

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

l.	Ш.	ш.	IV.	v.	VI.
، Remembering	Understanding	Applying	Analyzing	v. Evaluating	vi. Creating
	onderstanding	7.666.3.08	, mary zing	Linuaring	ereating
Exhibit memory	Demonstrate	Solve	Examine and break	Present and defend	Compile information
of previously	understanding of	problems to	information into	opinions by making	together in different
learned material	facts and ideas by	new situations	parts by identifying	, , ,	
by recalling facts,	organizing,	by applying	motives or causes.	judgments about	way by
terms, basic	comparing,	acquired	Make inferences	information, validity of	combining elements
concepts, and	translating,	knowledge,	and find evidence	ideas, or quality of work	· ·
answers.	interpreting, giving	facts,	to support	based ona set of	proposing alternative
	descriptions, and	techniques	generalizations.	criteria.	solutions.
	stating main ideas.	and rules in a			
		different way.			
Chasse	Chasse	A math.	A du a utila a		
Choose Define	Choose	Apply	Advertise	Agree Appraise Assess	Adapt Arrange
	Classify	Build	Analyze	Award Choose Compare	Assemble Build
Describe Draw	Compare Convert	Calculate	Appraise Assume	Conclude Criteria	Change Choose
Find	Contrast	Carry out Classify	Categorize	Criticize Decide Deduct	Combine Compile
How	Demonstrate	Choose	Classify	Defend Determine	Compose Construct
Identify	Describe	Construct	Calculate		
Label	Determine	Demonstrate	Correlate	Disprove Discuss	Collect Create Delete
List	Differentiate	Develop	Criticize	Estimate Evaluate	Design Develop
Locate	Discriminate	Dramatize	Compare	Explain Importance	Discuss Elaborate
Match	Discuss	Employ	Conclusion	Influence Interpret	Estimate Formulate
Name	Explain	Execute	Contrast	Judge Justify Mark	Happen Imagine
Omit	Express	Experiment	Discover	Measure Opinion	Improve Invent
Recall	Extend	With	Dissect	Perceive Prioritize	Manage Make up
Recognize	Give	Generalize	Diagnose	Prove	Maximize Minimize
Record	Identify	Identify	Deduce	Rate RecommendRevise	
Recite	Illustrate	Illustrate	Debate		
Reproduce	Infer	implement	Detect	Rule onSelect Score	Originate Plan
Relate	Interpret	Interpret	Determine	SupportTest Value	Prepare Predict
Select	Locate	Initiate	Diagram	Verify	Propose Reconstruct
Show	Outline	Interview	Differentiate		Set-up Solution Solve
Spell	Practice	Make use of	Draw		Suppose Synthesize
State	Pick	Manipulate	Distinguish		SystematizeTest
Tell	Predict	Modify	Divide		Theory
Underline	Recognize	Model	Examine		/
What	Relate	Organize	Estimate		
When	Rephrase	Operate	Evaluate		
Where	Restate	Operational	Explain		
Which	Respond		Function		
Who	Review	Plan	Identify		
Why	Restate	Practice	Inference		
Write	Select	Produce	Infer		
	Simulates	Relate	Inspect		
	Show	Schedule	Inventory		
	Summarize	Select	Investigate		
	Tell	Solve	Inspect		
	Translate	Translate	List		
	Use of	Use	Motive		
		Utilize	Predict		
		Utilize			
			Relations		
			Relate		
			Simplify		
			Solve		
			Subdivide		
			Survey		
			Take part		
			Test for		
			Theme		
1		1	1	1	1

SCHEME OF PROGRAM AND CURRICULUM STRURCTURE

Scheme of Programme: BBA in Finance and Financial Markets Analytics

Under CBCS Pattern

Curriculum Structure

PartNo	Basic Structure: Distribution of Courses	Numberof Courses	Credits per Course	Total Credits	Semester
I	Core Courses(C)	14	6	84	I-VI
111	Ability Enhancement Compulsory Course(AECC)	2	2	4	I and II
ш	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										
SI. No.	CBCS Category ***	L	т	Р	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								
		BBABFA104 – B	Accounting	5	1	0	6				
		BBABFA104 – C	Business Economics								
			Total Credit				20				

	Semester II										
SI. No.	CBCS Course Code CourseName Category ***					Р	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								
		BBABFA204 – B	Retail Banking Technology and Operations	5	1	0	6				
		BBABFA204 – C	Introduction to Mutual Fund								
			Total Credit				20				

Semes	ster III						
SI. No.	CBCS Category	ourseCode	CourseName	L	т	Ρ	Credits
			Theory	I			
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 BBABFA304 – B	Investment Banking	2	0	0	2
		BBABFA304 - C	Commodities Markets Debt Markets-1			Ū	2
		BBABFA305 – A	Treasury Management				
5	GE-3	BBABFA305 – B	Business Law	5	1	0	6
		BBABFA305 - C	Equity Markets-1				
			Total Credit				26

Seme	ester IV						
SI. No.	CBCS Category	Course Code	CourseName	L	т	Р	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				
		BBABFA404 – B	Alternative Investment	2	0	0	2
		BBABFA404 – C	India Banking Structures & Laws				
5.	GE-4	BBABFA405 – A	Equity Markets-2				
		BBABFA405 – B	Commodities Derivatives	5	1	0	6
		BBABFA405 - C	Personal Financial Planning				
			Total Credit				26

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

Seme	ster VI							
SI. No.	CBCS Category	y	Course Code	CourseName	L	т	Р	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.			BBABFS603 - A	Introduction to Robo-Advisory				
	DSI	E-3	BBABFS603 – B	Professional Skills Development & Ethical and professional standards	5	1	0	6
			BBABFS603 - C	Corporate Banking Operations				
4.			BBABFS604 - A	Portfolio Management				
	DSI	E-4	BBABFS604 – B	Mergers and Acquisition	5	1	0	6
			BBABFS604 – C	Taxation in Financial Markets				
				Total Credit				24

• MOOCS Courses for 10 credits for Hons Courses

o <u>https://swayam.gov.in/explorer?category=Commerce</u>

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 Cred	Total Credits 10					

COURSE OUTCOMES – SEMESTER 1

	Semester I							
SI. No.	CBCS Category ***	Course Code	CourseName	L	т	Р	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					
		BBABFA104 – B	Accounting	5	1	0	6	
		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 Instrumentsand Participants	Understanding	Conceptual
CO3	List alternative Investment Schemes and other InvestmentProducts	Remembering	Conceptual
C04	Explain Public Issues and Process	Understanding	Conceptual
C05	Apply Demat and OnlineTrading	Applying	Analytical

