

School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: XBB501	Third Year-Semester - V			
Course: Strategic Management	L	T	P	C
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Max. Time for Theory Exam: 2½Hrs.	Max. University Theory Examination: 60 Marks			
	Continuous Internal Assessment: 40 Marks			

Course Objectives:

1	To develop an understanding of the general and competitive business environment.
2	To develop an understanding of strategic management concepts and techniques.
3	To identify the forces impacting on corporate and business strategies.
4	To explain the importance of social, economic and political forces; and technological and be critically aware of factors involved in strategy making.
5	To assess the resources and constraints for strategy making in a business context and learn about the TQM.

Course Outcomes:		Domain	Level
CO1	Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.	Cognitive	Understand Remembering
CO2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation.	Cognitive	Understand, Rememberig
CO3	Understand the importance of related models.	Cognitive,	Understad, Apply
CO4	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.	Cognitive, Psychomotor & Affective	Understand, Rememberig & Apply
CO5	Update with the business reengineering process and total quality management.	Cognitive, Psychomotor	Understad, Apply

Unit Number	Details	Hours
1	Business Environment: General Environment – Demographic, Socio-cultural, Macro-economic, Legal/political, Technological, and Global; Competitive Environment.	8
2	Business Policy and Strategic Management: Meaning and nature; Strategic management imperative; Vision, Mission and Objectives; Strategic levels in organizations	8

3	Strategic Analysis: Situational Analysis – SWOT Analysis, TOWS Matrix, Portfolio Analysis – BCG Matrix, Ansoff's Model, PLC Model, GE-Nine Cell	8
4	Strategic Planning: Meaning, stages, alternatives, strategy formulation. Formulation of Functional Strategy, Marketing strategy, Financial strategy, Production strategy, Logistics strategy, Human resource strategy. Strategy Implementation and Control: Organizational structures; Establishing strategic business units; Establishing profit centers by business, product or service, market segment or customer; Leadership and behavioral challenges.	8
5	Reaching Strategic Edge: Business Process Reengineering, Benchmarking, Total Quality Management, Six Sigma, Contemporary Strategic Issues.	8

		Total	40
Resources			
Recommended Books	<ol style="list-style-type: none"> 1. Arthur A. Thompson et-al, <i>Crafting and Executing Strategy: text and Readings</i>, 15th ed., McGraw Hill, 2007. 2. Grant, Robert M., Contemporary Strategy Analysis, 5th ed., 2005 Blackwell Publishers, Massachusetts, U.S.A. 3. Hitt M.A. et. al., Strategic Management, South Western, 2009. 4. Ansoff, H. Igor, R.P. DeClorch and R.I. Hayes, <i>From Strategic Planning to Management</i>, Wiley, 1976 		

School of Commerce and Management Studies	Programme: B.B.A.			
Course Code: XBB507	Third Year - Semester - V			
Course: Consumer Behaviour	L	T	P	C
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Max. Time for Theory Exam: 2½Hrs..	Max. University Theory Examination: 60 Marks			
	Continuous Internal Assessment: 40 Marks			

Course Objectives:

1	Enable the students to understand various behavior Dimensions of consumers and take Marketing Decisions.
2	Understanding the various factors that influence consumer behavior.
3	The purpose of this course is to introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy.
4	The course content will also address the importance of learning and attitude of the consumers.
5	To understand the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.

Course Outcomes :		Domain	Level
CO1	The objective is to gain the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.	Cognitive	Understand , Remembering
CO2	Understanding the various factors that influence consumer behavior.	Cognitive	Understand , Remembering
CO3	Students will be known to the consumer behaviour in the market place and their impact on marketing strategy.	Cognitive,	Understand , Apply
CO4	Students would be able to address the importance of learning and attitude of the consumers.	Cognitive, Psychomotor & Affective	Understand , Remembering & Apply
CO5	Students will understand the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.	Cognitive, Psychomotor	Understand , Apply

Unit Number	Details	Hours
1	Consumer Behaviour -Its origins and strategic Application- Development of the marketing concept, Customer Value satisfaction and retention, The Impact of Digital technologies on marketing strategies, marketing ethics and social responsibility. Consumer Behaviour in India.	14
2	Consumer Motivation-motivation as a psychological force, the dynamics of motivation, types and systems of needs, the measurement of motives, ethics and consumer motivation, Personality and consumer behavior-Personality meaning , personality and understanding consumer diversity, Brand personality, Self and self	14

