



HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

CURRICULUM AND SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

DEGREE PROGRAMME

IN

B.B.A BANKING AND FINANCE

(Effective from 2020-21)

Choice Based Credit System (CBCS)

(Applicable for students admitted from 2018)

“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE”

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SEMESTER I								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	ENB2101	Principles of Micro Economics	3	0	0	3	3
2	PC	COB2101	Financial Accounting – I	3	1	0	4	4
3	PC	BAB2116	Principles of Management	3	0	0	3	3
4	PC	MAB2202	Business Mathematics	3	1	0	4	4
5			Open Elective Course* (To be opted by Student)	2	0	0	2	2
Practical/Viva-Voce/Jury								
			Functional English		0	2	2	4
				14	2	2	19	20

SEMESTER II								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	BAB2216	Macro Economics	3	0	0	3	3
2	PC	BAB2201	Cost & Management Accounting	3	1	0	4	4
3	CF	BAA2216	Human Behaviour at Work	3	0	0	3	3
4	FT	BAB2304	Marketing Management	3	0	0	3	3
5			Open Elective Course*	2	0	0	2	2
Practical/Viva-Voce/Jury								
			Computer Applications in Business		0	2	2	4
				14	1	4	17	19

SEMESTER III								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	COB2201	Legal Environment	3	0	0	3	3
2	DE	BAC2351	Human Resource Management	3	0	0	3	3
3	DE	MBC4804	Financial Markets And Instruments	3	0	0	3	3
4	PC	MAB2201	Business Statistics	3	1	0	4	4
5	PC	BA1313	Customer Relationship Management	3	0	0	3	3
			Open Elective Course* (To be opted by Student)	2	0	0	2	2
Practical/Viva-Voce/Jury								
			Environmental Studies		0	2	2	4
				17	1	2	20	22

SEMESTER IV								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	COC2367	Derivatives	3	1	0	4	4
2	PC	COB2217	Business Taxation	3	1	0	4	4
3	PC	BA 1323	Investment Management	3	1	0	4	4
4	PC	BA 1322	Technology In Finance	3	0	0	3	3
5	CF	BA 1319	International Banking	3	0	0	3	3
			Open Elective Course* (To be opted by Student)	2	0	0	2	2
				15	3	0	18	18

SEMESTER V								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	MBB4704	Corporate Governance And Business Ethics	3	0	0	3	3
2	PC	BA1210	Banking Theory Law & Practice	3	0	0	3	3
3	PC	BA1321	Marketing of Banking Services	3	0	0	3	3
4	PC	BAB2303	Research Methods	3	0	0	3	3
5	PC		Elective 1: To be chosen from the list of electives - 1	3	0	0	3	3
Practical/Viva-Voce/Jury								
			Research Report	0	0	4	4	4
				15	0	4	19	19

SEMESTER VI								
S.No	Course Category	Course Code	Course Title	L	T	P	C	TCH
1	PC	BAB2316	Introduction to Strategic Management	3	0	0	3	3
2	PC	BAB2317	International Business Management	3	0	0	3	3
3	PC	BAB2318	Entrepreneurship Development	3	0	0	3	3
4			Elective 2: To be chosen from the list of electives - 2	3	0	0	3	3
5		BAA2316	Extension Activities	0	0	2	1	2
6	PC	BAB2341	Project Work	0	0	8	4	8
				12	0	10	17	22

COURSE TITLE		PRINCIPLES OF MICRO ECONOMICS {Common to BCOM, BCOM(BM), BBA}		CREDITS	3
Course Code:	ENB2101	Course Category	PC	L-T-P-C : 3:0:0:3	
CIA: 40%			ESE:60%		
Learning Level	BTL – 2(Understand)	Assessment Model		TA 1	
	COURSE OUTCOMES			PO	
1.	Understanding of basic economics and difference of micro and macroeconomics with different authors			PO-6	
2.	Examining the importance of demand and supply with demand forecasting			PO-6	
3.	Illustrating consumer behavior with help of utility analysis and its properties			PO-6	
4.	Analyzing the producer’s equilibrium and production, cost relations with its proportions			PO-4	
5.	Understanding pricing policy with various market structures and its types.			PO-4	
Prerequisites: Basic concept of Economics, Market structure, Pricing policies					
MODULE – 1: INTRODUCTION OF ECONOMICS					
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier ,economic growth & stability , Micro economies and Macro economies					9L
MODULE – 2: DEMAND AND SUPPLY FUNCTIONS					
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm’s equilibrium demand and supply , Demand Forecasting					9L
MODULE – 3: CONSUMER BEHAVIOUR					
Law of Diminishing Marginal utility ,Equi-marginal Utility , Consumer’s Equilibrium, Indifference Curve , Definition, Properties and equilibrium					9L
MODULE – 4: PRODUCTION					
Law of Variable Proportion , Laws of Returns to Scale , Producer’s equilibrium ,economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short- run and long-run , Break Even Analysis.					9L
MODULE – 5: PRICING POLICY					
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly, Duopoly, Price Discrimination, Pricing objectives and Methods.					9L
TOTAL					45 Hrs
TEXT BOOKS					
1. David C. Colander, Economics, McGraw Hill Education (India) Edition 2019. 2. Dominick Salvatore, Siddhartha K Rastogi, Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New Delhi, 2018.					
REFERENCE BOOKS					
1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19thedition, Tata McGraw Hill, New Delhi, 2010.					

COURSE TITLE		FINANCIAL ACCOUNTING– I {Common to BCOM, BCOM(BM), BBA, BBA(TTM)}		CREDITS	4
Course Code:	COB2101	Course Category	PC	L-T-P-C :3-1-0-3 TCH 4	
CIA: 40%		ESE: 60%			
Learning Level		BTL – 3 (Apply)	Assessment Model		TA 1
	COURSE OUTCOMES				PO
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping				PO-2, PO-4
2.	Analysing the various transactions, preparing Final Accounts and arriving at the net profits				PO-7& PO-6
3.	Understanding the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book				PO-2
4.	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time				PO-7
5.	Analysing the problems in Single entry and converting it into double entry system				PO-2& PO-4
Prerequisites: Basic Concepts in Accounting					
MODULE – 1: DOUBLE ENTRY BOOK KEEPING					
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book					9L+3T
MODULE – 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS					
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations					9L+3T
MODULE – 3: BANK RECONCILIATION STATEMENT					
Average Due date, Account Current, Bank Reconciliation Statement					9L+3T
MODULE – 4: DEPRECIATION					
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)					9L+3T
MODULE – 5: SINGLE ENTRY					
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					9L+3T
TOTAL					60 Hrs
TEXT BOOKS					
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 Accountign - Margham Publications -Chennai.					
REFERENCE BOOKS					
1. Shukls&Grewal, Advanced Accountign – S Chand - New Delhi. 2. P.C. Tulsian, Financial Accounting S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi					

