Computation of Total Taxable Income of an Individual
Gross total Income- deductions from GTI, Calculation of tax liability- (Rates applicable for respective Assessment year) Education cesses, Refund of tax.

Unit 4: CST, Customs Act and Central Excise

Unit 5: VAT and Service Tax
Value Added Tax - Basic Concepts of Value Added Tax, Dealer, Registered Dealer, Sales, Turnover, Input VAT, Output VAT. (Theory only), Service Tax - Meaning and Definition, Features of Service Tax, declared service, services given in the negative list, services in the Mega exemption notification, small service provider, Levy and Collection of Service Tax, Service Tax Administration, Exemptions from Service Tax. (Theory only).

Suggested Reading:
2. Dr.Mehrotra and Dr.Goyal (2016-17). Direct Taxes – Law and Practice, SahityaBhavan Publication.
Course Objectives:
At the end of this subject, students will be able to familiarize with the uniqueness of the services characteristics and its marketing implications and to discuss measure and analyse several facets in the area of services marketing essential for the success of a service sector firm and with the various models and their applications.

Unit 1: Introduction to services 09
Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry.

Unit 2: Consumer behaviour in services 09
Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

Unit 3: Tourism, Hotel and Hospital Management 09
Introduction; Concept & Nature of Tourism; Significance & Impact of Tourism; Market Segmentation in Tourism; Tourism marketing Mix Management of Travel Services: Role of Travel Agencies & Travel Organization Tour Operations - Meaning and services. Management of Hotel Industry: Hotels; Facilities; The guest Cycle; classification of hotels; Introduction to Hospitals; Development of Hospitals; Facilities; Personnel; Administration; Hospital service extensions – Pharma.

Unit 4: Understanding customer expectation through market research 09
Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

Unit 5: Customer defined service standards 09
“Hard” & “Soft” standards, process for developing customer defined standards Leadership Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing. Service design and positioning-Challenges of service design, new service development-types, stages. Service blue printing-Using & reading blue prints. Service positioning-positioning on the five dimensions of service quality, Service Recovery.

Suggested Reading:
3. Valarie A Zeithmal& Mary Jo Bittner (2011), Services Marketing - 5/e, TMH.
Course Objectives:
The objective of the subject is to provide in-depth knowledge to students on Investment Banking Services and Operations such as Trade Processing, Reconciliations, Risk Management and preparation of MIS.

Unit 1: Introduction to Investment Banking
Introduction to Investment Banking: Meaning, role and functions of Investment Banker, key functions of security trading organization, custodian, depository & securities dealing & investment banking - Various market participants – Hedge fund, Portfolio Managers, Institutional Investors.

Unit2: Global Financial Instruments
Global Financial Instruments – Equity, Debt, Derivatives, Forex, Commodities, SWAPS, Mortgage Backed Securities, Asset Backed Securities, CDS, Warrants, REITS, LEAPS, STRIPS.

Unit 3: Introduction to Trade life cycle
Introduction to Trade life cycle- Equity & Debt Understanding the Trade execution, trade capture, trade enrichment, trade confirmation-SWIFT FIX transaction reporting function, Brokerage Calculation, Brokerage Calculation, Settlement Terminologies, Clearing & Settlement process – Settlement instructions- Types of trade settlements, Role of Custodian.

Unit 4: Corporate Actions
Corporate Actions: Introduction to Corporate Actions - Mandatory & Voluntary, Corporate events - Bonus issue, stock split, right issue reverse stock split - Special Corporate action events with options – impact of corporate actions on portfolio statement

Unit5: Risk Management and lending services
Risk Management and lending services: Functions of Treasury Department, Role of Risk Manager, Collateral Management Process, Margin and VAR Calculation, ISDA Norms – Regulatory and Compliance Responsibilities, Security Lending and Borrowing (SLB), Concept of Margin Funding, External – Internal reconciliation and cash management.