	Image.	
3	Consumer perception-Elements of Perception, Dynamics of perception, consumer imagery, Perceived risk. Difference between consumer buying and industrial buying, nature and factors affecting industrial buying.	10
4	Consumer Learning -The elements of learning, Measures of consumer learning, Consumer attitude formation and change-meaning of attitude structural models of attitude.	10
5	Communication and consumer behavior-components of communication, the communication process, designing persuasive communications, Consumer decision making and beyond-Decision meaning, Levels of consumer decision making.	12
	Total	60

Resources

Recommended Books	<ol style="list-style-type: none"> 1) Suja R. Nair, Consumer Behaviour In Indian Perspective, Himalaya Publishing House 2) Schiffman Kanuk (2013), Consumer Behaviour, Pearson Publications, New Delhi.
Reference Books	<ol style="list-style-type: none"> 1) Howkins etal (2014) Consumer Behaviour, Mc Graw hill publications 2) Loudon, D.L. and Bitta, A. J. D, Consumer Behavior, Concepts and Applications, Tata McGraw Hill. 3) Peter, J.P. and Olson, J.C., Schiffman, L.G. and Kanuk L.L, Consumer Behavior and Marketing Startegy, Prentice Hall, India. 4) Ramneek Kapoor, Consumer Behaviour: Text and Cases, Tata McGraw Hill, New Delhi. 5) Ramanuj Majumdar, Consumer Behaviour, PHI Learning, New Delhi

School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: XBB502	Third Year-Semester - V			
Course: International Business	L	T	P	C
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Max. Time for Theory Exam: 2½Hrs.	Max. University Theory Examination: 60 Marks			
	Continuous Internal Assessment: 40 Marks			

Course Objectives :

1	To give the student an exposure to the dynamic environment of International Business.
2	To make students understand the impact of environment on the International Business Operations of the firm.
3	To enable students to understand the functions and form of the global monetary system.
4	To make students aware of the role of International organizations and Regional Trade.
5	To develop an understanding amongst the students of various international trade theories.

Course Outcomes :

		Domain	Level
CO1	Students will be able to appreciate dynamics of environment of International Business and its impact on business operations.	Cognitive	Understand, Remembering
CO2	Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.	Cognitive	Understand, Remembering
CO3	Conduct, evaluate and present market research to support an organization's international business decision-making.	Cognitive,	Understand, Apply
CO4	Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO5	Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.	Cognitive, Psychomotor	Understand, Apply

Unit Number	Details	Hours
1	International Business Environment: Nature, Theories of International Trade, Ricardo's Theory, Heckscher-Ohlin Theory.	12

2	Multinational Enterprises: Meaning of International Corporations, Role and importance of Multi-national corporations in international business	12
3	Foreign Exchange Market: Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and Managed.	12
4	International Financial Management: Balance of Trade and Balance of Payments, International Monetary Fund (IMF) – Objectives and functions. World Bank – Objectives and Functions.	12
5	Regional Economic Grouping: (Evolution, structure and functions of): North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation (SAARC), European Union (E.U.) , World Trade Organization (WTO)	12
Total		60
Resources		
Recommended Books	<ol style="list-style-type: none"> 1) International Economics – Miltiades Chacholiades, Mc-Grew Hill Publishing Co, New York. 1990 2) International Economics – W. Charles Sawyer and Richard L. Sprinkle, Prentice Hall of India Pvt. Ltd. Delhi. 2003 3) International Economics – M. L. Jhingan, Vrinda Publications, Delhi.2006 4) International Business – Competing in the Global Market Place – Charles Hill, Arun Kumar Jain, Tata McGraw Hill, New Delhi. 2008 	

