

**Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE
(AUTONOMOUS)
VYASARPADI, CHENNAI – 600 039**

(Accredited by NAAC at Level 'B')



SYLLABUS

COURSE: Bachelor of Business

Administration (FINANCIAL MANAGEMENT)

**Under Choice Based Credit System
(With effect from 2022-2023)**

DEPARTMENT OF BUSINESS ADMINISTRATION

Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE, (AUTONOMOUS)

VYASARPADI, CHENNAI – 600 039.

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: BBA (FINANCIAL MANAGEMENT)

LOCF- CBCS Course Pattern – UG

(For students admitted from the year 2022-23 onwards)

CBCS Course Pattern – UG

Sem	Course	Part	Sub. Code	Course Title	In st. Hr s. / W ee k	Credit	Exam Hrs	Marks		TOTAL MARKS
								Int.	Ext	
I	LC I	I	22UAFTA1	General Tamil Paper– I	6	3	3	25	75	100
	ELC I	II	22UACEN1	Communicative English-I	4	3	3	25	75	100
	CORE I	III	22UABBC1	Fundamentals of Management	5	4	3	25	75	100
	CORE II	III	22UABBC2	Financial Accounting	5	4	3	25	75	100
	ALLIE D- I	III	22UAECA5	Managerial Economics	6	5	3	25	75	100
	NME I	IV 1	@	Non Major Elective-I Subjects offered by the other department	2	2	3	25	75	100
	SS I	IV 2		21UAPCB1 Professional English-I	2	3	--	40	60	100
					30	24				700

II	LC II	I	22UBFTA2	General Tamil Paper – II	6	3	3	25	75	100
	ELC II	II	22UBCEN2	Communicative English-II	4	3	3	25	75	100
	CORE III	III	22UBBBC1	Business Communication	5	4	3	25	75	100
	CORE IV	III	22UBBBC2	Business Environment	5	4	3	25	75	100
	ALLIE D-II	III	22UBECA6	International Economics	6	5	3	25	75	100
	NME-II	IV 1	@@	Non Major Elective-II Subjects offered by the other department	2	2	3	25	75	100
	SS II	IV2	21UBPCB2	Professional English-II	2	3	-	40	60	100
					30	24				700
Sem	Course	Part	Sub. Code	Course Title	Inst. Hrs. / Week	Credit	Exam Hrs	Marks		TOTAL MARKS
								Int.	Ext	
III	CORE V	III	22UCBBC1	Production & Quality Assurance Management	5	4	3	25	75	100
	COREVI	III	22UCBBC2	Human Resources Management	5	4	3	25	75	100
	COREVII	III	22UCBBC3	Marketing Management	5	4	3	25	75	100
	COREVIII	III	22UCBBC4	Organizational Behaviour	5	4	3	25	75	100

	ALLIED-II I	III	22UCSTA5	Quantitative Methods	6	5	3	25	75	100
	EVS	IV 2	22UCEVS1	Environmental Studies	2	2	3	25	75	100
	SOFT SKILL	IV2	22UCSBE3	Personality Enrichment	2	3	3	40	60	100
					30	26				700
IV	CORE IX	III	22UDBBC1	Management Information System	5	4	3	25	75	100
	CORE X	III	22UDBBC2	Values and ethics for Business	5	4	3	25	75	100
	CORE XI	III	22UDBBC3	Legal Aspects of Business	5	4	3	25	75	100
	CORE XII	III	22UDBBC4	Advertising & Sales Promotion	5	4	3	25	75	100
	ALLIED IV	III	22UDSTA6	Business Statistics	6	5	3	25	75	100
	VBE	IV4	22UDVBE1	Value Education	2	2	3	25	75	100
	SOFT SKILL	IV2	22UDSBE4	Computer Basics and office Automation	2	3	3	40	60	100
	EA		22UDEXT1	Extension Activity	-	1	-	-	-	
					30	27				700

Sem	Course	Part	Sub. Code	Course Title	Inst. Hrs. / Week	Credit	Exam Hrs	Marks		TOTAL MARKS
								Int.	Ext	
V	CORE XIII	III	22UEBBC1	Research Methods In Business	6	4	3	25	75	100

	CORE XI V	III	22UEBBC2	Accounting for Management	6	4	3	25	75	100
	CORE XV	III	22UEBBC3	Entrepreneurial Development	6	4	3	25	75	100
	COREX VI	III	22UEBBC4	Business Taxation	6	4	3	25	75	100
	ELECTIVE –I	III	22EBBE1A 22EBBE1B 22EBBE1C	Investment Management (OR) Business Models (OR) Customer Relationship Management	6	5	3	25	75	100
					30	21				500
V I	COREX VII	III	22UFBBC1	Financial Management	6	4	3	25	75	100
	COREX VIII	III	22UFBBC2	Marketing of services	6	4	3	25	75	100
	COREX XIX	III	22UFBBC3	Logistics and Supply Chain Management	6	4	3	25	75	100
	ELECTIVE-II	III	22UFBBE2A 22UFBBE2B 22UFBBE2C	Fundamentals of Event Management (or) Fundamentals of Foreign Exchange (or) Financial Services	6	5	3	25	75	100
	ELECTIVE –III	III	22UFBBP1	Project Work (Group)	6	5	---	40	60	100
					30	22				500
				TOTAL	180	144				3800

NON MAJOR ELECTIVE COURSE:

I Semester		II Semester	
(Any one subject of the following NME Elective chosen by the candidate)		(Any one subject of the following NME Elective chosen by the candidate)	
Sub. Code	Non Major Elective	Sub. Code	Non Major Elective
	Banking Practices (Or) E-Commerce		Retail Marketing (Or) Principles of Insurance

NON MAJOR ELECTIVE COURSE:

I Semester		II Semester	
(Any one subject of the following NME Elective chosen by the candidate)		(Any one subject of the following NME Elective chosen by the candidate)	
Sub. Code	Non Major Elective	Sub. Code	Non Major Elective
	Basic Concepts of Management (or) Retail Banking (or) Banking Practices	22UBBBN2A 22UBBBN2B 22UBBBN2C	Consumer Protection and consumer Rights (or) Basics of Investment (or) Tourism Management

CORE ELECTIVE COURSES:

V Semester (Any one subject of the following Core Elective chosen by the candidate)		VI Semester (Any one subject of the following Core Elective chosen by the candidate)	
Sub. Code	Core Elective Courses	Sub. Code	Core Elective Courses
22UEBBE1A	1.Investment Management (OR) 2.Business Models (OR)	22UFBBE2A 22UFBBE2B	1.Fundamentals of Event Management (or)
22UEBBE1B	3.Customer Relationship Management	22UFBBE2C	2.Fundamentals of Foreign Exchange (or)
22UEBBE1C			3.Financial Services

ALLIED I: Managerial Economics

ALLIED II: International Economics

ALLIED III: Quantitative Methods

ALLIED IV: Business Statistics

SEMESTER-I

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		FUNDAMENTALS OF MANAGEMENT		
Course Code		22UABBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC -I	Core	4	5	25+75

OBJECTIVE:

- To enable the students understand the Principles of Management and how to acquire skills to become a good manager.
- To make the students to understand the principles and functions of management and the modern trends in management.

Unit-I: 12 hours

Concept of management – nature – scope – function at various levels of management – contributions of Taylor, Fayols', Hawthorns – approaches – social system – decision theory– management vs administration

Unit-II 18 hours

Functions of management – concept of planning – nature and importance - types of planning – mission – objectives – decision making – types – problem solving – approaches for problem solving – strategy – formulation – implementation – policy – procedures – rules – project – budget

Unit-III 15 hours

Organising – concept – factors affecting organisation structure – forms of organization structure – span of management – departmentation – delegation – decentralization

Unit-IV 15 hours

Staffing – concept – job analysis – training and development – motivation –meaning and importance- Maslow's theory – leadership- meaning and types of leaders.

Unit-V 15 hours

Directing – concept – supervision – controlling – steps in controlling – co-ordination.

Learning outcome

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of fundamentals of management in business corporations

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD - Sultan Chand & Sons.

Principles of Management – C.B.Gupta-Publisher Sultan Chand & Co.

Books for reference:

1. Prasad.L.M., Principles and Practice of Management, Sultan Chand and sons, New Delhi

2. Gupta.R.N, Principles of Management S.Chand, New Delhi
3. Gupta C.B, Principles of Management, Sultan Chand & sons, New Delhi

E- REFERENCES:

1. https://onlinecourses.nptel.ac.in/noc21_mg30/preview

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Demonstrate to apply general management know-how in practical business situation	K2
CO 2	Explain the various concepts of management	K4
CO 3	Develop and make the student to know the organization hierarchy; authority and responsibility relationships associated with the different	K1
CO 4	Infer professional challenges that managers face in various organization	K3
CO 5	Adapt the student to appreciate the emerging ideas and practices in the field of management	K6

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	3	1	2	2
CO2	3	3	2	2	1	3
CO3	2	1	1	3	1	2
CO4	2	2	2	2	2	2
CO5	3	1	1	1	3	1
Average of CO-PSO mapping	2.4	2.0	1.8	1.8	1.8	2.0
Total of CO-PSO mapping	12	10	9	9	9	10

Level of correlation between PSO's and CO's
(Suggested by UGC as per Six Sigma Tool- Cause and Effect Matrix)

Assign the value

1- Low

2- Medium

3- High

0-No Correlation

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN
UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		FINANCIAL ACCOUNTING		
Course Code		22UABBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –II	Core	4	5	25+75

OBJECTIVE:

- To develop an understanding of the various aspects of financial accounting.
- To make the student to understand about partnership, solvency and rectification of errors

UNIT: I

12 hours

Meaning and scope of Accounting, Basic accounting concepts and conventions – Objectives of Accounting – Accounting transaction – Double Entry book keeping – Journals, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT:II

16hours

International Accounting standard-concepts-Classification of Error – Rectification of Error – Preparation of Suspense Accounts - Bank Reconciliation Statement **.(simple problems).**

UNIT III:

18 hours

Preparation of Final accounts of Sole Trading concern –Adjustments – Closing stock, Outstanding and Prepaid items, income received in advanced and accrued income – Interest on loan and interest on investment, Depreciation, Bad debts, provision on debtors, provision on discount on debtors, provision on discount on creditors. **(simple problems).**

UNIT IV:

14 hours

Admission of a partner – Retirement of a partner – Death of a partner. **(simple problems).**

UNIT V:

15 hours

Dissolution of a partnership – Insolvency of a partner (Application of Indian partnership Act 1932) –Insolvency of all partners –Garner VS Murray – Gradual realization of asset and piecemeal distribution **(simple problems).**

40% Theory :60% Problems

Learning Outcome

After the completion of the course, the students must be able to:

- Have a good understanding of the applicability of financial statements for decision making
- Gain knowledge of preparation, analysis and interpretation of financial statements

RECOMMENDED TEXTS:

1. R.L. Gupta & V.K. Gupta, Advanced Accounting – Sultan Chand & Sons, New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers – New Delhi.
3. T.S. Reddy & A. Murthy, Financial Accounting – Margham Publications – Chennai – 17.
4. Shukla & Grewal, Advanced Accounting – S. Chand – New Delhi.
5. P.C. Tulsian, Financial Accounting.