COURSE TITLE		PRINCIPLES OF MANAGEMENT {Common to BBA,B.COM, B.COM (BM)}			CREDITS	3
Course Code	BAB2116	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					PO
1	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.					PO3
2	Enabling the importance of planning and decision making techniques to apply the same.					PO1
3	Illustrating leadership & motivation theories for developing managerial skills.					PO2&PO3
4	Analyzing the business environment and through effective communication skills.					PO7
5	Understanding of Pro – Active and its’ importance before the deviation through control mechanisms.					PO3
Prerequisites :Fayols’ 14 Principles, Types of Business Organisations, Management Theories						
MODULE – 1: FUNCTIONS OF MANAGEMENT						
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Mangers Contemporary Issues and Challenges in Management of 21st Century.					9L	
MODULE – 2: PLANNING & TYPES OF BUSINESS ORGANISATION						
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.					9L	
MODULE – 3: LEADERSHIP & MOTIVATION						
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.					9L	
MODULE – 4: ANALYSIS & DIRECTING						
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organization Culture.					9L	
MODULE – 5: CONTROLLING						
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.					9L	
TOTAL					45 Hrs	
TEXT BOOKS						
1.L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013 2.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014						
REFERENCE BOOKS						
1.P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012 2.Weihrich and Koontz, Management – A Global Perspective, 2012						

COURSE TITLE		BUSINESS MATHEMATICS			CREDITS	4
Course Code		MAB2202	Course Category	PC	L-T-P-C TCH	3:1:0:4 4
CIA		40%			ESE	60%
LEARNING LEVEL		BTL: 1 – 4			ASSESSMENT MODEL	TA 1
	COURSE OUTCOMES					PO
1.	Able to understand the concept of matrices					PO 2
2.	Able to understand the features of Differential Calculus					PO 4,5
3.	Able to understand the Integral Calculus					PO 3
4.	Able to demonstrate the concept of Permutation and Combination					PO 6
5.	Able to understand basic knowledge on Probability					PO 7
MODULE 1: MATRICES						
Definition of a Matrix and Types – determinants – Adjoint of a square matrix – Inverse of a Matrix – Rank of a Matrix – solution by Cramer’s rule.						9L
MODULE 2: DIFFERENTIAL CALCULUS						
Methods of differentiation of functions – Product and Quotient rules – Inverse trigonometric functions – Maxima and minima of functions for single variable.						9L
MODULE 3: INTEGRAL CALCULUS						
Integration – Methods of integration – Substitution method - Integration by parts – Integration using partial fraction - Bernoulli’s formula.						9L
MODULE 4: PERMUTATION AND COMBINATION						
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series						9L
MODULE 5: PROBABILITY						
Basics of probability – Axioms of probability – Addition theorem on probability – Multiplication theorem on probability.						9L
TOTAL						45 Hrs
TEXT BOOKS						
1	Business Mathematics – P.R.Vittal					
2	Business Mathematics – D.C. Sancheti and V.K. Kapoor					
REFERENCE BOOKS						
1	Business Mathematics – B.M. Agarwal					
2	Business Mathematics – R.S. Soni					

COURSE TITLE		MACRO ECONOMICS (Common to BBA General, B.COM General & BBA Travel & Tourism)		CREDITS	3
Course Code	BAB2216	Course Category	PC	L-T-P-C TCH	3:0:0:3 3
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-2 (UNDERSTANDING)	ASSESSMENT MODEL		TA1
	COURSE OUTCOMES				PO
1.	Analyse the environment of a business from legal and regulatory, macroeconomic, cultural, political and natural perspectives.				P O 2
2.	Critically assess the business environment of an organization using selected strategic tools.				PO 3
3.	Construct and present scenarios that synthesize business environment information				PO 5
4.	Conduct an in-depth analysis of specific component of the business environment.				PO 1
5.	Communicate effectively in oral and written form using the concepts, logic and rhetorical conventions of the subject.				PO 7
MODULE – 1: Theoretical Framework of Business Environment					
Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.					9L
MODULE -2: Economic Environment of Business					
Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies – industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and their relevance to Indian business; Economic reforms, liberalization and structural adjustment programmes.					9L
MODULE – 3: Political and Legal Environment of Business					
Critical elements of political environment; Government and business; Changing dimensions of legal environment in India, Competition Act, FEMA and licensing policy;					9L
MODULE – 4: Socio-Cultural Environment					
Critical elements of socio-cultural environment; social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; consumerism in India, Consumer Protection Act..					9L
MODULE – 5: International and Technological Environment					
Multinational corporations; Foreign collaborations and Indian business; Non – resident Indians and corporate sector: Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.					9L

TOTAL		45 Hrs
TEXT BOOKS		
1	Francis Cherunilam: Business Environment Himalaya Publishing House, Bombay.	
2	Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi	
REFERENCE BOOKS		
1	Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.	
2	Ahluwalia. I.J: Industrial Growth in India, Oxford University Press, Delhi.	