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB506		Third Year - Semester - V			
Course: Advertising and Brand Management		L	T	P	C
		4	--	--	4
		Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam: 2½Hrs..		Continuous Internal Assessment: 40 Marks			
Course Objectives :					
1	To provide students with an understanding of key areas of advertising and promotion				
2	To provide students with an understanding of key areas of branding				
3	To provide clarity on the theoretical concepts as well as practical aspects of contemporary promotion & Branding.				
4	To provide the appropriate theories, models and tools to make better Branding and Advertising Decision.				
5	To plan and implement Brand marketing programs.				
Course Outcomes :				Domain	Level
CO1	To develop student's ability to select and apply appropriate communications tools within a strategic and tactical framework.			Cognitive	Understand, Remembering
CO2	To develop student's ability to market, manage, develop and integrate a brand in the marketplace.			Cognitive	Understand, Remembering
CO3	To Design specific promotional and other related strategies that would focus around extending, revitalizing and reinforcing existing brands to retain brand resonance (i.e. loyalty).			Cognitive,	Understand, Apply
CO4	To provide a forum to the students to apply the principles and improve the managerial decision making regarding advertising and branding.			Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO5	To provide the basis for career choices in this field as well as for further study for professional qualifications			Cognitive, Psychomotor	Understand, Apply
Unit Number	Details				Hours
1	Introduction: Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting of advertising budget. Message Decisions: Message appeals, Elements of advertising copy: Print and Television				12
2	Media Decisions: Major media types - their merits and demerits; Factors influencing media choice, Media Scheduling. Measuring Advertising Effectiveness: Evaluating communication and sales effects; Pre and Post testing techniques.				12
3	Advertising Agency : Role, types and selection of advertising agency. Ethical and legal aspects of advertising.				12

4	Basics of Branding: Importance of branding; Basic Branding concepts –Brand personality, brand image, brand identity, brand equity and brand loyalty; Major branding decisions and strategies.	12
5	Brand Creation and Development: Identifying and selecting brand name; Building brand personality, image and identity; Brand positioning; Enhancing brand image through sponsorship and event management; Building brands through Internet.	12
Total		60

Resources	
Recommended Books	<p>A: ADVERTISING</p> <ol style="list-style-type: none"> 1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co. 2. Mahajan, J.P., and Ramki, Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi. 3. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd. <p>B: BRAND MANAGEMENT</p> <ol style="list-style-type: none"> 1. Aaker, David A., Managing Brand Equity, The Free Press, New York. 2. Kumar, Ramesh S., Managing Indian Brands: Marketing Concepts and Strategies, Vikas Publishing.
Reference Book	<p>A: ADVERTISING</p> <ol style="list-style-type: none"> 1. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education 2. Kapoor, Neeru, Advertising and Personal Selling, Pinnacle, New Delhi 3. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.
Reference Book	<p>B: BRAND MANAGEMENT</p> <ol style="list-style-type: none"> 1. Moorthy, Y.L.R., Brand Management –The Indian Context, Vikas Publishing House Pvt. Ltd., New Delhi. 2. SenguptaSubroto, Brand Positioning: Strategies for Competitive Advantage ,Tata McGraw Hill Publishing Company Ltd., New Delhi. 3. Upsaw; Lynn B., Building Brand identity: A Strategy for Success in a Hostile Market place, John Wiley sons Inc. New York

School of Commerce and Management Studies		Programme: B.B.A.			
Course Code: XBB513		ThirdYear-Semester - V			
Course: : Human Resource Accounting		L	T	P	C
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Max. Time for Theory Exam : 2½Hrs.		Max. University Theory Examination:60 Marks			
		Continuous Internal Assessment:40 Marks			
Course Objectives :					
1	The course aims to equip students with the concept of HRA.				
2	The course will also enable students to understand the values of Human Resources in Organizations.				
3	The course will enable students to familiarize the process and approaches of Human Resources Accounting.				
4	Students will be enable to analyze various Investment Approaches available for HR in an organization.				
5	The course aimstoequip students to HRA Oriented Reporting Processes Including P& L Accounts & Balance Sheet.				
Course Outcomes :		Domain		Level	
CO1	The students will be able to explain the concept of HRA, its importance and investment in HR		Cognitive		Understand, Remembering
CO2	The students will understand various methods of measurement of Human Value addition into Money Value		Cognitive		Understand, Remembering
CO3	The students will be able to explain how the improvement in determination of Changes in Human Resource Variables affects an organization		Cognitive,		Understand, Apply
CO4	The students will able to explain the concepts of Classification of Costs in HR Accounting		Cognitive, Psychomotor & Affective		Understand, Remembering & Apply
CO5	The students will be able to explain HRA Oriented Reporting Processes Including P& L Accounts & Balance Sheet-Experiences and Extrapolations on HRA		Cognitive, Psychomotor		Understand, Apply
Unit Number	Details				Hours
1	Meaning & Definition of HRA–Importance-Development of the Concept–History of Score Card-HRA for Managers & HR Professionals-Investment in Human Resources– Quality of Work Force and Organizations’ Performance-Efficient use of Human Resources–Modern Market Investment Theory-Enumerating the Assets-Calculating the Market Value of Assets–Illiquid and Non-Marketable Assets–Human Capital.				12
2	Human Resource Planning–Human Capital Investment–Expenditure Vs Productivity– Training–Human Capital & Productivity-Human Resource Accounting–Measurement of Human Value addition into Money Value –Objectives of Human Resources Accounting–Approaches to Human Resource Accounting.				12

