

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



CBCS & OBE

Scheme of Instruction and Syllabus for
BBA in Finance and Financial Markets Analytics

(I to VI Semester)

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VISION

The vision of the university is to achieve the status of a globally ranked premier University in the field of Science, Technology, Pharmacy, Architecture, Management and interdisciplinary areas for the creation of high-caliber professionals with environmental consciousness, social, moral and ethical values along with the competency to face the new challenges of rapid technological advancements.

MISSION

The mission of the university is to:

- To create and disseminate knowledge both nationally & internationally towards the transformations of the civilization into a knowledge based society.
- To institutionalize the extension and field outreach activities with a view to transform the university system into an active instrument for social change
- To develop liaison and collaboration with the globally recognized academic institutions in order to inject new and fresh thinking in teaching, learning and research
- To generate intellectually capable and imaginatively gifted professionals and successful entrepreneurs having environmental consciousness and ethics who can work as individual or in group in multi-cultural global environments for continuing significantly towards the betterment of quality of human life.

PROGRAM EDUCATION OBJECTIVE (PEO)

- **PEO1:** Take an active role and participate in their continuous professional development including graduate studies appropriate to their career goals.
- **PEO2:** Maintain ethical and professional standards in their careers.
- **PEO3:** Practice the domain knowledge in the application oriented discipline.

PROGRAM OUTCOME (PO)

- **PO1:** An ability to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, and sustainability.
- **PO2:** An ability to codify using scientific methods for both unstructured data and structured data.
- **PO3:** An understanding of professional and ethical responsibility.

- **PO4:** An ability to visualize and analyse live data.
- **PO5:** An ability to figure out logical study with machine learning.
- **PO 6:** A knowledge of contemporary issues.
- **PO 7:** An ability to apply knowledge of domain logics, instil various multidisciplinary filed to extract knowledge to fulfil large sets of data.

GRADUATE ATTRIBUTES / SKILLS (GA/S)

The BBA in Finance and Financial Markets Analytics graduates of BSE Institute under CCPTR, Maulana Abul Kalam Azad University of Technology, West Bengal will be provided with an opportunity to develop:

- **GA 1:** Communication Skills
- **GA 2 :** Conceptual Skills
- **GA 3 :** Analytical Skills
- **GA 4 :** Competitive Skills
- **GA 5 :** Managerial Skills
- **GA 6:** Technical Skills

MAPPING OF PEO, PO, AND GA

PEO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PEO1							
PEO2							
PEO3							

PO-GA Mapping:

	GA1	GA2	GA3	GA4	GA5	GA6
PO1						
PO2						
PO3						
PO4						
PO5						
PO6						
PO7						

BLOOM'S TAXONOMY LEVEL'S AND VERB

I. Remembering	II. Understanding	III. Applying	IV. Analyzing	V. Evaluating	VI. Creating
Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.	Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.	Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.	Compile information together in different way by combining elements in a new pattern or proposing alternative solutions.
Choose Define Describe Draw Find How Identify Label List Locate Match Name Omit Recall Recognize Record Recite Reproduce Relate Select Show Spell State Tell Underline What When Where Which Who Why Write	Choose Classify Compare Convert Contrast Demonstrate Describe Determine Differentiate Discriminate Discuss Explain Express Extend Give Identify Illustrate Infer Interpret Locate Outline Practice Pick Predict Recognize Relate Rephrase Restate Respond Review Restate Select Simulates Show Summarize Tell Translate Use of	Apply Build Calculate Carry out Develop Choose Construct Demonstrate Differentiate Dramatize Employ Execute Experiment With Generalize Identify Illustrate implement Interpret Initiate Interview Make use of Manipulate Modify Model Organize Operate Operational Plan Practice Produce Relate Schedule Select Solve Translate Use Utilize	Advertise Analyze Appraise Assume Categorize Classify Calculate Correlate Criticize Compare Conclusion Contrast Discover Dissect Diagnose Deduce Debate Detect Determine Diagram Differentiate Draw Distinguish Divide Examine Estimate Evaluate Explain Function Identify Inference Infer Inspect Inventory Investigate Inspect List Motive Predict Relations Relate Simplify Solve Subdivide Survey Take part Test for Theme	Agree Appraise Assess Award Choose Compare Conclude Criteria Criticize Decide Deduct Defend Determine Disprove Discuss Estimate Evaluate Explain Importance Influence Interpret Judge Justify Mark Measure Opinion Perceive Prioritize Prove Rate Recommend Revise Rule on Select Score Support Test Value Verify	Adapt Arrange Assemble Build Change Choose Combine Compile Compose Construct Collect Create Delete Design Develop Discuss Elaborate Estimate Formulate Happen Imagine Improve Invent Manage Make up Maximize Minimize Modify Original Originate Plan Prepare Predict Propose Reconstruct Set-up Solution Solve Suppose Synthesize Systematize Test Theory

SCHEME OF PROGRAM AND CURRICULUM STRUCTURE

Scheme of Programme: BBA in Finance and Financial Markets Analytics

Under CBCS Pattern

Curriculum Structure

PartNo	Basic Structure: Distribution of Courses	Number of Courses	Credits per Course	Total Credits	Semester
I	Core Courses(C)	14	6	84	I-VI
II	Ability Enhancement Compulsory Course(AECC)	2	2	4	I and II
III	Skill Enhancement Course(SEC)	2	2	4	III and IV
IV	Elective: Discipline Specific(DSE)	4	6	24	V and VI
V	Elective: Generic(GE)	4	6	24	I-IV
Total				140	
VI	MOOCS*	5	10	10	III-V
Total				150	

Semester I							
Sl. No.	CBCS Category ***	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-1	BBABFAS101	Introduction to Financial Markets	5	1	0	6
2.	C-2	BBABFAS102	Fundamental Analysis & Financial Reporting	5	1	0	6
3.	AECC-1	BBABFAS103	Business Communication -1	2	0	0	2
4.	GE-1	BBABFA104 – A	Business Environment	5	1	0	6
		BBABFA104 – B	Accounting				
		BBABFA104 – C	Business Economics				
			Total Credit				20

Semester II							
Sl. No.	CBCS Category ***	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-3	BBABFAS201	Technical Analysis	5	1	0	6
2.	C-4	BBABFAS202	Quantitative and Statistical Concepts	5	1	0	6
3.	AECC-2	BBABFAS203	Business Communication -2	2	0	0	2
4.	GE-2	BBABFA204 – A	Dealing With Data Using Python	5	1	0	6
		BBABFA204 – B	Retail Banking Technology and Operations				
		BBABFA204 – C	Introduction to Mutual Fund				
			Total Credit				20

