

I SEMESTER – BBA
Subject: BM 103- BASICS OF ACCOUNTING

UNIT	Content	Hours Allotted
I	Introduction to Financial Accounting: Meaning and definition of Accounting, Objectives, Users of Accounting Information, Limitation of Accounting, Accounting Principles:- Accounting concepts and Accounting conventions, Accounting standards, Meaning and Objectives - Accounting Standard-1	12
II	Accounting Cycle: Meaning - Process of Accounting- Kinds of Accounts - Rules of Double Entry - Journal -Ledger - Balancing of Accounts - Trial Balance.	14
III	Subsidiary Books: Meaning- Types of subsidiary books - Problems on Purchases Book - Sales Book and Three column cash book - Bank Reconciliation Statement - Meaning - Reasons for difference -problems on BRS (excluding over draft balance).	14
IV	Final Accounts of Sole Trading Concern: Meaning of Trading Account - Profit & Loss <i>A/c</i> - Balance sheet - Problems on Final accounts with adjustments - Manufacturing Account- Meaning & problems there on.	16
V	Depreciation Accounting: Meaning and Causes - Methods of charging depreciation - Problems on Fixed installment and Reducing Balance Methods.	8

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To develop conceptual understanding of fundamentals of Accounting system
CO-2	To impart skills in accounting for various kinds of business transactions with rules.
CO-3	To acquire knowledge and develop understanding of preparation of subsidiary books
CO-4	To understand the preparation of final accounts.
CO-5	To gain the knowledge of various depreciation methods used and its accounting treatment.

I SEM – BBA
Subject – Market Behaviour and Cost Analysis
Syllabus

UNIT	Content	Hours Allotted
I	Market Forces Demand-Meaning, Law of demand, Elasticity of demand, Nature of elasticity of demand, Determinants of elasticity of demand, Cost of advertisement & derived demand, Demand forecasting-Meaning & methods, Problems on trend projection by least squares method Problems on trend projection by least square method, Supply-Law of supply, Determinants of supply.	12
II	Cost and profit planning Cost- Meaning of short run costs, Long run costs, Fixed and variable costs, Explicit and implicit costs, Opportunity cost and incremental cost Total cost, average cost, Marginal cost behavior in short-run, Marginal cost behavior in long run, CVP analysis- BEP, BE chart, margin of safety, P/V ratio, profit planning, Make or buy decisions(including problems on alternative cost & sales), CVP analysis- BEP	14
III	Pricing practices and strategies Determinants of pricing policy, Pricing methods-marginal cost pricing, Target rate pricing, product line pricing, Administered pricing, competitive bidding, Dual pricing, transfer pricing, Price discrimination-requirements, Types and dumping strategies, Pricing over product life cycle-skimmed Price leadership	12
IV	Cost of capital and capital budgeting Meaning and types of capital, Specific cost of capital-debt, Preference shares and equity shares, Capital budgeting-Meaning & significance, Problems on payback period, Problems on NPV method	12
V	Firms and decision Objectives, Profit v/s wealth maximization dynamics, Decision making, Tactical v/s strategic decisions, Game theory, Linear programming problems	14

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To define the key factors of demand and supply and demand and supply analysis.
CO-2	To explain different cost incurred in business and to make proper profit planning.
CO-3	To apply the various pricing practices in business and its calculations.
CO-4	To analyze the various methods of capital budgeting techniques.
CO-5	To assess the importance of profit and wealth maximization and business decision making.

I SEMESTER – BBA
Subject: BM 105: MANAGEMENT PROCESS

UNIT	Content	Hours Allotted
I	Introduction to Management: Meaning - Definition characteristics - Functions of management. Management v/s Administration. Management as science, or an art and profession - Taylors and Henry Fayal contribution to management.	12
II	Planning: Meaning and Significance - Types of plans -. Strategies, Objectives Policies and Procedures of Planning.	14
III	Organizing: Meaning and Definition - Principles of Organization- Formal and Informal organization- Types of organization - Authority and Responsibility, Delegation of Authority and Span of control.	12
IV	Directing and Controlling: Meaning, Importance and Principles of Directing. Need for control- features of effective controlling system- Modern management techniques. MBO, MBE, TQM and MIS.	12
V	Recent Trends in Management: Meaning and Objectives of Strategic Management, Stress Management, Knowledge Management.	14

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To provide knowledge on concepts and principles of management.
CO-2	To better understanding of planning and decision making
CO-3	To give an idea about organization structure and different types of organization
CO-4	To give an idea about the modern management techniques
CO-5	To enable them to aware about leadership qualities and recent trends in management

I SEM – BBA
Subject – Business Prospectives
Syllabus

UNIT	Content	Hours Allotted
I	Introduction – Meaning of Business – Characteristics – Objectives of Modern Business – Forms of Business Organizations (in brief) Company – Meaning – Features – Merits & Demerits – Qualities of good business man.	12
II	Business Environment – Business environment – Micro and Macro Environment Factors – Environment Analysis for business – Decision making – Meaning of business combination – Trade Association and Chamber of Commerce (Meaning and Objectives only).	10
III	Impacts on Business – Impact of social and cultural environment on Business – Social Responsibility & Corporate Governors – Legal Environment – Intellectual property Rights, Objectives, and Benefits & Impact of IPR in Developing Countries.	14
IV	International Business – International Business – Meaning and Nature – Theories of International trade – Economic theory – Globalization – Meaning – Definition – Factors & stages of market – Production – Merits and Demerits – Essential conditions for Globalization.	14
V	Multinational Corporation and Financial Institutions – Introduction – Multinational corporations & International Finance – Definitions of Global companies – Features – Objectives – Merits and Demerits – Forex market structure – Functions of World Bank and IMF.	14

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To introduce the Students learn the importance of Characteristics of business and Qualities of good business man.
CO-2	To understand the different concepts of internal and external environment on business.
CO-3	To applies economic analysis in the formulation of business policies.
CO-4	To understanding the students uses the economic reasoning to problems of business.
CO-5	To appreciate key concepts from international business and multinational corporation.