COURSE TITLE		Cost & Management Accounting (Common to all Under Graduate Students)			CREDITS	3
Course Code		BAB2201	Course Category	PC	L-T-P-C TCH	3:1:0:4 4
CIA		40%		ESE		60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					PO
1	Understanding the concept of cost accounting, cost concepts, and cost and profit centres					3
2	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position					PO 2
3	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.					PO 1,5
4	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.					PO 6,7
5	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume					PO 3,4
Prerequisites: Thorough understanding of financial concepts and cost concepts, and their application in business						

MODULE – 1: INTRODUCTION TO COST ACCOUNTING	
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers	8L+2T
MODULE – 2: RECONCILIATION OF ACCOUNTS	
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts	8L+2T
MODULE – 3: BUDGETARY CONTROL	
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting	10L+4T
MODULE – 4: STANDARD COSTING	
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances	10L+4T
MODULE – 5: MARGINAL COSTING	
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making	9L+3T
TOTAL	60Hrs
TEXT BOOKS	

1.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Ltd.
1	Jain S.P. and Narang K.L. – Cost Accounting, 4 th Edition, 2013
REFERENCE BOOKS	
1.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.
2.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting

COURSE TITLE		HUMAN BEHAVIOUR AT WORK (Common to BBA General, B.COM General & B.COM Banking Mgmt)		CREDITS	3
Course Code		BAA2216	Course Category	CF	L-T-P-C TCH 3:0:0:3 3
CIA		40%			ESE 60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL TA1	
	COURSE OUTCOMES				PO
1.	Understanding Organisational Behaviour concepts and determinants.				P O 1
2.	Ability to categorize Personality and values associated.				PO1,2
3.	Illustrate using communication for effective team work.				PO 5
4.	Understand and use motivation and leadership theoriesappropriately.				PO 6
5.	Explore ways to effectively implement Organisational change.				PO 4
Prerequisites: NIL					
MODULE – 1: INTRODUCTION					
Introduction-Organisational Behaviour-concepts- determinants- challenges and opportunities- Organizational Behaviour Models- Diversity in Organizations					8L
MODULE – 2: PERSONALITY & VALUES					
Personality types- Factors influencing personality-Values at workplace and Attitudes- Concept and types of values- Component of attitude- Job related attitudes- Learning- Concept- Learning theories- Emotional Intelligence.					10L
MODULE – 3: Group Decision making and Communication					
Concept and nature of decision making process- Individual versus group decision making- Work Teams Behaviour -Communication and Feedback- Transactional Analysis-Johari Window.					10L
MODULE – 4: Motivation					9L
Meaning and Importance- Motivation Theories- Motivation and organizational effectiveness- Meaning and concept of Leadership- Leadership Theories-Power and Influence.					
MODULE – 5: Dynamics of Organisational Behaviour					
Organisational Culture and climate- Concept and determinants of Organisational culture- Organisational change- Importance, Managing Change- Individual and Organisational factors to stress-Prevention and Management of stress.					8L
TOTAL					45 Hrs
TEXT BOOKS					
1	Robbins; S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.				
2	Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York.				
REFERENCE BOOKS					
1	Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt. Ltd., NewDelhi				

2	Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books Pvt. Ltd, New Delhi.
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COURSE TITLE		MARKETING MANAGEMENT (Common to BBA General and B.COM.,)		CREDITS	3
Course Code	BAB2304	Course Category	FT	L-T-P-S TCH	3:0:0:3 3
CIA	40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA1
	COURSE OUTCOMES				PO
1.	Understanding the principles of marketing, outlined in marketing environmental study.				3
2.	Enabling the importance of buyer behavior and market segmentation.				PO 4,5
3.	Illustrating product, product mix and production life cycle for developing marketing skills.				PO 1,2
4.	Analyzing the pricing and physical distribution systems to enhancing marketing knowledge.				PO 6
5.	Understanding the Branding Decisions, Image, Identity, Personality to positioning the Brand.				PO 3
Prerequisites: Management Principles, Types of Business, Management Theories					
MODULE – 1: MARKETING CONCEPTS, FUNCTIONS AND ENVIRONMENTAL FACTORS					
Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.					12L
MODULE – 2: BUYER BEHAVIOUR AND MARKET SEGMENTATION					
Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.					12L
MODULE – 3: PRODUCTS, MIX, LIFECYCLE					
The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.					12L
MODULE – 4: PRICING & PHYSICAL DISTRIBUTION					
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.					12L
MODULE – 5: BRANDING DECISIONS					
Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.					12L
TOTAL					45Hrs
TEXT BOOKS					
1	Philip Kotler - Marketing Management				
2	Rajan Nair - Marketing Management				
REFERENCE BOOKS					
1	Cundiff and Still - Fundamentals of modern marketing				
2	Nanda Kumar - Marketing Management				

COURSE TITLE		LEGAL ENVIRONMENT		CREDITS	3
Course Code	COB2201	Course Category	PC	L-T-P-C TCH	3:0:0:3 3
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL	
		COURSE OUTCOMES		TA 1	
					PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law				P O 7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.				PO 3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.				PO 2
4.	Understand the essentials of sale of goods and the importance of buyer’s acumen while buying the product				PO 5
5.	Understanding therights of the unpaid seller and the remedies available				PO 6
Prerequisites: Basic understanding of business concepts					
MODULE – 1: CONTRACT ACT					
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration					9L
MODULE – 2: CONTRACT ACT					
Capacity, Flaw in consent, Void agreements , Illegal agreements					9L
MODULE – 3: CONTRACT ACT					
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract, Constitutional Provisions and Implications for business					9L
MODULE – 4: SALE OF GOODS ACT					
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor					9L
MODULE – 5: SALE OF GOODS ACT					
Conditions and warranty, Rights of unpaid seller.					9L
TOTAL					45Hrs
TEXT BOOKS					
1	Business Laws-N.D. Kapoor , Sultan Chand and Sons				
2	Business Laws – M.R. Sreenivasan , Margham Publications				
REFERENCE BOOKS					
1	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons				
2	Business Law – R.S.N. Pillai – S. Chand				

COURSE TITLE	HUMAN RESOURCE MANAGEMENT {Common to BCOM, BCOM(BM),BBA,BBA(TTM)}			CREDITS	3
Course Code:	BAC2351	Course Category	DE	L-T-P-S : 3:0:0:3 TCH 3	
CIA: 40%		ESE: 60%			
Learning Level	BTL – 3(Apply)	Assessment Model			TA1
	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Human Resources and varied applications.				PO-1 & PO-5
2.	Ability to implement Human Resource Planning.				PO-1 & PO-5
3.	Explore Recruitment methods and arrive at best fits.				PO-1 & PO-5
4.	Analyzing the training needs and effectively use an appropriate technique.				PO-1 & PO-5
5.	Explore and identify appraisal method and audit for continuous improvement				PO-1 & PO-5
Prerequisites: Personality theories, Motivation theories					
MODULE – 1: INTRODUCTION					
Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Changing roles of HR Managers					9L
MODULE – 2: HUMAN RESOURCE PLANNING					
Concept of HR planning –Characteristics–Steps in HR planning –Job Analysis–Succession Planning–Auditing of HR resources-ERP technologies-Outsourcing.					9L
MODULE – 3: RECRUITMENT AND SELECTION					
Factors affecting recruitment–internal and external sources of recruitment –Selection Process –Curriculum Vitae –Psychological Testing –Types of interviews –Appointment Order.					9L
MODULE – 4: TRAINING AND DEVELOPMENT					
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development –Competency Mapping- Transfer – Promotion and termination of services – Career development					9L
MODULE – 5: APPRAISAL AND REMUNERATIONS					
Objectives of appraisals–Steps in appraisals - performance appraisals methods- Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures-Human Resource Audit – Approaches.					9L
TOTAL					45Hrs
TEXT BOOKS					
1. Human Resource Management – V S P Rao –Vikas Publishing 2. Human Resource Management (Texts and Cases)– K Ashwathappa-McGraw-Hill Education (India) Pvt Limited					
REFERENCE BOOKS					
1. Human Resource Management – Gary Dessler –Pearson 2.Human Resource Management – Wendell L French- Houghton Mifflin 3. Human Resource Management – Tripathi- Cengage Learning					