Books for Reference

1. Financial Accounting, P.C. Tulsian, Tata McGraw – Hill Publishing Company limited. New Delhi 2012
2. Financial Accounting, R.L. Gupta & M. Radhaswamy, Sultan Chand & Son Publishing. New Delhi 2012
3. Financial Accounting, N. Maheshwari, S.K. Maheshwari, Vikas Publishing House Private Limited 2011
4. Financial Accounting, S.P. Jain & K.L. Narang, Kalyani Publishing. New Delhi 2010

E- REFERENCES:

- <https://onlinelibrary.wiley.com> › jo...

METHODOLOGY OF TEACHING

Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Formulate the general purposes and functions of accounting	K1
CO 2	Interpret the main financial statements and their purposes	K2
CO 3	Recall conceptual knowledge on basics of accounting	K1
CO 4	Identify the reasons for the difference between cashbook and Passbook balances	K3
CO 5	Compile and prepare final accounting process and final accounts	K3

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	3	1	3
CO2	3	1	3	1	2	1
CO3	2	3	2	1	3	2
CO4	2	1	1	3	1	1
CO5	2	2	1	2	2	3
Average of CO-PSO mapping	2.4	1.8	2.0	2.0	1.8	2.0
Total of CO-PSO mapping	12	9	10	10	9	10

**BLOOM TAXANOMY BASED QUESTION PAPER PATTERN
UG Degree Pattern**

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		BANKING PRACTICES		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-I	NME	2	2	25+75

OBJECTIVE:

- To acquaint the students with the theoretical and legal concepts of banking in India

UNIT:I

6 Hours

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT :II

6 Hours

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT :III

6Hours

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT :IV

6 Hours

Crossing of Cheques – significance –Endorsement –Types.

UNIT:V

6 Hours

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge the theoretical and legal concepts of banking in India.

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

- Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
- Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
- Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.

- Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand& Company Ltd, New Delhi.
- Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
- Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi

E- REFERENCES:

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To help to gather knowledge on banking and financial system in India	K1
CO 2	To provide knowledge about commercial banks and its products	K2
CO 3	To aim to familiarize banking system in India	K2 & K3
CO 4	To enable them to understand better customer relationship	K3&K4
CO 5	To create awareness about modern banking services like e-banking, m-banking and internet banking.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	2	1	1
CO2	2	1	1	1	3	2
CO3	2	3	2	1	1	2
CO4	2	1	1	2	1	1
CO5	1	1	2	1	2	1
Average of CO-PSO mapping	2.0	1.6	1.8	1.4	1.6	1.4
Total of CO-PSO mapping	10	8	9	7	8	7

**BLOOM TAXANOMY BASED QUESTION PAPER
PATTERN
UG Degree Pattern**

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER-II

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Second Semester				
Course Title		BUSINESS COMMUNICATION		
Course Code		22UBBBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –III	Core	4	5	25+75

Objectives:

- To understand the concept, process and importance of communication and to help students to acquaint with application of communication skills in the business world.

UNIT-I

12 hrs

Introduction- Communication- Meaning- Definition- Objectives- Functions- Principles of communication- Importance of business communication- Importance of feedback.

UNIT-II :

18 hrs

Types of communication- Verbal- Non-verbal- Formal- Informal- Channels of communication- Merits- Demerits- Barriers to communication- Steps to overcome barriers.

UNIT-III

16 hrs

Fundamentals of business writing- Layout of a business letter- Types of business letters- Job applications- reference letters- Enquiry and reply letters- Complaints and claims- Sales letters- Collection letters.

UNIT-IV

14 hrs

Report writing- Types of report- Characteristics of good report- Agenda- Specimen agenda- Minutes- types of minutes.

UNIT-V

15 hrs

Speeches and Presentation- Characteristics of a good speech- Specimen speech- Making preparation for speech.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge about the concepts and application of communication skills in the business world.

TEXT BOOK RECOMMENDED:

- Business Communication - K. K. Sinha - Galgotia Publishing Company.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons.

Books for reference:

1. Essentials of Business Communication- Rajendra Pal and J.S.Korlahalli- Sultan Chand & sons.
2. Business Correspondence and Report writing- R.C.Sharma, Krishna Mohan- Tata McGraw Hill Publishing Co.
3. Modern Business Correspondence- L.Gartside- The English Language
4. Book Society & McDonald Evans Ltd.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf&ved=2ahUKewjOx-jU3r74AhVsR2wGHV9MDU8QFnoECAgQAQ&usg=AOvVaw2EiXuEfyXFvx8Y1DJGs3aG

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To Enumerate basic concepts and mechanics of Oral and Written Communication.	K1
CO 2	To Develop business report writing skills.	K2,k3
CO 3	To Develop presentation skills and communicate confidently	K3,k4
CO 4	To improve the skills of drafting letters.	K3,k4
CO 5	To Gaining an understanding of emerging electronic modes of communication	K4,k5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	3	1	3	1	1	2
CO3	2	2	2	3	1	3
CO4	2	3	1	1	2	2
CO5	2	1	1	1	2	1
Average of CO-PSO mapping	2.4	2.0	1.8	1.8	1.6	1.8
Total of CO-PSO mapping	12	10	9	9	8	9

**BLOOM TAXANOMY BASED QUESTION PAPER PATTERN
UG Degree Pattern**

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Second Semester				
Course Title		BUSINESS ENVIRONMENT		
Course Code		22UBBBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –IV	Core	4	5	25+75

OBJECTIVE:

- To enable the students to have an overview of Business Environment.
- To provide opportunities to analyze and appreciate the need for business environment.
- To relate the relevance of business environment components and its impact on business and society.

UNIT-I 12 hrs

Modern Business-Meaning-scope-Business system-objectives-Business Environment-features.

UNIT-II 17 hrs

Business Environment- Types-Economic Environment-Microenvironment & Macro Environment-Political-Legal-Financial Environment.

UNIT-III 16 hrs

Natural-Cultural & Social Environment-Corporate Social responsibility-Technological-Global-Domestic.

UNIT-IV 15hrs

Social Audit-Objectives-Benefits-Approaches-Industrial policies-Objectives-Industrial policies statement 2021.

UNIT-V 15hrs

International business environment- WTO- Impact-FDI-Objectives-Importance-Public Private Partnership (PPP).

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge about the relevance of business environment components and its impact on business and society.

TEXT BOOK RECOMMENDED

1. C.B.Gupta, *Business Environment*, Sultan & Chand Publications, New Delhi, 2013
2. Dr. Francis Cherunilam, *Business Environment*, Himalaya publishing House, Mumbai, 2000
3. Sankaran, *Business Environment*, Margham Publications, Chennai, 2013.

Books for reference:

1. Economic Survey 2014-15, Government of India.
2. India 2015, Publications Division, Government of India

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.icsi.edu/WebModules/BUSINESS%2520ENVIRONMENT%2520AND%2520LAW.pdf&ved=2ahUKewjV9eTP5b74AhUdaGwGHcCvAIYQFnoECAgQAQ&usg=AOvVaw1VHG2uyIjErXTbJLinj88>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Students can understand the concept of Business Environment.	K1
CO 2	Its creates knowledge of Political Environment among the students.	K1& K2
CO 3	Enable the students to know about the Socio Cultural Environment and its impact on Business.	K3
CO 4	Students can get the knowledge of Economic & Technological environment.	K4
CO 5	It enrich the students in Global Environment like WTO, TRIM etc.	K4&K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)**MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	3	1	3	1	1	2
CO3	2	2	2	3	1	3
CO4	2	3	1	1	2	2
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	2.2	2.0	1.8	1.8	1.6	1.8
Total of CO-PSO mapping	11	10	9	9	8	9

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN
UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER-III

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Third Semester				
Course Title		PRODUCTION AND QUALITY ASSURANCE MANAGEMENT		
Course Code		22UCBBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC -V	Core	4	5	25+75

OBJECTIVE:

- To help the students understand the nature and importance of production management and to acquaint them with the various aspects of production management.

UNIT-I

12 hrs

Production planning and control – Material requirement – Forecasting Inventory – Scheduling and control of production – Just-in-time production – PERT – Production, Continuous processing.

UNIT-II

17 hrs

Different dimension of Quality – Control to quality assurance – SQC – Deming theory – Sampling inspection plans – Quality improvement teams.

UNIT-III

16 hrs

TQM – Quality audit – Standards – ISO-9000 – Reliability and Maintainability – The 80-20 principle applicable.

UNIT-IV

15hrs

Quality standards for services – Quality audit – Total quality and safety – Six sigma.

UNIT-V

15hrs

Quality assurance- Productivity – Continuous improvement.

(100% Theory)

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of production management and understanding on TQM concepts.

TEXT BOOK RECOMMENDED:

- Production and Materials Management – K.ASWATHAPPA, Himalaya Publishing House.

Books for reference:

1. Burbidge John L., Principles of Production Control, London: Donald and Evans 1981
2. Greene, James H., Production and Inventory Control Handbook, McGraw-Hill N.Y.
3. Subbraj Ramaswamy, Total Quality Management, Tata McGraw Hill 2005.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://onlinelibrary.wiley.com/journal/19375956&ved=2ahUKEwiDv-SY5r74AhV-SWwGHSt2AP8QFnoECAoQAQ&usg=AOvVaw3cNHdeLzkk1fFT_n1G9KT

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To understand of importance of Production management	K1
CO 2	To identify and evaluate the key factors in Plant Capacity, Location and Layout decisions	K2, K3
CO 3	To understand various methods of materials management	K3, K4
CO 4	To apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices	K4
CO 5	To Categorize and prioritize the maintenance programmes	K4, K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	2	3	3	1	1
	CO2	3	1	2	2	3	1
	CO3	2	2	2	1	2	2
	CO4	2	1	1	1	1	1
	CO5	2	1	1	1	2	1
	Average of CO-PSO mapping	2.4	1.4	1.8	1.6	1.8	1.2
	Total of CO-PSO mapping	12	7	9	8	9	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Third Semester				
Course Title		HUMAN RESOURCE MANAGEMENT		
Course Code		22UCBBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –VI	Core	4	5	25+75

OBJECTIVE:

- To develop an understanding of the management of human Resources with reference to various aspects of HRM.