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

	ancial 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 contir	nuous eva	luation:
	Practical Sessional external exam	ination:	
Aim:			
SI. No.			
1.	Build a foundational understanding of the	Functioni	ng of the Financial Markets
2.	Establish a link between various componer		-
Objective:			
Sl. No.			
1.	Describe the working of the Financial Mark	oto	
2.	State the Role of the Financial Markets	lets	
Ζ.	State the Role of the Financial Markets		
Pre-Requisite:			
Sl. No.			
1.	Basic knowledge of Economics		
±.	Dasie knowledge of Leononnes		
Contents		Hrs./w	oek
Contents Chanter	Name of the Tonic	Hrs./we	
Contents Chapter	Name of the Topic	Hrs./wo Hours	eek Marks
Chapter	-	Hours	
Chapter 01	Describe Financial System Of the economy	Hours	
Chapter 01 Fundamentals	Describe Financial System Of the economy List Components of the Securities markets	Hours	
Chapter 01 Fundamentals	Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges.	Hours	
Chapter 01 Fundamentals	Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges.	Hours	
Chapter 01 Fundamentals	Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges. List classification of markets.	Hours	
Chapter 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	Hours . 12 .	
Chapter 01 Fundamentals of Financial Markets 02	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 Describe Financial System Of the economy	Hours . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and	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 Describe Financial System Of the economy List Components of the Securities markets	Hours . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges.	Hours . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges.	Hours . 12 . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges.	Hours . 12 . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges.	Hours . 12 . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 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 markets. Describe Equity, Debt and Money Markets Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges. List Classification of Securities Markets	Hours . 12 . 12 . 12	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and Participants 03	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges. List Various Stock Exchanges. List Classification of Securities Markets Describe Equity, Debt and Money Markets	Hours . 12 . 12 . 12 . 12 .	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and Participants 03 Alternative Investment	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges. List Various Stock Exchanges. List Classification of Securities Markets Describe Equity, Debt and Money Markets Describe Equity, Debt and Money Markets Describe Mutual Funds. Describe Derivatives.	Hours . 12 . 12 . 12 . 12 .	
Chapter 01 Fundamentals of Financial Markets 02 Financial Instruments and Participants 03	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 Describe Financial System Of the economy List Components of the Securities markets Describe Stock Exchanges. List Various Stock Exchanges. List Various Stock Exchanges. List Classification of Securities Markets Describe Equity, Debt and Money Markets Describe Equity, Debt and Money Markets	Hours . 12 . 12 . 12 . 12 .	

04	Describe Regulators and their role.	10		
Regulators and	List Various Regulations of Securities			
Regulations	Markets.			
05	Describe issue of securities.	12		
Public Issues and Process	Describe Process of IPO.			
	List Category of Investors.			
	Describe FPO.			
	Describe payment methodology in IPO.			
	Describe Book Building Process.			
	Describe basis of allotment.			
06	Describe issue of securities	12		
Market Indices	Describe Process of IPO			
	List Category of Investors Describe FPO			
	Describe payment methodology in IPO			
	Describe Book Building Process			
	Describe basis of allotment	_		
07	Describe the Index Theory	12		
Demat and Online Trading	Describe the process of Stock Selection,			
	Index Calculation & Maintenance			
	Describe the Free-Float Concept			
	List the Utility of Indices			
00	Explain the BSE Indices	10		
08 Trading Cleaning and	Describe Demat.	10		
Trading, Clearing and Settlement	Describe Depository System. Describe Trading on BSE.			
Settlement	Define Screen Based Trading			
	Sub Total:	90	70	
	Internal Assessment Examination &		30	
	Preparation of Semester Examination		50	
	Total:		100	
Practical:				
Skills to be developed:				
Intellectual skills:				
Analytical skills - The ability	/ to do quality market analysis is fundament	al to succ	ess 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 res	t)		
Analytical skills				
Research skills				

Capacity to stay calm Patience and discipline

List of Books Text Books:

Name of Author		Title of the	Book	Edition/ISSN/ISB		N Name of the Publisher		
Alan R. Kanuk		Capital Markets of India: An Investor's Guide		2007/ 978- 0470137635		Wiley		
Reference	Books:							
Niti Bhasin	ster Examinatic	and Financ Markets in Functionin and Reforr	India: g ns		num Mark		ury Publications Time allotted-3hrs.	
Group	Unit	Objective	Questions y with the	Subjective				
		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	10	8	6	4	52	
В	4,5, 6, 7, 8	8	18	9	7	4		

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
C01	Discuss about Fundamental Analysis	Remembering	Conceptual
CO2	Understand concepts of economic analysis	Understanding	Conceptual
CO3	Explain about Industry Analysis	Understanding	Analytical
C04	Describe Cash Flow Statement and Funds Flow Statement	Understanding	Conceptual
C05	Understand Growth Investing using CAN SLIM	Remembering	Conceptual

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

	in Finance and Financial Markets Analytics lysis & Financial Reporting		
Course Code: BBABFAS102			
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 continuou	ıs evaluat	ion:
	Practical Sessional external examinat	ion:	
Aim:			
SI. No.			
1.	Build a foundational understanding of Fundamenta	al Analysis	& Financial Reporting
2.	Establish a link between various components of Fu		
Objective:			
Sl. No.			
	To gain an understanding of the various concepts of	of Eurodan	antal Analysis and
1.	financial reports		iental Analysis and
Dro Doquisito:			
Pre-Requisite: Sl. No.	ΝΑ		
51. 140.	ΝΑ		
Cautauta		11	-l-
Contents		Hrs./we	
Chapter	Name of the Topic	Hours	Marks
01	Describe What is Fundamental Analysis	8	
Introduction to Fundamen	tal Identify Who Performs Fundamental Analysis		
Analysis	List the steps of the Fundamental Analysis		
,	Process		
	Data Gathering		
	Building Models		
	Analysis		
	Determining the Business Outlook and Value		
	Buy / Sell Recommendations		
02		8	
	Understanding concepts of economic analysis	o	
Economic Analysis	Economic cycle		
	Acceleration		
	Declaration		
	Fiscal Policy Monotony policy		
	Monetary policy	-	
<u></u>	Understanding Porter's Five Forces	8	
	-		
	Industry Analysis		
	Industry Analysis Industry Classification		
03 Industry Analysis	Industry Analysis Industry Classification Demand Analysis		
	Industry Analysis Industry Classification		
	Industry Analysis Industry Classification Demand Analysis		
	Industry Analysis Industry Classification Demand Analysis Supply Analysis	8	