COURSE TITLE		FINANCIAL MARKETS AND INSTRUMENTS (MBA GENERAL – FINANCE ELECTIVE)		CREDITS	3	
Course Code		MBC4804	Course Category	DE	L-T-P-S	3:0:0:1
CIA		50%			ESE	60%
LEARNING LEVEL		BTL-4: UNDERSTAND and ANALYSE				
CO	COURSE OUTCOMES					PO
1	Understand the importance and functions of financial institutions.					
2	Study the role of central banks and monetary policy in India and abroad.					
3	Examine the role of different types of financial markets, their functioning and instruments.					
4	Study different types of financial and allied services.					
5	Understand and study the role of risk management in financial markets.					
Prerequisites: Basic concepts of economy, management and finance.						
MODULE – 1: FINANCIAL MARKETS AND INSTITUTIONS 6L						
Why study financial markets and institutions – Overview of financial system – Fundamentals of financial markets – Interest rates, their role, and relationship with risk and term structure – Are financial markets efficient? – Why do financial institutions exist – Why do financial crises occur – Why and how do they affect the economy						
MODULE – 2: CENTRAL BANKS AND MONETARY POLICY 6L						
Central banks – Evolution and role – Major central banks in the world and their structure and functions – Monetary Policy – Central bank independence and relationship with the government – Reserve Bank of India – History, role and functions – Conduct of monetary policy: Tools, goals, strategy, and tactics						
MODULE – 3: FINANCIAL MARKETS 6L						
Money market – Bond and government securities markets – Capital market – Foreign exchange market – Functioning of the markets, major instruments, participants, laws and regulations – Dematting – Mutual funds and other intermediaries						
MODULE – 4: FINANCIAL SERVICES 6L						
Insurance sector, products, and regulation – Leasing and other allied financial services: Types of leases, leasing in India – Venture capital and private equity: Evolution, differences, and stages – Credit rating – Bill discounting, factoring, and forfaiting						
MODULE – 5: INTRODUCTION TO RISK MANAGEMENT 6L						
What is risk – Risk-Return framework – Risks in financial institutions – Introduction to credit risk, market risk, operational risk, liquidity risk, and other risks – Identifying, measuring, monitoring, and mitigating risk – Introduction to derivative products						
TEXT BOOKS						
1.	Frederic S. Mishkin, Stanley G. Eakins, Tulsi Jayakumar, and R.K. Pattnaik, Financial Markets and Institutions, Eighth Edition, Pearson, 2017.					
REFERENCE BOOKS						
1.	Anthony Saunders, Financial Markets and Institutions – Indian Edition, McGraw-Hill Education, 2018.					
2.	Jeff Madura, Financial Institutions and Markets, Cengage, 2014.					
3.	Partha Ray, Monetary Policy, Oxford India Short Introductions Series, 2013.					

COURSE TITLE		BUSINESS STATISTICS			CREDITS	3
Course Code		MAB2201	Course Category	PC	L-T-P-C TCH	3:0:0:3 3
CIA		40%			ESE	60%
LEARNING LEVEL		BTL: 1- 4			ASSESSMENT MODEL	TA 1
	COURSE OUTCOMES					PO
1.	Able to understand the concept of statistics					PO 2
2.	Able to understand the concept of measures of central tendency					PO 1
3.	Able to understand the concept of measures of dispersion					PO 3
4.	Able to understand the concept of forecasting					PO 6
5.	Able to understand the concept of sampling techniques					PO 7
Prerequisites: Basic concepts in Statistics and its rules						
MODULE – 1: INTRODUCTION TO STATISTICS						
Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data.						9L
MODULE – 2: MEASURES OF CENTRAL TENDENCY						
Introduction - Arithmetic mean, median, mode, harmonic mean and geometric mean.						9L
MODULE – 3: MEASURES OF DISPERSION						
Range – Standard Deviation – Mean Deviation – Quartile Deviation.						9L
MODULE – 4: TIME SERIES						
Analysis of Time series - Methods of measuring trend and seasonal variations.						9L
MODULE – 5: SAMPLING						
Sampling procedures - Hypothesis testing - Large sample Test - Small sample test - T,F, Chi – square (without proof).						9L
TOTAL						45 Hrs
TEXT BOOKS						
1	Business mathematics & Statistics - P.R. Vittal,					
2	Business Statistics - S.C.Gupta & V.K. Kapoor					
REFERENCE BOOKS						
1	Ken Black, Applied Business Statistics: Making Better Business Decisions, 5 editions, 2012					
2	Norean Radke Sharpe, Richard D. De Veaux, Paul F. Velleman, Business Statistics , 39 editions, 2009					

COURSE TITLE	CUSTOMER RELATIONSHIP MANAGEMENT		CREDITS	3
Course Code:	BA 1313	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3
CIA: 40%		ESE:60%		
Learning Level	BTL – 3(Apply)	Assessment Model		TA
	COURSE OUTCOMES			PO
1.	Able to understand the concept of matrices			PO-2
2.	Able to understand the features of Differential Calculus			PO-2
3.	Able to understand the Integral Calculus			PO-2
4.	Able to demonstrate the concept of Permutation and Combination			PO-2
5.	Able to understand basic knowledge on Probability			PO-2
Prerequisites: SAPM				
MODULE – 1				
Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication, Essentials of business letter.				9L+3T
MODULE – 2				
CRM - concept and approach - CR in competitive environment public relation and image building				9L+3T
MODULE – 3				
Banker - customer relationship -retaining and enlarging customer base – customer services - quality circle. .				9L+3T
MODULE – 4				
Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.				9L+3T
MODULE – 5				
Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.				9L+3T
TOTAL				60 Hrs
REFERENCE BOOKS				
1.S H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management – A Step –by – step approach , Vikas Publishing House Private Limited , Noida . 2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .				

