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Syllabus of BBA(In-house)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
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Paper Name: Financial Management and Risk Analysis

Paper Code: BBA 501

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After completion of the course, the students will be able to

1. examine the conceptual framework on Finance Functions and objectives
2. develop corporate final accounts and cash flow statements in the business growth model
3. analyse financing and investment decisions considering discounting and non-discounting factors
4. examine the importance of working capital management and risk capital management.

Sl.	Topic/Module	Hours
1.	**Module 1** **Introduction:** Concepts, Nature, Scope, Function and Objectives of Financial Management, Time Value of Money, Risk and Return.	5
2.	**Module 2** **Analysis and Interpretation of Corporate Final Accounts**: Preparation of Cash Flow Statement as per Accounting Standard and its Analysis	10
3.	**Module 3** **Financing Decision**: Capital structure, cost of capital and valuation Designing capital structure. Leverage Analysis**:** Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.	15
4.	**Module 4** **Investment Decisions**: Analysis of Risk and Uncertainty. Concept and	15

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	Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing	
5.	**Module 5** **Management of Working Capital**: Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company.	8
6.	**Module 6** **Risk Management**: Option valuation, Derivatives: Managing financial Risk	7

Suggested Readings:

1. Khan, M. Y., & Jain, P. K. Financial Management: Text, Problems and Cases. McGraw-Hill Education.

2. IM Pandey. Financial Management- By Pearson

3. Chandra, P. Financial management. Tata McGraw-Hill Education.

4. Bhalla, V. K. Financial management. S. Chand Publishing.

5. Banerjee, B. Fundamentals of financial management. PHI Learning Pvt. Ltd..

6. Brigham, E. F., & Ehrhardt, M. C. (2019). Financial management: Theory & practice. Cengage Learning.

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Paper Name: Entrepreneurship

Paper Code: BBA-502

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After completion of the course, the students will be able to

1. interpret the concepts of entrepreneurship and the role of an entrepreneur in the economic development

2. list various steps as well as aspects involved in entrepreneurship in India

3. classify the scope and policies in women entrepreneurship.

4. apply various tools and techniques in solving real life problem in developing entrepreneurship.

Sl.	Topic/Module	Hours
1.	**Module 1:** Introduction to Entrepreneurship Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad.	10
2.	**Module 2**: **Entrepreneurial Behaviors:** Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur. **Entrepreneurial Talents :** Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur.	14
3.	**Module 3**: **Entrepreneurial Development in India:** History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards Small Scale Industries (SSI's). **Organization Assistance:**	16

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	Start-ups and Govt. schemes for encouraging starts-ups like Mudra, e Biz New Ventures, Industrial Park (Meaning, Features, & Examples), 10Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies , Small Scale Industries, The Small Industries Development Bank of India (SIDBI) , The State Small Industries Development Corporation (SSIDC), Science and Technology Entrepreneurs' Park (STEP) etc.	
4.	**Module 4**: **Entrepreneurial strategy:** New Entry, Entry Strategy, Risk Reduction Strategy for New Entry.	04
5.	**Module 5**: Conceptual Framework for detecting sickness in SSIs, Status, Dimensions of SSIs, Symptoms for detecting sickness, Causes for Sickness, Govt. Policies to strengthen the SSIs.	06
6.	**Module 6:** Woman as Entrepreneurship: Introduction, Scope, National Policy, Supporting Programs, Employment and Income Generation-cum-production units.	10

Suggested Readings:

1. Lall & Sahai : Entrepreneurship,Excel Books

2. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.

3. Druckar, Peter : Innovation and Entrepreneurship, Heinemann.

4. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency.

5. Manimala, M.J.: Entrepreneurial Policies and Strategies, TMH.

6. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.

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Paper Name: Consumer Behaviour
Paper Code: BBA 503 (A)
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completion of the course, the students will be able to

1. analyze consumer behaviour and its impact on buying pattern.

2. interpret the power of individual influences on decision making and consumption.

3. explain consumer's perception in determining brand preferences

4. compile the components and stages of the individual decision-making process.