	List Types of Comparison		
05	Describe Ratio Analysis	8	
Introduction to Ratios	Describe how is a ratio is expressed		
	List advantages of Ratio Analysis		
	Define basis of Ratio Analysis		
	List classification of Ratios		
00	Define Liquidity Ratios	0	
06	Describe Profitability Ratios	8	
Profitability and Valuation Ratios	Describe Valuation Ratios		
07	Understand Du Pont analysis	8	
Leverage and Efficiency Ratios	Describe Leverage Ratios		
	Describe Turnover Ratios		
08	Understand the components and significance of	8	
Analyzing	Annual Reports.		
Annual Reports			
09	Describe Cash Flow Statement	8	
Cash Flow Statements			
10	Understand and Describe Funds Flow Statement	6	
Funds Flow			
Statement			
11	Reporting Requirements	6	
Reporting Requirements			
12	Understand Growth Investing using CAN SLIM	6	
Investment Strategy			
Using FA			
	Sub Total:	90	70
	Internal Assessment Examination &		30
	Preparation of Semester Examination		
	Total:		100
Practical: Skills to be developed:			
Intellectual skills:			
Analytical Skills			
Risk Management			
Market Intelligence			
Forecasting			
-			
Statistical Techniques			
Motor Skills:			
Profiling			
Networking			

Analytical Skills								
Risk Manageme								
Market Intellige								
Profiling								
Networking								
List of Books Te				L				
Name of Autho	r	Title of the E	Book	Edition/ISS	N/ISBN	Name of th	ne Publisher	
Raghu Palat		Fundamenta	I Analysis	2015 / 978-		Vision Bool	ks	
_		for Investors	;	8170947950				
Reference Book						1		
Robert G. Hagst	-	The Warren	Buffett	2014 / 978-		Wiley		
		Way		8126546435				
		. (l . l	•					
List of equipme	nt/apparatu	s for laborat	ory experi	ments:				
Sl. No.								
		NA						
End Semester E	xamination	Scheme.		Maximum N	Marks-70.		Time allotted-3hrs.	
Group	Unit	Objective		Subjective (Questions			
		(MCQ only						
		correct ans	,					
			Total		To answer	Marks per	Total Marks	
		question to be set	Marks	question to be set		question		
Α	1,2,3, 4,5,6			8	6		52	
	,,_, , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		18		Ū	4	-	
	7,8,9,10,11	8	10	9	7			
В	,12				-			
Only multiple cl	r	estion (MCC) with one	correct answ	ver are to h	L Le set in the	hiective nart	
• •		-	-					
Specific instruct	ion to the sti	idents to ma	aintain tho	order in answ	vering ohie	rtivenuerin	nns shauld he given an	

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
C04	Prepare an effective oral presentation	Understanding	Analytical
C05	Write effective reports & analysis	Remembering	Conceptual

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

Subject: Business Com	munication-	e and Financial Markets Analytics I		
Course Code: BBABFAS	5103	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 continuou		ation:
		Practical Sessional external examinat	ion:	
Aim:				
SI. No.				
	uild a founda usiness situa	itional understanding of communications i tions	n domes	stic & international
	stablish a linl arriers	k between business and effective commun	ication b	by reducing potential
Objective:				
SI. No.				
	o understand usiness	d and comprehend effective communicatio	n for do	mestic and internationa
Pre-Requisite:				
SL No	NΛ			
Sl. No.	NA			
	NA			
Contents			Hrs./we	
Contents		e of the Topic	Hrs./we Hours	eek Marks
Contents Chapter 01	Nam	erstanding communications in domestic &	Hours	
SI. No. Contents Chapter 01 Understanding	Nam	-	Hours	
Contents Chapter 01 Understanding	Nam Unde	erstanding communications in domestic &	Hours	
Contents Chapter 01 Understanding communications in dor	Nam Unde inter mestic Cultu	erstanding communications in domestic & national business situations.	Hours	
Contents Chapter 01 Understanding communications in dor & international busine	Nam Unde inter mestic Cultu	erstanding communications in domestic & national business situations. ural Context of Communications. Customs	Hours	
Contents Chapter 01 Understanding communications in dor & international busine situations.	Nam Unde inter mestic Culto ss and	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices.	Hours	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02	Nam Unde inter mestic Cultu ss and Barri	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. ers to effective communication.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss and Barri Step	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. ers to effective communication. s to structuring communication well.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss and Barri Step Pow	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Powe	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Powe	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Culto ss and Barri Step Pow Impo Com	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Com	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. ers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Com Closi	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng.	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Closi Impo	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng. ortance of verbal & non-verbal	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective communication	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Closi Impo com	erstanding communications in domestic & national business situations. ural Context of Communications. Customs Practices. ers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng. ortance of verbal & non-verbal munication.	Hours 5 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective communication	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Com Closi Impo com	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng. ortance of verbal & non-verbal munication. ing effective emails, Emails to juniors,	Hours 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective communication	Nam Unde inter ss Barri Step Pow Impo Com Thou Com Closi Impo com Writ	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. ders to effective communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng. ortance of verbal & non-verbal munication. ing effective emails, Emails to juniors, ils to peers, Emails to seniors, Emails to	Hours 5 5	
Contents Chapter 01 Understanding communications in dor & international busine situations. 02 Barriers to effective communication	Nam Unde inter mestic Cultu ss Barri Step Pow Impo Com Thou Com Closi Impo com Step Pow Impo Com Thou Com Closi Impo com	erstanding communications in domestic & mational business situations. ural Context of Communications. Customs Practices. fers to effective communication. s to structuring communication well. erful techniques to influence people. ortance of 1. Clear Objectives to munication. 2. Analysis of Receivers ughts & Feelings. Structuring munication in a. Opening b. Body c. ng. ortance of verbal & non-verbal munication. ing effective emails, Emails to juniors,	Hours 5 5	

Name of Author Courtland L. Bovee , John V.	Business	2011 / 978- 0132564809	Pearson	
Name of Author				
	Title of the Book	Edition/ISSN/ISBN	Name of the	Publisher
List of Books Text Books:				
Written Communication				
Collaboration Public Speaking				
Nonverbal Communication				
Listening				
List of Practical: Sl. No. 1& 2	compulsory & at lea	ast three from the rest)		
Nonverbal Communication				
Listening				
Motor Skills:				
Written Communication				
Public Speaking				
Collaboration				
Intellectual skills:				
Practical: Skills to be developed:				
	TOTAL			100
		mester Examination		
	Internal Assessme			
	Total:		30	
effective presentation	audios.			
Making an	PowerPoint slides	/ Interaction / Videos /		
07	-	e presentation with	2	
	Closing with Action	n planning.		
	Receiver.			
	-	is & Objections from the		
presentation	needs & wants.	ey Points of the message.		
Making an effective oral		es. Researching Audience	e	
06	-	e oral presentation.	3	
	Conclusions & Rec	•		
		y Findings, Your Analysis	,	
analysis.	-	y, Flow, Methodology,		
Writing effective reports &	Structuring the Re	•	_	
05	Writing effective r		5	
Differences of Opinion.	assertive commun		x	
Influencing & Handling Conflict &	of Opinion.	omissiveness, aggressive	8.	
	of Oninian			