UNIT-I: 12 hrs

Introduction to Human Resource Management – Features of HRM – Characteristics – Objectives – Importance – Scope of HRM – Functions of HRM – Human Resource Manager – Qualities required.

UNIT-II: 17 hrs

Human Resource Planning – Steps in human resource planning – Recruitment and selection – Importance of recruitment – Recruitment process – Sources of recruitment – Factors affecting recruitment – Process of selection – Tests – Interviews.

UNIT-III: 16 hrs

Training and development – Features of training – Principles – Objectives – Benefits – Methods of training – On the job – off the job.

UNIT-IV: 15 hrs

Compensation – Objectives – Determinants – Methods of wage payment – Financial – Non-financial – Incentives – Features, Types of incentive plans/benefits.

UNIT-V : 15 hrs

Performance appraisal – Features of performance appraisal – Objectives – Need for performance appraisal – Methods of performance appraisal – Merits – Demerits.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on various aspects of Human resource management.

RECOMMENDED TEXTBOOK:

- Human Resource Management- S.S. Khanka - Himalaya publishing House

BOOKS FOR REFERENCE:

1. Personnel Management – C.B. MAMORIA, Himalaya Publishing House.
2. Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.
3. Personnel Management – K.K. AHUJA, Kalyani Publishers.
4. Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.
5. Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://onlinelibrary.wiley.com/journal/1099050x&ved=2ahUKewjWzl_Q5r74AhV59zgGHWy1A3IQFnoECAUQAQ&u sg=AOvVaw3NpkmJKDwLDoq65fFxExzF

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To aiming to enable the students in Human Resources Management	K1,K2
CO 2	To introduce the students about placement and training	K2
CO 3	To facilitate the knowledge about performance appraisal and different methods	K3
CO 4	To provide an idea about different compensation policies	K4
CO 5	To understand about the hr audit and planning	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	2	3	3	1	2
	CO2	3	1	2	2	2	1
	CO3	2	2	2	1	3	2
	CO4	2	1	1	1	1	1
	CO5	1	1	1	1	2	1
	Average of CO-PSO mapping	2.2	1.4	1.8	1.6	1.8	1.4
	Total of CO-PSO mapping	11	7	9	8	9	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Third Semester				
Course Title		MARKETING MANAGEMENT		
Course Code		22UCBBC3		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –VII	Core	4	5	25+75

OBJECTIVE:

To enable the students to acquire knowledge on various Marketing aspects of Business.

UNIT-I 13 hrs

Introduction to marketing – Nature and functions of marketing – Scope of marketing – Modern concept of marketing – Importance of marketing – Market segmentation.

UNIT-II 17 hrs

Product – Concept of product – Classification of products – Product policy – Product mix – product life cycle – Product planning and development – Branding, Packaging, Labeling.

UNIT-III 15 hrs

Pricing – Objectives of pricing – Factors affecting price of a product/service – Methods of pricing – Price discrimination.

UNIT-IV 16 hrs

Promotion – Nature and importance of promotion – Types of promotion – promotion mix – Factors affecting promotion mix decisions.

UNIT-V 15 hrs

Distribution – Channels of distribution – Meaning, importance – Types of distribution channels – Choice of distribution channels – Wholesaling and retailing – Middlemen and their functions – Types of retailing – Retailing in India.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of marketing management.

TEXT BOOK RECOMMENDED

- Philip Kotler - Marketing Management
- Rajan Nair - Marketing Management

Books for reference:

1. Marketing- Philip Kotler, Gary Armstrong, Prafulla Y Agnihotri, EhsanulHaque.
2. Marketing Management- Global Perspective, Indian Context- V.S.Ramasamy and S.Namakumari.

E- REFERENCES:

- [https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.mdudde.net/books/mcom/mcom-f/marketing-management-final\(crc\).pdf&ved=2ahUKEwj0xIK35774AhWDyDgGHXAsDWgQFnoECACQAQ&usg=AOvVaw00VSbaiU63dVE0rJH_bDzv](https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.mdudde.net/books/mcom/mcom-f/marketing-management-final(crc).pdf&ved=2ahUKEwj0xIK35774AhWDyDgGHXAsDWgQFnoECACQAQ&usg=AOvVaw00VSbaiU63dVE0rJH_bDzv)

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To develop an idea about marketing and its functions	K1,K2
CO 2	To enhance the students on consumer behaviour	K2
CO 3	To familiarize students about product and its classifications	K3
CO 4	To makethem understand pricing policies.	K3,K4
CO 5	To introducethe conceptof salesforecast.	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	3	1	3	2
CO2	2	2	2	2	2	1
CO3	3	3	1	1	1	1
CO4	2	1	1	1	1	2
CO5	2	1	1	2	1	1
Average of CO-PSO mapping	2.4	1.6	1.6	1.4	1.6	1.4
Total of CO-PSO mapping	12	8	8	7	8	7

**Level of correlation between PSO's and CO's
(Suggested by UGC as per Six Sigma Tool- Cause and Effect Matrix)**

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Third Semester				
Course Title		ORGANISATIONAL BEHAVIOUR		
Course Code		22UCBBC4		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –VII	Core	4	5	25+75

OBJECTIVE:

- To enable the students to acquire knowledge on fundamental behavioral aspects in organization.

UNIT I :

12 hrs

Organisational Behaviour – Concept – Nature - Organizational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II :

17 hrs

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III :

17 hrs

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power and Authority - Definition of Power – Types of Power.

UNIT IV :

14 hrs

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V :

15 hrs

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – McGregor’s theory X and Theory Y – Herzberg Two Factor Theory.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental behavioral aspects in organization.

BOOKS FOR REFERENCE :

1. Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
2. Organizational Behaviour – L.M. PRASAD
3. Organizational Behaviour – Dr. P.C. SEKAR
4. Organizational Behaviour – FRED LUTHEN
5. Organizational Behaviors- Fillipo

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://ddceutkal.ac.in/Syllabus/MA_Economics/Organisational_Behaviour.pdf&ved=2ahUKewiojOy6_r4AhVER2wGHQkzAcwQFnoECBwQAQ&usg=AOvVaw3Ohmgx1OIVoij3dOCwEOTq

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Students will gain knowledge to analyze and compare different models used to explain individual behavior related to motivation and rewards	K1
CO 2	It identifies the processes used in developing communication and resolving conflicts.	K2
CO 3	Student understand the concepts of group dynamics, organizational change	K3,K4
CO 4	Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.	K4
CO 5	Assess the potential effects of organizational-level factors (such as structure Culture and change) on organizational behavior.	K4,K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	2	1	1	1	2	1
CO3	3	2	1	2	1	1
CO4	2	2	1	2	1	2
CO5	1	2	1	1	1	1
Average of CO-PSO mapping	2.2	2.0	1.2	1.8	1.4	1.2
Total of CO-PSO mapping	11	10	6	9	7	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER - IV

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fourth Semester				
Course Title		MANAGEMENT INFORMATION SYSTEM		
Course Code		22UDBBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –IX	Core	4	5	25+75

OBJECTIVES:

- To expose the students to the Management Information System.
- To practice the students the strategies to use Database in an Organization.

Unit 1: 13 hrs

Introduction to MIS-Nature-Advantages-Disadvantages-Process of MIS-Structure of MIS .

Unit 2: 17 hrs

Strategic Information System-Characteristics of System-Major Challenges-Categorise of Information System-TPS-EIS-DSS-SIS.

Unit 3: 16 hrs

Information Processing-Methods-Stages-Sequential Access Processing-Batch Processing- Online Processing.

Unit 4: 14 hrs

DBMS-Data base concept-Types of Data base-Benefits and Limitation of DBMS-SDLC-Role of System Analyst.

Unit 5: 15 hrs

DSS-Meaning-Goals- Benefits – Limitation - Application-GDSS- Benefits-Application.

Learning Outcome:

After the completion of the course, the students must be able to:

- Understand the usages of MIS in an Organization.

TEXT BOOK RECOMMEDED:

- Margham Publilication:Dr.P.Rizwan Ahamed – Introduction to Information Technology.

RECOMMENDED BOOKS :

1. Management Information System-Gordon B Davis
2. Management Information System-James O brien
3. Management Information System-Subramanian.K

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.managementstudyguide.com/informationssystem.htm&ved=2ahUKewjhkPWf_7_4AhWJSmwGHVaWB40QFnoECEMQAQ&usg=AOvVaw1b0Be1yf4uyhL_lfbZ7Bul

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Students will understand basics of information data	K1,k4
CO 2	Come to know working with database	K1,k2
CO 3	Understand the importance of various information system	K1,k3
CO 4	Develop about the DSS and DBMS	K4,k5
CO 5	Come to know about role of SDLC and System Analyst	K1,k5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	3	1	3
CO2	3	3	2	2	2	2
CO3	2	2	3	2	3	2
CO4	1	1	1	1	1	2
CO5	2	2	1	1	1	1
Average of CO-PSO mapping	2.2	2.0	1.8	1.8	1.6	2.0
Total of CO-PSO mapping	11	10	9	9	8	10

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fourth Semester				
Course Title		VALUES AND ETHICS FOR BUSINESS		
Course Code		22UDBBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC -X	Core	4	5	25+75

OBJECTIVES :

- To acquaint the students understand the importance of values in business.

UNIT-I

12 hrs

Introduction to Values – as ideals that guide one’s behavior reflecting what one perceives as good in a decision or action – Values guide behavior and could be terminal goals - Morals -Value and Vision statements in organizations.

UNIT-II

17 hrs

Ethics as the art of choosing between right and wrong – Interpreting the consequences and choosing the right- Ideas of freedom of choice, equality, justice, fairness in dealing with customers, society, environment .

UNIT-III

17 hrs

Application of Values and ethics in business – Examples from Business- Government interactions: Use and Misuse of government incentives, subsidies and licenses- Tax evasions-How to be ethical and still do good business- Cartels between sellers, misleading advertisements; Policies relating to exchange and return of goods sold.