Suggested Reading:
- NCFM Materials
Course Objectives:
At the end of this subject, students will be able to familiarize with marginal costing, standard costing, budgetary control, and ratio analysis.

Unit 1: Introduction to Managerial Accounting

Unit 2: Marginal costing
Meaning, need and features of marginal costing. Marginal Costing Vs. Absorption Costing, Contribution, P/V ratio, Computation of profit using marginal costing, Break-even point, Break even chart, Angle of incidence, Margin of safety

Unit 3: Standard costing

Unit 4: Ratio Analysis
Meaning and Importance of Ratio Analysis - classification of ratios: Liquidity ratios, Solvency Ratios, Turnover ratios, Profitability ratios, Valuation ratios, Limitations of ratio analysis

Unit 5: Budgetary control
Meaning - budget and budgetary control, objectives, advantages and limitation.s of budgetary control, Classification of budgets. Preparation of flexible budget. Sales budget and Cash budget

Suggested Reading:
Course Objectives:

At the end of this Subject, student will be able to implement the Financial Planning process; structure and choose the optimal business format for the delivery of Financial Planning services for specific target client markets and fundamental concepts of managing wealth that helps in preserving wealth as well as creating wealth.

Unit 1: Overview of Financial Planning
Meaning and Importance of Financial Planning; Major Areas of Financial Planning; Growth of Financial Planning Profession in India; Role of a Financial Planner; Financial Planning Process: Establishing and Defining Client Relationship; Collecting Client Information; Analyzing Client’s Financial Status, Risk Profile, and Determining Financial Goals; Developing and Presenting Financial Planning Recommendations; Implementing Financing Planning Recommendations; Monitoring and Reviewing Client’s Situation

Unit 2: Retirement Planning

Unit 3: Investment Planning I

Unit 4: Investment Planning II
Analysis of Risk: Beta and Portfolio Beta, Standard Deviation, Variance, Semi-Variance, Covariance, and Correlation; Active Investment Strategies, Passive Investment Strategies, Investment Portfolio Management: Risk-Return Relationship, CAPM, CML, SML, Sharpe, Treynor and Jensen Ratios; Revision of Portfolio

Unit 5: Insurance Planning

Suggested Reading:
Course Objectives:

To train students to formulate strategies, and implement them to achieve organisational goals.

Unit 1: Introduction to Strategic Management


Unit 2: Appraising the Environment


Unit 3: Strategy Formulation


Unit 4: Strategy Implementation


Unit 5: Strategic Evaluation and Control


Suggested Reading:

Course Objectives:

At the end of this subject, student will be acquainted with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.

Unit 1: Indian Contract Act, 1872  

Unit 2: Company Law  

Unit 3: The Limited Liability Partnership Act, 2008  
Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners. Incorporation document, Incorporation by Registration, Partners & their relations.

Unit 4: The Sale of Goods Act, 1950  
Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods.

Unit 5: The information Technology Act, 2000  
Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences

Suggested Reading:

Course Objectives:

Develop the skills and knowledge to support the implementation and maintenance of Enterprise Resource Planning (ERP) systems

Unit 1: Introduction to ERP 09
Evolution of ERP; what is ERP? Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Modules of ERP; Advantage of ERP. An Overview of Enterprise

Unit 2: An Overview of Enterprise 09
Integrated Management Information; Business Modelling; ERP for Small Business; ERP for Make to Order Companies; Business Process Mapping for ERP Module Design; Hardware Environment and its Selection for ERP Implementation.

Unit 3: ERP and Related Technologies 09
Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); Supply Chain Management (SCM).

Unit 4: ERP System 09
Introduction; Finance, Plant Maintenance, Quality Management, Materials Management. Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company, System Software Associates, Inc. (SSA); QAD; A Comparative Assessment and Selection of ERP Packages and Modules.

Unit 5: ERP Implementation Lifecycle 09
Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).

Suggested Reading:

1. Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw-Hill
3. ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
4. Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill
Course Objectives:

At the end of this course, students will understand the basics of insurance and how insurance can be used as tool for risk management.