		Essentials	5				
Reference I	Books:						
Harvard Business Review		HBR's 10 Must Reads: On Communication		2015 / 978- 1422189863		Harvard Business Review	
End Semest	er Examinatio			Maximu	m Marks-70		Time allotted-3hrs
	Unit	Objective	Questions with the	1	Questions		C
		correct an					
				No of question to be set	To answer	Marks per question	Total Marks
A	1,2,3, 4	correct an No of question	swer) Total Marks	question	To answer	question	Total Marks 52
A	1,2,3, 4 5,6,7	orrect an No of question to be set	swer) Total	question to be set		-	

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
01	Explain the risks associated with Business Environment	Understanding	Conceptual
CO2	Discover the Economic reforms and its components	Analyzing	Analysing
CO3	on India	Understanding	
C04	Explain the monetary and fiscal policy of India	Understanding	Conceptual
C05	Tell about the International Environment	Remembering	Conceptual

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

Name of the Course: BBA in Fin	nance and Fi	nancial Markets Analytics				
Subject: Business Environment	:					
ourse Code: BBABFA104 – A		Semester: 3				
Duration: 90 hours		Maximum Marks: 100				
Teaching Scheme		Examination Scheme				
Lecture: 5		End Semester Exam: 70				
		Teacher's Assessment: 10				
Practical: 0		Internal Assessment: 20				
Credit: 6		Practical Sessional internal conti	nuous eva	aluation:		
		Practical Sessional external exam	nination:			
Aim:		1				
SI. No.						
1	Build a four	ndational understanding of a Busin	ness Envir	onment		
2		owledge about the different elements involved in understanding				
	the socio-e	conomic, legal and political enviro	nments ir	nvolved in a business		
Objective:						
SI. No.						
1	To gain kno	wledge about the varied concepts	s of a Busi	ness Environment		
Pre-Requisite:						
SI. No.						
1	Basic know	edge of Economics				
Contents			Hrs./we	a k		
		- T -ui-				
Chapter	Name of th	еторіс	Hours	Marks		

01	Business: Meaning, Definition, Nature &	25
Introduction to Business	Scope, Types of Business Organizations	
Environment	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)	
02	Political Institutions: Logislatura, Executiva	25
Political and Legal	Political Institutions: Legislature, Executive,	2.5
environment	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	
03	Social and Cultural Environment: Nature,	20
Social and Cultural	Impact of foreign culture on Business,	
Environment, Technological	Traditional Values and its Impact Social Audit	
environment and Competitive		
Environment	- 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	

Pailwar V.K Reference Boo Justin Paul End Semester Group A	oks:	Business Env Business Env Business Env Scheme. Scheme. Objective Q (MCQ only v correct ansv No of question to be set 10	ironment Max uestions with the ver) Total Marks	2018/ 978 93531624 simum Mar	- 98 rks-70. • Question:	McGraw H Ti	
Pailwar V.K Reference Boo Justin Paul End Semester Group	oks: Examination S	Business Env Scheme. Objective Q (MCQ only v correct ansv No of question to be set	ironment Max uestions with the ver) Total Marks	2018/ 978 93531624 Subjective No of question to be set	- 98 r ks-70. e Question s	Prentice H Learning P McGraw H Ti s Marks per	all India rivate Limited ill Education me allotted-3hrs. Total Marks
Pailwar V.K Reference Boo Justin Paul End Semester	oks: Examination S	Business Env Scheme. Objective Q (MCQ only v correct ansv No of	ironment Max uestions with the ver) Total	2018/ 978 93531624 imum Mar Subjective No of	- 98 rks-70. • Question:	Prentice H Learning P McGraw H Ti s Marks per	all India rivate Limited ill Education me allotted-3hrs.
Pailwar V.K Reference Boo Justin Paul End Semester	oks: Examination S	Business Env Scheme. Objective Q (MCQ only v correct answ	ironment Max uestions with the ver)	2018/ 978 93531624 imum Mar Subjective	- 98 rks-70. • Question:	Prentice H Learning P McGraw H Ti	all India rivate Limited ill Education me allotted-3hrs.
Pailwar V.K Reference Boo Justin Paul End Semester	oks: Examination S	Business Env Scheme.	ironment Max uestions	2018/ 978 93531624 timum Mar	- 98 r ks-70.	Prentice H Learning P McGraw H	all India rivate Limited ill Education
Pailwar V.K Reference Boo Justin Paul	oks:	Business Env	ironment	2018/ 978 93531624	- 98	Prentice H Learning P McGraw H	all India rivate Limited ill Education
Pailwar V.K Reference Boo			ironment	2018/ 978	-	Prentice H Learning P	all India rivate Limited
Pailwar V.K Reference Boc						Prentice H Learning P	all India rivate Limited
Pailwar V.K		Business Env	ironment	2014/ 812	0348907	Prentice H	all India
		Business Env	ironment	2014/ 812	0348907	Prentice H	all India
Name of Author		Title of the B	SOOK	Edition/IS	SN/ISBN	Name of t	ne
List of Books T							
		al:			100		
		Internal As Preparation					50
		Total:			ion 9	90	70 30
		Industry					70
		and Investr	nent Opp	ortunities f	for Indian		
		Challenges	faced by	Internatior	nal Busines	s	
		influencing					
		need for FD	•	-			
		FDI: Meani		ncents and	1 functions		
		MNCs: Defi MNCs in Inc		eaning, me	erits, deme	rits,	
		Foreign Ma	-				
		Globalizatio					
		Globalizati		s of			
		Functions of	•	ros and Co			
		GATT, Urug					

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
C04	Gain a clear understanding of Financial Accounting with the help of case studies	Understanding	Conceptual
C05	Discuss about fixed assets and Depreciation Accounting	Remembering	Conceptual