II SEMESTER – BBA
Subject: BM 203: FINANCIAL ACCOUNTING

UNIT	Content	Hours Allotted
I	Consignment: Meaning- common terms used - Account sale, Profanna Invoice- Commission- Delcredere & over riding commission- Difference between consignment and sale - Problems on consignment- Books of consignor and consignee- Cost and Invoice price method Valuation of unsold stock and Accounting for normal and abnormal losses	16
II	Joint Venture: Meaning - Differences between Joint venture and consignment - Joint venture & Partnership, Accounting when Separate books are kept and when no separate books are kept.	14
III	Hire Purchase Accounting: Meaning - Hire purchase <i>vis</i> sale - Calculation of cash price and Interest - Journal entries. And Ledger accounts in the books of Hire purchaser and Hire Vendor [excluding default and repossession]	16
IV	Royalty Accounts: Meaning - Technical terms- Royalty - Minimum Rent - Short workings - Recoupment of short working- Journal entries and Ledger accounts in the books of lessee and lessor excluding problems on sublease.	14
V	Human Resource Accounting: Meaning- Objectives- Methods- Advantages and Limitations - (theory only)	4

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To make aware of the system of Hire Purchasing and accounting treatment for the same
CO-2	Enable the Students to gain knowledge of joint venture accounting treatment.
CO-3	To understand differences between hire purchases and sale and also accounting calculation of hire purchase system.
CO-4	To provide knowledge about the technique for preparing different accounts in royalties.
CO-5	Enable the Students to gain an idea about Human resource Accounting

II SEM – BBA

Subject – Financial Market Operations

UNIT	Content	Hours Allotted
I	Indian Financial System – Financial system – an overview – meaning- objectives – functions- chart showing structure of financial system – financial markets – financial intermediaries – financial institutions – financial services	12
II	Regulatory Bodies – RBI- objectives – functions – department – SEBI - objectives – functions – rights and duties - IRDA – introduction – objectives, AMFI - introduction – objectives	14
III	Money Market – meaning – objectives – features – scope – functions –players – money market instruments – sub markets of money market – drawbacks of money market	12
IV	Capital Market – functions – classifications – types of market instruments; Primary market – meaning – players – instruments – methods of flotation, secondary market; Introduction – functions – BSE - NSE	14
V	Financial Intermediaries and Stock Exchange – Meaning and functions of financial intermediaries, stock exchange; meaning – objectives – functions – dealers in Stock Exchange	12

Statements of Course Outcomes (COs)

By the end of the course, the student will be able to

CO-1	To define the different components of a financial system and their role
CO-2	To explain the various Indian regulatory bodies
CO-3	To identify the instruments , participants and operations of money market
CO-4	To list the methods of issuing shares and the role of intermediaries in the capital market
CO-5	To evaluate the trading mechanism in the stock exchanges

II SEMESTER – BBA
Subject: BM 205: MARKETING MANAGEMENT

UNIT	Content	Hours Allotted
I	Marketing Concept: Concept - Nature - Scope- Importance of marketing Management, Marketing orientations, Functions of marketing- Marketing mix (7P's)	10
II	Product Decision: Concept of product, classification of product, product line - product mix; New product planning and development process- Product life cycle - why new product fails, Branding functions and types of branding labeling.	14
III	Pricing Decision: Concept of price, factors affecting' price determination, pricing policies, types of price.	8
IV	Physical Distribution Decision: Nature, Functions and types of channels of distribution. Channel intermediaries, channel management decisions, retailing and wholesaling	10
V	Promotion Decision Concept of promotion, Promotion mix, Advertising - personal selling - sales promotion, publicity- public relation, types of sales promotion	12
VI	Consumer Behaviour: Concept, factors Influencing in consumer buying behavior, AIDAS formula in Consumer adoption process,	10

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To familiarize the basic concepts of Principles of Marketing.
CO-2	To discuss the concept of product planning, classification and product development in detail.
CO-3	To understand the decisions relating to fixing prices.
CO-4	To comprehend the concepts of channels of distribution & channel management
CO-5	To realize the varied methods of promotion in decision making
CO-6	To assess the factors influencing the consumer buying behaviour.

II SEMESTER – BBA
Subject: BM 206: SERVICES MANAGEMENT

UNIT	Content	Hours Allotted
I	Introduction to Service Management :meaning of services –concepts- characteristics of services-Classification of services-marketing mix in service industry-growth of service sector-service process-building customer loyalty managing the service sector.	12
II	Banking and Insurance services :Banking-introduction-traditional services-modern services-recent trends in banking services. Insurance-types of insurance-life insurance-product life insurance-general insurance-types of general insurance.	12
III	Finance and marketing Services : Financial services-meaning –features-importance-contribution of financial services in promoting industries-financial instruments –types- mutual funds-factoring –leasing-venture capital. Marketing services –meaning-features-importance-contribution of marketing services in promoting industries and impact on growth of economy customer service; Types of marketing services.	15
IV	Health Care and Educational Services: Hospitals- evolution of hospitals industry- Nature of services- risk involved in health care services- Marketing of medical services- Hospital extension services- Pharmacy, nursing medical transaction, Educational services- A brief insight into Indian Education System – Issues in Education- modern trend in education service.	15
V	Tourism and Travel Services: Introduction - Evolution of tourism industry- concept and nature of tourism- significance of tourism Industry- Market segmentation in tourism- marketing mix of tourism- recent trends in tourism and travel services.	10

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To analyze a service organization’s structure and the challenges.
CO-2	To Understand the major issues in banking and insurance service operations management.
CO-3	Able to identify options and then analyze them in decision making of finance and marketing service operation.
CO-4	Able to analyze the effectiveness of an existing system by applying analytical skills in the health care and Educational service.
CO-5	Able to critically evaluate a service business based upon the theories in Tourism industry.