COURSE TITLE	DERIVATIVES {COMMON TO BCOM, BCOM(BM),BBA}		CREDITS	3
Course Code:	COC2367	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3
CIA: 40%		ESE:60%		
Learning Level	BTL – 3(Apply)	Assessment Model		TA
	COURSE OUTCOMES			PO
1.	Demonstrate an understanding of various derivative products			PO-2
2.	Understanding the Futures market			PO-2
3.	Understanding the options market			PO-2
4.	Analyzing the various strategies applicable in options market			PO-2
5.	Understanding the swaps market			PO-2
Prerequisites: SAPM				
MODULE – 1: INTRODUCTION				
Introduction – Development and growth of derivative markets – Types of Derivatives – uses of Derivatives – Type of Players				9L+3T
MODULE – 2: FUTURES				
Structure of Forward and Futures market – Mechanics of Futures Market – Pricing of Futures contract – Hedging Strategies				9L+3T
MODULE – 3: OPTIONS				
Differences – Futures and Options – Structure of Options Market – Option pricing and Option pricing models – Binomial and Black scholes				9L+3T
MODULE – 4: STRATEGIES				
Option Strategies – Trading with options – Hedging with options – Currency options				9L+3T
MODULE – 5: SWAPS				
Concept and Nature of swaps – Features – Types				9L+3T
TOTAL				60 Hrs
TEXT BOOKS				
1. Financial Derivatives and Risk Management, OP Agarwal, HPH 2. Commodities and Financial Derivatives, Kevin, PHI				
REFERENCE BOOKS				
1. Fundamentals of Financial Derivatives, Swain.P.K, HPH 2. Fundamentals of Futures and Options, John C Hull : Pearson Education 3. Financial Derivatives, Mishra: Excel.				

COURSE TITLE		BUSINESS TAXATION			CREDITS	3
Course Code	COB2217	Course Category	PC	L-T-P-C	3:0:0:3	
				TCH	3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					PO
1.	Understanding the concept of Indirect taxes, the revenue generated by goods and services for the development of India					P O 3
2.	Understanding the GST laws including CGST and SGST, and applying the knowledge for levying taxes					PO4
3.	Understanding the concept of Input Tax Credit and applying the concept for calculating Input tax credit					PO 7
4.	Examine the GST liability and understanding of the credit and debit notes					PO 6
5.	Understanding the returns to befiled					PO 2,1

Prerequisites: Knowledge on tax structure and the kinds of goods and services to be taxed

MODULE – 1: INTRODUCTION TO INDIRECT TAXES

Concept of indirect taxes- Concept of indirect taxes, Principles of indirect taxes	12L
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MODULE – 2: INTRODUCTION TO GST

Goods and Services Tax (GST) Laws: Introduction including constitutional aspects and Levy and Collection of CGST AND IGST: Application of CGST/IGST law, Concept of supply including composite and mixed supplies, Charge of tax, Exemption from tax, Composition levy.	12L
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MODULE – 3: INPUT TAX CREDIT

Basic concepts of time and value of supply, Input tax credit	12L
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MODULE – 4: GST LIABILITY

Computation of GST liability, Registration, Tax invoice; Credit and Debit Notes, Electronic way bills	12L
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MODULE – 5: RETURNS

Returns, Payment of tax including reverse charge	12L
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TOTAL	45 Hrs
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TEXT BOOKS

- | | |
|---|--|
| 1 | Indirect Tax Laws : PART I : GOODS & SERVICES TAX (GST) PART II : CUSTOMS LAW - S.K.Mishra – |
| 2 | Taxmann's GST – Raj K Agarwal & Shivangi Agarwal |

REFERENCE BOOKS

- | | |
|---|---|
| 1 | Hector S. De Leon , The Law on Transfer and Business Taxation: With Illustrations, Problems, and Solutions , 4th Editions, 2012 |
| 2 | Deborah Schanz, Business Taxation and Financial Decisions , published 2010 — 4 editions |

COURSE TITLE	INVESTMENT MANAGEMENT		CREDITS	3
Course Code:	BA 1323	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3
CIA: 40%		ESE:60%		
Learning Level	BTL – 3(Apply)	Assessment Model		TA
	COURSE OUTCOMES			PO
1.	Able to understand the concept of matrices			PO-2
2.	Able to understand the features of Differential Calculus			PO-2
3.	Able to understand the Integral Calculus			PO-2
4.	Able to demonstrate the concept of Permutation and Combination			PO-2
5.	Able to understand basic knowledge on Probability			PO-2
Prerequisites: SAPM				
MODULE – 1				
Nature and Scope of Investment Management – Objectives, Constraints – Investment factors – Gambling – nature and Scope – Distinguish between Investment and Gambling – Role of capital markets.				9L+3T
MODULE – 2				
Investment environment – Sources of Investment Information – Approaches of Security analysis - Market Indicators – Security price movements – Fundamental analysis – technical analysis – Dow theory Random walk theory – efficient market hypothesis.				9L+3T
MODULE – 3				
Company analysis – Components of company analysis - Financial analysis – Financial Statement – Ratio analysis - EPS, DPS – dividend yield ratio – ROI, ROCE, Risk – return – measurement of risk.				9L+3T
MODULE – 4				
Portfolio management – portfolio theory – objectives – Traditional and modern portfolio theory – portfolio management process – portfolio planning – portfolio selection - Evaluation – Portfolio reversion - Portfolio analysis – Morkowitz’s Approach				9L+3T
MODULE – 5				
Capital Market Theory – Assumptions – Capital Asset Pricing Model (CAPM) – Estimating Betas Securities market line arbitrage pricing theory – Derivatives options – Futures – Swaps.				9L+3T
TOTAL				60 Hrs
TEXT BOOKS				
3. Financial Derivatives and Risk Management, OP Agarwal, HPH 4. Commodities and Financial Derivatives, Kevin, PHI				
REFERENCE BOOKS				
1. Fisher and Jordon – Security analysis and Portfolio management 2. V.K. Bhalla - Investment management 3. Punithavathy Pandian - Security analysis and portfolio management 4. Preeti Singh - Investment management 5. Natarajan - Investment management				