Unit - I: Introduction to Insurance and Risk Management


Unit - 2: Insurance Contract and Legal Liability


Unit – 3: Life Insurance

Meaning of Life Insurance; Analysis of Life Insurance Needs; Types of Life Insurance Policies: Term Insurance, Whole Life Policy, Endowment Policy, Investment Linked Insurance; Calculation of Claim Amount and other Benefits, Other Provisions of Life Insurance Contracts

Unit – 4: General Insurance

Health Insurance and Accident Insurance: Individual Health Insurance, Group Health Insurance Policies, Personal and Group Accident Insurance; Personal Disability Insurance; Property and Liability Insurance; Other Business Specific Insurance: Keyman Insurance, Professional Indemnity Insurance, Workers’ Compensation Insurance

Unit – 5: Regulatory Framework of Insurance

IRDA Act, 1999; the Insurance Act, 1938; Public Liability Insurance Act, 1991; Employee State Insurance Act, 1948; Agency Law and Functions of an Agent; Doctrines of Waiver and Estoppels

Suggested Reading:

Course Objectives:

To expose the students to the internal environment of business and to enable them to formulate strategies relating to cost.

Unit 1: Costing Strategy  
Influence of different cost elements on business enterprise, Importance of analysing cost elements, cost control and cost reduction: meaning, process, methods and techniques of cost control and cost reduction, cost management: areas of cost management, difference between cost management and cost accounting, role of cost accounting in strategic planning and management control.

Unit 2: Strategic Cost and Performance Evaluation  
Integration of strategic cost management with performance evaluation, Strategic cost management issues in different elements of cost; material, labour and overheads; product design, value analysis and value engineering, strategic analysis of cost, business process re-engineering, benchmarking.

Unit 3: Activity Based Costing System  
Introduction to traditional methods of overhead absorption, problems of overhead absorption system under Traditional System, introduction to ABC, Kaplan and Coopers approach to ABC, cost drivers and cost activities, allocation of overheads under ABC, Characteristics of ABC, benefits from adaptation of ABC System, problems on comparison between traditional system and ABC system.

Unit 4: Life Cycle Costing  
Meaning of LCC, factors affecting Life cycle costing, phases in product life cycle, characteristics, product life cycle and cost control. Experience curve in product life cycle costing. Project life cycle costing: Meaning, categories of project life cycle costs, optimization of project life cycle costs.

Unit 5: Just in Time and Kaizen Costing  
JIT – features, methodology in implementation of JIT, Benefits of JIT. Kaizen Costing: concept, procedure for implementation, evaluation, benefits of Kaizen costing. Lean Cost Management: Meaning, definition, factors, applications, procedure to implementation, comparison with traditional management system, Modern production management techniques, benefits and drawbacks of Lean Cost Management.

Suggested Reading:

5. S. Mukherjee & A.P. Roy Chowdhury, Advanced Cost and Management Accountancy, New Central Book Agency, Calcutta
Course Objectives:

At the end of the course, students will understand the basic of fundamental analysis and technical analysis.

Unit 1: Introduction to Fundamental Analysis

Meaning, Objective, and Components of Fundamental Analysis; Fundamental Approaches to Security Valuation: Equity Valuation: Discounted Cash Flow Techniques and Relative Valuation Techniques; Introduction to Bond Valuation and Yield Measures

Unit 2: Macroeconomic Analysis and Industry Analysis


Unit 3: Company Analysis

Introduction to Company Analysis, Strategy Analysis; Accounting Analysis; Financial Analysis: Earning and Dividend Level, Growth Performance, Valuation Multiples; Qualitative Analysis Estimation of Intrinsic Value: Estimating EPS, Establishing PE Ratio, Developing Value Anchor and Value Range, Tools for Judging Mispricing, Obstacles in Fundamental Analysis; Introduction to Equity Research in India