UNIT-IV

14 hrs

Examples in Production: Poor quality, risky products, defective/un tested products, unauthorized copies/imitations, Quality Policy: Zero defect and quality of ingredients, components, ISI, AG Marks, Hall Mark, Patents, Copy rights, post-sales services.

UNIT-V

15 hrs

Consumer Protection Act 1986 and some of the best Industry Practices- Code of Conduct for professions (Professional Ethics).

Learning Outcome:

After the completion of the course, the students must be able to:

- Gain all essential and fundamental knowledge on the principles and practices of values and ethics in Business.

TEXT BOOK RECOMMENDED:

- Dr.S.Sankaran, "Business Ethics and Values", Margam Publications, Chennai
- Baxi C.V. & Prasad Ajit, *Corporate social responsibility*, Excel Books, 2005.

Books for reference

1. Colin M. Fisher and Alan Lovell, *Business Ethics and Values*, F.T. Prentice Hall. 2006.
2. Glenn Martin, *Human Values and Ethics in the work place*, G.P. Martin 2010.
3. SantoshAjmera, and Nandkishore Reddy, *Ethics Integrity and Aptitude*, McGraw Hill Education (India) Pvt. Ltd. 2014.

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=https://d3bxy9euw4e147.cloudfront.net/oscms-ga/media/documents/BusinessEthics-OP.pdf&ved=2ahUKEwiYtOKymMD4AhWpRmwGHYM2DPYQFnoECBAQAQ&usg=AOvVaw3PGeLcTYBKJzz7BgRFSGzE>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	The students will demonstrate knowledge of the application of ethics in business	K1
CO 2	Analyze and differentiate between honest and transparent versus deceptive or misleading business practices	K2,K3
CO 3	Examining ethical imperative decision	K3
CO 4	Understanding how to represent and behave as an ethical role model	K3,K4
CO 5	Analyzing the roles of ethical corporate governance, the role of government and the ethics of globalization	K4,K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	1	3	1
CO2	2	1	1	2	1	1
CO3	1	2	2	2	2	2
CO4	2	1	1	1	2	1
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	1.8	1.6	1.6	1.4	2.0	1.2
Total of CO-PSO mapping	9	8	8	7	10	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fourth Semester				
Course Title		LEGAL ASPECTS OF BUSINESS		
Course Code		22UDBBC3		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XI	Core	4	5	25+75

OBJECTIVE:

- To develop a fundamental understanding on various fundamental laws among the students.

UNIT I: 12 hrs

Law of Contract: Types of contracts - Essentials of Contract - Agreements - Offer - Legal rules -Acceptance - Consideration - Consent - Coercion - undue influence – misrepresentation.

UNIT II: 18 hrs

Legality of Object - Unlawful and illegal agreements -Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Quasi-contracts.

UNIT III: 16 hrs

Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT IV: 14 hrs

Law Of Sale Of Goods: Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement -Sale and bailment - Documents of title to goods .

UNIT V: 15 hrs

Creation of agency - Classification of agents - relations of principal and agent – Duties and rights of agent and principal.

Learning Outcome:

After the completion of the course,

- The students would have gained knowledge on the important fundamental business laws.

TEXT BOOK RECOMMENDED:

- Elements of Mercantile Law - N.D. KAPOOR.

REFERENCE BOOKS:

1. Principles of Mercantile Law – B.N. TANDON.
2. Mercantile Law – DAVAR.
3. Business Law – PILLAI & BHAGAVATHI.
4. Mercantile Law – M.C.SHUKLA.
5. K.P.Kandasami - Banking Law & Practice.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/Business_Law_I_Essentials_WEB.pdf&ved=2ahUKEwi5v5LumMD4AhUfSmwGHVYRAy0QFnoECAyQAQ&usg=AOvVaw0D Tk8kgFH Lz eKRNDJE

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Make the students understand about business and corporate law	K1
CO 2	Develop knowledge on contract and various types of types of contracts	K2,K3
CO 3	To help the students to understand the concept of sale of goods	K3, K4
CO 4	Make the students understand about companies and its types.	K4,K5
CO 5	To equip the students with proper knowledge about Foreign exchange.	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	2	2	1
CO2	2	1	1	1	1	1
CO3	3	2	1	2	1	1
CO4	2	1	2	1	1	2
CO5	1	2	1	1	2	1
Average of CO-PSO mapping	2.2	1.6	1.6	1.4	1.4	1.2
Total of CO-PSO mapping	11	8	8	7	7	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fourth Semester				
Course Title		ADVERTISING AND SALES PROMOTION		
Course Code		22UDBBC4		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XII	Core	4	5	25+75

Objective:

- To enable the students to acquire knowledge on Advertising and sales promotional measures

UNIT - I 15 hrs

Promotion- Need for communication- Promotional mix-pull and push promotions-purpose-objectives – kinds – approaches.

UNIT II 14 hrs

Advertising: Meaning-importance-Benefits and functions of advertising –Advertising VS salesmanship-. Ethical objections

UNIT III: 18 hrs

Advertising -basic steps in advertising campaign planning -advertising copy - Features of - advertising copy - Advertising layout- functions-development of layout.

UNIT IV: 16 hrs

Media of Advertisement-Definition- Forms of Media of Advertisement and features and limitations – Advertising budgets- Methods.

UNIT V: 12 hrs

Sales promotion –Methods of Sales promotion-Sale Promotions of Dealers & Consumers-Salesman -Duties-Classification-Functions.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on Advertising, Ad media, Ad agencies, Sales force management, promotional strategies and concepts in sales promotion.

RECOMMENDED BOOKS:

1. David A.Aaker, Rajeev Batra and John G.Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Belch, Advertising & Promotion, Tata McGraw-Hill.
3. William F.Arens, "Contemporary Advertising", Irwin Mc.Graw.Hill.
4. J.ThomasRussell,W.Ronald Lane, "Kleppners Advertising Procedure", Prentice Hall.
5. Frank Jeflkins, "Advertising", Macmillan India Ltd.
6. Well, Burnett &Moriarty, "Advertising – Principles & Practice", Prentice Hall.
7. Batra, Myer&Aaker" Adverting Management", Prentice Hall.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=http://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf&ved=2ahUKEwjX952amcD4AhUESWwGHVqMCQEQFnoECAoQAQ&usg=AOvVaw1xrJ2Jhe6fr5hYYx_7F_mB

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the process involved in Advertising and Market segmentation	K1
CO 2	Learn about the media selection and budget planning.	K2,K3
CO 3	Planning the sales promotion activities	K3,
CO 4	Implementation of Sales and Advertising Strategies	K3,K4
CO 5	Control Measures	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	2	3	3	1
CO2	2	3	3	3	1	1
CO3	3	1	1	2	2	2
CO4	2	2	2	1	1	1
CO5	1	1	1	1	1	1
Average of CO-PSO mapping	2.2	1.6	1.8	2.0	1.6	1.2
Total of CO-PSO mapping	11	8	9	10	8	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER - V

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		RESEARCH METHODS IN BUSINESS		
Course Code		22UEBBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XIII	Core	4	6	25+75

OBJECTIVES:

- To enable students to develop an understanding of research, research design, sources of data collection, and analysis and preparation of research report. .

UNIT I: 16 hrs

Meaning of research – Objectives of research – Types of research –Scope and significance of research.

UNIT II: 20 hrs

Research Problem – Problem definition – Need –Research Design – Types-Formulation of hypothesis –Research Process- problem of formulation – Meaning – Purpose – Types of Sampling Techniques – Meaning – Probabilistic and non-probabilistic sample.

UNIT III: 19 hrs

Data Collection Methods – Primary and secondary sources of data collection –Observation methods, Interview methods, Questionnaires, Schedules - Guidelines for Questionnaire design and interviewing –Advantages and disadvantages of various data collection methods.

UNIT IV: 22 hrs

Processing and Analysis of Data – Editing, coding and classification of data .

UNIT V: 18 hrs

Presentation and Research Report – Purpose of the written report – Basics of written reports – Layout of research report.

Learning Outcome:

After the completion of the course, the students must be able to:

- Understand the Concepts Relating to Business Research, Types and Process.
- Identify the Research Problem and Draw the Design.

RECOMMENDED BOOKS

- Research Methodology: Methods & Techniques- C.R.Kothari New- Age International (P) Ltd.,
- Business Research Methods- Donald R. Cooper and Pamela S. Schindler- Tata McGraw-Hill Publishing Company Limited.

REFERENCEBOOKS:

1. Research Methodology - R.Panneerselvam - Prentice Hall of India Private Limited.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.subhartidde.com/slms/Research%2520Methodology_Final%2520MBA202.pdf&ved=2ahUKewiQIzjen8D4AhX0S2wGHWQIB9AQFnoECAgQAQ&usg=AOvVaw3crBI60v39Orqr7So7MDs-

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Lab exercises, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To understand the concept of research methodology, to know about research design and sampling	K1
CO 2	To analyze methods of data and impart knowledge on reliability and About various tests	K2
CO 3	Develop data collection instrument according to the Underlying theoretical framework, learn about research report And drafting.	K3, K4
CO 4	Develop data collection instrument according to the underlying theoretical framework	K4
CO 5	Explain how to collect data (quantitative and qualitative)	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	1
CO2	2	1	1	1	1	1
CO3	3	2	2	2	1	1
CO4	2	1	1	1	1	1
CO5	2	2	2	1	2	1
Average of CO-PSO mapping	2.4	1.8	1.6	1.4	1.2	1.0
Total of CO-PSO mapping	12	9	8	7	6	5

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		ACCOUNTING FOR MANAGEMENT		
Course Code		22UEBBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XIV	Core	4	6	25+75

OBJECTIVES:

- To enable students to develop an understanding on fundamental concepts in Management accounting.