Sl.	Topic/Module	Hours
1.	**Module 1:** Introduction to Consumer Behaviour and Consumer Research: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process	6
2.	**Module 2**: Marketing Segmentation and Positioning: Introduction, Requirements for Effective Segmentation, Bases for Segmentation, Determining How Many Segments to Enter, Product Positioning: An Introduction, Positioning Strategy, Positioning Approaches, Positioning	8
3.	**Module 3**: Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research	8
4.	**Module 4**: Consumer Personality and Perception: Introduction, Self-concept, personality Theories, Brand Personality, emotions, Introduction, Sensation (Exposure to Stimuli), Perceptual Selection,	8

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	Perceptual Organisation, Factors that Distort Individual Perception	
5.	**Module 5**:Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement	8
6.	**Module 6:** Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies.	8
7.	**Module 7:** Social Class and Group Influences on Consumer Behaviour: Introduction, nature of Social Class, Social Class Categories, Money and Other Status Symbols, Source of Group Influences, Types of Reference Groups, Nature of Reference Groups, reference Group Influences, Applications of Reference Group Influences, Family Life Cycle Stages, Husband-wife Influences, Parent-child Influences, Consumer Socialization of Children, word-of-Mouth Communications within Groups, opinion Leadership	8
8	**Module 8:**Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour	6

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Suggested Readings:

1. Schiffman Leon G; Consumer Behavior: Pearson Education India.
2. Rajneesh Krishna: Consumer Behaviour 1st Edition: Oxford HED
3. Kardes Frank: Consumer Behavior : Cengage
4. David L Mothersbaugh, Del I Hawkins, AmitMookerjee: Consumer Behavior : Building Marketing Strategies: McGraw Hill India, 13th Edition.
5. Solomon: Consumer Behaviour Buying Having and Being: Pearson.
6. Michael R. Solomon, Tapan Kumar Panda: Consumer Behavior, 13/e: Pearson

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Paper name: Financial Markets, Institutions and Financial Services

Paper Code:BBA 503 (B)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

After completion of the course, the students will be able to

1. appraise Indian Financial System and the components of Indian Financial Market.
2. demonstrate the conceptual framework on money market and capital market
3. classify the Financial services on the basis of its use and availability in the current situation
4. compare the different credit rating agencies and the management of credit

Topic/Module	Hours
Module 1: Indian Financial System: Financial system, Financial Assets and Instruments, Financial Intermediaries, Financial Markets, Classification, Components of Financial Market	8
Module 2: Money Market : Definition, Money Market and Capital Market and their Features, Objectives, Features of a Developed Money Market, Importance of Money Market, Composition of Money Market, Money Market Instruments, Structure of Indian Money Market, Features of Indian Money Market.	12
Module 3: Capital Market: New Issue Market : Relationship between New Issues Market and Stock Exchange, Functions of New Issue Market, methods of floating of new Issues, Recent regulations for IPO. Secondary Market : Introduction, Control Over Secondary Market, Listing of securities.	15
Module 4: Introduction to Financial Services: Meaning of Financial service – Features – Functions Product selling Vs Services Selling – Classification - Present situation in Indian Economy.	5
Module 5: Funds and Free Based Financial Services: Fee Based Financial Services: Concept – Merchant Banking – Credit Rating – Stock Broking – Custodial Services – Loan syndication - Securitization Fund Based Financial Services: Concept – Leasing – Hire Purchase – Bill Discounting – Venture Capital – Housing finance – Insurance service – Factoring – Forfeiting – Mutual funds	12
Module 6: Credit Management and Credit Rating Agencies: Concept - Functions - Different Credit Rating Agencies -Popular Symbols – SEBI & Credit Rating Credit cards – Business credits – NAV role in the economy. Regulatory Bodies in Financial Services: SEBI – RBI – IRDA – AMFI.	8

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Suggested Readings:

1. Khan: Indian Financial Systems, Tata McGraw-Hill
2. Fabozzi: Financial Markets & Institutions, Pearson
3. Guruswamy: Fianacial services and Markets, Thomson Learning
4. Pathak: Indian Financial System, Pearson
5. L. M. Bhole, Jitendra Mahakund, Financial Institutions & Markets – Structure, Growth & Innovation, Tata McGraw Hill
6. Tripaty Nalini Prava Financial Services, Prentice Hall

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Paper Name: Industrial Relations

Paper Code: BBA 503 (C)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

After the completion of this course the students will be able to

1. examine the legal terms commonly used in industrial relations
2. assess the importance of regulatory issues in industrial relations
3. analyze with the concept, essentials and process of employee relationship.
4. construct the methodology of settlement of disagreements.