COURSE TITLE		TECHNOLOGY IN BANKING		CREDITS	3
Course Code:	BA 1322	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3	
CIA: 40%		ESE:60%			
Learning Level	BTL – 3(Apply)	Assessment Model			TA
	COURSE OUTCOMES				PO
1.	Able to understand the concept of matrices				PO-2
2.	Able to understand the features of Differential Calculus				PO-2
3.	Able to understand the Integral Calculus				PO-2
4.	Able to demonstrate the concept of Permutation and Combination				PO-2
5.	Able to understand basic knowledge on Probability				PO-2
Prerequisites: SAPM					
MODULE – 1					
Different approaches to Banking computerization, WAN, LAN, VSAT, Networking system – Single Window concept – usage of ATM – Advantages, Limitation – Anywhere Banking – Anytime Banking – Home Banking – Internet Banking – Online enquiry and update facilities – PIN – ATM card – Debit card – Smart card – Credit card					9L+3T
MODULE – 2					
Signature storage and display by electronic means – Document Handling System and Document Storage and Retrieval System.					9L+3T
MODULE – 3					
Electronic fund transfer – SWIFT – Electronic clearing system – Debit and Credit Clearing – RBI – Net data – Net bank wire					9L+3T
MODULE – 4					
Impact of Technology – on its employees – Customer service – Management control.					9L+3T
MODULE – 5					
Protecting – Confidentiality and secrecy of data – Cyber laws and its implications					9L+3T
TOTAL					60 Hrs
REFERENCE BOOKS					
1. Electronic Banking and Information Technology – IIB 2. Information Technology in Indian Commercial Banks NIBM Pune – Naidu C.A.S 3. Technology and Banks NIBM Pune – Revell J.R.S. 4. Computers Today, McGraw – Hill – Sanden, Donald H 5. Computer Networks, Prentice – Hall Publication – Tanenbaum, Andrew S.					

COURSE TITLE	INTERNATIONAL BANKING			CREDITS	3
Course Code:	BA 1319	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3	
CIA: 40%		ESE:60%			
Learning Level	BTL – 3(Apply)	Assessment Model			TA
	COURSE OUTCOMES				PO
1.	Able to understand the concept of matrices				PO-2
2.	Able to understand the features of Differential Calculus				PO-2
3.	Able to understand the Integral Calculus				PO-2
4.	Able to demonstrate the concept of Permutation and Combination				PO-2
5.	Able to understand basic knowledge on Probability				PO-2
Prerequisites: SAPM					
MODULE – 1					
International Banking vis – a – vis Domestic Banking – Foreign Trade Financing – International Financial Transactions: Lending and Borrowing across borders.					9L+3T
MODULE – 2					
Foreign Exchange: Market; rate and Currency – Exchange rate determination under Fixed exchange rate and Floating exchange rate regimes – Determination of exchange rates :Spot and Forward – Basic exchange arithmetic – Forward Cover and Hedging.					9L+3T
MODULE – 3					
International Financial Institutions and Functions: World Bank :IMF: Asian Development Bank – International Financial Corporation: International Development Association.					9L+3T
MODULE – 4					
Sources of Foreign Exchange – Export Earnings – Invisible Export Earnings – Role of NRI Remittances – Foreign Direct Investment – Foreign Institutional Investment – External Commercial Borrowings – Global Depositors Receipts – Offshore Borrowings.					9L+3T
MODULE – 5					
Foreign Exchange Management – Composition of Foreign Exchange Reserves : Foreign Currencies – Gold and SDR – Current Account Convertibility – Capital Account Convertibility and Precautions.					9L+3T
TOTAL					60 Hrs
REFERENCE BOOKS					
1. International Banking – IIB 2. International Corporate Finance – IIB 3. Frederic S. Mishkin, “Understanding Financial Crisis : A Developing Country 4. Perspective”, In, Michael Bruno, ed. Annual World Bank Conference on Development Economics”, 1996. 5. Introduction to Foreign Trade, Foreign Exchange Risk Management – IIB					

Course Title	CORPORATE GOVERNANCE AND BUSINESS ETHICS (MBA – All Streams)			Credits	3
Course Code	MBB4704	Course Category	PC-PROFESSIONAL COURSE	L-T-P-S	3-0-0-1
CIA	50%			ESE	50%
LEARNING LEVEL	BTL - 4: ANALYSE			ASSESSMENT MODEL	TA3
COURSE OUTCOMES					PO
CO-1: Interpret the accountability hierarchy from a corporate governance and ethical perspective					PO-1
CO-2: Use ethical theories and frameworks to analyze ethical dilemmas in business and resolve practical problems					PO-4
CO-3: Identify different stakeholders and understand why they may hold differing perspectives on ethical issues					PO-4
CO-4: Review issues and address risks related to regulatory framework					PO-4
CO-5: Understand key legal and regulatory obligations imposed on corporations					PO-4
Pre-requisites: Nil					
MODULE – 1: CORPORATE GOVERNANCE AND ETHICS – INTRODUCTION					
Corporate Governance, Definition, Aspects, Structure, Principles, Function, Mechanism, Sources, Global Convergence, Best Practices Business Ethics, Definition, Evolution, Theories, Values, Characteristics of an Ethical Organisation					6L
MODULE – 2: AGENTS OF CORPORATE ETHICS					
Rights and privileges of share holders, Corporate Governance and stakeholders, Role of Auditors, Ethics of Consumer Protection					6L
MODULE – 3: ETHICS AND GOVERNANCE					
Corporate Governance Ethics, Roots of Unethical Behaviour, Environmental concerns, Role of Media and Advertising, Role of public policies in governing business					6L
MODULE – 4: CONTEMPORARY ISSUES					
Corporate Governance in Developing and Transition Economies, Models, The Indian Scenario , Framework for effective Corporate Governance, Ethical Issues in Management					6L
MODULE – 5: REGULATORY BODIES AND CSR					
Regulatory Bodies, Stakeholders’ Role and Responsibility, Role of government in ensuring Corporate Governance, Corporate Social Responsibility, Methods and means of checking corruption , Whistle blowing					6L
TOTAL					30 Hrs.
LAB / MINI PROJECT / FIELD WORK					
Case Discussion on Self Study Topics					
TEXT BOOKS					
1	Business Ethics and Corporate Governance (Principles & Practice), S S Khanka, S. CHAND Publications 2014				
2	Business Ethics and Corporate Governance , Fernando A.C., Pearson 2012				
REFERENCE BOOKS					
1	Corporate Governance: Principles, Policies and Practices, A C Fernando, E K Satheesh, K P Muraleedharan, Pearson 2018				