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

	inance 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 co	ntinuous eva	luation:				
	Practical Sessional external ex						
Aim:							
SI. No.							
1.	Build a foundation to understand the	various conc	ents of Financial Accounting				
	Gain a better understanding of Accou						
2.	dealing with Financial Statements of (-	nics, Accounting Standards and				
		Lompanies					
Objective:							
Sl. No.							
1.	To articulate the financial concepts of		•				
2.	To gain a clear understanding of Finar	ncial Account	ing with the help of case studies				
Pre-Requisite:							
SI. No.							
1.	NA						
±.							
Contents		Hrs./w	eek				
	Name of the Tonic	Hrs./w					
Contents Chapter	Name of the Topic	Hours	eek Marks				
Chapter 01	Introduction to concepts of Accountir	Hours					
Chapter 01	Introduction to concepts of Accountin Concept and necessity of Accounting	Hours					
Chapter 01	Introduction to concepts of Accountir	Hours					
Chapter 01	Introduction to concepts of Accountin Concept and necessity of Accounting	Hours					
Chapter 01 Introduction to Accounting	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet.	Hours					
Chapter 01 Introduction to Accounting 02	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP	Hours ng 8 d					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting	Hours ng 8 d					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting	Hours ng 8 d					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and	Hours ng 8 d					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet.	Hours ag 8 d 8 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar	Hours ag 8 d 8 nics 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria	Hours ag 8 d 8 nics 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements	Hours ng 8 d l l l l l l l l l l l l l l l l l l					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of	Hours ag 8 d ag 8 aig 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements	Hours ag 8 d ag 8 aig 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial Statements with Adjustment	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of	Hours ag 8 d ag 8 aig 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial Statements with Adjustment Entries.	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of Financial Statements with Adjustmen Entries.	Hours ag 8 d ag 8 aig 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial Statements with Adjustment Entries. 05	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of Financial Statements with Adjustmen Entries.	Hours ag 8 d ag 8 aig 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial Statements with Adjustment Entries. 05 Revenue Recognition and	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of Financial Statements with Adjustmen Entries.	Hours ng 8 d d 8 nics 8 l t 8					
Chapter	Introduction to concepts of Accountin Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of Financial Statements with Adjustmen Entries.	Hours ng 8 d d 8 nics 8 l t 8					
Chapter 01 Introduction to Accounting 02 Introduction and Meaning of GAAP 03 Accounting Mechanics 04 Preparation of Financial Statements with Adjustment Entries. 05 Revenue Recognition and	Introduction to concepts of Accounting Concept and necessity of Accounting An Overview of Income Statement an Balance Sheet. Introducing the meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet. Understanding of Accounting Mechar Process leading to preparation of Tria Balance and Financial Statements Understanding the Preparation of Financial Statements with Adjustmen Entries. Describing Revenue Recognition and Measurement	Hours ng 8 d d 8 nics 8 l t 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.		
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
	1:		100

Skills to be developed:

Intellectual skills: Analytical Skills

Critical Thinking

Motor Skills:

Attention to Detail Interpersonal Communication Adaptability Time Management

List of Practical: SI. 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		2002/ 9788177582284	Pearson
Reference Books:		1	
M C Shukla	Advanced Accounting	2018/ 978-	S.CHAND
SC Gupta	Vol - I	9352533022	
TS Grewal			
M C Shukla	Advanced Accounting	2018/ 978-	S.CHAND
SC Gupta	Vol - II	8121911009	
TS Grewal			

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

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 objectivequestions 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
C04	Discuss Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	Understanding	Conceptual
C05	Apply Pricing Practices	Applying	Analytical

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

^				
CCPTR				
	A in Finance and Financial Markets Analytics			
Subject: Business Econo				
Course Code: BBABFA10				
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 continuo		uation:	
	Practical Sessional external examina	ation:		
Aim:				
SI. No.				
1.	Build a foundational understanding of economics for Capi			
2.	Establish a link between various components of the Capita	al Marke	ets	
Objective:				
SI. No.				
1.	To gain an understanding of economic concepts for Capita	al Marke	ets	
	·			
Pre-Requisite:				
SI. No.				
1.	Basic knowledge of Economics			
Contents			Hrs./wee	ek 👘
Chapter	Name of the Topic		Hours	Marks
Chapter				
01	Scope and Importance of Business Economics		18	
Introduction	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 th			
	demand and supply curves and equilibrium	C		
	demand and supply curves and equilibrium			
	Demand Function - nature of demand curve under differe	ent	18	
02 Demand Analysis	markets Meaning, significance,		18	
			18	
	markets Meaning, significance,	ome	18	
	markets Meaning, significance, types and measurement of elasticity of demand(Price, inc	ome	18	
	markets Meaning, significance, types and measurement of elasticity of demand(Price, inc cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and signifi	ome f cance -	18	
	markets Meaning, significance, types and measurement of elasticity of demand(Price, inc cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and signifi methods of demand estimation: survey and statistical me	ome f cance - thods	18	
	markets Meaning, significance, types and measurement of elasticity of demand(Price, inc cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and signific methods of demand estimation: survey and statistical me (numerical illustrations on trend analysis and simple linear	ome f cance - thods	18	
Demand Analysis	markets Meaning, significance, types and measurement of elasticity of demand(Price, inc cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and signifi methods of demand estimation: survey and statistical me (numerical illustrations on trend analysis and simple linea regression)	ome f cance - thods r		
Demand Analysis	 markets Meaning, significance, types and measurement of elasticity of demand(Price, incoross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significant methods of demand estimation: survey and statistical methods of demand estimation: survey and statistical methods of demand estimations on trend analysis and simple linear regression) Production function: short run analysis with Law of Varial 	ome f cance - ethods r ble	18	
03 Supply and Production	 markets Meaning, significance, types and measurement of elasticity of demand(Price, inc. cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and signific methods of demand estimation: survey and statistical me (numerical illustrations on trend analysis and simple linearegression) Production function: short run analysis with Law of Varial Proportions- Production function with two variable inputs 	ome f cance - thods r ble s-		
Demand Analysis	 markets Meaning, significance, types and measurement of elasticity of demand(Price, incoross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significant methods of demand estimation: survey and statistical methods of demand estimation: survey and statistical methods of demand estimations on trend analysis and simple linear regression) Production function: short run analysis with Law of Varial 	ome f cance - thods r ble s-		

	1:		100
	Internal Assessment Examination & Preparation of Semester Examination		30
	Total:	90	70
	multiple – product pricing - transfer pricing Case studies on how pricing methods are used in business world		
05 Pricing Practices	Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing,	18	
	non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)		
Competition	Oligopolistic markets: key attributes of oligopoly - Collusive and		
	to be taught using case studies from real life examples)		
and Output Decisions	monopolistic competition, debate over role of advertising (topics		
•	Monopolistic competition: Equilibrium of a firm under		
	firm under Monopoly		
Market structure: Perfect	industry - monopoly - short run and long- run equilibrium of a		
04	Short run and long run equilibrium of a competitive firm and of	18	
	Learning curve - Break even analysis (with business applications)		
	(hypothetical numerical problems to be discussed), LAC and		
	cost - Cost Output Relationship in the Short Run and Long Run		
	Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal		
	expansion path - Economies and diseconomies of Scale.		

