

<b>School of Commerce &amp; Management Studies</b>	<b>Programme: B.B.A.</b>
<b>Year : Second Year</b>	<b>Semester - III</b>
<b>Course: Financial Management</b>	<b>Course Code: XBS301</b>
<b>Theory: 4 Hrs/Week</b>	<b>Max. University Theory Examination:60 Marks</b>
<b>Max. Time for Theory Exam.:2 ½ Hrs</b>	<b>Continuous Internal Assessment:40 Marks</b>

### Objectives

1.	At the end of this course, students will be familiar with the basic concepts of financial management including time value of money, leverages, cost of capital, capital budgeting, capital structure, working capital, and dividend policy.
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Unit Number	Details	Hours
1	<b>Introduction to Financial Management:</b> Meaning and Definition of Financial Management, Goals of Financial Management, The Fundamental Principle of Finance, Risk-return trade-off, Agency problem, Emerging roles of financial managers in India; Time Value of Money: Future Value, Present Value, Annuity, Perpetuity	8
2	<b>Capital Structure, Leverages and Cost of Capital:</b> Meaning of Capital Structure, factors determining capital structure, capital structure planning and policy, approaches to establish target capital structure; Different sources of Long-term Finance; 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	8
3	<b>Techniques of Capital Budgeting :</b> Capital Budgeting – Meaning, Capital budgeting Process; Project Classification; Evaluation Techniques – Payback period, ARR, Discounted payback period; NPV, PI , IRR, Accept/reject criteria	8
4	<b>Dividend Policies and Decisions:</b> Meaning of dividend policy, factors influencing dividend policy, objectives of dividend policy, stability of dividends, forms of dividend; Relevance V/s Irrelevance of Dividends (Relevant Theory: Walter's Model, Gordon's Model; Irrelevant Theory: MM's Approach).	8
5	<b>Management of Working Capital:</b> 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.	8
<b>Total</b>		<b>40</b>

### Resources

<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Khan M. Y. and Jain P. K. (2016), Financial Management, McGraw Hill.</li> <li>2. I. M. Pandey (2016), Financial Management, Vikas Publishing House.</li> <li>3. Prasanna Chandra. (2016). <i>Financial Management Theory and Practice</i>. McGraw Hill.</li> <li>4. Michael C. Ehrhardt and Eugene F. Brigham. (2008). <i>Corporate Finance</i>. (1<sup>st</sup> ed.). South-Western Pub</li> <li>5. Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). <i>Principles of corporate finance</i>. (11<sup>th</sup>ed.). McGraw Hill.</li> </ol>
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<b>School of Commerce &amp; Management Studies</b>	<b>Programme: B.B.A.</b>
<b>Year : Second Year</b>	<b>Semester - III</b>
<b>Course: Industrial Relations &amp; Labor Laws</b>	<b>Course Code: XBS302</b>
<b>Theory: 4 Hrs/Week</b>	<b>Max. University Theory Examination:60 Marks</b>
<b>Max. Time for Theory Exam.:2 ½ Hrs</b>	<b>Continuous Internal Assessment:40 Marks</b>

<b>Objectives</b>	
2.	To acquaint the student to develop an understanding of the legal framework of industrial & labor laws.
3.	To impart the students with the knowledge of laws & how law affects the industry & labor.

<b>Unit Number</b>	<b>Details</b>	<b>Hours</b>
<b>1</b>	<b>Industrial Relations:</b> Industrial Relation-Definition, Importance & Scope. - Trade Union - Growth, Objective, Function & Role in globalize Content.- Governmental Measures – Ministry for labor, Commissioner of labor, Deputy Commissioner & Labor Offices. Labors Management – Role of Personnel & Industrial Relations Manager in Promoting & Establishing peaceful industrial relations.	<b>8</b>
<b>2</b>	<b>Industrial Disputes:</b> Nature of Industrial Dispute. Causes of Industrial Dispute - Types of conflict Resolution – Statutory & Non Statutory- Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites.	<b>8</b>
<b>3</b>	<b>Workers Participation in Management:</b> Concept & Pre-requisites. Forms & Levels of Participation Benefit of workers participation in management - Role of workers participation in Labor welfare & Industrial hygiene Causes of Industrial Dispute - Types of conflict Resolution – Statutory & Non Statutory.	<b>8</b>
<b>4</b>	<b>The Industrial Disputes Act,1946:</b> Definitions, Authorities under the Act, - Power & Duties of Authorities - Strike & lockout, Lay-off and retrenchment. Grievance Redressal Machinery.	<b>8</b>
<b>5</b>	<b>The Factories Act, 1948:</b> Provisions regarding Safety - Provisions regarding Health - Provisions regarding Welfare - Provisions regarding Leave with Wages. - Working hours of adults.	<b>8</b>
<b>Total</b>		<b>40</b>

<b>Resources</b>	
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Industrial law - P.L.Malir</li> <li>2. Industrial &amp; labour laws -S.P.Jain</li> <li>3. Taxmann’s Labour Laws</li> <li>4. Industrial Relations -ArunMonappa</li> <li>5. Industrial Relations -Mamoria</li> <li>6. Collective Bargaining -Kochan T.A. &amp; Katz Henry 2<sup>nd</sup> Ed. Homewood Illinois, Richard D.Irish 1988.</li> <li>7. Labour Unionism,Myth&amp; reality-New, Oxford University press 1982.</li> <li>8. Personnel Management &amp; Industrial Relations-P.C. Shejwalkar, S.B. Malegaonkar.</li> </ol>

<b>School of Commerce &amp; Management Studies</b>	<b>Programme: B.B.A.</b>
<b>Year : Second Year</b>	<b>Semester - III</b>
<b>Course: Human Resource Management</b>	<b>Course Code: XBB303</b>
<b>Theory: 4 Hrs/Week</b>	<b>Max. University Theory Examination:60 Marks</b>
<b>Max. Time for Theory Exam.:2 ½ Hrs</b>	<b>Continuous Internal Assessment:40 Marks</b>

<b>Objectives</b>	
4.	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.