COURSE TITLE	BANKING THEORY LAW & PRACTICE		CREDITS	3
Course Code:	BA 1210	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3
CIA: 40%		ESE:60%		
Learning Level	BTL – 3(Apply)	Assessment Model		TA
	COURSE OUTCOMES			PO
1.	Able to understand the concept of matrices			PO-2
2.	Able to understand the features of Differential Calculus			PO-2
3.	Able to understand the Integral Calculus			PO-2
4.	Able to demonstrate the concept of Permutation and Combination			PO-2
5.	Able to understand basic knowledge on Probability			PO-2
Prerequisites: SAPM				
MODULE – 1				
Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, Functions of Banks, Inspection) – Role of RBI and their functions.				9L+3T
MODULE – 2				
Commercial Banks – Functions – Accepting Deposits – Lending of Funds, E-Banking, ATM Cards , Debit Cards, Personal Identification Number – Online Enquiry and update facility- Electronic Fund Transfer- Electronic Clearing System.				9L+3T
MODULE – 3				
Opening of an Account – Types of Deposit Account – Types of Customers (individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal – Ombudsman.				9L+3T
MODULE – 4				
Principles of Lending – Types of Borrowings – Precautions to be taken by a banker.				9L+3T
MODULE – 5				
Negotiable Instruments: Promissory Notes – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques - Role of Collecting Banker.				9L+3T
TOTAL				60 Hrs
REFERENCE BOOKS				
1. Banking Law, Theory and Practice – Sundaram and Varshney – Sultan Chand Co., 2. Banking and Financial Systems – B. Santhanam (Margham Publishers) 3. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications. 4. Indian Banking – Parameswaran – S.Chand and Co, 5. Banking Law Theory and Practice – Tanon 6. Banking Law Theory and Paractice – Sherlaker & Sherlaker.				

COURSE TITLE	MARKETING OF BANKING SERVICES			CREDITS	3
Course Code:	BA 1321	Course Category	DE	L-T-P-S : 3:0:0:0 TCH 3	
CIA: 40%		ESE:60%			
Learning Level	BTL – 3(Apply)	Assessment Model			TA
	COURSE OUTCOMES				PO
1.	Able to understand the concept of matrices				PO-2
2.	Able to understand the features of Differential Calculus				PO-2
3.	Able to understand the Integral Calculus				PO-2
4.	Able to demonstrate the concept of Permutation and Combination				PO-2
5.	Able to understand basic knowledge on Probability				PO-2
Prerequisites: SAPM					
MODULE – 1					
Marketing concepts and their Application to Banking Industry – Marketing concepts and elements – Why Marketing? – Special features of Bank Marketing – Product and Service Marketing					9L+3T
MODULE – 2					
Environmental Scanning – Assessment and Management of Competition – Macro and Micro factors influencing the market goods and services – applicability to Banking – Banking regulation and its impact on Bank marketing strategies – Understanding competition, Identification of competition and their focus – Strategic benefits of good competition – What makes a good competitor.					9L+3T
MODULE – 3					
Customer need analysis and customer care : customer focus – Understanding customer need – customer care – Consumer motivation and buying behaviour – perception / behaviour – other factors affecting buying behaviour – decision making process – individual and organizational – selective exposure, selective distortion, and effect on consumer behaviour.					9L+3T
MODULE – 4					
Market Segmentation(banking) – Product Designing – Marketing – feedback and review – purpose and content of product / Market expansion – Mass Marketing and Marketing segmentation – Definition of Market segmentation – Characteristics of viable Market segment – Benefits from Market segmentation – Disadvantages – Market segmentation techniques for personal and corporate customers.					9L+3T
MODULE – 5					
Market information Research – Definition of marketing research and market research – Differences – Contributions of Marketing Research to a bank – Types of data – primary and secondary – Management Information System and Marketing Research – Need for situation analysis – steps involved in the development of a situation analysis –objective, strategies and tactics – sources of information for situation analysis.					9L+3T
TOTAL					60 Hrs
REFERENCE BOOKS					
1. Marketing of Banking Service – IIB 2. Marketing of Banking Service – Rajeev 3. The formula for successful Marketing, Galotia Publication, 1991 – Morz, Rarph 4. Dynamics of Bank Marketing, VBS publishers, 1990 – Madhukar R.K. 5. Principles of Bank Management, Himalaya Publication, 1993 – Desai, Vasant					

COURSE TITLE		RESEARCH METHODS (Common to BBA General, BBA TTM)		CREDITS		3
Course Code		BAB2303	Course Category	PC	L-T-P-S TCH	3:0:0:3 3
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of research methodology					PO 1
2.	Enabling the understanding of research design and scaling methods					PO 4,5
3.	Illustrating about various types of data and methods for collecting data					PO 4,7
4.	Understanding and application of various methods of data analysis					PO 7
5.	Enabling to draft research report.					PO 7
Prerequisites: Knowledge in Business statistics concepts and need for research in business domain						
MODULE – 1: INTRODUCTION TO RESEARCH METHODS						
Business Research: Concepts, Research skills, Types of research, Manager Researcher-relationship, Limitations of research. Research process and design: Research process, Designing study, Sampling design, Research questions / Problems – Research objectives – Research hypotheses - Hypothesis Testing – Logic & Importance.						9L
MODULE – 2: RESEARCH DESIGN AND SCALING						
Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design - Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.						9L
MODULE – 3: DATA COLLECTION AND SAMPLING						
Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.						9L
MODULE – 4: DATA ANALYSIS						
Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test.						9L
MODULE – 5: RESEARCH REPORT						
Research report – Different types – Contents of report – need of executive summary – Chapterization – contents of chapter – report writing – Presentation – oral and written.						9L
TOTAL						45 Hrs
TEXT BOOKS						
1	Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition, 2015					
2	Research Methodology – C.R.Kothari, 2013					
REFERENCE BOOKS						
1	Business Research Methods – Alan Bryman& Emma Bell, Oxford University Press, 2012					
2	R. Panneerselvam , Research Methodology , 3rd editions, 2013					