Practical:

CCPTR

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: SI. 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

LIST OF BOOKS	Text Books:						
Name of Au	thor 1	Title of the Book	Editi	Edition/ISSN/ISBN		ne of the Publ	lisher
Roy E. Bailey		The Economics of F Markets		/978- 612807	Car	nbridge Univer	rsity Press
Reference B	ooks:						
Milton Friedman Money Mischief		1994	/ 978-015661	9301 Har	court Publishe	ers Group	
	ment/appara	tus for laboratory	experiments	:			
Sl. No.							
1.	1	NA					
End Semeste	er Examinatio	n Scheme.	Maxir	num Marks-7	0.	Time al	llotted-3hrs.
Group	Unit	Objective Q (MCQ only v correct ansv	vith the	Subjective Q	uestions		
		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
В	4,5	8		9	7		
		question (MCQ) wi					
Snecific instr	uction to the	students to mainta	ain the order i	in answering o	objectivequ	estions should	be given on

COURSE OUTCOMES – SEMESTER 2

			Semester II				
SI. No.	CBCS Category ***	Course Code	CourseName	L	т	Р	Credits
	I	-	Theory	1			
	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				
		BBABFA204 – B	Retail Banking Technology and Operations	5	1	0	6
		BBABFA204 – C	Introduction to Mutual Fund				
			Total Credit				20

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
C04	Explain about technical indicators	Understanding	Conceptual
C05	Analyze to predict the upcoming trends of the stock market and trade smartly	Analyzing	Analytical

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

Programme	Course Code	Title
3BA 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
C04	Explain about technical indicators	Understanding	Conceptual
C05	Analyze to predict the upcoming trends of the stock market and trade smartly	Analyzing	Analytical

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

Subject: Technica		ice and Financial Markets Analytics				
Course Code:	,	Semester: 2				
Duration: 90 hou	rs	Maximum Marks: 100				
Teaching Scheme	9	Examination Scheme				
Lecture: 5		End Semester Exam: 70				
Tutorial: 1		Teacher's Assessment: 10				
Practical: 0		Internal Assessment: 20				
Credit: 06		Practical Sessional internal continu	ious evaluat	tion:		
		Practical Sessional external examir	nation:			
Aim:						
SI. No.						
1.	To steer the k	nowledge about the technical analysi	s.			
		nderstanding for the chart and their p	oatterns, tre	end lines		
		t aspects of technical analysis				
Objective:						
SI. No.						
1.	Clear basics of	f the technical analysis.				
2.	e details about technical analysis and	the importa	ant aspects			
	related to it.					
Pre-Requisite:						
Sl. No.						
1.	Better commu	inication skills and basic knowledge a	bout charts	and graph		
Contents			Hrs./we			
Contents Chapter	Name of the T	Горіс	Hrs./we Hours	eek Marks		
Chapter 01	What	is Technical Analysis?				
Chapter	What Its his	is Technical Analysis? torical development.	Hours			
Chapter 01	What Its his	is Technical Analysis?	Hours	1		
Chapter 01 Introduction to	WhatIts hisDow T	is Technical Analysis? torical development.	Hours			
Chapter 01 Introduction to Technical	 What Its his Dow T Difference 	is Technical Analysis? torical development. Theory and its main tenets.	Hours			
Chapter 01 Introduction to Technical	 What Its his Dow T Difference How t 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis.	Hours	1		
Chapter 01 Introduction to Technical Analysis	 What Its his Dow T Difference How t Basic t 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful?	Hours 8	1		
Chapter 01 Introduction to Technical Analysis 02	 What Its his Dow T Difference How t Basic t Assume 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories,	 What Its his Dow T Differ How t Basic t Assum Basis to 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis nptions of Technical analysis	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques &	 What Its his Dow T Difference How t Basic for the second sec	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis options of Technical analysis of Technical Analysis	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques &	 What Its his Dow T Difference How t Basic for the second sec	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis nptions of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques &	 What Its his Dow T Difference How t Basic t Assum Basis t Steps Other Analys 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis nptions of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques &	 What Its his Dow T Difference How t Basic t Assum Basis t Steps Other Analys 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis options of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques &	 What Its his Dow T Difference How t Basic ference Assum Basis ference Steps Other Analys Strenge Analys 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis options of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical	Hours 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques & Benefits	 What Its his Dow T Difference How t Basic t Assum Basis of Steps Other Analys Strenge Analys Support 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis nptions of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical sis	Hours 8 8 8	1		
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques & Benefits 03	 What Its his Dow T Difference How t Basic t Assum Basic t Steps Other Analys Streng Analys Support Support 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis of Technical Analysis to Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical sis	Hours 8 8 8	1		
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques & Benefits 03 Important	 What Its his Dow T Differ How t Basic f Assum Basis o Steps Other Analys Streng Analys Supply Trade 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical sis ort and Resistance Levels y and Demand	Hours 8 8 8			
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques & Benefits 03 Important aspects of	 What Its his Dow T Difference How t Basic t Assum Basis of Steps Other Analys Strenge Analys Support Support Trade How s 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical sis ort and Resistance Levels y and Demand rs' remorse support becomes Resistance	Hours 8 8 8	1		
Chapter 01 Introduction to Technical Analysis 02 Theories, Techniques & Benefits 03 Important aspects of Technical	 What Its his Dow T Difference How t Basic t Assum Basic t Assum Basic t Steps Other Analys Strenge Analys Strenge Analys Strenge Analys Strenge Analys Strenge Analys Strenge How s How s How s 	is Technical Analysis? torical development. Theory and its main tenets. ent types of Technical Analysis. echnical analysis is useful? theories of Technical Analysis nptions of Technical analysis of Technical Analysis to Technical Analysis important elements of Technical sis gths and weaknesses of Technical sis ort and Resistance Levels y and Demand rs' remorse	Hours 8 8 8			

	Trend Indicators	
04 Charts and their Patterns	 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 	8
	 patterns and the significance of each. Some other important patterns and their significance. 	
05 Trend Lines- Support and Resistance	 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	 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	 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

	Total:		100
	Internal Assessment Examination & Preparation of Semester Examination		
	Sub Total:	90	
	 How to check momentum? How to determine the up trends and down trends? How to use the Ranging / consolidating Stock Criteria? 	00	
11 Technical Analysis Step by Step	 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? 	10	
10 Elliot Wave and Fibonacci Retracements	 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	
09 Technical Indicators- Part II	 Price Rate change Stochastic Oscillators On Balance Volume Money Flow Index Bollinger's bands Directional Momentum Indicators 	8	
08 Technical Indicators- Part I	 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	

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:

Reference Booksi			
Martin Pring	Martin Pring's	2017 / 978-	Shroff
	Complete Guide to	9350230220	
	Technical Analysis An		
	Indian Perspective		

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

• 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
C04	Reason, model, and draw conclusions or make decisions with mathematical, statistical, and quantitative information	Analyzing	Analysing
C05	Evaluate quantitative arguments that utilize mathematical, statistical, and quantitative information.	Evaluating	Analyzing