Semester III

Sl. No.	CBCS Category	CourseCode	CourseName	L	T	P	Credits
Theory							
1	C-5	BBABFA301	Introduction to Derivatives	5	1	0	6
2	C-6	BBABFA302	Data Visualization Using Tableau	5	1	0	6
3	C-7	BBABFA303	Working with Spreadsheets - 1	5	1	0	6
4	SEC-1	BBABFA304 – A	Investment Banking	2	0	0	2
		BBABFA304 – B	Commodities Markets				
		BBABFA304 - C	Debt Markets-1				
5	GE-3	BBABFA305 – A	Treasury Management	5	1	0	6
		BBABFA305 – B	Business Law				
		BBABFA305 - C	Equity Markets-1				
			Total Credit				26

Semester IV							
Sl. No.	CBCS Category	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-8	BBABFA401	Working with Spreadsheets - 2	2	2	2	6
2.	C-9	BBABFA402	Business Data Analytics	4	1	1	6
3.	C-10	BBABFA403	Foreign Exchange Markets	5	1	0	6
4.	SEC-2	BBABFA404 – A	Debt Markets-2	2	0	0	2
		BBABFA404 – B	Alternative Investment				
		BBABFA404 – C	India Banking Structures & Laws				
5.	GE-4	BBABFA405 – A	Equity Markets-2	5	1	0	6
		BBABFA405 – B	Commodities Derivatives				
		BBABFA405 - C	Personal Financial Planning				
Total Credit							26

Semester V							
Sl. No.	CBCS Category	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-11	BBABFA501	Data Visualization Power Using BI	2	2	2	6
2.	C-12	BBABFA502	Project Work I	2	0	4	6
3.	DSE-1	BBABFA503 – A	Introduction to Algorithmic Trading	5	1	0	6
		BBABFA503 – B	Marketing for financial services				
		BBABFA503 - C	Islamic Banking				
4.	DSE-2	BBABFA504 – A	Financial Modelling	5	1	0	6
		BBABFA504 – B	Project Finance				
		BBABFA504 - C	Financial Analysis and Business Valuation				
Total Credit							24

Semester VI							
Sl. No.	CBCS Category	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-13	BBABFS601	Data Storytelling using data.	5	1	0	6
2.	C-14	BBABFS602	Project Work II	2	0	4	6
3.	DSE-3	BBABFS603 - A	Introduction to Robo-Advisory	5	1	0	6
		BBABFS603 – B	Professional Skills Development & Ethical and professional standards				
		BBABFS603 - C	Corporate Banking Operations				
4.	DSE-4	BBABFS604 - A	Portfolio Management	5	1	0	6
		BBABFS604 – B	Mergers and Acquisition				
		BBABFS604 – C	Taxation in Financial Markets				
Total Credit							24

- **MOOCS Courses for 10 credits for Hons Courses**
 - <https://swayam.gov.in/explorer?category=Commerce>

Semester No	Course	Provider	Duration	Credits	Name of University/Institute
3	Data Analysis and Interpretation	Coursera	12 weeks	4	Coursera
4	Inferential Statistics	Coursera	7 weeks	2	University of Amsterdam
4	Linear Regression and Modelling	Coursera	4 weeks	1	Duke University
5	Introduction to Data Modelling	edX	4 weeks	1	edX
5	Introduction to Design Thinking	edx	5 weeks	2	Edx
Total Credits				10	

COURSE OUTCOMES – SEMESTER 1

Semester I							
Sl. No.	CBCS Category ***	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-1	BBABFAS101	Introduction to Financial Markets	5	1	0	6
2.	C-2	BBABFAS102	Fundamental Analysis & Financial Reporting	5	1	0	6
3.	AECC-2	BBABFAS103	Business Communication -1	2	0	0	2
4.	GE-1	BBABFA104 – A	Business Environment	5	1	0	6
		BBABFA104 – B	Accounting				
		BBABFA104 – C	Business Economics				
			Total Credit				20

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS101	Introduction to Financial Markets

Preamble: This course provides students with a basic understanding to build an understanding of the Functioning of the Financial Markets and establish a link between various components of the Financial Markets

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Define the functions of financial markets and intermediary institutions.	Remembering	Conceptual
CO2	Explain about Financial Instruments and Participants	Understanding	Conceptual
CO3	List alternative Investment Schemes and other Investment Products	Remembering	Conceptual
CO4	Explain Public Issues and Process	Understanding	Conceptual
CO5	Apply Demat and Online Trading	Applying	Analytical

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Introduction to Financial Markets			
Course Code: BBABFAS101		Semester: 1	
Duration: 90 hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 30	
Credit: 6		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1.		Build a foundational understanding of the Functioning of the Financial Markets	
2.		Establish a link between various components of the Financial Markets	
Objective:			
Sl. No.			
1.		Describe the working of the Financial Markets	
2.		State the Role of the Financial Markets	
Pre-Requisite:			
Sl. No.			
1.		Basic knowledge of Economics	
Contents			
		Hrs./week	
Chapter	Name of the Topic	Hours	Marks
01 Fundamentals of Financial Markets	Describe Financial System Of the economy. List Components of the Securities markets. Describe Stock Exchanges. List Various Stock Exchanges. List classification of markets. Describe Equity, Debt and Money Markets.	12	
02 Financial Instruments and Participants	Describe Financial System Of the economy. List Components of the Securities markets. Describe Stock Exchanges. List Various Stock Exchanges. List Classification of Securities Markets. Describe Equity, Debt and Money Markets.	12	
03 Alternative Investment Schemes and other Investment Products	Describe Mutual Funds. Describe Derivatives. Describe Commodity Markets. Describe Forex Markets.	10	

04 Regulators and Regulations	Describe Regulators and their role. List Various Regulations of Securities Markets.	10	
05 Public Issues and Process	Describe issue of securities. Describe Process of IPO. List Category of Investors. Describe FPO. Describe payment methodology in IPO. Describe Book Building Process. Describe basis of allotment.	12	
06 Market Indices	Describe issue of securities Describe Process of IPO List Category of Investors Describe FPO Describe payment methodology in IPO Describe Book Building Process Describe basis of allotment	12	
07 Demat and Online Trading	Describe the Index Theory Describe the process of Stock Selection, Index Calculation & Maintenance Describe the Free-Float Concept List the Utility of Indices Explain the BSE Indices	12	
08 Trading, Clearing and Settlement	Describe Demat. Describe Depository System. Describe Trading on BSE. Define Screen Based Trading	10	
	Sub Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	Total:		100

Practical:

Skills to be developed:

Intellectual skills:

Analytical skills - The ability to do quality market analysis is fundamental to success in trading

Research skills

Record maintenance

Motor Skills:

Capacity to stay calm.

Patience and discipline

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)

Analytical skills

Research skills

Record maintenance

Capacity to stay calm
Patience and discipline

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Alan R. Kanuk	Capital Markets of India: An Investor's Guide	2007/ 978-0470137635	Wiley

Reference Books:

Niti Bhasin	Financial Institutions and Financial Markets in India: Functioning and Reforms	2010/	New Century Publications

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4	10	18	8	6	4	52
B	4,5, 6, 7, 8	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.

Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS102	Fundamental Analysis & Financial Reporting

Preamble: This course provides students to build a foundational understanding of Fundamental Analysis & Financial Reporting

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Discuss about Fundamental Analysis	Remembering	Conceptual
CO2	Understand concepts of economic analysis	Understanding	Conceptual
CO3	Explain about Industry Analysis	Understanding	Analytical
CO4	Describe Cash Flow Statement and Funds Flow Statement	Understanding	Conceptual
CO5	Understand Growth Investing using CAN SLIM	Remembering	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Fundamental Analysis & Financial Reporting			
Course Code: BBABFAS102		Semester: 1	
Duration: 90 Hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 6		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1.			
Build a foundational understanding of Fundamental Analysis & Financial Reporting			
2.			
Establish a link between various components of Fundamental Analysis			
Objective:			
Sl. No.			
1.			
To gain an understanding of the various concepts of Fundamental Analysis and financial reports			
Pre-Requisite:			
Sl. No.			
NA			
Contents			
Chapter		Name of the Topic	
		Hrs./week	
		Hours	
		Marks	
01 Introduction to Fundamental Analysis		Describe What is Fundamental Analysis Identify Who Performs Fundamental Analysis List the steps of the Fundamental Analysis Process Data Gathering Building Models Analysis Determining the Business Outlook and Value Buy / Sell Recommendations	
		8	
02 Economic Analysis		Understanding concepts of economic analysis Economic cycle Acceleration Declaration Fiscal Policy Monetary policy	
		8	
03 Industry Analysis		Understanding Porter's Five Forces Industry Analysis Industry Classification Demand Analysis Supply Analysis Profitability	
		8	
04 Financial Statement Analysis		Describe Financial Statement Analysis List Tools & Techniques of Analysis	
		8	

	List Types of Comparison		
05 Introduction to Ratios	Describe Ratio Analysis Describe how is a ratio is expressed List advantages of Ratio Analysis Define basis of Ratio Analysis List classification of Ratios Define Liquidity Ratios	8	
06 Profitability and Valuation Ratios	Describe Profitability Ratios Describe Valuation Ratios	8	
07 Leverage and Efficiency Ratios	Understand Du Pont analysis Describe Leverage Ratios Describe Turnover Ratios	8	
08 Analyzing Annual Reports	Understand the components and significance of Annual Reports.	8	
09 Cash Flow Statements	Describe Cash Flow Statement	8	
10 Funds Flow Statement	Understand and Describe Funds Flow Statement	6	
11 Reporting Requirements	Reporting Requirements	6	
12 Investment Strategy Using FA	Understand Growth Investing using CAN SLIM	6	
	Sub Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	Total:		100
Practical:			
Skills to be developed:			
Intellectual skills:			
Analytical Skills			
Risk Management			
Market Intelligence			
Forecasting			
Statistical Techniques			
Motor Skills:			
Profiling			
Networking			
List of Practical: Sl. No. 1 & 2 compulsory & at least three from the rest)			

Analytical Skills
 Risk Management.
 Market Intelligence
 Profiling
 Networking

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Raghu Palat	Fundamental Analysis for Investors	2015 / 978-8170947950	Vision Books

Reference Books:

Robert G. Hagstrom	The Warren Buffett Way	2014 / 978-8126546435	Wiley

List of equipment/apparatus for laboratory experiments:

Sl. No.	
	NA

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4,5,6	10	18	8	6	4	52
	7,8,9,10,11,12	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS103	Business Communication - I

Preamble: This course provides students to build a foundational understanding of communications in domestic & international business situations

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Understand communications in domestic & international business situations	Remembering	Conceptual
CO2	List barriers to effective communication	Understanding	Conceptual
CO3	Write effective emails	Understanding	Analytical
CO4	Prepare an effective oral presentation	Understanding	Analytical
CO5	Write effective reports & analysis	Remembering	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Business Communication- I			
Course Code: BBABFAS103		Semester: 1	
Duration: 30 hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 2		End Semester Exam: 70	
Tutorial: 0		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 2		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1	Build a foundational understanding of communications in domestic & international business situations		
2	Establish a link between business and effective communication by reducing potential barriers		
Objective:			
Sl. No.			
1	To understand and comprehend effective communication for domestic and international business		
Pre-Requisite:			
Sl. No.		NA	
Contents			
Chapter		Name of the Topic	Hrs./week
		Hours	Marks
01	Understanding communications in domestic & international business situations.	Understanding communications in domestic & international business situations. Cultural Context of Communications. Customs and Practices.	5
02	Barriers to effective communication	Barriers to effective communication. Steps to structuring communication well. Powerful techniques to influence people. Importance of 1. Clear Objectives to Communication. 2. Analysis of Receivers Thoughts & Feelings. Structuring Communication in a. Opening b. Body c. Closing. Importance of verbal & non-verbal communication.	5
03	Writing effective emails	Writing effective emails, Emails to juniors, Emails to peers, Emails to seniors, Emails to Customers for Developing Sales, Emails to Customers for Service Issues.	5

04 Influencing & Handling Conflict & Differences of Opinion.	Influencing & Handling Conflict & Differences of Opinion. Understanding Submissiveness, aggressive & assertive communication	5	
05 Writing effective reports & analysis.	Writing effective reports & analysis. Structuring the Reports. Executive Summary, Flow, Methodology, Research Done, Key Findings, Your Analysis, Conclusions & Recommendations,	5	
06 Making an effective oral presentation	Making an effective oral presentation. Preparing Objectives. Researching Audience needs & wants. Communicating Key Points of the message. Handling Questions & Objections from the Receiver. Closing with Action planning.	3	
07 Making an effective presentation	Making an effective presentation with PowerPoint slides / Interaction / Videos / audios.	2	
	Total:	30	
	Internal Assessment Examination & Preparation of Semester Examination		
	TOTAL		100

Practical:

Skills to be developed:

Intellectual skills:

Collaboration
Public Speaking
Written Communication

Motor Skills:

Listening
Nonverbal Communication

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)

Listening
Nonverbal Communication
Collaboration
Public Speaking
Written Communication

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Courtland L. Bovee , John V. Thill	Business Communication	2011 / 978-0132564809	Pearson

	Essentials						
Reference Books:							
Harvard Business Review	HBR's 10 Must Reads: On Communication	2015 / 978-1422189863	Harvard Business Review				
End Semester Examination Scheme.							
		Maximum Marks-70.	Time allotted-3hrs.				
Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4	10	18	8	6	4	52
	5,6,7	8		9	7		
B							
<p>Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.</p>							

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA104 – A	Business Environment

Preamble: This course builds a foundational understanding of a Business Environment