3	Investment Approach–Investment in Human Resources-HR Value–Concepts, Methods &Mechanisms- Recruiting and Training Costs– Depreciation–Rates of Return–Organization Behavior Vs Turnover– Non Value Adds in the Management of Human Resources, Measures and Prevention–Organization Climate Approach–Improvement determination of Changes in Human Resource Variables–Increased Costs, Cost Reduction and Future Performance.	12
4	HR Accounting–Design, Preparation & Implementation-Responsibility Accounting and Management Control-Management Control Structure and Process-Design of HR Accounting Process & Procedures for each of the HR Sub-system including Recruitment, induction, Performance Appraisal and Training - Classification of Costs in HR Accounting– Behavioral Aspects of Management Control–Social Control.	12
5	HR Auditing and Accounting–HRA Software-HRA Oriented Reporting Processes Including P& L Accounts & Balance Sheet-Experiences and Extrapolations on HRA.	12
Total		60
Resources		
Recommended Books	<ol style="list-style-type: none"> 1. Eric G. Flamholtz, HUMAN RESOURCE ACCOUNTING, Springer 2. Jac Fitz-enz, HOW TO MEASURE HUMAN RESOURCE MANAGEMENT, McGraw Hill 3. Rakesh Chandra Katiyar, ACCOUNTING FOR HUMAN RESOURCES, UK Publishing 4. M. Saeed, D.K. Kulshreshtha, HUMAN RESOURCE ACCOUNTING, Anmol Publications. 5. D. Prabakara Rao, HUMAN RESOURCE ACCOUNTING, Inter India Publications. 	

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB512		Third Year-Semester - V			
Course: Strategic Human Resource Management		L	T	P	C
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Max. Time for Theory Exam: 2½Hrs..		Max. University Theory Examination: 60 Marks			
		Continuous Internal Assessment: 40 Marks			
Course Objectives :					
1	To develop an understanding of the nature and scope of HRM.				
2	To develop an understanding of meaning and nature of strategic HRM.				
3	To enable students to appreciate how HR strategies are related to business strategies.				
4	To make students understand how HR strategies can be formed by knowledge of labour markets and product markets locally, nationally and internationally.				
5	To develop an understanding of the dynamic nature of global competition and of social and technological trends and their significance for HRM practice.				
Course Outcomes:			Domain	Level	
CO1	The student will be able to identify the key HRM functions and operations;		Cognitive	Understand, Remembering	
CO2	The student will be able to define, explain, illustrate and reason with the key human resource management concepts		Cognitive	Understand, Remembering	
CO3	The student will be able to identify the linkages between HRM functions and operations and organisational strategies, structures and culture;		Cognitive,	Understand, Apply	
CO4	The student will be able to reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM; and		Cognitive, Psychomotor & Affective	Understand, Remembering & Apply	
CO5	The student will be able to exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem solving, planning and team work.		Cognitive, Psychomotor	Understand, Apply	
Unit Number	Details				Hours
1	INTRODUCTION TO STRATEGIC HRM: Strategic Role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm				12
2	INVESTMENT PERSPECTIVES OF HR: Investment Consideration, Investments in Training and Development, Investment Practices for improved retention, Job secure workforce, Nontraditional Investment Approaches				12
3	MANAGING STRATEGIC ORGANIZATION; Managing Strategic Organizational Renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.				12