Unit – I

16 hrs

Management Accounting – Meaning – Definition – Nature and Scope – Utility and Limitations – Management Accounting Principles – Functions of Management Accounting — Management Accounting and Financial Accounting – Cost Accounting and Management Accounting. (Theory)

Unit – II

20 hrs

Financial Statements – Meaning and types of Financial Statements – Analysis and interpretation of Financial Statements – Types of Financial Statement Analysis – Steps involved in Financial Statement Analysis – Techniques of Financial Statement Analysis – Uses and Limitations of Financial Statement Analysis. (Both Theory and Simple Problems)

Unit – III

19 hrs

Ratio Analysis – Meaning of Ratios – Classification of Ratios – Analysis and Interpretation of different Ratios – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Uses and Limitations of Ratio Analysis. (Both Theory and Simple Problems)

Unit – IV

22 hrs

Funds Flow Analysis – Meaning of Funds Flow Statement – Uses of Funds Flow Statement – Preparation of Funds Flow Statement – Cash Flow Analysis – Meaning – Uses – Preparation of Cash Flow Statement. (Both Theory and Simple Problems)

Unit – V

18 hrs

Marginal Costing – Meaning – Definition – Uses – Limitations – CVP Analysis – Marginal Costing Equations – Contribution – Break Even Analysis – P/V Ratio – Margin of safety. (Both Theory and Simple Problems)

40% Theory 60% Problems

Learning Outcome:

After the completion of the course, the students must be able to:

- Gain knowledge of preparation, analysis and interpretation of financial statements
- Describe the usage of management accounting tools

REFERENCE BOOKS

1. Dr. Maheswari S.N., Management Accounting
2. Chadwick, The Essence of Management Accounting
3. Charles T. Horngren and Gary N. Sundem, "Introduction to Management – Accounting
4. Sharma & Shashi K. Gupta, Management Accounting

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.drni-shikantjha.com/booksCollection/Accounting%2520for%2520Management%2520for%2520MBA%2520.pdf&ved=2ahUKewiSoaDk28D4AhWER2wGHW01DnQQFnoEAgQAQ&usq=AOvVaw3BimhxQpk_GXzgZnWH5DS

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To enlighten the students thought and knowledge on management Accounting	K1, K2
CO 2	Helps to give proper idea on financial statement analysis in practical point of view	K2
CO 3	To introduce the concept of fund flow and cash flow statement	K3, K4
CO 4	To provide knowledge about budget control keeping in mind the scope of the concept	K4, K5
CO 5	To develop the know-how and concept of marginal costing with practical problems	K4, K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	2	2	2	2	1
	CO2	2	1	1	1	1	2
	CO3	2	1	1	1	1	1
	CO4	2	1	2	1	1	1
	CO5	1	1	1	1	1	1
	Average of CO-PSO mapping	2.0	1.2	1.4	1.2	1.2	1.2
	Total of CO-PSO mapping	10	6	7	6	6	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		ENTREPRENEURIAL DEVELOPMENT		
Course Code		22UEBBC3		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XV	Core	4	6	25+75

OBJECTIVE:

- To enable the students understand the entrepreneurial environment and to acquaint them management of projects

Unit – I 16 hrs

Entrepreneurship – Meaning and Definition –Importance – Entrepreneurship Theories – Sociological, Economic, Psychological and Managerial Theories –

Unit – II 20 hrs

Entrepreneurship – Problems and Prospects in India – Entrepreneurial Skills – Entrepreneurial -Entrepreneurship Vs Intrapreneurship.

Unit – III 19 hrs

The Entrepreneur – Characteristics and Importance – Role of an Entrepreneur – Classification of Entrepreneurs – Entrepreneurial Traits and Motivation -Success stories of some Indian Entrepreneurs.

Unit – IV 22 hrs

Franchising/Dealership/Niche play-Women Entrepreneurship – Entrepreneurship in Backward Region.

Unit – V 18 hrs

Entrepreneurship development programme –Objectives-Curriculum-Phases– Evaluation and EDPs –Venture Capital-Sources of Finance Government, Financial.

Learning Outcome:

After the completion of the course,

- The students would able to gain fundamental knowledge on entrepreneurial development
- To learn the various sources of venture capital.

TEXT BOOK RECOMMENDED:

- Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.
- Entrepreneurial Development - S.S.Khanka- S.Chand and Company Limited

Books for reference:

- 1.Desai, Vasanth – Entrepreneurial Development – Himalaya Publications, New Delhi.
- 2.Sharma, R.A. – Entrepreneurial Change in Indian Industries – Sterling Publications, New Delhi.
3. Dr. S.S. Khanka – Entrepreneurial Development – S. Chand & Company Ltd. New Delhi.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf&ved=2ahUKEwirx_i4oMD4AhUQR2wGHQ9SBZEQFnoECAgQAQ&usg=AOvVaw2AUbrXhbYDc_98pwq9Ancw

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To aiming to develop students about Entrepreneurship development	K1
CO 2	To create an awareness on various Entrepreneurship Development Programme	K2
CO 3	To enable them to understand project formulation	K3
CO 4	To familiarize the students with EDP schemes	K4
CO 5	To give an introduction about MSME, EDI and other training institutes in Entrepreneurship	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	3	3	1	2	1
	CO2	1	1	1	1	1	1
	CO3	2	2	1	2	1	1
	CO4	1	1	1	1	1	3
	CO5	1	1	2	2	2	1
	Average of CO-PSO mapping	1.6	1.6	1.6	1.4	1.4	1.4
	Total of CO-PSO mapping	8	8	8	7	7	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		BUSINESS TAXATION		
Course Code		22UEBBC4		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XVI	Core	4	6	25+75

Objectives:

- To impart knowledge on the canons of taxation, Excise Duty and GST.

UNIT I: 16 hrs

Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types.

UNIT II: 20 hrs

Meaning of Permanent Account Number, Return of Income, TDS, Advance Tax, Rates of Taxation, Assessment Procedure.

UNIT III: 19 hrs

Excise Duty – Objectives -Types-Customs Duty – Objectives- Duty drawback Custom Duty-Advalorem and Specific Duties – Entry Tax – Service Tax-Types of services covered for Tax purpose.

UNIT IV: 22 hrs

GST - Definitions – Importance– Levy and collection of tax- GST Registration .

UNIT V: 18 hrs

An overview of Tax Audit – Tax Incentives and Export Promotions, deductions and exemptions.

(100% Theory)

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the important provisions of business Taxation.

REFERENCE BOOKS:

1. T.S.Reddy and Y.Hari Prasad Reddy-Business Taxation –Margham Publication
2. DinagarePagre- Business Taxation. Sultan Chand publication

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=https://icmai.in/upl oad/Students/Syllabus2016/Inter/Paper7April2021.pdf&ved=2ahUKewjun8fsoM D4AhWqR2wGHSaxATkQFnoECACQAQ&usg=AOvVaw0vtbYj6nF5Qvu9EmFUZID9>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To enable to students to gain knowledge of Tax System in India.	K1
CO 2	To gain and insight on the recording and analyzing the transactio for compliances under GST.	K2
CO 3	It makes the students about Taxation and Assessment proceedings.	K3,K4
CO 4	Student gain the knowledge of GST Audit.	K4
CO 5	This enable the students to understand the Custom duty and its proceedings	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	1	2	1	1
CO2	2	3	1	1	3	1
CO3	3	2	2	1	1	2
CO4	1	1	1	2	1	1
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	2.0	1.8	1.2	1.4	1.6	1.2
Total of CO-PSO mapping	10	9	6	7	8	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		INVESTMENT MANAGEMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-I	Elective	5	6	25+75

OBJECTIVES:

- To expose the students to the Investment Management.
- To offer the students the strategies and Investment management in both Primary Market and Secondary Market.

Unit 1: **16 hrs**
Investment- Meaning-Overview of an Investment-Nature of Investment-Scope-kinds of Investment.

Unit 2: **19 hrs**
Importance of Investment-Basic principles of investment-Stages of Investment.

Unit 3: **20 hrs**
Speculation-Difference between Investment and Gambling- Types of Investors- Types and Sources of Investment Information- Sources of Information

Unit 4: **22 hrs**
New Issue Market-Functions of Primary Market-Problems in New Issue Market-Abuse in New Issue Market

Unit 5: **18 hrs**
Secondary Market-Difference between Primary market vs Secondary Market-Stock Exchange-Features and Functions of Stock Exchange-OTCEI-Advantages of OTCEI.

Learning Outcome:

After the completion of the course, the students must be able to:

- Understand the Investment pattern and Primary and Secondary market.

TEXT BOOK RECOMMENDED:

- Margham Publication:Dr.L.Natarajan-Investment Management.

RECOMMENDED BOOKS :

1. V.K.BHALLA, Investment Management.

E- REFERENCES:

- [https://www.google.com/url?sa=t&source=web&rct=j&url=https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_15-04-44_Investment%2520Management\(20MCO22C2\)%2520\(1\).pdf&ved=2ahUKEwjfg4bGocD4AhVNTGwGH-aCvIQFnoECAyQAQ&usg=AOvVaw3VBBNq6j6E3dDoUvN2o2dW](https://www.google.com/url?sa=t&source=web&rct=j&url=https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_15-04-44_Investment%2520Management(20MCO22C2)%2520(1).pdf&ved=2ahUKEwjfg4bGocD4AhVNTGwGH-aCvIQFnoECAyQAQ&usg=AOvVaw3VBBNq6j6E3dDoUvN2o2dW)

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Discuss core client groups of the investment management industry	K1
CO 2	Describe the investment management process	K2,K5
CO 3	Detail relevant asset classes for investment.	K3
CO 4	Define performance metrics of investment funds	K1,K4
CO 5	To apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks	K3,K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	1	2	3	2
CO2	2	3	2	1	2	1
CO3	3	2	3	1	1	2
CO4	2	1	2	2	1	1
CO5	2	1	2	1	3	2
Average of CO-PSO mapping	2.4	1.8	2.0	1.4	2.0	1.6
Total of CO-PSO mapping	12	9	10	7	10	8

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		BUSINESS MODELS		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-I	Elective	5	6	25+75

OBJECTIVE:

- To familiarize the concept of consumer marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

Unit – I **22 hrs**
 Meaning of Business – Entrepreneur (Meaning, Characteristics of an entrepreneur)-Enterprise- a business venture- Business idea and opportunity- Examining some business ideas in agriculture, agro-based enterprises, general trade (including shops).

Unit – II **20 hrs**
 Preparing a Business Plan – Retail selling grocery shop; a textiles selling shop; any other consumer goods selling business; a small scale manufacturing unit.

Unit – III **19 hrs**
 Financing model for a business: Sources for a small business- owned capital, friends and relatives; banks; government sources; suppliers and customers.

Unit – IV **18 hrs**
 Marketing and selling models- Advertising and soliciting customers, customer relationship.

Unit – V **16 hrs**
 Models for managing the human resources in the business- recruitment, training, employee productivity and compensation.