Expected Level of Output: Conceptual Level and Analytical level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Explain the risks associated with Business Environment	Understanding	Conceptual
CO2	Discover the Economic reforms and its components	Analyzing	Analysing
CO3	Demonstrate the global trade and its impact on India	Understanding	Conceptual
CO4	Explain the monetary and fiscal policy of India	Understanding	Conceptual
CO5	Tell about the International Environment	Remembering	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Business Environment			
Course Code: BBABFA104 – A		Semester: 3	
Duration: 90 hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 6		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1		Build a foundational understanding of a Business Environment	
2		To gain knowledge about the different elements involved in understanding the socio-economic, legal and political environments involved in a business	
Objective:			
Sl. No.			
1		To gain knowledge about the varied concepts of a Business Environment	
Pre-Requisite:			
Sl. No.			
1		Basic knowledge of Economics	
Contents			Hrs./week
Chapter	Name of the Topic	Hours	Marks

<p>01 Introduction to Business Environment</p>	<p>Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)</p>	<p>25</p>	
<p>02 Political and Legal environment</p>	<p>Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy Impact of business on Private sector, Public sector and Joint sector Sun-rise sectors of India Economy. Challenges of Indian economy</p>	<p>25</p>	
<p>03 Social and Cultural Environment, Technological environment and Competitive Environment</p>	<p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</p>	<p>20</p>	

04 International Environment	GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, FDI concepts and functions, need for FDI in developing countries, Factors influencing FDI, FDI operations in India, Challenges faced by International Business and Investment Opportunities for Indian Industry	20	
	Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	al:		100

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Pailwar V.K	Business Environment	2014/ 8120348907	Prentice Hall India Learning Private Limited

Reference Books:

Justin Paul	Business Environment	2018/ 978-9353162498	McGraw Hill Education
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End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2	10	18	8	6	4	52
B	3,4	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA104 – B	Accounting

Preamble: This course provides students with a basic understanding to build an understanding to build a foundation to understand the various concepts of Financial Accounting

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Discuss about basics of accounting	Remembering	Conceptual
CO2	Explain financial concepts of accounting in companies	Analyzing	Conceptual
CO3	Apply Process leading to preparation of Trial Balance and Financial Statements	Analyzing	Analytical
CO4	Gain a clear understanding of Financial Accounting with the help of case studies	Understanding	Conceptual
CO5	Discuss about fixed assets and Depreciation Accounting	Remembering	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics	
Subject: Accounting	
Course Code: BBABFA104 – B	Semester: 1
Duration: 90 hours	Maximum Marks: 100
Teaching Scheme	Examination Scheme
Lecture: 5	End Semester Exam: 70
Tutorial: 1	Teacher's Assessment: 10
Practical: 0	Internal Assessment: 20
Credit: 6	Practical Sessional internal continuous evaluation:
	Practical Sessional external examination:

Aim:

Sl. No.	
1.	Build a foundation to understand the various concepts of Financial Accounting
2.	Gain a better understanding of Accounting Mechanics, Accounting Standards and dealing with Financial Statements of Companies

Objective:

Sl. No.	
1.	To articulate the financial concepts of accounting in companies
2.	To gain a clear understanding of Financial Accounting with the help of case studies

Pre-Requisite:

Sl. No.	
1.	NA

Chapter	Name of the Topic	Hrs./week	
		Hours	Marks
01 Introduction to Accounting	Introduction to concepts of Accounting Concept and necessity of Accounting An Overview of Income Statement and Balance Sheet.	8	
02 Introduction and Meaning of GAAP	Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet.	8	
03 Accounting Mechanics	Understanding of Accounting Mechanics Process leading to preparation of Trial Balance and Financial Statements	8	
04 Preparation of Financial Statements with Adjustment Entries.	Understanding the Preparation of Financial Statements with Adjustment Entries.	8	
05 Revenue Recognition and Measurement	Describing Revenue Recognition and Measurement Capital and Revenue Items Treatment of R & D Expenses Preproduction Cost	8	

	Deferred Revenue Expenditure etc.		
06 Fixed Assets and Depreciation Accounting	Describing Fixed Assets and Depreciation Accounting Evaluation and Accounting of Inventory	8	
07 Preparation and Complete Understanding of Corporate Financial Statements	Preparation and Complete Understanding of Corporate Financial Statements 'T' Form and Vertical Form of Financial Statements.	8	
08 Important Accounting Standards	Corporate Financial Reporting – Analysis of Interpretation thereof with reference to Ratio Analysis. Fund Flow, Cash Flow. Corporate Accounting. Accounting of Joint Stock Companies: Overview of Share Capital and Debentures, Accounting for Issue and forfeiture of Shares, Issue of Bonus Share, Issue of Debentures.	8	
09 Financial Statements of Companies	Financial Statements of Companies: Income Statement and Balance Sheet in Schedule VI. Provisions of the Companies Act: Affecting preparation of Financial Statements, Creative Accounting, Annual Report, Presentation and analysis of Audit reports and Directors report. (Students should be exposed to reading of Annual Reports of Companies both detailed and summarized version).	10	
10 Inflation Accounting & Ethical Issue in Accounting	Describing Inflation Accounting & Ethical Issue in Accounting	8	
11 Case Studies and Presentations	Case Studies and Presentations	8	
	Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	I:		100
Practical:			
Skills to be developed:			

Intellectual skills:

Analytical Skills
Critical Thinking

Motor Skills:

Attention to Detail
Interpersonal Communication
Adaptability
Time Management

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)

Analytical Skills
Critical Thinking
Attention to Detail
Interpersonal Communication
Adaptability

Assignments:**List of Books Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
P C Tulsian	Financial Accounting	2002/ 9788177582284	Pearson

Reference Books:

M C Shukla SC Gupta TS Grewal	Advanced Accounting Vol - I	2018/ 978- 9352533022	S.CHAND
M C Shukla SC Gupta TS Grewal	Advanced Accounting Vol - II	2018/ 978- 8121911009	S.CHAND

End Semester Examination Scheme.	Maximum Marks-70.	Time allotted- 3hrs.
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Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3,4,5,6	10	18	8	6	4	52
B	7,8,9,10,11	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.
Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA104 – C	Business Economics

Preamble: This course provides students with a basic understanding to build a understanding to build a foundational understanding of economics for Capital Markets.