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

	inance and Financial Markets Analytics		
Subject: Quantitative and Stat	•		
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 continuo		ation:
	Practical Sessional external examination	tion:	
Aim:			
Sl. No.			
	To learn the basics of statistics and statistical calcul		
	To understand the investment decisions with the he	elp of pr	obability concepts
Objective:			
SI. No.	To understand and are alies different statistics have	005+5	
	To understand and practice different statistical con		
	To master the statistical calculations with the help of	or statis	lical theories.
Due Demuisiter			
Pre-Requisite:			
Sl. No.			
	Basic statistical concept.		
0			1
Contents		Hrs./we	1
Chapter	Name of the Topic	Hours	Marks
01	Interpret the meaning of Statistics.	6	
Introduction to Statistics	Define Data, and understand how data has to be		
	collected and tabulated.		
	Analyze various types of data.		
02	Understand the difference and utility of	6	
Sampling, time value of	'population' and 'sample' in sampling		
money	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.		
	FUTURE VALUE OF SINGLE TIOW/STREAM OF FLOWS		
<u></u>			
	Understand the concepts of NPV and IRR and	6	
Basic Statistical calculations I-	Understand the concepts of NPV and IRR and comprehend their applications in the selection of	6	
03 Basic Statistical calculations I- NVP & IRR	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects.	6	
Basic Statistical calculations I-	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects. Understand the concept of Averages - The	6	
Basic Statistical calculations I-	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects.	6	
Basic Statistical calculations I-	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects. Understand the concept of Averages - The	6	
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.		
Basic Statistical calculations I- NVP & IRR 04 Basic Statistical calculations	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects. Understand the concept of Averages - The Arithmetic Mean. Arrange raw data Understand the measure of central tendency:		
Basic Statistical calculations I- NVP & IRR 04	Understand the concepts of NPV and IRR and comprehend their applications in the selection of Projects. Understand the concept of Averages - The Arithmetic Mean. Arrange raw data		

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

	l:		100
	Internal Assessment Examination & Preparation of Semester Examination		
	Total:	90	
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	
	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.		
Regression	State the assumption under which linear model is		
14	Construct simple regression model.	6	

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 Business2006 / 13: 978-1- 4200-5716-4Taylor & Francis (Comparing the second se				ancis Group	
End Semester E	Examination Sch	neme.	Ν	/laximum M	arks-70.		Time allotted-3hrs.
Group	Unit	Dbjective Qu (MCQ only w correct answ	ith the	Subjective	Questions		
		No of question to pe set	Total Marks	No of question to be set		Marks per question	Total Marks
A	1,2,3, 4,5,6,7,8	10		8	6		52
В	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
C04	Develop effective Listening skills	Applying	Analytical
C05	Define the concept of Personal Effectiveness	Remembering	Conceptual

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
СОЗ							
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 Fxam: 70 Tutorial: 0 Treacher's Assessment: 10 Practical: Internal Assessment: 20 Credit: 2 Practical Sessional internal continuous evaluation: Aim: Practical Sessional external examination: Aim: Establish a link between business and effective communication 1. Establish a link between business communication and its effective application in the real world. Pre-Requisite:							
Course Code: B8ABFA5203 Semester: 2 Duration: 30 hours Maximum Marks: 100 Teaching Scheme Examination Scheme Lecture: 2 End Semester Exam: 70 Tutorial: 0 Treacher's Assessment: 10 Practical; Internal Assessment: 20 Credit: 2 Practical Sessional internal continuous evaluation: Aim: Practical Sessional external examination: Aim: Internal Assessment: 20 Objective: Practical Sessional external examination: Aim: Internal Assessment: 20 SI. No. I 1. Understand the foundations of business communication and its effective application in the real world. Pre-Requisite: Image: Sinternal Assessment: Sinternal Communication and its effective application in the real world. Otherts Na Contents Hours Chapter Name of the Topic Hours O1 Perception Process S Culture and its impact on Business S Internal Risks LESCANT Communication S O3 Language Environment and Technolo		•					
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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
	Define the concept of Data Mining and Data Analysis	Remembering	Conceptual
CO2	Define the concept of Machine Learning	Understanding	Conceptual
CO2	Develop understanding of Python in Data Analytics	Applying	Analytical
C04	Understanding the importance of Neural Networks	Understanding	Conceptual
C05	Build a user facing Data Product	Applying	Analytical

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

	in Finance and Financial Markets Analytics		
Subject: Dealing with Dat Course Code: BBABFA204			
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 continuou	يراديم ي	ation.
	Practical Sessional Internal continuot		
Aim:			
SI. No.			
	Learn to apply data science methods, techniques, and skills.	d acquire	e the latest analysis
Objective:			
SI. No.			
	Understand how text is handled by python , and the s human.	tructure	e of text from machine to
Pre-Requisite:			
SI. No.			
	NA		
Contents		Hrs./we	eek
Chapter	Name of the Topic	Hours	Marks
01	Why Mine Data? Commercial and Scientific	12	
Introduction of Data	Viewpoint	12	
	Mining Large Data Sets – Motivation		
	What is Data Mining?		
	Origing of Data Mining		
	Origins of Data Mining		
	Data Mining Tasks		
02	Data Mining Tasks Parameters and Statistics	12	
02	Data Mining Tasks Parameters and Statistics Precision and Reliability	12	
0-	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment	12	
02	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions	12	
Statistical Inference	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count		
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Statistical Inference 03 Exploratory Data Analysis	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count Introduction to Statistics Summarizing Data Probability Distribution Hypothesis Testing ANOVA (Analysis of Variance) Correlation		
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Statistical Inference 03 Exploratory Data Analysis	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count Introduction to Statistics Summarizing Data Probability Distribution Hypothesis Testing ANOVA (Analysis of Variance) Correlation Regression Analysis What is Machine Learning?	12	
Statistical Inference 03 Exploratory Data Analysis 04	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count Introduction to Statistics Summarizing Data Probability Distribution Hypothesis Testing ANOVA (Analysis of Variance) Correlation Regression Analysis What is Machine Learning? Introduction to Logistic Regression	12	
Statistical Inference 03 Exploratory Data Analysis 04	Data Mining Tasks Parameters and Statistics Precision and Reliability Simulation Experiment Sampling Behavior of Counts and Proportions Normal Approximation for a Binomial Count Introduction to Statistics Summarizing Data Probability Distribution Hypothesis Testing ANOVA (Analysis of Variance) Correlation Regression Analysis What is Machine Learning? Introduction to Logistic Regression Combining classifiers	12	