II SEM - BBA
Subject – Production and Operations Management

UNIT	Content	Hours Allotted
I	Introduction, meaning & definition, Classification, Objectives and scope of production and operation management, Automation – Introduction, meaning, definition, need, types, advantages & disadvantages.	12
II	Plant Location - Introduction, meaning, definition, factors affecting location, theory and practices, cost factor in location. Plant layout – Meaning, principles, space requirement, different types of facilities, organization of physical facilities, building, sanitation, lighting, air conditioning and safety.	12
III	Introduction, meaning, definition, Purchasing selection of suppliers, Inventory management, materials handling, principles & practices, economic consideration, criteria for selection of materials handling equipment, standardization, codifications, simplification inventory control, techniques of inventory control, value analysis, value engineering, human engineering, inter relationship of plant layout and material handlings.	14
IV	Objectives and concepts, capacity planning, corresponding production planning, controlling, scheduling routing, quality control, statistical quality control, quality management, control charts and operating, characteristics curves, acceptance sampling procedures, quality circle, meaning of ISO and TQM.	12
V	Introduction, meaning, objectives, types of maintenance, breakdown, space planning & control, preventive practice, relative advantage maintenance scheduling, equipment reliability and modern scientific maintenance methods, waste management, scope & surplus disposal, salvage & recovery.	14

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand and analyze production and operation management and types of Production System.
CO-2	To analyze plant location; factors affecting locations and plant layouts.
CO-3	To understand, Use and Evaluate material handling and inventory management.
CO-4	To comprehend, Use and create Production planning, quality control.
CO-5	To know and use the importance of waste management and maintenance management.

III Semester– BBA
Subject – Corporate Accounting

UNIT	Content	Hours Allotted
I	Final Accounts of Joint Stock Company: Preparation of company final accounts in Vertical format.	16
II	Banking Company Final Accounts: Introduction to Banking Company, Important terms: Statutory reserve, Money at call & Short notice, Rebate on Bill Discounted, NPA & NBA, Problems on final accounts of Banking Company.	16
III	Life Insurance Company Final Accounts: Meaning of Life Insurance, Preparation of Final Accounts of Life Insurance Companies – Revenue Account and Balance Sheet, and Calculation of Profit by preparing Valuation Balance Sheet.	16
IV	Insurance Claims: Introduction to General Insurance Claims, Steps for ascertaining Insurance Claims, Problems on Fire Insurance Claims including Average Clause	10
V	Social Responsibility Accounting: Meaning and Definition, Features and Objectives of Social Responsibility Accounting (theory only).	6

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To give an exposure to the company final accounts
CO-2	To make them aware about accounts of banking companies
CO-3	To keep them aware about accounts of life insurance companies
CO-4	To keep them aware about accounts of general insurance claims
CO-5	To enable the students to gain an idea about social responsibility accounting

III SEM – BBA

Subject – Business Regulations

Syllabus

UNIT	Content	Hours Allotted
I	Indian Contract Act of 1872: Contract-Classification essentials: of valid contract. Discharge of contract Mode of discharge remedies for breach-of contract ., quasi contractual situations	20
II	Special Contracts: Contract of Indemnity, Guarantee, bailment and 'pledge	12
III	Elements of Company Law 1956: Meaning and features of a company - classification - Forming a Company, important documents- Memorandum and Articles Of Association. Prospectus misleading prospects and its consequences.	12
IV	The sale of Goods Act 1930: Definition of goods - essentials of contract of sale- sale vIs agreement to sale - conditions and warranties caveat emptor - unpaid seller- rights of unpaid seller - auction sale.	12
V	Consumer Protection Act 1986: Object of the Act Rights of consumer- Deficiency in service complaint- consumer protection councils consumer disputes, Redressal agencies.	8

Statements of Course outcomes (COs)

By the end of the course, the student will be able

CO-1	Identify the different types of Contracts and interpret the essentials of valid Contracts
CO-2	Apply the current Laws to evaluate the special contracts
CO-3	Explain the business concepts in the functional areas of Company Law
CO-4	Explain the concepts in business law with respect to The sale of Goods Act
CO-5	Integrate concept in business laws with functioning of Consumer Protection Act

SEMESTER – III BBA
Subject – Computer Application in Business

UNIT	Content	Hours Allotted
I	Definition, Characteristics of Computers, Classification of Computers: Digital, Analog, Hybrid, Mini, Micro, Mainframe/Super Computers, Block diagram of digital computer,. Personal Computer: Palm PC, Tablet PC, Note Book PC, Laptop, Applications of computers in Business and Office Environment and other areas.	8
II	Definition of computer system, Hardware and Software. Input and Output devices: keyboard, mouse, scanner, joystick, OMR, Barcode Reader, Modem, Printer - types of printers, WebCamera, Visual Display Units, LCD and LED. Types of software: System Software and Application Software. Operating System: Meaning and functions. Computer Memory: Main Memory/Primary Memory- RAM and ROM. Types of ROM, Cache Memory, and Secondary Memory- Hard disk, CD-ROM, DVDRW and Pen drive.	12
III	Features, Advantages, Basic Operations: Word Opening Screen Elements, Creating, Opening and Saving of Word Document. Formatting, Margin, Page setting, Undo-Redo, Spell Check, Alignment, Insert Table, Mail Merge, MS-Word Shortcut Keys, Toolbars: Formatting, Standard.	16
IV	Features, Advantages. Window Elements. Managing Workbooks-Create, Open, Save and Close. Managing Worksheets: Naming, Inserting, Moving, Coping and Deleting. Types of cell data, Entering Data, Inserting and Deleting cells, rows and columns. Basic Formulas. Practical in MSEXcel sheets.	16
V	Start, end, open, format, edit, print, and save a presentation. Insert, format, and modify text, Select a design template, Create a title slide, Create a multi-level bulleted list slide, display & print in black and white, describe the speech recognition capabilities of PowerPoint, Add slides to and delete slides from a presentation.	12

Statements of Course Outcomes (COs)

By the end of the course, the student will be able to

CO-1	Bridge the fundamental concepts of computers with the present level of knowledge of the students.
CO-2	Familiarise operating systems, programming languages, peripheral devices, networking, multimedia and internet
CO-3	Understand binary, hexadecimal and octal number systems and their arithmetic.

CO-4	Understand how logic circuits and Boolean algebra forms as the basics of digital computer.
CO-5	Demonstrate the building up of Sequential and combinational logic from basic gates.
CO-6	Bridge the fundamental concepts of computers with the present level of knowledge of the students.