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Discuss about economic concepts for Capital Markets	Remembering	Conceptual
CO2	Estimate and forecast demand	Analyzing	Analytical
CO3	Estimate Supply and Production Decisions and Cost of Production	Analyzing	Analytical
CO4	Discuss Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	Understanding	Conceptual
CO5	Apply Pricing Practices	Applying	Analytical

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							



Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Business Economics			
Course Code: BBABFA104 – C		Semester: 1	
Duration: 90		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 6		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1.			
		Build a foundational understanding of economics for Capital Markets	
2.			
		Establish a link between various components of the Capital Markets	
Objective:			
Sl. No.			
1.			
		To gain an understanding of economic concepts for Capital Markets	
Pre-Requisite:			
Sl. No.			
1.			
		Basic knowledge of Economics	
Contents			
Chapter		Name of the Topic	
		Hrs./week	
		Hours	
		Marks	
01 Introduction		Scope and Importance of Business Economics Basic tools- Opportunity Cost principle- Incremental and Marginal Concepts Basic economic relations - functional relations: equations- Total, Average and Marginal relations Use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	
		18	
02 Demand Analysis		Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand(Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)	
		18	
03 Supply and Production Decisions and Cost of Production		Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale -	
		18	



	expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)		
04 Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)	18	
05 Pricing Practices	Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing Case studies on how pricing methods are used in business world	18	
	Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	I:		100
Practical:			
Skills to be developed:			
Intellectual skills:			
Analytical skills - Economists must be able to review data, observe patterns, and draw logical conclusions			
Communication skills - Economists must be able to explain their work to others			
Critical-thinking skills			
Math skills			
Motor Skills:			
Detail oriented			
Writing skills			
List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)			
Analytical skills - Economists must be able to review data, observe patterns, and draw logical conclusions			
Communication skills - Economists must be able to explain their work to others.			
Critical-thinking skills			
Detail oriented			
Math skills			
Writing skills			

Assignments:**List of Books Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Roy E. Bailey	The Economics of Financial Markets	2005/978-0521612807	Cambridge University Press

Reference Books:

Milton Friedman	Money Mischief	1994/ 978-0156619301	Harcourt Publishers Group
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List of equipment/apparatus for laboratory experiments:

Sl. No.	
1.	NA

End Semester Examination Scheme.**Maximum Marks-70.****Time allotted-3hrs.**

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3	10	18	8	6	4	52
B	4,5	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.

Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Semester II							
Sl. No.	CBCS Category ***	Course Code	CourseName	L	T	P	Credits
Theory							
1.	C-3	BBABFAS201	Technical Analysis	5	1	0	6
2.	C-4	BBABFAS202	Quantitative and Statistical Concepts	5	1	0	6
3.	AECC-2	BBABFAS203	Business Communication -2	2	0	0	2
4.	GE-2	BBABFA204 – A	Dealing With Data Using Python	5	1	0	6
		BBABFA204 – B	Retail Banking Technology and Operations				
		BBABFA204 – C	Introduction to Mutual Fund				
			Total Credit				20

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS201	Technical Analysis

Preamble: This course provides students understanding about the technical analysis.

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Demonstrate in-depth knowledge of technical analysis	Understanding	Conceptual
CO2	Explain important aspects of Technical Analysis	Understanding	Conceptual
CO3	Demonstrate about charts and their patterns	Understanding	Analytical
CO4	Explain about technical indicators	Understanding	Conceptual
CO5	Analyze to predict the upcoming trends of the stock market and trade smartly	Analyzing	Analytical

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS201	Technical Analysis

Preamble This course provides students understanding about the technical analysis.

Expected Level of Output Conceptual Level

Course Outcomes On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Demonstrate in-depth knowledge of technical analysis	Understanding	Conceptual
CO2	Explain important aspects of Technical Analysis	Understanding	Conceptual
CO3	Demonstrate about charts and their patterns	Understanding	Analytical
CO4	Explain about technical indicators	Understanding	Conceptual
CO5	Analyze to predict the upcoming trends of the stock market and trade smartly	Analyzing	Analytical

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Technical Analysis			
Course Code:		Semester: 2	
Duration: 90 hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 06		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
1.		To steer the knowledge about the technical analysis.	
2.		To clear the understanding for the chart and their patterns, trend lines and important aspects of technical analysis	
Objective:			
Sl. No.			
1.		Clear basics of the technical analysis.	
2.		To provide the details about technical analysis and the important aspects related to it.	
Pre-Requisite:			
Sl. No.			
1.		Better communication skills and basic knowledge about charts and graphs.	
Contents			
Chapter		Name of the Topic	
		Hrs./week	
		Hours	
		Marks	
01 Introduction to Technical Analysis	<ul style="list-style-type: none"> • What is Technical Analysis? • Its historical development. • Dow Theory and its main tenets. • Different types of Technical Analysis. • How technical analysis is useful? 	8	
02 Theories, Techniques & Benefits	<ul style="list-style-type: none"> • Basic theories of Technical Analysis • Assumptions of Technical analysis • Basis of Technical Analysis • Steps to Technical Analysis • Other important elements of Technical Analysis • Strengths and weaknesses of Technical Analysis 	8	
03 Important aspects of Technical Analysis	<ul style="list-style-type: none"> • Support and Resistance Levels • Supply and Demand • Traders' remorse • How support becomes Resistance • How Resistance becomes support • Some important points on Support and Resistance 	8	

	<ul style="list-style-type: none"> • Trend Indicators 		
04 Charts and their Patterns	<ul style="list-style-type: none"> • What are charts? • Basic patterns and their significance • What are the measuring implications? • Different important continuation patterns and the significance of each. • Different important reversal patterns and the significance of each. • Some other important patterns and their significance. 	8	
05 Trend Lines- Support and Resistance	<ul style="list-style-type: none"> • Trends and their characteristics, uptrend, downtrend and side trend. • Trend lines and what do they show. • Channels, Channel lines, Validation, Angles, Internal Trend lines. • What are support and resistance levels, their logic and how they operate? • Establishing Support and Resistance. • What is their importance? 	8	
06 Importance of Volume	<ul style="list-style-type: none"> • What is volume? • What are its major premises? • What is volume rate of change, Volume spikes and blow offs? • What is its liquidity criteria? • Why is it a confirmatory tool? • Price by Volume and On Balance Volume charts and their uses. • Why the study of volume is important for technical analysis? 	8	
07 Moving Averages	<ul style="list-style-type: none"> • What are moving averages (MAs)? What are the types? • Simple, Linear and Exponential Moving Averages- their nature, calculations, comparison and formulae. • Double cross overs and price cross overs. • Identification of trends- reversal in trends. • Major uses of MAs. • Important points to be noted in using MAs. 	8	

08 Technical Indicators- Part I	<ul style="list-style-type: none"> • What are technical indicators? • Characteristics of Technical Indicators • Leading and Lagging Indicators - Benefits and drawbacks • Momentum and Trend Indicators • Moving Averages • MACD • Relative Strength Index – Positive and negative divergences 	8	
09 Technical Indicators- Part II	<ul style="list-style-type: none"> • Price Rate change • Stochastic Oscillators • On Balance Volume • Money Flow Index • Bollinger’s bands • Directional Momentum Indicators 	8	
10 Elliot Wave and Fibonacci Retracements	<ul style="list-style-type: none"> • What is Elliot Wave Theory? • How does it help the investor to decide when to sell or buy the stock? • What are Fibonacci Retracements? • How are Fibonacci Retracements used? 	8	
11 Technical Analysis Step by Step	<ul style="list-style-type: none"> • How to determine the trend? • How to spot Patterns, if any? • How to spot divergence, if any? • How to check Oscillators for support and resistance? • How to study Moving Averages? • How to check momentum? • How to determine the up trends and down trends? • How to use the Ranging / consolidating Stock Criteria? 	10	
	Sub Total:	90	
	Internal Assessment Examination & Preparation of Semester Examination		
	Total:		100
Practical: Skills to be developed:			

Intellectual skills:

1. Knowledge of Technical Analysis tools and techniques
2. Knowledge of Financial markets
3. Critical-thinking
4. Analytical skills

Motor Skills:

1. Focus
2. Discipline

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest

1. Knowledge of Technical Analysis tools and techniques
2. Knowledge of Financial markets
3. Critical-thinking
4. Analytical skills
5. Focus
6. Discipline

Assignments:**List of Books Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Martin Pring	Martin Pring's Introduction to Technical Analysis	2017 / 9789352602605	McGraw Hill Education

Reference Books:

Martin Pring	Martin Pring's Complete Guide to Technical Analysis An Indian Perspective	2017 / 978-9350230220	Shroff
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End Semester Examination Scheme.