Books for reference

1. Rashmi Bansal, *Take Me Home: The Inspiring Stories of 20 Entrepreneurs*. Westlands. 2014.
2. Peter F. Drucker, *Innovative Entrepreneurship*, Harper Business, Reprint Ed. 2006
3. Peter Theil, *Zero to One: Note on Start-ups or How to build the future*, Crown Business. 2014.
4. Sangram Keshari Mohanty, *Fundamentals of Entrepreneurship*, (PB) PHI. 2005.
5. Alexander Osterwandler, *Business Model Generation*, Crown Business. 2014.,

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.aha.io/roadmapping/guide/product-strategy/what-are-some-examples-of-a-business-model&ved=2ahUKewiX3uriocD4AhXeUGwGHYMECjYQFnoECAoQAQ&usg=AOvVaw15iWAXsGSHjh1GXEq6N5w>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the basic concepts of Business ideas and opportunities	K1
CO 2	Understand Business plans.	K2
CO 3	Learn basics of Start-up business activities with model	K3
CO 4	Understanding various business model for marketing.	K4
CO 5	Come to know various how to manage HR.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO) MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	2	1	1	1	2	1
CO3	3	2	1	2	1	1
CO4	1	2	1	2	1	2
CO5	1	2	1	1	1	1
Average of CO-PSO mapping	2.0	2.0	1.2	1.8	1.4	1.2
Total of CO-PSO mapping	10	10	6	9	7	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Fifth Semester				
Course Title		CUSTOMER RELATIONSHIP MANAGEMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-I	Elective	5	6	25+75

OBJECTIVE:

- To enable the students to learn the basics of Customer Relationship Management

UNIT – I 16 hrs

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II 20 hrs

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III 19 hrs

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs.

UNIT – IV 22 hrs

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system.

UNIT – V 18 hrs

Database Marketing – Prospect database – Data warehouse and Data Mining.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the basics of Customer Relationship Management
- S. Shajahan – Relationship Marketing – McGraw Hill, 1997

- Paul Green Berg – CRM – Tata McGraw Hill, 2002
- Philip Kotler, Marketing Management, Prentice Hall, 2005

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.measi.mba.ac.in/pdf/course-materials/PMF16.pdf&ved=2ahUKEwjOjKadosD4AhU1Rm wGHT4nD3UQFnoEAcQAQ&usg=AOvVaw3Neie3NF0ltMA-OZvyy9yQ>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the basic concepts of Customer relationship management.	K1
CO 2	To understand marketing aspects of Customer relationship management.	K2
CO 3	Learn basics of analytical Customer relationship management.	K3
CO 4	Understand basics of operational Customer relationship management.	K4
CO 5	Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	2	1	1	1	2	1
CO3	3	2	1	2	1	1
CO4	2	2	1	2	1	2
CO5	1	2	1	1	1	1
Average of CO-PSO mapping	2.2	2.0	1.2	1.8	1.4	1.2
Total of CO-PSO mapping	11	10	6	9	7	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER - VI

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		FINANCIAL MANAGEMENT		
Course Code		22UFBBC1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XVII	Core	4	6	25+75

OBJECTIVES:

To inculcate knowledge on financial aspect and its inner concept for day today financial management.

UNIT-I 22 hrs

Finance – Nature – Scope – Importance – Financial Management – Scope – Function of Financial Manager – Objectives of Financial Management – Financial control – Tools of Financial control – Role of Financial controller.(**Theory**)

UNIT-II 20 hrs

Capital structure – Meaning and Definition – Capital gearing – Factors Influencing the pattern of Capital structure – Trading on Equity – Essentials of Capital structure – Estimating Total capital requirements – Determination of the optimal capital structure (**Theory**).

UNIT-III 19 hrs

Cost of Capital – Meaning and Definition – Basic assumptions – Importance – Classification – Approaches to calculate Cost of Equity Capital, Preference share and Debts – Computation of overall Cost of Capital .(**Both theory and Simple problems**)

UNIT-IV 18 hrs

Dividend Policies – The Walter’s Approach – Gordon’s Model – Dividend Capitalization Model – Modigliani and Miller (MM) Hypothesis – Dividend practices – Determinants of Dividend Policy(**Theory**).

UNIT-V 16 hrs

Working Capital Management – Working Capital – Concepts and Definition – Need – Types the Cash conversion cycle – Managing the Components of Working Capital – Sources of Working Capital – Estimating Working Capital requirements. (**Both theory and Simple problems**)

60% Theory 40% Problems

Learning Outcome:

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of financial management in business corporations
- Understand various sources of financing and financial planning

TEXT BOOK RECOMMENDED:

- Maheshwari S.N., Financial Management, Sultan & Sons Publications, 2012.

Books for reference:

1. Financial Analysis and Financial Management – R.P. Rastogi., Sultan Chand & Sons New Delhi
2. Financial Management – Dr. V.R. Palanivelu., S. Chand & Company Ltd-New Delhi.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=http://mdudde.net/pdf/study_material_DDE/Mcom/Mcomf/FinancialManagement.pdf&ved=2ahUKEwiOpKHRosD4AhVJS2wGHSPsCZYQFnoECBgQAQ&usg=AOvVaw3U8JDWlcnazuwOVLV-10si

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To provide introduction to Financial Management	K1
CO 2	To create an awareness about capital structure and theories of capital structure	K2
CO 3	To make them understand the cost of capital in wide aspects	K3, K4
CO 4	To provide knowledge about dividend policies and various dividend models.	K4, K5
CO 5	To enable them to understand working capital management.	K4, K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	1	2
CO2	2	1	1	1	2	1
CO3	3	1	1	2	1	1
CO4	2	2	1	1	1	1
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	2.2	1.8	1.2	1.6	1.4	1.2
Total of CO-PSO mapping	11	9	6	8	7	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		MARKETING OF SERVICES		
Course Code		22UFBBC2		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XVIII	Core	4	6	25+75

Objective:

- To acquaint the students and to make them understand overview of service market.

Unit – I **16 hrs**
Introduction – Goods and services – Features of services marketing – Growth and current status – Types of services – Service marketing environment – Indian and global context.

Unit – II **22 hrs**
Service design – Features – Process of service design – Types of service layout – Service benchmarking.

Unit – III **20 hrs**
Service marketing mix – Characteristics – Process of service mix – Service product concept – Pricing in service-Factors-Characteristics – Service promotion-Characteristics.

Unit – IV **18 hrs**
Location of service – Classification – Factors governing location – Channels of distribution – Service intermediaries – importance – Kinds of Intermediaries – Service quality.

Unit – V **19 hrs**
BCG matrix-Ansoff Matrix-SWOT Analysis-Porter’s Five Forces.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on overview of service markets.
- Understanding the concepts of service design and practices followed in various industries.

TEXT RECOMMENDED

- Services Marketing : People, Technology & Strategy - Christopher Lovelock
- Services Marketing – Ravi Shanker Strategic Services Management – Boyle
- Strategic Planning for Public Service and non profit organizations-Pergamon.
- Services Marketing – S M Jha

REFERENCE BOOKS

- 1) M.Y. Khan, "Financial Services", Tata McGraw Hill, 2001.
- 2) Mark Grinblatt, Sheridan Titman, "Financial markets and corporate strategy", Tata McGraw Hill, New Delhi, 2003.
- 3) B.S. Bhatia, G.S. Bhatra, "Management of Capital Markets, Financial services and institutions", Deep & Deep Publishers, 2000.
- 4) Dr. S. Gurusamy, "Financial Services and Systems", Vijay Nicole Imprint, Pvt. Ltd.2004.
- 5) L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2002.

E- REFERENCES:

- <https://www.google.com/url?sa=t&source=web&rct=j&url=http://sim.edu.in/wp-content/uploads/2017/10/ServicesMarketingstudymaterial.pdf&ved=2ahUKEwi6hYv7osD4AhUiR2wGHUIUATcQFnoECAUQAQ&usg=AOvVaw0hBb9LEWxygsxl rY3JXyy>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the concepts and growth of service marketing	K1
CO 2	Appreciate the difference between marketing physical products and intangible services	K2
CO 3	Recognise the challenges faced in services delivery as outlined in the services gap model.	K3,K4
CO 4	Learn about the various types of services	K4,K5
CO 5	To understand the SWOT analysis, BCG and Ansoff Matrix etc.,	K3,K4&K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	1	1	1	1
CO2	2	2	2	1	2	2
CO3	3	1	2	2	1	1
CO4	2	1	3	2	1	2
CO5	2	1	1	1	1	1
Average of CO-PSO mapping	2.4	1.4	1.8	1.4	1.2	1.4
Total of CO-PSO mapping	12	7	9	7	6	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
Course Code		22UFBBC3		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
CC –XIX	Core	4	6	25+75

OBJECTIVE:

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

UNIT I: 16 hrs

Introduction Definition of logistics - Definition of SCM– Importance of Logistics and SCM- Objectives-Functions of Logistics and SCM.

UNIT II: 18 hrs

Warehouse Management-Types of warehouse-Functions-Documents used in warehouse-Transportation-Mode of Transportation.

UNIT III: 19 hrs

SCM-Coordination in SCM-Obstacles in SCM-How to achieve Coordination.

UNIT IV: 20 hrs

Distribution Network-Factors influencing Distribution Network- Distribution with cast mile Delivery.

UNIT V: 22 hrs

Global Logistics-Meaning-Barriers-Forces motivating Globalization-Transportation Documents (Including Multi-Model Transportation of Goods Act1993).

Learning outcomes:

The students will gain knowledge on the fundamental concepts in Logistics Management.

Books for reference:

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. John W Langford , “Logistics , Principles and Application”.
3. Burt, Dobbler, Starling, World Class Supply Management, TMH.
4. Donald J Bowersox, David J Closs, Logistical Management, TMH
5. Pierre David, “International Logistics”, Biztantra.
5. Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.