Unit 4 Introduction to Technical Analysis

Meaning and Basic Premises of Technical Analysis, Fundamental Analysis Vs. Technical analysis, Basic Concepts underlying chart analysis: The Dow Theory, Bar and Line Charts, Point and Figure Charts, Moving average analysis, MACD, Relative Strength analysis

Unit 5 Technical Indicators

Introduction, Breadth indicators: New high and lows, Volume; Sentiment indicators: Short-Interest ratio, Mutual fund liquidity, Put/Call ratio, Trin statistics; Open interest in Futures and Options; Testing technical trading rules; Evaluation of technical analysis

Suggested Reading:

Course Objectives:
To help students comprehend the need for ethics and values in the business world; to help students develop the necessary etiquette for working within organisations.

Unit 1: Introduction to Ethics and Values
Nature of Business Ethics and Values, Significance and types of values, Ethics and Religion, Culture and Ethics, Social culture and Individual Ethics, Factors Influencing Business Ethics, Ethics as strategy, Ethics of Great Philosophers – Albert Z. Carr, Aristotle, Niccolo Machiavelli, Karl Marx, Sun Tzu: The art of war of Sun Tzu, Might-equals-right approach of Karl Marx

Unit 2: Ethical Decision Making

Unit 3: Ethics in Marketing and Accounting
Ethics in Marketing – Product relative ethics, Competition Relative Ethics: Advertising as a process of competitive strategy, Piracy and predatory as a strategic choice, Ethics in Finance Accounting and Reporting, Insider Trading.

Unit 4: Introduction to Business Etiquette

Unit 5: Handling Diverse Environments

Suggested Reading:
Course Objectives:

No management course can be complete without a detailed coverage of Leadership and its nuances. The subject of leadership—in conceptual form as well as its practice is one of the most crucial and must be studied by the students; the source and contours and practice of leadership; trends in leadership and its styles.

Unit 1: Introduction to Teamwork
Teamwork and High-Performance Teams, Introduction to Teamwork, Factors Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards.

Unit 2: Leadership Theories

Unit 3: Leadership and Management
Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence.

Unit 4: Lessons from Leaders

Unit 5: Global Leadership Perspective
Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership, Explore and interpret ethical, cultural, societal, religious, political differences on the world stage that create differing perspectives of leadership, Effective leadership strategies used in various communities, organizations and groups in selected areas of the world, Compare and contrast perspectives of leadership within differing global contexts.

Suggested Reading:
2. Peter G Northouse Authentic Leadership Theory And Practice: Origins, Effects And Leadership: Theory And Practice, 5/e, Sage South Asia,
Course Objectives:
At the end of this subject, student will be able to familiarize with the environment of international finance and understand the nature and functioning of foreign exchange markets, and determination of exchange rates.

Unit 1: Introduction to International Finance

Unit 2: International Financial Market

Unit 3: Exchange Rate Determination
Measuring exchange rate movements, Exchange rate equilibrium, Factors influencing exchange rates, Nominal, Real and Effective exchange rates, Cross Rates, Exchange Rate Systems: Fixed, Floating, Managed Float, Pegged

Unit 4: International Arbitrage and Interest Rate Parity
International Arbitrage: Locational arbitrage, triangular arbitrage, covered interest arbitrage; Determination of forward premium or discount; Interest Rate Parity (IRP): Graphical analysis and interpretation

Unit 5 Relationship among Inflation, Interest Rate, and Exchange Rate
Purchasing Power Parity (PPP): Absolute version and Relative version, Graphical analysis and Interpretation; Fisher Effect; International Fisher Effect (IFE): Graphical analysis and Interpretation; Comparison of IRP, PPP, and IFE

Suggested Reading:
Course Objectives:

At the end of this subject, student will familiarize with different types of derivatives, their trading, clearing and settlement and learn the basics of the derivatives market.