**Maximum Marks-70.
Time allotted-3hrs.**

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4,5,6	10		8	6	4	52
B	7,8,9,10,11	8	18	9	7		

- Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.
- Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS202	Quantitative and Statistical Concepts

Preamble: This course provides students an understanding about the basics of statistics and statistical calculations

Expected Level of Output: Conceptual Level and Analytical level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Discuss about the basics of statistics	Understanding	Conceptual
CO2	Understand sampling, time value of money	Understanding	Conceptual
CO3	Interpret and communicate quantitative information and mathematical and statistical concepts using language appropriate to the context and intended audience	Evaluating	Analysing
CO4	Reason, model, and draw conclusions or make decisions with mathematical, statistical, and quantitative information	Analyzing	Analysing
CO5	Evaluate quantitative arguments that utilize mathematical, statistical, and quantitative information.	Evaluating	Analyzing

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics

Subject: Quantitative and Statistical Concepts

Course Code: BBABFAS202

Semester: 2

Duration: 90 hours

Maximum Marks: 100

Teaching Scheme

Examination Scheme

Lecture: 5

End Semester Exam: 70

Tutorial: 1

Teacher's Assessment: 10

Practical: 0

Internal Assessment: 20

Credit: 6

Practical Sessional internal continuous evaluation:

Practical Sessional external examination:

Aim:

Sl. No.

To learn the basics of statistics and statistical calculations.

To understand the investment decisions with the help of probability concepts

Objective:

Sl. No.

To understand and practice different statistical concepts.

To master the statistical calculations with the help of statistical theories.

Pre-Requisite:

Sl. No.

Basic statistical concept.

Contents

Hrs./week

Chapter

Name of the Topic

Hours

Marks

01
Introduction to Statistics

Interpret the meaning of Statistics.
Define Data, and understand how data has to be collected and tabulated.
Analyze various types of data.

6

02
Sampling, time value of money

Understand the difference and utility of 'population' and 'sample' in sampling methodologies.
Understand how samples are used to analyze data.
Understand the concept of "Time Value of Money"
Understand the factors that affect the investors' decision to invest.
Understand the concepts of Present Value and Future Value of single flow/stream of flows.

6

03
Basic Statistical calculations I-
NVP & IRR

Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects.
Understand the concept of Averages - The Arithmetic Mean.

6

04
Basic Statistical calculations
II- Holding period return,
mean

Arrange raw data
Understand the measure of central tendency: the Arithmetic Mean (AM) and the Weighted Arithmetic Mean and Calculate them.

6

05 Practice session- I	Do arithmetic involving Frequency Distributions Time Value of Money involving NPV and IRR and Measures of Tendency	6	
06 Basic Statistical calculations III- Mean, Median, mode, geometric mean and harmonic mean	Understand the other measures of central tendency viz. the Geometric Mean (GM), Median and Mode and how to calculate them. Understand the percentiles and how to calculate them.	6	
07 Measures of Dispersion I	Understand what are the different measures of dispersion – The Variance. Standard Deviation (SD) and How they are calculated?	6	
08 Measures of Dispersion II	Understand Skewness and Kurtosis and their implications. Understand what the different measures of dispersion are and how they are calculated?	6	
09 Probability Theory	Understand the concept of Probability, and the different types of Probability and their calculations.	6	
10 Practice session- II	The Geometric Mean (GM) Median Mode Percentiles Variance Standard Deviation (SD), and Probability	6	
11 Investment Decisions- probability concepts	Explain the Probability terminology. Recognize Probability Concepts. Apply Probability Rules. Calculate and interpret Portfolio Returns using Probability Concepts. Describe Bayes' theorem. Explain permutation and combination and their applications.	6	
12 Covariance correlation and coefficient of determination	Understand and Compute sample covariance and sample correlation and coefficient of determination.	6	
13 Testing of Hypothesis- Regression	Test the significance of an estimated correlation. Understand what is 'Regression'.	6	

14 Regression	Construct simple regression model. State the assumption under which linear model is valid. Discuss the limitations of a simple regression model. Use the model to predict the dependent variable using an assumed value of the independent variable.	6	
15 Practice session- III	Probability Distribution in Investment decision. Calculate Correlation Coefficient and Coefficient of Determination of 2 variables. Best fitting Straight Line to establish the variables between 2 lines.	6	
	Total:	90	
	Internal Assessment Examination & Preparation of Semester Examination		
	I:		100

Practical:

Skills to be developed:

Intellectual skills:

Mathematical ability and computer literacy.
A clear understanding of statistical terms and concepts.
Analytical skills.
Written and oral communication skills.
Problem-solving skills.

Motor Skills:

The ability to communicate results and findings to non-statisticians.
The ability to influence others.

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)

Mathematical ability and computer literacy.
A clear understanding of statistical terms and concepts.
Analytical skills.
The ability to communicate results and findings to non-statisticians.
The ability to influence others.

Assignments:

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Douglas A. Lind William C. Marchal Samuel A. Wathen	Basic Statistics for Business and Economics	2006 / 007-124461-1	McGraw-Hill Education

Reference Books:

J. A. John D. Whitaker D. G. Johnson	Statistical Thinking in Business	2006 / 13: 978-1- 4200-5716-4	Taylor & Francis Group
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End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4,5,6,7,8	10		8	6		52
B	9,10,11,12, 13,14,15	8	18	9	7	4	

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFAS203	Business Communication - II

Preamble: This course provides students basic foundational understanding of link between business and effective communication.

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Understand the role of perception in Communication	Understanding	Conceptual
CO2	Explain the LESCANT Model	Understanding	Conceptual
CO3	Define the 4 P's of Communication	Remembering	Conceptual
CO4	Develop effective Listening skills	Applying	Analytical
CO5	Define the concept of Personal Effectiveness	Remembering	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics

Subject: Business Communication- II

Course Code: BBABFAS203

Semester: 2

Duration: 30 hours

Maximum Marks: 100

Teaching Scheme

Examination Scheme

Lecture: 2

End Semester Exam: 70

Tutorial: 0

Teacher's Assessment: 10

Practical:

Internal Assessment: 20

Credit: 2

Practical Sessional internal continuous evaluation:

Practical Sessional external examination:

Aim:

Sl. No.	
1.	Establish a link between business and effective communication

Objective:

Sl. No.	
1.	Understand the foundations of business communication and its effective application in the real world.