4	ESTABLISHING STRATEGIC PLANS; Establishing Strategic pay plans, Determining periods, Establishing periods, Pricing Managerial and professional jobs, Compensation trends, Objectives of International Compensation, Approaches to International Compensation, Issues related to double taxation.	12
5	GLOBAL HRM; Managing Global Human Resources-HR and the internationalization of business, Improving international assignments through selections, Training and maintaining international employees, Developing International Staff and Multinational Teams - Multinational, Global, and Transnational Strategies - Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.	12
Total		60
Resources		
Recommended Books	<ol style="list-style-type: none"> 1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003. 2. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003. 3. Mahananda B. C. Strategic Human Resource Management, VBH. 4. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 5. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2002 	

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB511		Third Year- Semester - V			
Course: Employee Welfare and Social Security		L	T	P	C
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		Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam: 2½Hrs.		Continuous Internal Assessment: 40 Marks			
Course Objectives:					
1	The objective is to enable students to acquire skills in Labor Welfare & Social Security.				
2	To understand the ILO.				
3	To know about the Social Security measures for Industrial Employees.				
4	To learn issues related to the evolution of machinery for labour administration.				
5	To know about the employment & training, Provident Fund and related concepts.				
Course Outcomes :				Domain	Level
CO1	Understanding the concepts and laws related to the Social and Labour Welfare.			Cognitive	Understand, Remembering
CO2	Able to enumerate the Indian Labour Organization.			Cognitive	Understand, Remembering
CO3	Understand the concept of Social Security measures for Industrial Employees.			Cognitive	Understand, Apply
CO4	Classify the evolution of machinery for labour administration.			Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO5	Understanding about the employment & training, Provident Fund and related concepts.			Cognitive, Psychomotor	Understand, Apply
Unit Number	Details				Hours
1	Social & Labour Welfare: Social Welfare; Labour Welfare: Concept, Scope; Philosophy and Principles of Labour Welfare; Indian constitution and Labour Welfare; Labour Welfare Policy and Five Year Plans, Historical Development of Labour Welfare in India.				12
2	Indian Labour Organization: Impact of ILO on Labour Welfare in India; Agencies of Labour Welfare and their Roles, Labour Welfare Programmes: Statutory and Non-Statutory, Extra Mural and Intra Mural. Welfare Centers; Welfare Officer: Role, Status and Functions.				12
3	Social Security: Concept and Scope; Social Assistance and Social Insurance, Development of Social Security in India; Social Security measures for Industrial Employees.				12
4	Labour Administration (1): Evolution of Machinery for Labour Administration; Central Labour Administrative Machinery in India, Labour Administration in India.				12
5	Labour Administration (2): Director General of Employment and Training; Director General of Factory Advice Service; Provident Fund Organization; ESI Schemes; Central Board for Workers Education.				12

Total**60****Resources****Recommended Books**

1. Moorthy, M.V. Principles of Labour Welfare, Oxford & IBH Publishing Co. New Delhi.
2. Vaid, K.N. Labour Welfare in India, Shree Ram Centre for Industrial Relations and Human Resources, New Delhi.
3. K. Venkataramana, Employee Welfare & Social Security, SHBP.
4. Sharma, A.M. Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai.
5. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB508		Third Year-Semester - V			
Course: Advanced Financial Management		L	T	P	C
		4	--	--	4
		Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam $2\frac{1}{2}$ Hrs..		Continuous Internal Assessment: 40 Marks			
Course Objectives:					
1	To understand the different techniques of financial management and how to use it in strategically for achieving the goals and objectives of the organization.				
2	To provide students methods of financial statements.				
3	To provide clarity on the cash flow management of an organization.				
4	To provide the appropriate methods of fixed capital analysis methods.				
5	To provide clarity on working capital and capital structure decisions of organization.				
Course Outcomes :				Domain	Level
CO1	To develop student's ability to select and apply appropriate financial tools within an organization.			Cognitive	Understand, Remembering
CO2	To develop student's ability to analyze financial statements.			Cognitive	Understand, Remembering
CO3	To develop cash management skills of students related with an organization.			Cognitive,	Understand, Apply
CO4	To develop project evaluation techniques amongst students.			Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO5	To provide understanding of capital structure and working capital management.			Cognitive, Psychomotor	Understand, Apply