<b>Unit Number</b>	<b>Details</b>	<b>Hours</b>
<b>1</b>	<b>Introduction to Human Resource Management:</b> Meaning - definitions, objectives and importance of HRM, functions of HRM–managerial functions – operative functions – nature and scope of HRM – HR manager. Role, qualification and qualities.	<b>8</b>
<b>2</b>	<b>Human resource planning, Recruitment and Selection:</b> 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.	<b>8</b>
<b>3</b>	<b>Training, Induction and HRM Strategies:</b> Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training. HRM Strategies - Human capital – emotional quotient –mentoring.	<b>8</b>
<b>4</b>	<b>Promotion and Transfers:</b> Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.	<b>8</b>
<b>5</b>	<b>Performance Appraisal and compensation:</b> Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation - meaning of compensation, objectives and importance of compensation.	<b>8</b>
<b>Total</b>		<b>40</b>

<b>Resources</b>	
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. P. Subba Rao. (2009). <i>Personnel and Human Resource Management</i>. Himalaya Publishing House.</li> <li>2. C.B.Gupta. (2014). <i>Human Resource Management</i>. Sultan chand and sons.</li> <li>3. P. N. Reddy and H. R. Appannaiah. (2012). <i>Personnel Management</i>. Himalaya Publishing House.</li> <li>4. Aswathappa. (2010). <i>Human Resource Management</i>. Tata McGraw Hill Education.</li> </ol>

<b>School of Commerce &amp; Management Studies</b>	<b>Programme: B.B.A.</b>
<b>Year : Second Year</b>	<b>Semester - III</b>
<b>Course: Research Methodology</b>	<b>Course Code: XBS304</b>
<b>Theory: 4 Hrs/Week</b>	<b>Max. University Theory Examination:60 Marks</b>
<b>Max. Time for Theory Exam.:2 ½ Hrs</b>	<b>Continuous Internal Assessment:40 Marks</b>

### Objectives

6.	The Objective is to teach the students basic techniques of the Research which is useful for developing analytical ability.
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Unit Number	Details	Hours
1	Definition, Importance, Scope and Limitations of Research, Objectives, Types of research, Planning and Designing Research.	8
2	Introduction to Sampling, Sampling Process, Sampling Designs, Sample Size, Application of Sampling, Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement.	8
3	Introduction, Preparation of Data (Primary & Secondary) - Validation, Editing, Coding, Tabulating and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Bivariate Data Analysis, Multivariate Data Analysis.	8
4	An Over view of Market Research, Product Research, Advertising and Sales Promotion Research, Sales Control Research, Research in Financial Matters and Matters Related to Human Resource Management.	8
5	Processing Analysis of Data, Report writing, types of Report, style & format of Report.	8
<b>Total</b>		<b>40</b>

### Resources

<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Rigby Paul H.(1965), Conceptual Foundation of Business Research, Wiley.</li> <li>2. Kothari C.R., Research Methodology, Methods and Techniques, Wiley Eastern, New Delhi.</li> <li>3. Wilkinson &amp; Bhandarkar, Methodology &amp; Techniques of Social Research, Himalaya Publishing House, New Delhi.</li> <li>4. Tripathi P.C., Research Methodology, Sultan Chand &amp; Co, New Delhi.</li> </ol>
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<b>School of Commerce &amp; Management Studies</b>	<b>Programme: B.B.A.</b>
<b>Year : Second Year</b>	<b>Semester - III</b>
<b>Course: Marketing Management</b>	<b>Course Code: XBS305</b>
<b>Theory: 4 Hrs/Week</b>	<b>Max. University Theory Examination:60 Marks</b>
<b>Max. Time for Theory Exam.:2 ½ Hrs</b>	<b>Continuous Internal Assessment:40 Marks</b>

<b>Objectives</b>	
7.	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

<b>Unit Number</b>	<b>Details</b>	<b>Hours</b>
<b>1</b>	<b>Introduction to Marketing Management:</b> Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts. Consumer Needs, Wants, Demand and Consumer Insights	<b>8</b>
<b>2</b>	<b>Segmentation Targeting and Positioning (STP) :</b> Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs	<b>8</b>
<b>3</b>	<b>Marketing Mix: Product and Price:</b> Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.	<b>8</b>
<b>4</b>	<b>Marketing Mix: Place (Distribution Channel):</b> 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	<b>8</b>
<b>5</b>	<b>Marketing Mix: Promotion:</b> Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.	<b>8</b>
<b>Total</b>		<b>40</b>

<b>Resources</b>	
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Lottler, keller, koshy, Jua. Marketing Management – A South Asian perspective.</li> <li>2. Kotler, Philip and Armstrong. (2007). <i>Principles of Marketing</i>. (12<sup>th</sup>ed.). New York: Pearson Education.</li> <li>3. Ramaswamy and Namakumari. (2005). <i>Marketing Management</i>. Macmillan.</li> <li>4. Arun Kumar and Meenakshi. (2007). <i>Marketing Management</i>. Vikas.</li> <li>5. Lamb, Hair and Danniel. M. C. (2004). <i>Marketing</i>. (7<sup>th</sup>ed.). Thomson</li> <li>6. Evans and Berman. (2005). <i>Marketing</i>. (2<sup>nd</sup>ed.). Biztantra</li> <li>7. William M Pride and O C Ferrell. (2005). <i>Marketing – Concepts</i> (12<sup>th</sup> ed.). Cengage Learning</li> </ol>