SEMESTER – III BBA
Subject –Banking and Operations Management

UNIT	Content	Hours Allotted
I	Introduction - Role' of Commercial banks ~ Functions - Primary and Secondary functions of commercial banks, Lending policies of commercial banks.	8
II	Banker and Customer- Meaning ~ Definition, Debtor and Creditor relationship- Banker Obligations to honour cheques- Scenery of customer account, Garnishee order - rights of a banker. Banker lien Right of set off appropriation of payments Law of limitations.	12
III	Types of Bank Accounts- Current Account and Saving Bank Account. Fixed Deposit Account- Features. Procedure and Practice of opening account conducting the operations of accounts- Particularly minors Joint Account Holder - Partnership firm - Joint - Stock company with limited liability - Executors transfers.	12
IV	Negotiable Instruments Act 1881- Meaning - Definition - Features - kinds of negotiable instruments Promissory Notes- Bills of exchange. Cheques-meaning - Definition- Crossing of cheque - types of crossing. Material alteration of cheque. Endorsement of cheque - meaning- essentials- kinds of, endorsement	12
V	Paying Banks- Meaning- Duties - responsibilities. Dishonor of cheque - consequences of wrongful dishonor of customer cheque. . Collecting Banker - Meaning-Duties and responsibilities of collecting banker- statutory protection to collecting banker. .	10
VI	Internet Banking- A.T.M Banking, Online. Banking- Core Banking-Home Banking -Debit and credit cards.	10

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand the concept of functioning of banks.
CO-2	To familiarize the roles and responsibilities of banker.
CO-3	To be aware of the different types of account can be opened in bank and the procedures involved in opening the accounts and deposit schemes.
CO-4	To know the different types of negotiable instruments available for a common man for investment.
CO-5	To be acquainted with the recent trends in banking sector.
CO-6	

III SEM – BBA Subject – Environmental Studies Syllabus 2018-19

UNIT	Content	Hours Allotted
I	The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.	2
II	Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, Case Studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources, Equitable use of resources for sustainable life styles.	8
III	Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the	6

	ecosystem, Ecological succession, Food chains, food webs and ecological pyramid, Introduction, types, characteristic features, structure and function of the following ecosystem : (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, Estuaries).	
IV	Bio-diversity and its Conservation: Introduction, Definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, and 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.	8
V	Environmental Pollution: Definition, Causes, effects and control measures of : (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards, Solid waste management : Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides.	8
VI	Social Issues and the Environment: From Unsustainable 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. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.	7
VII	Human Population and Environment: Population growth, variation among nations, Population explosion. Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health, Case Studies.	6
VIII	Human Population and Environment: Population growth, variation among nations, Population explosion. Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health, Case Studies.	6

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO-2	To appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO-3	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO-4	To reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
CO-5	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
CO-6	To appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO-7	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO-8	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO-9	To reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

SEMESTER – IV BBA **Subject – Human Resource Management**

UNIT	Content	Hours Allotted
I	Meaning and Definition - Objectives - Scope and Functions of HRM. Role of human Resource manager	12
II	Objectives of management development - Techniques of management developments on the job techniques, under study method-off the job techniques, sensitive training - survey feed bank.	14
III	Objectives - Importance - Methods of training - Lecturer, case study role play, Business game, by ~uJpenns, simulation - designing programme.	12
IV	Importance - Objectives- methods a) traditional method b) Modem methods - Problems of performance appraisal. How to make performance appraisal a success. .	12

V	Employees for lease, moon light by employees, Dhal career graphics, human resource Accounting - emotional quotient the use of computer and the internet- objections against the treatment of people as asset.	14
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand the basic concepts of HRM and the role of manager.
CO-2	To analyze the role of human resources in organizational development.
CO-3	To be aware about various techniques and training.
CO-4	To identify the various performance appraisal methods.
CO-5	To examine the current trends, practices and processes in HRM.

SEMESTER – IV BBA Subject – Quantitative mathematics for Business Syllabus

UNIT	Content	Hours Allotted
I	Meaning- Natural numbers - Integers - Prime numbers - Composite numbers - Rational and irrational numbers - Real numbers, Simple problems on LCM and HCF.	4
II	Meaning, Laws and their applications for simplification. Logarithms - Uses of log table for multiplication, division, rising the power and roots of number.	8
III	Simple interest - Compound interest - Annuity (Present and Future value) - Discounting of bills, TD, BD, BG - Ratio, Proportion and variations, problems relating to speed. Time, Distance and Work completion.	15
IV	Meaning and types of matrices - Operations of Addition, Subtraction, Multiplication, Transpose and Inverse matrices - Determinants - Cramers rule with 2 unknown variables - Applications of matrices to solve business problems. 21	14
V	Meaning Types of equations - Simple linear equations and Simultaneous linear equation (only two variables) Elimination and Substitution method only - Quadratic equations, Factorization and Sridharacharya's formula method	15

VI	Arithmetic progression - Finding the n^{th} term of an AP and sum of n^{th} term of AP - Geometric progression - Finding n^{th} term of GP and sum of n^{th} term of GP - Arithmetic mean and geometric mean	8
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand the basic concepts of Mathematics.
CO-2	To solve problems on Indices.
CO-3	To apply the Commercial Mathematics.
CO-4	To compute the various types of Matrices.
CO-5	To identify and analyze the various Equations.
CO-6	To examine the various techniques of Progression.

IV SEM – BBA Subject – Insurance Management

UNIT	Content	Hours Allotted
I	Introduction to Insurance: Origin, evolution and meaning and definition of insurance. History of insurance, Rights and responsibilities of insurer and insured, classification of insurance – Principles of insurance, essentials of valid insurance.	12
II	Life Insurance Contract: Meaning, definition types of life insurance policies and products of life insurance	10
III	General Insurance: Meaning – Principles – differences between life insurance and general insurance, Fire Insurance – types of fire insurance Policies – Marine insurance – Types of marine insurance policies.	10
IV	Insurance Regulatory and Development Authority: Origin and development functions – governing principles of IRDA – Recommendations of different committees	10
V	Concept of Risk: Definition, Nature of risk management risk, features – objectives – identification, methods of handling risk, prevention of risk – Risk Management Information System	12
VI	Miscellaneous Insurance: Motor vehicle insurance medical insurance, burglary insurance, live stock insurance, personal accident insurance, crop insurance, credit guarantee corporation	10

Statements of Course Outcomes (COs)
By the end of the course, the student will be able