COURSE TITLE		INTRODUCTION TO STRATEGIC MANAGEMENT (Common to BBA General and BBA (TTM))		CREDITS	3
Course Code	BAB2316	Course Category	PC	L-T-P-S TCH	3:0:0:0 3
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES				PO
1.	Understanding the concepts of Strategic Management, Strategic Process and CSR activities.				PO2
2.	Enabling the importance of Corporate Mission and different methods of Environmental Scanning techniques.				PO3
3.	Analyzing the Choice of Corporate Strategy for developing best Corporate strategy.				PO7
4.	Illustrating Competitive Advantage through strategic implementation.				PO5
5.	Understanding the Quantitative and Qualitative factors for Strategic Evaluation.				PO2
Prerequisites: Marketing Management Principles, Business Environmental study and Managerial Theories					
MODULE – 1: STRATEGIC CONCEPTS, PROCESS AND CSR					
Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.					9L
MODULE – 2: STRATEGIC FORMATION					
Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need Approaches- SWOT analysis-ETOP-Value chain analysis.					9L
MODULE – 3: CHOICE OF STRATEGY					
BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.					9L
MODULE – 4: STRATEGIC IMPLEMENTATION					
Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.					9L
MODULE – 5: STRATEGIC EVALUATION					
Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria- Types, Essential features of effective evaluation and control systems.					9L
TOTAL					45Hrs
TEXT BOOKS					
1	Strategic Management- Francis Cherunillam-Himalaya Publishing House, 2014				
2	Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2012.				
REFERENCE BOOKS					
1	Strategic Planning-Formulation of corporate strategy, -V.S.Ramaswamy&S.Namakumari, Macmillan Business Books, 2001.				

COURSE TITLE		INTERNATIONAL BUSINESS MANAGEMENT		CREDITS		4
Course Code		BAB2317	Course Category	PC	L-T-P-S	4:0:0:0
					TCH	4
CIA		40%		ESE		60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA1
	COURSE OUTCOMES					PO
1.	Introduction to International Business concepts					PO1
2.	Understanding the Trade Theories					PO3
3.	Understanding the Balance of Trade and Payment					PO2
4.	Understanding the various International agencies					PO6
5.	Understanding the conflicts and role of WTO					PO7
Prerequisites:Trade, Export and Import						
MODULE – 1: INTRODUCTION						
Difference between Internal and International trade – Importance of International Trade in the Global Context						
MODULE – 2: TRADE THEORIES						
Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler’s, Hecksher – Ohlin theories only) – International Product Life cycle theory						12L
MODULE – 3: BoP&BoT						
Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates						12L
MODULE – 4: IMF						
International Monetary system:- IMF – International Liquidity – IBRD						12L
MODULE – 5: WTO						
Conflicts – Types of Conflicts – causes for Conflicts – Role of WTO in Conflict resolution						12L
TOTAL						60 Hrs
TEXT BOOKS						
1	Cherunilam Francis, Internatioanl Trade and Export Management - Himalaya Publishing House - Mumbai.					
2	T.T. Sethi, Money Banking & International Trade - S.Chand& Co., - Delhi.					
REFERENCE BOOKS						
1	Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.					
2	H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi					

COURSE TITLE		ENTREPRENEURSHIP DEVELOPMENT		CREDITS	4
Course Code	BAB2318	Course Category	PC	L-T-P-S::3:1:0:0 TCH 4	
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-3 (Apply)	ASSESSMENT MODEL		TA1
	COURSE OUTCOMES				PO
1	Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.				PO-3
2	Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.				PO-3
3	Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.				PO-3
4	Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.				PO-3
5	Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.				PO-3
Prerequisites : Basic knowledge in management concepts					
Module 1: Concept of Entrepreneurship					
Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs – Role in Economy – Women Entrepreneurship.					9L+3T
Module 2: Policy & Institutional Eco system for Entrepreneurship					
Startup India – Make in India – Stand up India – Special Schemes - Entrepreneurial Development Agencies - NSDC – EDI – MSME – SIDO – EDI – NIESBUD – Role of professional bodies and industry associations					9L+3T
Module 3: Business Plan & Pitching					
Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Business Plan - Pitching – Types.					9L+3T
Module 4: Entrepreneurial finance					
Sources of Finance – Research Institutions – Venture Capital – Angel Investors – Commercial Banks – MUDRA – NABARD – Microfinance - MSMEs and IPO.					9L+3T

Module 5: Sickness and Turnaround Strategies	
Industrial Sickness – Definition – Causes – Symptoms – Prediction – Revival – Managerial Deficiencies - Revival of Sick unit – BIFR and SICA’s Role – Startup India’s notion towards Winding up	9L+3T
TOTAL	60 Hrs
TEXT BOOKS	
1.S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2007.	
2.Saravanavel – Entrepreneurial Development, Ess-Pee-kay-Publishing-House, 5 th Edison, 2011	
REFERENCE BOOKS	
1.J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.	
2.P.C. Jain – Handbook for New Entrepreneurs	

COURSE TITLE		PROJECT WORK {COMMON TO BCOM,BBA,BCOM(BM),BBA (TTM)}		CREDITS	4
Course Code:	BAB2341	Course Category	PC	L-T-P-S : 0:0:6:4	
CIA: 40%			ESE: 60%		
Learning Level	BTL – 3(Apply)	Assessment Model			LA2
	COURSE OUTCOMES				PO
1.	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone				PO7
Prerequisites: Research Methods					
MODULE – 1: INTRODUCTION					
The main focus of the Project should be on the chosen area of Specialization such as General Management /Retail Management / Human Resource Management / Marketing Management / Financial Services Management for BBA.					1 month
The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization					
Major Types of Project					
The project to be undertaken may be of various types:					
<ul style="list-style-type: none">• Exploratory type					
The Students to explore the possible causes of a phenomena or status					
<ul style="list-style-type: none">• Descriptive – to support or disprove existing facts with quantitative data<ul style="list-style-type: none">○ Survey type<ul style="list-style-type: none">includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions○ Experimental study<ul style="list-style-type: none">Conduct of experiments to find the cause and effect relations between experimental variables and dependent variablese.g. Impact of training programme on performance, impact of advertisements on sales○ Desk research based on secondary data<ul style="list-style-type: none">Making use of published data, analyzing and interpreting such data and arriving					

at meaningful conclusions.

Project evaluation

For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.