Sl No	Topic/Module	Hours
1.	Industrial Relations: Overview, importance, Approaches to IR, Parties to IR, System Model of IR, Industrial Employees of India, Problems of Industrial Workers (absenteeism, commitment, Work Ethics), Contemporary and emerging issues in Employee Relations	10
2.	Salient provisions of Industrial disputes Act;	10
3.	Employee Discipline: Types, Misconduct, Disciplinary Action, Disciplinary Enquiry and Procedures, Grievance Handling and Redressal. Salient provisions of Industrial Employment (Standing Orders) Act, 1946;	15
4.	Collective Bargaining: Theories, Prerequisites, Process, Negotiating Skills and Strategies, Agreement – content, Validity, Implementation, Productivity Bargaining, Growth of Collective Bargaining in India.	10
5	Trade Unionism in India : Introduction, Trade Unions, Reasons for Joining Trade Unions, Types and Functions of Trade Unions, Type of Trade Union Agitations, Trade Unions in India and its Problems, Employers' Organizations in India. Salient features of Trade Unions Act, 29126,	10

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	Managerial Associations. Trade Unions Act, 1926.	
6	Employee Participation and Empowerment, Advantages, Employee Participation in India- WPM, EPM, Quality Circles	5

Suggested Readings:

1. Dessler, G: Human Resources Management, Pearson

2. Rao, V. S. P: Human Resources Management: Text & Cases, Excel Books.

3. D. K. Bhattacharyya: Human Resources Management: Excel Books.

4. M. Saiyadain: Personnel Management, Tata McGraw Hill.

5. A. Monappa: Industrial Relations in India, Tata McGraw Hill.

6. Ratna Sen: Industrial Relations in India, Shifting Paradigms, MacMillan India.

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Paper Name: Data Analytics Skills for Managers

Paper Code: BBA 504 (A)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

After completion of the course, the students will be able to

1. identify three core types data analytical techniques i.e. exploratory, descriptive, and causal along with its nature and application.
2. classify the application of appropriate analytical techniques in appropriate situation
3. assess the importance, role and application of data analytics in business domain.
4. explain the basic concepts of statistical quality control

Sl.	Topic/Module	Hours
1.	Module 1: Introduction to Data Analytics: Definition, Role of data analytics in business, tools used in data analytics, Application of analytics in business.	5
2.	Module 2: Data Collection and Data Pre-Processing Data Collection Strategies – Data Pre-Processing Overview – Data Cleaning – Data Integration and Transformation – Data Reduction – Data Discretization.	5
3.	Module 3: Exploratory Data Analytics and Descriptive Statistics – Stem and Leaf Diagram, Mean, Standard Deviation, Skewness and Kurtosis, ANOVA. Some useful plots: Box Plots – Pivot Table – Heat Map.	5
4.	Module 4: Correlation and Regression: Scatter Diagram – Karl Pearson's Correlation Coefficient – Rank Correlation - Correlation Coefficient for Bivariate Frequency Distribution, Simple and Multiple Regression: Introduction, Overview, Importance, Application of Least Square Method, Model Evaluation through Visualization: Residual Plot – Distribution Plot,	10
5.	Module 5: Logistic Regression: Discrete choice models, Logistic	5