Pre-Requisite:

Sl. No.	
	NA

Contents

Chapter	Name of the Topic	Hrs./week	
		Hours	Marks
01 Role of perception in communication	Perception in communication Perception Process Perceptual Differences	5	
02 Cultural context Introduction to LESCANT	Culture and its impact on Business Communication Cross-Cultural Communication Cross-cultural Risks LESCANT Model	5	
03 Understanding the LESCANT model	Language Environment and Technological Considerations Social Organisations Contexting and Face Saving Authority Conception Non-Verbal Behaviour Temporal Conception	5	
04 The 4 Ps of communication	The 4 P's of Communication Traits of a Good Communicator The 7 C's of Communication	5	
05 Listening Skills	Questions and their Types What is listening? Levels and Principles of Listening	5	

	Advantages of Listening Listening vs Hearing Barriers to Effective Listening		
06 Personal Effectiveness	Positive Attitude Power of Expectation Power of Association Power of Affirmation Laws of Goal Setting Common Time Management Mistakes	5	
	Total:	30	
	Internal Assessment Examination & Preparation of Semester Examination		
	I:		100

Practical:

Skills to be developed:

Intellectual skills:

Communication skills. ...

Teamwork. ...

Organization and time management. ...

Leadership

Motor Skills:

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)

Communication skills. ...

Teamwork. ...

Organization and time management

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher

Reference Books:

NA			

End Semester Examination Scheme.

Maximum Marks-70.

Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3	10	18	8	6	4	52
B	4,5, 6	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.

Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programm	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA204 – A	Dealing Data Using Python

Preamble: This course provides students to build a foundational understanding to apply data science methods, techniques, and acquire the latest analysis skills.

Expected Level of Output: Conceptual Level

Course Outcomes: On successful completion of the course, students will have the ability to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Define the concept of Data Mining and Data Analysis	Remembering	Conceptual
CO2	Define the concept of Machine Learning	Understanding	Conceptual
CO3	Develop understanding of Python in Data Analytics	Applying	Analytical
CO4	Understanding the importance of Neural Networks	Understanding	Conceptual
CO5	Build a user facing Data Product	Applying	Analytical

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics			
Subject: Dealing with Data using Python			
Course Code: BBABFA204 – A		Semester: 2	
Duration: 90 hours		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Lecture: 5		End Semester Exam: 70	
Tutorial: 1		Teacher's Assessment: 10	
Practical: 0		Internal Assessment: 20	
Credit: 6		Practical Sessional internal continuous evaluation:	
		Practical Sessional external examination:	
Aim:			
Sl. No.			
		Learn to apply data science methods, techniques, and acquire the latest analysis skills.	
Objective:			
Sl. No.			
		Understand how text is handled by python , and the structure of text from machine to human.	
Pre-Requisite:			
Sl. No.			
		NA	
Contents			
		Hrs./week	
Chapter	Name of the Topic	Hours	Marks
01 Introduction of Data	Why Mine Data? Commercial and Scientific Viewpoint Mining Large Data Sets – Motivation What is Data Mining? Origins of Data Mining Data Mining Tasks	12	
02 Statistical Inference	Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count	12	
03 Exploratory Data Analysis	Introduction to Statistics Summarizing Data Probability Distribution Hypothesis Testing ANOVA (Analysis of Variance) Correlation Regression Analysis	12	
04 Machine Learning	What is Machine Learning? Introduction to Logistic Regression Combining classifiers Bayesian Classifier and k-NN classification techniques	12	
05 Python	What is Python and why is it important? Conditionals	15	

	Functions Iteration Data Types, Special Functions and Generators, Error and Exception Handling, Python I/O and file management and Modules Numpy and Pandas		
06 Building a user facing data product, Neural Networks	Biological Neural Networks ANN – The basics Feed forward net Training Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion	12	
07 Jupyter Notebook Link for Python Machine Learning	Jupyter Notebook Link for Python Machine Learning	15	
	Total:	90	70
	Internal Assessment Examination & Preparation of Semester Examination		30
	I:		100

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher

Reference Books:

NA			

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3	10	18	8	6		52
B	4,5, 6,7	8		9	7	4	

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA204 – B	Retail Banking Technology and Operations

Preamble: This course provides students to build a foundational understanding of Banking, its concepts and customer relations.

Expected Level of Output: Conceptual Level and Analytical level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Explain about the retail banking operations and applications.	Understanding	Conceptual
CO2	List the Retail products (liabilities and assets products)	creating	Conceptual
CO3	Identify the different delivery channels of retail banking.	Analyzing	Analyzing
CO4	Analyse the disbursement, payment issues.	applying	Analyzing
CO5	Discuss Core Banking Solution & Transaction Cycles	Creating	Analyzing

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics

Subject: Retail Banking Technology and Operations

Course Code: BBABFA204 – B

Semester: 2

Duration: 90 hours

Maximum Marks: 100

Teaching Scheme

Examination Scheme

Lecture: 5

End Semester Exam: 70

Tutorial: 1

Teacher's Assessment: 10

Practical: 0

Internal Assessment: 20

Credit: 6

Practical Sessional internal continuous evaluation:

Practical Sessional external examination:

Aim:

Sl. No.

1. Build a foundational understanding of Banking, its concepts and customer relations

2. Understanding the banking sector, business structures and core banking solutions

Objective:

Sl. No.

1. To gain an insight into understanding the functioning of banking and its operations

Pre-Requisite:

Sl. No.