E- REFERENCES:

https://www.google.com/url?sa=t&source=web&rct=j&url=https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf&ved=2ahUKEwj0vbGzo8D4AhU8T2wGHWYzBdEQFnoECAYQAQ&usg=AOvVaw091cSx-xbxw49RhJGnhwyb

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting	K1,K2
CO 2	To apply various techniques of inventory management and their practical situations	K2
CO 3	Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain	K2,K3
CO 4	How various warehousing management system and transportation can be practiced in various industries	K4,K5
CO 5	How logistics and supply chain strategies can create value generation and utilise IT applications	K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	1	3	1	1	1
	CO2	2	2	2	1	2	2
	CO3	3	2	2	2	1	2
	CO4	2	2	1	2	1	1
	CO5	1	1	2	1	1	1
	Average of CO-PSO mapping	2.2	1.6	2.2	1.4	1.2	1.4
	Total of CO-PSO mapping	11	8	11	7	6	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		FUNDAMENTALS OF EVENT MANAGEMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-II	Elective	5	6	25+75

OBJECTIVE:

Students will be able to:

- To familiarize the students with the essentials of Event Management;
- To understand the potential of events.
- To enable the students to take up project work in the above areas.

UNIT-I

16 hrs

Introduction to Events- Definition- categories of events- Characteristics, Scope and need for event management- Event management in India.

UNIT-II

22 hrs

Implication of events – Conceptual frame work for event Management- Scope and Skills required for event Management- Role of Event Manager.

UNIT-III

20 hrs

Ingredients of event Management- 5C's of EM- Elements of event Designing.

UNIT-IV

19 hrs

Various designations required for event management- Communication as a tool of EM- Career in EM.

UNIT-V

18 hrs

Triangles of Event management- budgeting – Comparison of budget and actual- Event publicity Management – Barriers of event management.

LEARNING OUTCOME:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of event management.

References:

1. Avrich Barry (1994), EVENT AND ENTERTAINMENT MARKETING, VikasDelhi.
2. Bhatia A.K. (2001), EVENT MANAGEMENT, Sterling Publishers, New Delhi.
3. Panwar J.S. (1998), MARKETING IN THE NEW ERA, Sage, New Delhi.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://ebooks.lpuod.edu.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf&ved=2ahUKewjtrbbXo8D4AhW0RmwGHdXdCN4QFnoECAYQAQ&usg=AOvVaw13X7cTmQKyrmP3YAikvC8n

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments ,Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Obtain a sense of responsibility for the multi-disciplinary nature of event management	K1
CO 2	Gain confidence and enjoyment from involvement in the dynamic industry of event management	K2,K3
CO 3	Identify best practice in the development and delivery of successful conferences and corporate gatherings	K3,K4
CO 4	Identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment	K4
CO 5	Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.	K4,K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO) MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	3	1	1	1
CO2	2	1	2	1	2	2
CO3	3	2	1	2	1	1
CO4	2	1	1	3	1	1
CO5	1	2	1	1	1	1
Average of CO-PSO mapping	2.2	1.4	1.6	1.6	1.2	1.2
Total of CO-PSO mapping	11	7	8	8	6	6

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		FUNDAMENTALS OF FOREIGN EXCHANGE		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-II	Elective	6	6	25+75

Objective:

- To impart knowledge on the fundamental concepts involved in foreign Exchange.

UNIT I: 16 hrs

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT II: 22 hrs

Foreign exchange transactions-spot forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT III: 20 hrs

Forward exchange contracts - features -forward margin - factors determining forward margin- calculations - Interbank deals - cover deals- trading.

UNIT IV: 19 hrs

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT V: 18 hrs

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

Learning Outcome:

After the completion of the course, the students must be able to:

- Gain knowledge on fundamental concepts involved in foreign Exchange.

RECOMMENDED BOOKS:

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial :PrakashG.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management :Eun / Resnick
6. Global Financial Markets : Ian H. Giddy.

E- REFERENCES:

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://ies.princeton.edu/pdf/S20.pdf&ved=2ahUKEwjQiK_9o8D4AhVgT2wGHe2YD9cQFnoECACQAQ&usg=AOvVaw2U5MjQxVnxX9pMo00Ng9jX

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments,Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand the historical development of the foreign exchange market	K1
CO 2	Describe the different foreign exchange regimes (free float, managed float, etc.)	K2
CO 3	Identify market participants in the FX market	K3,K5
CO 4	Understand the settlement process and market drivers	K4,K5
CO 5	Describe various market regulations	K2,K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)						
		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO1	3	2	3	2	3	2
	CO2	2	3	1	2	2	1
	CO3	2	1	2	1	1	3
	CO4	1	2	3	3	1	1
	CO5	3	1	2	1	1	1
	Average of CO-PSO mapping	2.2	1.8	2.2	1.8	1.6	1.6
	Total of CO-PSO mapping	11	9	11	9	8	8

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		FINANCIAL SERVICES		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-II	Elective	5	6	25+75

OBJECTIVES:

- To expose the students about various financial services.
- To enable the students to practice different financial market place.

Unit 1: **16 hrs**
Financial Service-Meaning-Importance-Components of Financial Service- types of financial service.

Unit 2: **22 hrs**
Merchant Banking –Functions- classification of merchant banking-role of merchant banker in public issue and rights issue-SEBI guidelines on Merchant Bankers.

Unit 3: **18 hrs**
Underwriting-importance-SEBI Guidelines- Type of Underwriters.

Unit 4: **19 hrs**
Venture Capital- Features- Evaluation of venture capital investment- venture capital in India.

Unit 5: **20 hrs**
Concept on Leasing- Factoring- Hire Purchase-Credit Rating- Mutual Fund- Consumer Finance- Credit card.

Learning Outcome:

After the completion of the course, the students must be able to:

- Understand the various aspects of financial services.

TEXT BOOK RECOMMEDED:

- Margham Publication: B.SANTHANAM- FINANCIAL SERVICES

RECOMMENDED BOOKS :

- 1.Dr.S.Gurusamy, Financial Services and systems, Vijay Nicole Imprint, Pvt, Ltd.2004
- 2.M.Y.KHAN, Financial Services, Tata McGraw Hill, 2018

E- REFERENCES:

https://www.google.com/url?sa=t&source=web&rct=j&url=http://kamarajcollege.ac.in/Department/BBA/II%2520Year/e003%2520Core%252011%2520-%2520Financial%2520Services%2520%2520IV%2520Sem.pdf&ved=2ahUKEwi4uaimpMD4AhXhUWwGHU1TBiUQFnoECAwQAQ&usg=AOvVaw3IcvUVZ1MA4TXmXo_TWU9k

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Discuss core components of financial services	K1
CO 2	Describe the Merchant Banking Activities	K2,K5
CO 3	To Practice Underwriting as per SEBI guideline	K3
CO 4	Define Venture Capital And its need.	K1,K4
CO 5	To apply different Financial Service Knowledge in Leasing, Factoring, etc	K3,K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	1	2	3	2
CO2	2	3	2	1	2	1
CO3	3	2	3	1	1	2
CO4	2	1	2	2	1	1
CO5	2	1	2	1	3	2
Average of CO-PSO mapping	2.4	1.8	2.0	1.4	2.0	1.6
Total of CO-PSO mapping	12	9	10	7	10	8

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Sixth Semester				
Course Title		PROJECT WORK (GROUP)		
Course Code		22UFBBP1		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
Elective-III	Elective	5	6	25+75

The final year students must do their project work in the semester in any organisation and it has to be submitted for VIVA VOCE. The project work will be a group work of five students and every student should attend the VIVA VOCE. The project can be applied research or basic research. The research work should include Statement of the Problem, Research Methodology, Statistical Applications, Questionnaire construction, Data Analysis, followed by findings and suggestions. The project work shall be submitted to the college 25 days before the end of the VI Semester. The project shall be evaluated internally and externally.

Those who fail in the project work will have to redo the project work and submit to the college for external examination.

COURSE OUTCOME (CO):

Upon the completion of this course (institutional training for project report submission), the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.	K3,K4
CO 2	Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.	K4,K5
CO 3	Students will analyze data and synthesize research findings.	K5
CO 4	Students can demonstrate a capacity to communicate project research results clearly, comprehensively and persuasively.	K5
CO 5	Student has to Submit report and attending viva voce to defend his project report content	K4,K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	3
CO2	2	1	1	2	1	1
CO3	2	2	1	1	1	2
CO4	2	1	1	1	1	1
CO5	3	3	3	3	3	3
Average of CO-PSO mapping	2.4	2.0	1.8	2.0	1.8	2.0
Total of CO-PSO mapping	12	10	9	10	9	10

NME

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		BASIC CONCEPTS OF MANAGEMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-I	NME	2	2	25+75

Objectives:

- To make the students to understand the fundamental concepts in management.

Unit –I: **6 hrs**
Nature of management – Definition- Features- scope – Various levels of management- 14 Principles of Management.

Unit –II: **6 hrs**
Fundamental concepts of:
Planning,-Organising-Directing-Staffing-Co-ordinating- Controlling.(Meaning and importance only)

Unit –III: **6 hrs**
Introduction to Human Resource Management – Features of HRM– Objectives.

Unit –IV: **6 hrs**
Introduction to marketing – Nature and functions of marketing.

Unit –V: **6 hrs**
Financial Management –Definition- Importance– Function of Financial Management.

Learning outcome

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of fundamentals of management in business corporations

TEXT BOOK RECOMMENDED:

- Principles of Management – L.M. PRASAD - Sultan Chand & Sons.
- Human Resource Management- S.S. Khanka - Himalaya publishing House
- Philip Kotler - Marketing Management
- Maheshwari S.N., Financial Management, Sultan & Sons Publications, 2012

E- REFERENCES:

https://www.google.com/url?sa=t&source=web&rct=j&url=https://ddceutkal.ac.in/Syllabus/ManagementConceptsPractices.pdf&ved=2ahUKEwjvl8Oy6cD4AhUvSGwGHRWRD_kQFnoECAgQAQ&usg=AOvVaw2U-gVuzDp9mLGYY1IJ4W04

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To understand the various levels of management	K1
CO 2	To better understanding of planning and decision making	K1&K2
CO 3	To give an idea about organization structure and different types of organization	K3
CO 4	To make them familiarize with recruitment process and stages in selection	K4
CO 5	To provide idea about motivation, importance of communication and Principles of coordination.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)**MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	2
CO2	2	1	1	2	1	3
CO3	2	1	2	1	3	1
CO4	2	2	3	1	2	3
CO5	3	1	1	1	1	1
Average of CO-PSO mapping	2.4	1.8	1.8	1.6	1.8	2.0
Total of CO-PSO mapping	12	9	9	8	9	10

Level of correlation between PSO's and CO's

(Suggested by UGC as per Six Sigma Tool- Cause and Effect Matrix)

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		RETAIL BANKING		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-I	NME	2	2	25+75

Objectives:

- To make the students to understand the features of retailing and fundamental theories of retail trade.
- To impart knowledge on the development of retail markets in India and global markets.