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	Regression, Logistic Model Interpretation, Logistic Model Diagnostics, Logistic Model Deployment	
6.	Module 6: Strategic Marketing Analytics: The STP framework, Value generation through STP framework, Managing the segmentation process, Segmentation in Real world: Cluster Analysis, Hierarchical and Non-Hierarchical - K Means Clustering, Prediction of Customer's segment membership: Discriminant Analysis (DA), Two-Group DA.	10
7.	Module 7: Quantitative Techniques used in Advanced Decision Making: Multi-Criteria Decision Making [MCDM], Analytic Hierarchic Processing [AHP], Using Excel Solver for Optimization Techniques.	10
8.	Module 8: Data Analysis using MS-Excel: What If Analysis, Goal Seek Analysis	5
9.	Module 9: Statistical Quality Control: Types of Inspection; Statistical Quality Control – Acceptance Sampling and Control Charts.	5

Suggested Readings:

1. Stephen G. Powell, Kenneth R. Baker: Management Science, The Art of Modeling with Spreadsheets, Wiley.
2. Nagraj Balakrishnan, Barry Render: Managerial Decision Modeling with Spreadsheets, Jr. Ralph M. Stair Prentice Hall.
3. N. D. Vohra: Quantitative Techniques in Management, Tata McGraw-Hill Education.
4. Eugene Lodewick Grant: Statistical Quality Control, McGraw-Hill Richard S. Leavenworth.
5. Dr. Anasse Bari, Mohamed Chaouchi: Predictive Analytics for Dummies, John Wiley & Sons.
6.Namakum R N Prasad, Seema Acharya: Fundamentals of Business Analytics, Wiley.

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Paper Name: Business Intelligence

Paper Code: BBA – 504 (B)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

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

1. examine the concepts and components of Business Intelligence (BI).

2. discuss the use of technologies and tools related to BI

3. analyze the technological architecture that underpins BI systems.

4. apply the use of BI for supporting decision making in an organisation.

Sl.	Topic/Module	Hours
1.	**Module 1: Introduction to Business Intelligence**: BI concept, BI architecture, BI in today's perspective, BI Process, Applications of BI like Financial analysis, statistical analysis, sales analysis, CRM, result pattern and ranking analysis, Balanced Scorecard, BI in Decision Modelling: Optimization, Decision making under uncertainty. Ethics and business intelligence.	08
2.	**Module 2: Elements of Business Intelligence:** Reports & ad hoc queries; Analyse OLAP data; Dashboards & Scorecards development, Metadata Models; Automated tasks & events; Mobile & disconnected BI.	08
3.	**Module 3: Building the BI Project:** Planning the BI project, Project Resources, Project Tasks, Risk Management, Cost-justification, Collecting User Requirements, Requirements-Gathering Techniques, Prioritizing & Validating BI Requirements, Changing Requirements, BI Design and Development, Best Practices, Post-Implementation Evaluations.	10
4.	**Module 4: Data Science**: The concept, process and typical tools in data science. Example of different algorithms i.e. segmentation, classification, validation, regressions, recommendations.	08

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5.	**Module 5: Data Visualization and Dashboard Design:** Responsibilities of BI analysts, Importance of data visualization, types of basic and composite charts, dashboards.	10
6	**Unit 6: Reporting authoring:** Building reports with relational vs Multidimensional data models ; Types of Reports – List, crosstabs, Statistics, Chart, map, financial etc., Data Grouping & Sorting, Filtering Reports, Adding Calculations to Reports, Conditional formatting, Adding Summary Lines to Reports.	08
7	**Module 7: Future of Business Intelligence:** Emerging Technologies, Machine Learning, Predicting the Future with the help of Data Analysis, BI Search & Text Analytics – Advanced Visualization – Rich Report, Future beyond Technology.	08

Suggested Readings:

1. Vercellis Carlo: Business Intelligence, Wiley India Pvt. Ltd.

2. Meenakshi Gupta: Business Intelligence and Applications, BUUKS.

3. Dr.Manoj Kumar Patel: Business Intelligence in Decision Making , BUUKS.

4. Ramesh Sharda (Author), Dursun Delen (Author), Efraim Turban: Business. Intelligence and Analytics: Systems for Decision Support, Pearson Education.

5. Surma Jerzy: Business Intelligence, Business Expert Press.

6. Sharda Ramesh: Business Intelligence and Analytics, Pearson.