1. NA

Contents

Hrs./week

Chapter

Name of the Topic

Hours

Marks

01 Introduction to Banking	Banks and Evolution of Banking Importance of Banks in an Economy Structure of Indian Banking System Cooperative Banks Apex Banking Institutions	8	
02 Introduction to Commercial Banking	Commercial Banking and Services Offered Retail Banking Wholesale Banking Branch Banking BC and BF International Banking Universal Banking Differentiated Banking and Draft Guidelines Notable Trends in Banking Sector	8	
03 Basic Banking Concepts	Bank Rate, CRR, SLR, Repo Rate, Reverse Repo Rate Marginal Standing Facility Negotiable Instruments Cheques and Drafts NEFT and RTGS CYU	8	
04 Types of Customers	Types of Customers	6	
05 Banker Customer Relationships	Bank-Customer Relationships Banker's Special Relationships	6	

06 KYC	KYC and its Objectives Application and Advantages of KYC KYC Process Small Deposit Account Risk Management and Monitoring	8	
07 Deposit Products and Services	Bank Services Deposit Products General Factors Para – Banking Services	6	
08 Principles of Lending	The principles of Good lending 5Cs Model External Factors Affecting Lending Term Lending and Credit Analysis	8	
09 Retail Lending Products	Retail Banking Definition, Characteristics and Features Retail Banking Products Losses, Opportunities and Challenges CIBIL	8	
10 Corporate Lending Products	Corporate Banking and Corporate Lending Corporate Lending Products LC, BG, Consortium and Multiple Lending Raising Loans abroad Issues and Challenges	8	
11 Banking Sector & Technology Business Structure & I.T. Framework	Need for Technology Recent Technology Developments General Business Structure & I.T I.T Framework Regulatory Framework	8	
12 Core Banking Solution & Transaction Cycles	Core Banking – Channels Core Banking Solution Framework Branch Banking I.T Infrastructure & Process Flow Transaction Cycle – Credit Cards & Trade Finance SME Lending Solutions Foreign Exchange & Treasury Solutions	8	
	Total:	90	
	Internal Assessment Examination & Preparation of Semester Examination		
	I:		100

Practical:

Skills to be developed:

Intellectual skills:

Communication skills
Problem solving
Numeracy skills
Teamwork
Organization and time management
Leadership

Motor Skills:

Customer service

List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest

Communication skills
 Problem solving
 Customer service
 Numeracy skills
 Teamwork
 Organization and time management

List of Books Text Books:

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Suresh Samudrala	Retail Banking Technology	2015/ B00SZT7LGY	Jaico Publishing House;

Reference Books:

Tim Walker and Lucian Morris	The Handbook of Banking Technology	2020/ 978-1119328018	John Wiley & Sons
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End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4,5, 6	10	18	8	6	4	52
B	7,8,9,10, 11,12	8		9	7		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part. Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Programme	Course Code	Title
BBA in Finance and Financial Markets Analytics	BBABFA204 – C	Introduction to Mutual Funds

Preamble: This course provides students basic understanding of mutual funds and the knowledge about different mutual funds offers and investments.

Expected Level of Output: Conceptual Level and Analytical level

Course Outcomes: On successful completion of the course, students will be able to

Course Outcome	Description	Bloom's Taxonomy Level	Skill Mapping
CO1	Demonstrate in-depth knowledge of mutual funds and its functioning	Understanding	Conceptual
CO2	Understand the basic concepts and operations of mutual funds to ease you into investing in mutual funds.	Understanding	Conceptual
CO3	Predict a well-informed decision regarding their investment in mutual funds.	Creating	Analytical
CO4	Explain about regulators and regulations	Understanding	Analytical
CO5	Analyze risk and performance of mutual funds	Analyzing	Conceptual

PO – CO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

Name of the Course: BBA in Finance and Financial Markets Analytics	
Subject: Introduction to Mutual Funds	
Course Code: BBABFA204 – C	Semester: 2
Duration: 90 hours	Maximum Marks: 100
Teaching Scheme	Examination Scheme
Lecture: 5	End Semester Exam: 70
Tutorial: 1	Teacher's Assessment: 10
Practical: 0	Internal Assessment: 20
Credit: 6	Practical Sessional internal continuous evaluation:
	Practical Sessional external examination:

Aim:

Sl. No.	
1.	To establish the understanding of mutual funds.
2.	To provide the knowledge about different mutual funds offers and investments.

Objective:

Sl. No.	
1.	Clear basics of the mutual funds.
2.	Foundational understanding about the mutual fund investments

Pre-Requisite:

Sl. No.	
1.	Basic knowledge of investments and accounts.

Contents		Hrs./week	
Chapter	Name of the Topic	Hours	Marks
01 Introduction of Mutual Funds	Need and Concept of Mutual Funds How Mutual funds work? Advantages and disadvantages of Mutual funds Mutual funds History of India Mutual Funds structure, constituents and their functions.	8	
02 Fund structure & Constituents	Structure of Mutual Funds Other entities associated with the mutual funds Portfolio Management of Mutual Funds	6	
03 New categories of Funds	New categories of Funds Market Cap Types of Funds Macaulay Duration	8	
04 NFO and Offer Document	New Fund Offer Offer Document Benchmarks Equity and Debt Fund Benchmarks Scheme Information Document Statement of Additional Information Key Information Memorandum Product Labelling Risk-o-meter	8	

05 Net Asset Value (NAV)	NAV, It's Computation, Expenses, Limits Mutual Fund Expenses NAV – Mark to Market Cut off timings and Applicable NAV Mutual Funds Regulations	8	
06 Plan and Options in Mutual Funds	Direct plan vs Regular Plan Features of Plans in Mutual Fund Schemes Investment Options Systematic Investment Plans Structure of Mutual Fund Other Entities Associated With The Mutual Fund Portfolio Management of MF.	8	
07 Accounting, Valuation and taxation	To define various terminologies used in accounting valuation Define various charges applicable Understand the taxation component in mutual funds	8	
08 Regulators and Regulations	Association Of Mutual Funds In India – Objectives, and Code SEBI as the Regulator RBI and Stock Exchanges Investor Rights	8	
09 Return of Funds	Investment Style The Measures Of Return	6	
10 Risk and Performance of Funds	Types of Risks Risk-Adjusted Returns Tracking Error	6	
11 Mutual Funds Scheme Selection	Factors to be considered for selection of an Equity Fund Factors to be considered for selection of the Debt Fund Factors to be considered for selection of the Hybrid Fund	8	
12 Transacting in Mutual Funds	Distribution Channels available for Investors in MF Appointment of Distributor and Commissions SEBI Advertisement Code Investor Information PAN and Micro-Investments Sale and Re-purchase Transaction Statement of Account (SoA) and Consolidated Account Statement (CAS)	8	
	Total:	90	
	Internal Assessment Examination & Preparation of Semester Examination		
	I:		100

Practical:**Skills to be developed:****Intellectual skills:**

Knowledge of Financial Markets
 Ability to evaluate various fund sheets and identify suitable fund
 Consultative selling skills

Motor Skills:

Listening Skills
 Presentation Skills

List of Practical: Sl. No. 1 & 2 compulsory & at least three from the rest

Knowledge of Financial Markets
 Ability to evaluate various fund sheets and identify suitable fund
 Consultative selling skills
 Listening Skills
 Presentation Skills

Assignments: List of Books**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Sundar Sankaran	Indian Mutual Funds Handbook	2016/ 9789386268198	Vision Books

Reference Books:

John C. Bogle	Common Sense on Mutual Funds	2010 / 978-0470138137	John Wiley & Sons
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List of equipment/apparatus for laboratory experiments:

Sl. No.	
1.	NA

End Semester Examination Scheme.**Maximum Marks-40.****Time allotted-3hrs.**

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4,5, 6,	10	18	3	2	4	52
B	7,8,9,10,11,12	10		4	3		

Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.
 Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.