Unit - 1: Introduction to Derivatives


Unit - 2: Futures Contracts, Mechanism and Pricing

Forward Contracts, Limitations of forward markets, Introduction to Futures, Distinction between Futures and Forwards Contracts, Futures Terminology, Futures Payoffs, Pricing Stock Futures, Applications of Stock Futures

Unit – 3: Options Contracts, Mechanism and Applications

Option Terminology, Comparison between Futures and Options, Options Payoffs, Application of Options, Variables affecting Option Pricing, The Black Scholes Merton Model for Option Pricing, The Greeks

Unit – 4: Commodity Derivatives

Introduction, Meaning, Definitions, Commodity Exchange, Role of Commodity Exchanges, Commodity Derivative Markets in India, Latest Developments

Unit – 5: The Derivative Exchanges in India – NCDEX & MCX


Suggested Reading:

1. NCFM study materials
2. Options, Futures, and Other Derivatives (9th Edition): John C Hull; Pearson
Course Objectives:
At the end of this course, students will understand the basics of financial services including fund-based and fee-based financial services.

Unit 1: Introduction to Financial Services 09
Meaning, nature, scope of financial Services, Types of financial services: Fund based and Fees based services, Need and the market of various financial Services, Growth of Financial Services in India, Problems faced in financial services sector

Unit 2: Leasing and Hire-Purchase Financing 09

Unit 3: Factoring and Other Fund-based Services 09
Factoring: Meaning, Concept and evolution of Factoring; Functions of a Factor; Types of Factoring; Factoring Vs Bills discounting; Advantages of Factoring: Forfeiting – an overview; Venture Capital Financing: Concept, Features, Need, Stages of financing, Exit Route; Consumer Credit and Housing Finance-An overview

Unit 4: Merchant Banking Services 09
Concept, Growth, Merchant Banking in India, Policy measures, Institutional Structure, Legal and Regulatory Frameworks, Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments, Issue Pricing, and Preparations of Prospectus

Unit 5: Credit Rating and Other Fee-based Services 09
Introduction, Regulatory Framework, Credit Rating Agencies, Rating Process and Methodology, Rating Symbols and Grades; Overview of Stock Broking, Depository Services, Custodial Services, and Corporate Restructuring

Suggested Reading:
Tinaye Munonyara  

Course: Business Management BA(Hons) (is now Business Management BSc(Hons)). Tinaye won seven enterprise awards for his extra-curricular activities while at the University and he was named as a ‘future leader’ in the inaugural annual list of UK top 100 graduates. Thoughts on the Business Management BA(Hons) degree course. "I studied and achieved 2.1 Business Management BA(Hons) with a one-year industrial placement. The modules I did were well structured in equipping me to develop well-rounded practical business skills such as presenting, working in a team, BBA Stands for Bachelor of Business Administration. Bachelor of Business Administration is a very popular Undergraduate Degree in India. Managerial as well as communication skills can be developed through BBA Course. Download BBA 1st year, 2nd year and Final year notes from below provided links. Also, Check the following Links: BBA Course Details. B.Sc Course Details.Â Content in this Article. BBA Course Structure and Syllabus for 3-Years. BBA Course Subjects. BBA specialization Courses. Syllabus for BBA Course. BBA Books & Notes in PDF Download. List of Top Colleges offering BBA Course : BBA Reference Books & Authors for All Semesters. BBA Books Buy Online at Amazon. BBA Course Structure and Syllabus for 3-Years. Coventry University academic teaching year is made up of three 16 week-long teaching blocks. Here you will find information about term dates for both new and returning students as well as study break and end of semester dates for undergraduate and postgraduate students. Term dates for 2018/19. Life in Coventry.Â In 2016/17, we were able to provide a total of 3,482 experiences abroad that lasted at least five days. Much of this travel is made possible through our Global Leaders Programme, which enables students to prepare for the challenges of the global employment market, as well as strengthening and developing their broader personal and professional skills.Â Coventry University is committed to preparing you for your future career and giving you a competitive edge in the graduate job market.