CO-1	To make the students understand the various types of insurance and principles of insurance
CO-2	To demonstrate knowledge of insurance contracts and provisions, and the features of property – liability insurance, life and health insurance and employee benefit plans
CO-3	To develop skills to facilitate insurance product cost and pricing, marketing and distribution
CO-4	To examine the role of public policy including social insurance in personal financial planning and risk management
CO-5	To develop practical skills through professional development seminars or a practicum's in insurance and risk management

IV Semester - BBA

Subject – Financial Management

UNIT	Content	Hours Allotted
I	Financial Management: introduction, Meaning & Definition, Scope and Functions, Objectives of Financial Management. Time Value of Money: meaning & definition, Problems on Present Value of future Money & Future value of present money	10
II	Financing Decisions: Sources of Financing: Short term and Long term, Capital Structure: Meaning, Factors influencing capital structure, Leverages: Operating, Financial and Combined Leverages, Earnings per Share - Problems on Leverages and EPS	15
III	Cost of Capital: Meaning and definition, Cost of Debt- Irredeemable & Redeemable, Cost of Preference- Irredeemable & Redeemable shares, Cost of Equity-Dividend yield, earning yield and dividend yield plus growth methods, Cost of Retained Earnings, Weighted Average Cost of Capital [WACC]Problems on all these methods	10
IV	Investment Decisions: Meaning and Importance of Capital Budgeting Investment Evaluation Techniques- Payback Period method, Accounting Rate of Return, Net Present Value, Profitability Index and Internal Rate of Return Method Problems on all these Capital Budgeting Techniques	15
V	Working Capital Management: Meaning, concepts and Types of Working Capital. Factors affecting Working Capital, Working Capital (Operating	10

	Cycle) Cycle. Problems on Estimation of Working Capital Requirement [Current Assets& Current Liabilities Method]	
VI	Dividend Decisions: Meaning of Dividend, Forms of Dividends, & Types of Dividend Policy, Determinates of Dividend Policy, Walter's Model of Dividend Policy	04

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To provide introduction to Financial Management and Time Value of Money
CO-2	To create an awareness about Sources of Finance, capital structure and Leverages
CO-3	To make them understand the cost of capital in wide aspects
CO-4	To enable them to understand Capital Budgeting and various Investment Evaluation Techniques
CO-5	To enable them to understand working capital management
CO-6	To provide knowledge about dividend policies and various dividend models

SEMESTER – IV BBA Subject – Indian Constitution

UNIT	Content	Hours Allotted
I	Framing of the Constitution and Major Features: Constituent Assembly at Work, Preamble and Salient Features, Citizenship, Fundamental Rights, Directive Principles of State Policy, and Fundamental Duties.	14
II	Union and State Legislatures: Composition, Powers and Functions; Presiding Officers, Law Making Process, Committees of Parliament, Decline of Legislatures, and Reforms.	16
III	Union and State Executive: President and Vice-President – Elections, Powers and Functions; Prime Minister and Council of Ministers – Powers and Functions; Governor, Chief Minister and Council of Ministers – Powers and Functions; and Debate over Parliamentary and Presidential Forms of Government.	16

IV	Judiciary: Supreme Court and High Courts – Composition, Jurisdiction and Functions; and Judicial Activism.	14
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To Recall the structure of constitution, to list the fundamental rights, features Fundamental duties and Preamble and directive principles of Constitution
CO-2	To Illustrate the powers and functions of various committees framed by Indian constitution.
CO-3	To Identify the organizational structure of Indian constitution, the roles and functions of ministerial committees
CO-4	To Distinguish the roles, powers and functions of Judiciary.

V SEM – BBA

Subject – Cost Accounting

UNIT	Content	Hours Allotted
I	Introduction: Meaning and Definition of cost, costing , Cost Accounting and Cost Accountancy - Objectives of costing - Advantages of costing - Comparison between Financial accounting and Cost accounting - Cost concepts - Classification of cost - Cost unit - Cost center - Elements of cost - Preparation of cost 'sheet - Tenders, Quotations, Estimates.	18
II	Material: Meaning - types- Direct material ~ Indirect material - Material control - Purchasing procedure - Setting of stock levels - Store keeping - Techniques of Inventory control - EOQ - ABC analysis, VED analysis - Just in time - Perpetual Inventory system- Documents used in material accounting - Methods of pricing. Material issues- FIFO - LIFO - weighted average price and simple average price methods.	12
III	Labour Cost Control: Meaning and Definition - Types, Direct labour - Indirect labour - Time keeping - Time booking, Idle time - Over time - Labour turnover causes, Remedies methods and labour remuneration - Time rate system - Price rate system - Incentive system- Halsey plan - Rowan plan - Taylor's differential piece rate system and Problems - Preparation of labour cost sheet.	12
IV	Overheads: Meaning and definition - Classification of overhead - Procedure for accounting - Control of overheads - Allocation of overheads - Apportionment of overhead - Absorption Factory overheads - Methods of Absorption- calculation of Machine Hour rate [Simple problems relating to single. Machine]	8
V	Method of Costing: Process costing (excluding joint products, joint costs, Inter process profits and equivalent units) Contract costing - simple problems (including estimated contract account)	14

Statements of Course outcomes (COs)

By the end of the course, the student will be able

CO-1	Understand the concept of cost accounting and to expose to a broad range of cost accounting concepts and their terminology.
CO-2	To facilitate the idea and meaning of material control with different methods and to know the methods of calculating stock consumption
CO-3	Develop the knowledge about remuneration and incentives plans
CO-4	Understand the concept of overhead cost and to understand the classification of overheads & methods of absorption
CO-5	Define the process to compute total cost of a product belong to various production processes and calculate total cost of a contract assigned.