Unit Number	Details	Hours
1	Introduction to Financial Management: Objectives of Financial Management, Functions of Financial Management; Financial Instruments: Equity Shares, Preference Shares, Right Issues; Debts: Debentures, Types of Debentures; Indian Financial System: Functions of Financial Market, Classification of Financial Markets, Efficiency of Financial System, Skeleton of the Financial System; Time Value of Money; Valuation of Bonds and	12
2	Financial Statements: Comparative Statement: Importance of Financial Statement, Limitations, Constructing Comparative Statement; Common Size Statement: Advantages of Common Size Statement, Limitations of Common Size Statement, Constructing Common Size Statement; Trend Analysis: Advantages of Trend Percentages Analysis, Limitations of Trend Percentages Analysis, Method of Preparation of Trend Percentages, Precautions; Ratio Analysis:	12

3	Cash Flow: Fund Flow Statement: Objectives of Funds Flow Statement, Limitations, Preparation of Funds Flow Statement; Cash Flow Statement: Direct and Indirect Methods of Cash Flow.	12
4	Fixed Capital Analysis: Capital Budgeting: Features of Capital Budgeting, Importance of Capital Budgeting; Evaluations Techniques of Projects: Traditional Techniques: Pay Back Period, ARR, Time Adjusted Techniques: NPV, IRR, PI; Risk and Uncertainty in Capital Budgeting.	12
5	Capital Structure and Dividend Policy: Leverage Analysis: Operating Leverage, Financial Leverage, Combined Leverage; Capital Structure: Factors Determining the Capital structure, Theories of Capital Structure; Cost of Capital: Significance of Cost of Capital, Computation of Cost of Capital, EPS, EBIT Analysis; Dividend Policy: Dividend decision and Valuation of Firm, Determinants of Dividend Policy, Types of Dividends, Forms of Dividend, Bonus Issue. Working Capital: Operating Cycle/Working Capital Cycle, Factors Effecting Working Capital, Importance of Adequate Working Capital, Financing of Working Capital, Determining Working Capital Financing Mix, Working Capital Analysis, Estimation of Working Capital Requirements; Receivables Management:	12
Total		60
Resources		
Recommended Books	<ol style="list-style-type: none"> 1. Financial Management: Text and Problems by M Y Khan & P K Jain, Publisher: TMH, New Delhi. 2. Financial Management Theory & Practice by Prasanna Chandra, Publisher: TMH, New Delhi. 3. Financial Management by I M Pandey, Publisher: Vikas Publishing House, New Delhi. 4. Fundamentals of Financial Management by Van Horne, Publisher: Prentice Hall of India. 5. Advanced Accounting by Gupta R.L. and Radha Swamy M., Publisher: Sultan Chand & Sons, New Delhi. 	

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB509		Third Year-Semester - V			
Course: Financial Market and Services		L	T	P	C
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Max. Time for Theory Exam: 2½Hrs.		Max. University Theory Examination: 60 Marks			
		Continuous Internal Assessment: 40 Marks			
Course Objectives:					
1	The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets.				
2	To provides adequate information about the roles of intermediaries and its regulating bodies.				
3	To know about the Venture Capital				
4	To learn the concept of mutual funds.				
5	The course also provides information about the prevailing financial system in India.				
Course Outcomes :		Domain		Level	
CO1	Understand the financial systems in Indian scenario along with the functions of stock exchange.	Cognitive		Understand, Remembering	
CO2	Understand the concept of financial services.	Cognitive		Understand, Remembering	
CO3	Identify the factors affecting the Growth of venture capital in India-financing pattern.	Cognitive,		Understand, Apply	
CO4	Understand the portfolio classification.	Cognitive, Psychomotor & Affective		Understand, Remembering & Apply	
CO5	To identify the regulatory & legal framework of government in banking	Cognitive, Psychomotor		Understand, Apply	
Unit Number	Details				Hours
1	Introduction: Overview of Financial systems In India –Structure Regulation Role And Functions Of Financial Systems –Financial Instruments –Financial Markets –Capital Markets & Money Markets –Interlink Between Money Market & Capital Market –Characteristics Of Financial Markets –Functions Of Stock Exchange – Introduction to Forex.				12
2	Financial Services: Objectives of financial services –types of financial services – capital market services & money market services –intermediaries: banking financial corporations, non-banking financial corporations & insurance corporations-financial services sector problems and reforms.				12
3	Venture Capital: Growth of venture capital in India-financing pattern –legal aspects and guidelines for venture capital –leasing-types of leases –leasing vs borrowing –credit rating: CRISIL, ICRA & care –factoring, forfeiting-bill discounting –types of factoring arrangements –factoring in Indian context.				12
4	Mutual Funds: concepts and objectives –functions and portfolio classification-				12