UNIT I:

6 hrs

Introduction -Retail: Meaning - Functions and special characteristics of a Retailing - Types of retailers.

UNIT II :

6 hrs

Retail location -location site—Types of retail location and shopping areas –Location strategies. Foreign Direct Investment in retail

UNIT III:

6 hrs

Retail Banking- An introduction-Open market conditions and role of Banks and Financial Institutions, Retail Banking-Concept and Importance. Retail Banking Products-housing Loan, Conveyance Loan, Personal Loan Educational Loan, Loan for Retail Traders, Plastic Money

Unit-IV:

6 hrs

e-Banking- An Overview- Concept of ATMs and 24 hrs Banking Online banking and e-Banking

UNIT V :

6 hrs

Global retail markets: Strategic planning process for global retailing - Challenges facing global retailers - Challenges and Threats in global retailing - Factors affecting the success of a global retailing strategy

Learning Outcome

After the completion of the course, the students must be able to:

- On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail trade and development in India and global retail markets

REFERENCE BOOKS:

1. SwapnaPradhan – Retailing Management – Text and Cases, Tata McGraw Hill –2ndedition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach,
Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

E- REFERENCES:

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.aiubof.in/wp-content/uploads/2018/02/CAIIBRetailBankingShortNotesbyMurugan.pdf&ved=2ahUKEwi20Ind6cD4AhUBSGwGHXIGCD8QFnoECAcQAQ&usg=AOVaw0ajz0yWfXKP7riwqQQAeAf>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To expose the students to various trend in retail business	K1
CO 2	To provide the basic understanding of broad set of specialized activities and techniques in managing retail business.	K2
CO 3	To motivate the students to take up retailing business as a carrier.	K3
CO 4	To learn about ATM and E-banking	K3&K4
CO 5	To create knowledge about Global Retail Banking	K4&K5

**PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)
MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	2	1	1
CO2	2	1	1	1	3	2
CO3	2	3	2	1	1	2
CO4	2	1	1	2	1	1
CO5	1	1	2	1	2	1
Average of CO-PSO mapping	2.0	1.6	1.8	1.4	1.6	1.4
Total of CO-PSO mapping	10	8	9	7	8	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		BANKING PRACTICES		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-I	NME	2	2	25+75

OBJECTIVE:

- To acquaint the students with the theoretical and legal concepts of banking in India

UNIT I

6 hrs

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT II

6 hrs

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT III

6 hrs

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT IV

6 hrs

Crossing of Cheques – significance –Endorsement –Types.

UNIT V

6 hrs

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge the theoretical and legal concepts of banking in India.

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

- Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
- Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand& Company Ltd, New Delhi.
- Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
- Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi

E- REFERENCES:

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.icsi.edu/docs/webmodules/Publications/9.1%2520Banking%2520Law%2520Professional.pdf&ved=2ahUKEwiZ4v766cD4AhXsR2wGHec3CqAQFnoECAgQAQ&usg=AOvVaw0EruwlaJbSgKVKpiEEhMuj>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	To help to gather knowledge on banking and financial system in India	K1
CO 2	To provide knowledge about commercial banks and its products	K2
CO 3	To aim to familiarize banking system in India	K2& K3
CO 4	To enable them to understand better customer relationship	K3 & K4
CO 5	To create awareness about modern banking services like banking, -a internet banking.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)**MAPPING**

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	2	1	1
CO2	2	1	1	1	3	2
CO3	2	3	2	1	1	2
CO4	2	1	1	2	1	1
CO5	1	1	2	1	2	1
Average of CO-PSO mapping	2.0	1.6	1.8	1.4	1.6	1.4
Total of CO-PSO mapping	10	8	9	7	8	7

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Second Semester				
Course Title		CONSUMER PROTECTION AND CONSUMER RIGHTS		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-II	NME	2	2	25+75

OBJECTIVE:

- To acquaint the students with the theoretical and legal concepts of consumer protection act and consumer rights.

UNIT - I 6 hrs

Introduction of consumer protection act 1986-other amendments-salient features

UNIT – II 6 hrs

Definitions of the terms- : consumer - appropriate laboratory - complainant - consumer dispute -complaint-restrictive trade practice.

UNIT – III 6 hrs

The various consumer rights:-right to safety, Right to information, Right to choose, -right to be heard -Right against exploitation -Right to consumer education

UNIT – IV 6 hrs

Consumer protection councils:-Central and State council

UNIT – V 6 hrs

Consumer disputes redressal agencies:-Direct forum-state commission-national commission

Learning Outcome

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the theoretical and legal concepts of consumer protection act and consumer rights.

REFERENCE BOOKS:

1. LECTURES ON TORTS AND CONSUMER PROTECTION LAWS BY DR.REGA SURYA RAO--ASIA LAW HOUSE. HYDRABAD.

E- REFERENCES:

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://ijcrt.org/papers/IJCRT2110078.pdf&ved=2ahUKEwiB1LKO6sD4AhWCUGwGHc9eBvgQFnoECBwQAQ&usg=AOvVaw1Za10ioFcPGAjF7dRMaCqs>

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Able to understand the meaning of Consumer	K1
CO 2	Explain the various concept of consumer protection	K2
CO 3	Knowing the major rights of consumer	K3 & K4
CO 4	To provide knowledge about consumer protection council	K4 & K5
CO 5	To enable them to understand Consumer disputes redressal agencies	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	3	2	1	2	2	3
CO3	2	1	2	1	2	2
CO4	2	2	1	1	1	1
CO5	2	1	2	1	1	2
Average of CO-PSO mapping	2.4	1.8	1.6	1.6	1.6	1.8
Total of CO-PSO mapping	12	9	8	8	8	9

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

Second Semester				
Course Title		BASICS OF INVESTMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME-II	NME	2	2	25+75

OBJECTIVE:

- To develop a basic understanding on Investment and avenues to the students.

Unit I : 6 hrs

Investment : Objectives and Risks -Introduction; investment; speculation; Gambling; Investment - speculation - Risks of Investment; Finance vs. Investment:.

Unit II : 6 hrs

The Stock Markets in India :Introduction, Nature and Function of Stock exchange; the Indian stock markets .

Unit III : 6 hrs

Statutory regulation of Stock Exchanges; Over the counter Exchange of India (OTCEI)-functions ; National Stock Exchange of India:- Functions ; Secondary Market Developments.

Unit IV : 6 hrs

New Issue Market :Introduction- underwriting, Distribution; Role of the New Issue Market;

Unit V : 6 hrs

Listing of Securities: Introduction; Advantages of Listing.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the fundamental concepts of investments.

RECOMMENDED TEXTBOOK

- V.K. BHALLA, Investment Management

E- REFERENCES:

https://www.google.com/url?sa=t&source=web&rct=j&url=http://sdeuoc.ac.in/sites/default/files/sde_videos/V%2520Sem%2520BC5B11%2520Fundamentals%2520of%2520Investment.pdf&ved=2ahUKEwiT_JfK6sD4AhXSUGwGHTnYDBQQFnoECAgQAQ&usg=AOvVaw0i58V7e4LkYm6m0mw7Verc

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments, Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Understand core client groups of the investment management industry	K1 & K2
CO 2	Describe the investment management process	K2
CO 3	Detail relevant asset classes for investment.	K3
CO 4	Define performance metrics of investment funds	K4
CO 5	To apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO) MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	3	1	3	1	1	2
CO3	2	2	2	3	1	3
CO4	2	3	1	1	2	2
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	2.2	2.0	1.8	1.8	1.6	1.8
Total of CO-PSO mapping	11	10	9	9	8	9

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

BBA DEGREE PROGRAMME IN FINANCIAL MANAGEMENT

First Semester				
Course Title		TOURISM MANAGEMENT		
Course Code				
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Internal +External)
NME –II	NME	2	2	25+75

Objective:

- The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit I:

6 hrs

Tourism – Introduction – concepts – significance – contribution of Tourism to the National economy.

Unit II:

6 hrs

Tourist spots in India – Tamil Nadu – Brief History of the tourism spots – of tourist spots in promoting tourism.

Unit III:

6 hrs

Forms of tourism – Role of Government in promoting Tourism – Public Private Partnership in tourism – Travel industry services network – Land (rail and road) Air – Water – Travel Agency .

Unit IV:

6 hrs

Travel Guide – features – requirements – role as a guide – income and employability requirement for a professional Guide.

Unit V:

6 hrs

Tourism – a product – How to sell – Planning and Development – Involvement of local people – barriers – remedial measures for promoting tourism – Effects of tourism – social, economic and environmental aspect.

Learning Outcome:

After the completion of the course, the students must be able to:

- The students would have gained knowledge on tourism policy of India.

REFERENCE BOOKS:

- Bhatia, A.K. : Tourism Development Principles and Practice.
- Ananand M.M : Tourism and Hotel Industry in India.
- Jha, S.M. : Tourism Marketing

- Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).

E- REFERENCES:

https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf&ved=2ahUKEwiBt8rh6sD4AhXFS2wGHcyOD4MQFnoECAQQAQ&usg=AOvVaw1qIY22ssUZk8jXa5y_G1Gc

METHODOLOGY OF TEACHING

- Class Lecturers, Assignments ,Discussions, seminars and assessments.

COURSE OUTCOME (CO):

Upon the completion of this course, the students will be able to

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO 1	Critique tourism practices for their implications locally and globally.	K1
CO 2	Interpret and evaluate tourism as a phenomenon and as a business system	K2,K3
CO 3	Develop and evaluate tourism policy and planning initiatives.	K3
CO 4	Demonstrate commitment to ethical practices of tourism.	K4,K5
CO 5	Evaluate and apply various research methods commonly used in the context of tourism.	K5

PROGRAMME SPECIFIC OUTCOME (PSO)- COURSE OUTCOME (CO)

MAPPING

COURSE OUTCOME (CO)	PROGRAMME SPECIFIC OUTCOME (PSO)					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	2	1
CO2	3	1	3	1	1	2
CO3	2	2	2	3	1	3
CO4	2	3	1	1	2	2
CO5	1	1	1	1	2	1
Average of CO-PSO mapping	2.2	2.0	1.8	1.8	1.6	1.8
Total of CO-PSO mapping	11	10	9	9	8	9

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge Level	Section	Marks	Description	Total Marks
K1, K2, K3, K4	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3, K4	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 X 5	Question (a) OR (b) from the same Unit and same K Level	25
K2, K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75