SEMESTER – V BBA Subject – Techniques for Business Decisions I

UNIT	Content	Hours Allotted
I	Functions and scope of Business statistics - Features and limitation of statistics - Distrust of statistics.	8
II	Classification - Meaning and types of classification - Problem on frequency distribution table, Tabulation - Meaning - Rules and parts of a statistical table - Problems on tabulation.	10
III	Meaning- objectives - Features of an ideal average - Types of average - Computation of simple Arithmetic Mean, Median and Mode Geometric Means and Harmonic Mean for individual series only.	16
IV	Meaning and types- range- Quartile deviation, Standard deviation, coefficient of variation of each methods. (excluding combined of correlated deviation)	12
V	Meaning, types of skewness, methods - problems on Karl Pearson's coefficient of skewness, Bowley's co-efficient of skewness.	8
VI	Meaning and uses - types of diagram, simple, subdivided, multiple, pie	10

	diagram, rectangle, and graphs of frequency distribution - Histogram-locations mode- ogives.	
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To enable the students to understand about the statistics
CO-2	To keep them aware about the concept of Data, methods for collection of data, classification of and preparation of tabulation.
CO-3	To make familiarize the students about exposure on calculation of measures of average and to solve problems on Mean, Median and Mode.
CO-4	To keep them aware about Obtain the solutions of Measures of Dispersion
CO-5	To keep them aware about Skewness and measure of skewness
CO-6	To keep them aware about the concept of Data, methods for collection of data, classification of and preparation of tabulation, graphs, histogram and ogive curves.

V SEM - BBA

Subject – Small Business Management

UNIT	Content	Hours Allotted
I	Introduction – meaning and definition of Entrepreneur and Entrepreneurship, characteristics of Entrepreneurs, types of Entrepreneurs, role of Entrepreneurship in economic development, intrapreneur v/s Entrepreneur, manager v/s Entrepreneur	12
II	Rural and Women Entrepreneurship – Meaning of woman Entrepreneurs, factors influencing woman Entrepreneurs, problems of woman Entrepreneurs, problems of woman Entrepreneurs and remedial measures, development of woman Entrepreneurs and woman Entrepreneurship, support to woman Entrepreneurs, rural Entrepreneurs – definition, strategies for development of rural Entrepreneurship	10
III	Entrepreneur Development Programmes - meaning and definition of Entrepreneur Development Programmes, objectives, need for training and development, phases of Entrepreneur Development Programmes	10
IV	Project Identification and Formulation – meaning of Project report and its significance, contents, Project identification, formulation of Project report, general format of a Project report	10
V	Small Scale Industries - meaning and definition, role of Small Scale Industries in the economy, objectives and characteristics of Small Scale Industries, , role of government in promoting Small Scale Industries	12

VI	Problems of Small Scale Industries - Small Scale Industries and Financial Institutions in the development of SSI – SFC, SIDBI, IFCI (causes and remedies , sickness in Small Scale Industries, symptoms, reasons for sickness and remedial measures)	10
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To recall the role and importance of Entrepreneurs
CO-2	To outline the need for women and rural entrepreneurship
CO-3	To identify the various entrepreneur development programmes
CO-4	To analyze the process of project identification and formulation
CO-5	To explain the importance of small scale industries
CO-6	To discuss the problems faced by small scale industries

V SEM - BBA

Subject – Business Taxation I

UNIT	Content	Hours Allotted
I	Income Tax Act-Basic Concepts-Agricultural Income-Casual Income- Assessee - Assessment year-Previous Year-person-Gross Total Income- Total Income	08
II	Residential Status of Individual and Incidence of Tax (Theory and Problems)	12
III	Tax Free Income U/S10	2
IV	Heads of Income-All heads to be mentioned, theory and Problems on Salary Head including Retirement Benefits.	26
V	Deductions from Gross Total Income u/s80 relating to individuals u/s 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80G and 80U (Problems on	12

	80C and 80G only)	
VI	Income Tax Authorities in India-Appointment of Income Tax Authorities and their powers.	4

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To define the basic concepts of Income Tax to be able to solve problems.
CO-2	To Illustrate and ascertain the Residential Status of a person and to calculate tax liability based on his Residential Status.
CO-3	To Identify various Tax Free/Exempted income while calculating tax liability.
CO-4	To Classify different heads of Income and to distinguish the salary head including calculation of salary income and retirement benefits.
CO-5	To Explain the different deductions under different sections and its calculation.
CO-6	To discuss how the appointment and powers of Income Tax Authorities takes place.

SEMESTER – V BBA Subject – Business Research Methods

UNIT	Content	Hours Allotted
I	Unit-I: Introduction to Research: Meaning - Objectives - Types of 'research - Scope of research - Research Approaches - Research Process, Research Design, Research Methods Vs Research methodology - Steps in research - Problem' Formulation - Statement' of research objective Exploratory - Descriptive - Experimental research.	16
II	Unit-2: Methods of Data Collection: Observational and survey methods - Field work plan - Administration of surveys – Training field investigators - Sampling methods - Sample size.	16
III	Unit-3: Tools for Collection of Data: Questionnaire design; Attitude measurement techniques - Motivational Research Techniques - Selection of Appropriate - Statistical techniques.	14

IV	Unit-4: Statistical Methods: Tabulation of data - Analysis of data - Drawing testing of Hypothesis (theory only) – Advanced techniques - ANOVA - Discriminate Analysis - Factor analysis, Conjoint analysis - Multidimensional Scaling - Cluster Analysis (concepts only)	10
V	Unit-5: Report Writing: Types of Reports, Business, Technical and Academic report writing - Methodology procedure- Contents - Bibliography.	08

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand the basic concepts of research and the steps involved in it.
CO-2	To apply the various methods of data collection and determining the sample size.
CO-3	To have basic awareness about the tools used in data collection.
CO-4	To comprehend the various tests used for testing of hypothesis and to infer results.
CO-5	To familiarize the styles of writing research report and the contents involved in it.

SEMESTER – V BBA
Subject – Advance Financial Management

UNIT	Content	Hours Allotted
I	Introduction, Net Income Approach, Net operating Income Approach, Modigliani and Miller Approach, Arbitrage process, Traditional Approach (problems on capital Structure)	12
II	Project selection under capital rationing; Inflation and capital budgeting; Risk in investment Decisions: Concept of certainty, Risk and uncertainty, Measurement of risk, Risk analysis approaches (Problems on capital rationing, decision under inflation, risk adjusted discount Rate Approach)	16
III	Motives for holding cash, Cash planning, Cash forecasting and Budgeting - Preparation of cash budget (Problems)	8
IV	Nature of inventories, Need to hold Inventories, Objectives of Inventory management, Inventory Management techniques. (Problems on EOQ)	8

V	Goals and problems of Receivable Management, Formulating suitable credit policy, Designing collection policy. (problems on Credit policy)	8
VI	Walter's Model, Gordon Model and MM's hypothesis (theory and problems)	12

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To identify the various capital structure theories.
CO-2	To analyze the capital budgeting techniques used to determine the selection of projects.
CO-3	To understand the process of computing the cash management techniques.
CO-4	To understanding the techniques involved in inventory management.
CO-5	To determine the concept of formulating of account receivables techniques.
CO-6	To comprehend the concepts of various theories of dividend decisions and methods of computing the dividend policy.