	guidelines for mutual funds –working of public and private mutual funds in India –debt securitization –DEMAT services –need and operations –role of NSDL & CSDL	
5	Legal and Institutional Arrangements Regulatory & legal framework of government in banking-- role of RBI–functions of stock exchange -listing & formalities in stock exchange –laws governing SEBI --role of SEBI –laws governing non-banking financial corporations –laws pertaining anti-money laundering.	12
Total		60
Resources		
Recommended Books	1) G.S.Batra –Financial Services & Market. 2) Meir Khan–Financial Institutions and Markets, Oxford Press. 3) I M.Bhole , Financial Institutions and Market, TATA McGraw-Hill 4) V.A.Avadhani ,Marketing of Financial Services, Himalayas Publishers, Mumbai 5) Vasant Desai, Indian Financial Systems, Himalaya Publishers.	

School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: XBB510	Third Year-Semester - V			
Course: Insurance and Risk Management	L	T	P	C
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	Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam: 2½Hrs.	Continuous Internal Assessment: 40 Marks			

Course Objectives:	
1	The Course aims at providing the students, basic knowledge about the Insurance products and sector.
2	To provides adequate information about the Life and non-life insurance products.
3	To know about the financial management under insurance companies.
4	To learn the concept of risk management.
5	The course also provides information about the insurance laws.

Course Outcomes :		Domain	Level
CO1	Understand the insurance system in Indian scenario.	Cognitive	Understand, Remembering
CO2	Understand the concept of Life and Non-Life insurance sector.	Cognitive	Understand, Remembering
CO3	Understand the Financial aspects of insurance companies.	Cognitive	Understand, Apply
CO4	Understand the risk management in insurance sector.	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO5	Understand the various laws of insurance sector.	Cognitive, Psychomotor	Understand, Apply

Unit Number	Details	Hours
1	Introduction and scope of insurance – Historical perspective, conceptual framework, meaning, nature and scope of insurance, classification of insurance business, Life Insurance and general insurance. Role of insurance in economic development. Principles of Insurance.	12
2	Life insurance techniques: the basics, life insurance products; endowment, life annuity, unit and index linked, pension funds. Non-life insurance: the basics – Actuarial model for calculations premium rates, risk classification.	12
3	Financial Aspects of insurance management; Insurance companies and functions; mutual funds and housing finance. Important life insurance products and general insurance products determination of premium and bonuses. Various distribution channels.	12
4	Risk Management: Objectives and tools, risk management and value creation, risk management process, enterprise wide risk management, risk management in industrial companies, RAPM- risk adjusted performance measures, value at risk and underwriting, role of actuaries- product framing, underwriting guidelines,	12

	preparation of insurance documents and policy conditions.	
5	Settlement of claims, insurance laws and regulations with respect to the following acts. Insurance Act 1938, life insurance corporation act 1956, IRDA Act 1999, Income tax act, Wealth tax Act 1957. Married Women's Property Act 1847. Code of conduct in advertisement, Tax benefits under life insurance.	12
Total		60

Resources

Recommended Books	<ol style="list-style-type: none"> 1) Neelam Gulati Principles of risk management and insurance (Excel Books) 2) Kakkar & Srivastava – Insurance and Risk management (Universities press) 3) Mishra M N – Insurance Principles and practice (Sultan chand and company)
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