SEMESTER – V BBA
Subject – Corporate Financial Policy

UNIT	Content	Hours Allotted
I	Mergers in the nature of acquisitions and amalgamations, types of merger - Motives behind mergers - Theories of mergers - Operating, Financial and managerial synergy of mergers - Value creation in horizontal, vertical and conglomerate mergers - internal and external change forces contributing to M & A activities	10
II	A strategic perspective - industry life cycle and product life cycle analysis in M & A decision, strategic approaches to M & A - SWOT analysis, BCG matrix, Porter's Five forces model.	10
III	Merger process: Dynamics of M & A process - identification of targets negotiation, closing the deal. Five stage model- due diligence	10
IV	Takeovers, types, hostile takeover approaches, takeover defenses - Financial defensive measures - coercive offers and defense - anti takeover amendments - poison pill.defense	6
V	FS - Meaning - Definition - Importance - Essentials, Merchant Banking; Definition - roles, venture Capital (VC) Financing - Steps in VC financing, Factoring; Definition - Steps - Mechanism - types, Lease Financing; Procedure of lease	16

	contract - types of leasing - Modes of termination of leasing.	
VI	Meaning & Definition of MF Importance- Classification, Credit rating Objectives Agencies (CARE, CRISIL, IICRA, DCRI) Rating Methodology	12

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To understand the basics of Mergers
CO-2	To analyze the various perspectives of Mergers and Amalgamations.
CO-3	To have a knowledge about the merger process.
CO-4	To develop comprehensive understanding of takeovers.
CO-5	To be aware of the various financial services.
CO-6	To analyze the concept of credit rating.

VI SEM - BBA **Subject – Management Accounting**

UNIT	Content	Hours Allotted
I	Meaning, Definition of Management Accounting, Nature of management accounting, Functions of management accounting, Uses and limitation of management accounting, Difference between Management accounting and Financial Accounting, Difference between Management Accounting and Cost Accounting.	10
II	Meaning and types of financial statement analysis, Technique of financial statement analysis, Common size analysis, Comparative analysis, Trend analysis.	10
III	Meaning of ratio analysis, Significance and limitation, Liquid ratios, Turnover ratios, Profitability ratios.	16
IV	Meaning of funds, fund flow statement and cash flow statement, Managerial uses and limitations of fund flow statement, Preparation of fund flow statement, Cash flow statement – meaning, uses and limitations, Fund flow vs cash flow statements.	16

V	Meaning of budget, Budgeting and budgetary control, Significance and limitation and classification of budgets, Flexible budget, Sales budgets.	12
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Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To identify, describe and apply management accounting and its objectives in facilitating decision making.
CO-2	To understand, apply, analyze and prepare different types of financial activity based management tools and techniques to the preparation and presentation of financial performance.
CO-3	To understand and analyze various accounting ratios, reports and relevant data.
CO-4	To prepare Funds Flow statements this helps in planning for intermediate and long-term finances.
CO-5	To prepare a master budget and demonstrate an understanding of the relationship between the components.

VI Semester– BBA

Subject – Techniques for Business Decisions - II

UNIT	Content	Hours Allotted
I	Correlation Analysis: Meaning, Methods of studying Correlation, Karl Pearson's Co-efficient of Correlation (Simple Correlation and Correlation for Grouped Data), and Probable Error.	12
II	Regression Analysis: Meaning, Correlation vs Regression, Determination of Regression Co-efficient, Framing Regression Equations, Simple Regression and Regression for Grouped Data.	12
III	Index Numbers: Meaning, Steps in construction of Index Numbers, Limitations, Types, Unweighted Simple Aggregate Index Number, Simple Price Relative Method, Weighted Index Numbers – Laspeyer's, Paasche's, Bowley's and Fisher's Ideal Index Numbers, Tests of Adequacy – TRT and	14

	FRT Cost of Living Index Numbers – Aggregate Expenditure and Family Budget Method.	
IV	Statistical Quality Control: Meaning, Objectives, Control Charts and their Uses, Types of Control Charts, Construction of Mean and Range Charts.	08
V	Interpolation and Extrapolation: Meaning, Utility, Algebraic Methods - Binomial and Newton's Methods only.	08
VI	Chi-Square Test: Meaning, definition and Nature, Assumptions Degree of freedom, Problems on Test for goodness fit- Yule's Method.	10

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	Understand and Analyze Correlation analysis. Predict values and extent of relationship between variables using Karl Person's co-efficient of Correlation and its probable error.
CO-2	To make them aware about Regression Co-efficient, Regression Line, Equations and Predict values co-efficient of Correlation using b_{xy} and b_{yx} .
CO-3	To enable, Understand and Keep them aware about index number, consistency test and cost of living index numbers.
CO-4	To enable them to understand and Construction of Mean and Range Charts.
CO-5	To enable, Understand and Keep them aware about Interpolation and Extrapolation: Predict values using - Binomial and Newton's Methods.
	To enable them to understand Association of Attributes Association – Yule's Method
CO-6	To enable them to understand Chi-Square Test- Degree of freedom, Problems on Test for goodness fit Yule's Method.

VI SEM – BBA
Subject – Business Taxation II

UNIT	Content	Hours Allotted
I	Income from House Property: Basis of charge - deemed owners - Excepted incomes from house property - Annual value - Determination of Annual value a) Self occupied b) Set out deductions from annual value - Unrealized rent - Problems on Income from house property.	14
II	Profit and Gains of Business or Profession: Meaning and Definition, Profession - Expenses expressly allowed - Expenses expressly disallowed - problems on business relating to sole trader only and problems on profession relating to chartered accountant, Advocate, and Doctor	18
III	Capital Gains: Meaning of capital assets - Types of capital assets and gains. Transfer, Exempted capital gains <i>U/s</i> 54, 54B, 54D, and 54F - computation of capital gains with exemption D/s 54 and 54F only	12
IV	Income from Other Sources: Specific and general Income - Problems on income from other sources - set off and carry forward of losses [Theory only]	12
V	Computation of Total Income and Tax Liability of Individual	8

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To utilize the definitions of the various components of income tax law.
CO-2	To apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing and orally
CO-3	To apply an understanding of the income from house property and business and profession
CO-4	To analyze the types of capital gain
CO-5	To know the importance of income from other sources
CO-6	To discuss regarding theory and problems of Total income and tax liability of individual

VI SEM – BBA

Subject – Organizational Behavior

UNIT	Content	Hours Allotted
I	Introduction to Organizational Behavior: Meaning - definitions - Nature & scope of organizational behavior - need for study - contributing disciplines to organizational behavior. Models of organizational behavior - challenges for organizational behavior. Organization structure - meaning - Need and elements - Forms of Organizational structure. Organizational goals - Nature and determinants of goals.	12
II	Organizational Culture and Change: Meaning of Organizational culture - Types of culture - Learning culture - Meaning of Organizational change - Reasons for change - Resistance to change - Managing the change Organizational Effectiveness - Meaning approaches.	14
III	Foundation of Individual Behavior: Individual and individual differences - Factors - models of man - personality - Meaning - Determinates and theories of personality - perception process - factors affecting perception.	14
IV	Group Dynamics: Meaning - Types of group - Why do people join group? Stages of group development. Group behavior- Group norms and Group cohesion - Learning - Meaning - Definition determinants of learning - Theories of learning.	12
V	Motivation: Meaning - Positive and Negative motivation. Theories of Motivation Maslow's need theory, Theory x and Theory Y - Morale - Meaning - Factors affecting morale.	12

Statements of Course outcomes (COs)

By the end of the course, the student will be able

CO-1	Understand the history of organizational behavior and to equip the students with the basic idea and introduction on organizational behavior as a concept.
CO-2	To list types of culture and to define organizational change.
CO-3	To know the individual process in organization such as learning, perception, Attribution, individual differences and motivation
CO-4	To understand the group process, performance appraisal, personality and attitudes
CO-5	To give a light on the concept and difference theories on motivation

VI SEM - BBA

Subject – Investment and Portfolio Management

UNIT	Content	Hours Allotted
I	Introduction to Investment management – Meaning of investment-Speculation, Gambling- objectives of investment-Investment related information, Investment alternatives, Types of shares, concepts of risk and return – types of risks-problems on measurement of risk.	12
II	Security Analysis-Fundamental Analysis – economic – Industry -Company Analysis Framework, technical Analysis, Basic Principles - Dow theory, Trends and Reversals-chart patterns and market indicators and efficient Market (EM) theory, -EMH –forms of efficient efficiency Run Test (problems)	14
III	Portfolio Management- Meaning-Phases of PM-Roles, Problems on Expected return and risk of portfolio, reduction of risk through diversification, measuring risk and return under single index model, and multi Index Model, Markowitz Model(Problems)	12
IV	Capital Asset Pricing Model-Meaning-Assumptions-Calculation of Expected return and risk using CAPM, CML and SML-Assessing the overpriced and under price securities, Arbitrage pricing theory, Assumptions and limitations(Problems)	12
V	Portfolio Revisions and Evaluation-Portfolio revision, meaning-Need, constraints, Portfolio Evaluation, Meaning-need evaluation perspective-problems on Sharpe ratio (reward to variability), Treynor ratio (Rewards to volatility), Differential Return and decomposition of performance. (Problems).	14

Statements of Course Outcomes (COs)

By the end of the course, the student will be able

CO-1	To Find the various Investment Alternative available which helps the students in future in investment related activities.
CO-2	To Illustrate the ideas for analysis the securities using the current facts and comparing the market trends in dealing with securities and demonstrating using relevant techniques such as Run test.
CO-3	To solve problems by assessing the portfolio of their investment by analyzing and managing the risk and return in portfolios.
CO-4	To examine different methods and models to be adopted for ascertaining the prices of securities and drawing inferences based on the study.
CO-5	To Interpret their decisions by evaluating the portfolios by making revisions and performance evaluation of portfolios.

VI SEM –B.B.A.

Subject – Commodity Markets

UNIT	Content	Hours Allotted
I	Introduction to Derivatives: Meaning- Definition- Products, Participants and functions- Derivatives market in India- Exchange traded versus OTC Derivatives Instruments of Derivatives contracts.	10
II	Commodity Derivatives: Meaning- Definition- Participants- Scope- Evolution Commodity Derivatives in India- Difference between Commodity and Financial Derivative.	10
III	NCDEX Platform: Structure of NCDEX- Promoter- Governance, NCDES system; trading- Clearing- Settlement, Commodities traded on the NCDES platform; Agricultural commodities- Precious metals.	12
IV	Trading Parameters: Specification of Contracts, order types: Lot size, tick size- Quantity Freeze- Base price- Price ranges of contracts- Order Entry, Trading requirements- contract size, Exercise Price, Expiration Prices, Expiration Dates- Position-Limits.	10
V	Hedging techniques: Basic Principles of Hedging- short hedge- Long hedge- Hedge ratio, Advantages and Limitation of Hedging. Speculation- Bullish and Bearish commodity, Arbitraging- Overprice and underpriced, commodity futures.	12
VI	Instruments for Trading: Forward contract, Future contract, option contract: Call and Put option, Basic Payoff- Payoff for futures- Pay off for options- using futures versus option.	10

Statements of Course Outcomes (COs)

CO-1	It broadly deals with the various aspects of risk management in the derivatives market
CO-2	To gives an overview of the commodity derivatives market, takes a look at the Indian scenario and regulatory framework and discusses some of the exchanges.
CO-3	To deal with the functioning of the derivative exchange and market operations.
CO-4	To include a technical analysis concepts and mechanisms of stock exchanges.
CO-5	To deal with the various aspects of risk management in the derivatives market, which includes hedging concepts, types and mechanisms, arbitrage and spreads.
CO-6	To describes the key market participants and the different roles that they play in the commodity markets