Iteration Data Types, Special Functions and Generat and Exception Handling, Python I/O and filmanagement and Modules Numpy and Pandas 06 Building a user facing data product, Neural Feed forward net Networks Feed forward net Training Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Conclusion Jupyter Notebook Link for Python Machine Jupyter Notebook Link for Python Machine Internal Assessment Examination & Preparation of Semester Examination It: List of Books Text Books: Title of the Book Edition/ISSN/ISB Name of Author Title of the Book Edition/ISSN/ISB Reference Books: NA Imagement Examination Corp Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	2	12	
and Exception Handling, Python I/O and film management and Modules Numpy and Pandas 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 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Reference Books: NA Internal Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer)	2		
Numpy and Pandas 06 Biological Neural Networks Building a user facing data product, Neural ANN – The basics Feed forward net Networks Fraining Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination It It List of Books Text Books: Title of the Book NA Internal Assessment Examination Reference Books: Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning		
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Building a user facing data product, Neural Networks ANN – The basics Networks Feed forward net Training Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Title of the Book End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer)	Learning		
Bailing of user, Neural Metworks Feed forward net Training Networks Feed forward net Training Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Title of the Book End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer)	Learning	15	
Networks Training Networks Training Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Title of the Book Efference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer)	Learning	15	
Example – Voice recognition Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Fitle of the Book Edition/ISSN/ISB Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning	15	
Applications – Feed forward nets Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Title of the Book Edition/ISSN/ISB Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer)	Learning	15	
Recurrency Elman nets Hopfield nets Central Pattern Generators Conclusion Jupyter Notebook Link for Python Machine Jupyter Notebook Link Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I List of Books Text Books: Title of the Book Edition/ISSN/ISB Reference Books: Internal Assessment Examination Edition/ISSN/ISB Reference Books: NA Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning	15	
Elman nets Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Fitle of the Book Edition/ISSN/ISB Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning	15	
Hopfield nets Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Jupyter Notebook Link for Python Machine Learning Total: Internal Assessment Examination & Preparation of Semester Examination Ist of Books Text Books: Name of Author Title of the Book Edition/ISSN/ISB Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning	15	
Central Pattern Generators Conclusion 07 Jupyter Notebook Link for Python Machine Learning Total: Total: Internal Assessment Examination & Preparation of Semester Examination I: List of Books Text Books: Name of Author Fitle of the Book Edition/ISSN/ISB Reference Books: NA Current Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest	Learning	15	
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Preparation of Semester Examination I: List of Books Text Books: Name of Author Title of the Book Edition/ISSN/ISB Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest		90	70
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I: List of Books Text Books: Name of Author Title of the Book Reference Books: NA End Semester Examination Scheme. Maximum Mark Group Unit Objective Questions (MCQ only with the correct answer) Subjective Quest			
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Group Unit Objective Questions Subjective Quest (MCQ only with the correct answer)			
Group Unit Objective Questions Subjective Quest (MCQ only with the correct answer)			
(MCQ only with the correct answer)	s-70.		Time allotted-3hrs.
(MCQ only with the correct answer)	ions		
			1
	swer Mai	-	Total Marks
question to Marks question to be set be set	que	stion	
A 1,2,3 10 8 6			52
			-
B 4,5, 6,7 8 9 7	4		
	4		

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	Analysing
C04	Analyse the disbursement, payment issues.	applying	Analysing
C05	Discuss Core Banking Solution & Transaction Cycles	Creating	Analyzing

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

Name of the Course: BF	A in Finance a	nd Financial Markets Analytics		
Subject: Retail Banking				
Course Code: BBABFA2	04 – 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 conti	nuous evalu	ation:
		Practical Sessional external exan	nination:	
Aim:				
SI. No.				
1.	Build a for	ndational understanding of Banking, it	s concents a	nd customer relations
2.		ing the banking sector, business struct		
۷.	Onderstand			
Objective:				
Sl. No.				
		night into undorstonding the furgeting	ng of boulde	a and its an aratic a
1.	lo gain an ir	sight into understanding the functioni	ng or bankin	g and its operations
Pre-Requisite:				
SI. No.				
1.	NA			
Contents			Hrs./we	eek
Chapter	Name	of the Topic	Hours	Marks
01	Banks	and Evolution of Banking	8	
Introduction to Banking		ance of Banks in an Economy	C	
	· · ·	-		
		ire of Indian Banking System		
		rative Banks		
	Apex B	anking Institutions		
02	Comm	ercial Banking and Services Offered	8	
Introduction to Comme	rcial Retail	Banking		
Banking		sale Banking		
8		Banking		
	BC and			
		itional Banking		
		sal Banking		
		ntiated Banking and Draft Guidelines		
	Notab	e Trends in Banking Sector		
03	Bank R	ate, CRR, SLR, Repo Rate, Reverse Rep	o 8	
Basic Banking Concepts	Rate			
- •		al Standing Facility		
	-	Negotiable Instruments		
	-	es and Drafts		
		nd RTGS		
<u>.</u>	CYU			
04	Types	of Customers	6	
Types of Customers				
05	Bank-C	ustomer Relationships	6	
Banker		's Special Relationships		
Customer Relationships				

06	KYC and its Objectives	8		
(YC	Application and Advantages of KYC			
	KYC Process			
	Small Deposit Account			
	Risk Management and Monitoring			
)7	Bank Services	6		
Deposit Products and Services		U U		
	General Factors			
	Para – Banking Services			
)8	The principles of Good lending	8		
Principles of Lending	5Cs Model	0		
Theples of Lending				
	External Factors Affecting Lending			
20	Term Lending and Credit Analysis	0		
)9 Dataški predina Dredvata	Retail Banking Definition, Characteristics and	8		
Retail Lending Products	Features			
	Retail Banking Products			
	Losses, Opportunities and Challenges			
	CIBIL			
10	Corporate Banking and Corporate Lending	8		
Corporate Lending Products	Corporate Lending Products			
	LC, BG, Consortium and Multiple Lending			
	Raising Loans abroad			
	Issues and Challenges			
11	Need for Technology	8		
Banking Sector & Technology	Recent Technology Developments			
Business Structure & I.T.	General Business Structure & I.T			
Framework	I.T Framework			
	Regulatory Framework			
12	Core Banking – Channels	8		
Core Banking Solution &	Core Banking Solution Framework			
Transaction Cycles	Branch Banking I.T Infrastructure & Process Flow			
	Transaction Cycle – Credit Cards & Trade Finance			
	SME Lending Solutions			
	Foreign Exchange & Treasury Solutions			
	Total:	90		
	Internal Assessment Examination & Preparation			
	of Semester Examination			
	:		100	
Practical:			100	
Skills to be developed:				
ntellectual skills:				
Communication skills				
Problem solving				
Numeracy skills				
Feamwork				
Drganization and time manage	ement			
Leadership	ment			
Leavership				
Motor Skills:				
Motor Skills: Customer service				
Customer service	ompulsory & 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	2020/ 978-	John Wiley & Sons
	Banking Technology	1119328018	

End Semester Examination Scheme.			N	Maximum Marks-70.			Time allotted-3hrs.	
Group	Unit	Objective (MCQ only correct an		Subjective Questions				
	q	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		52	
В	7,8,9,10, 11,12	8	18	9	7	4		

Only multiple choice type question (MCQ) with one correct answer are to be set in theobjective part. Specific instruction to the students to maintain the order in answering objectivequestions 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
C04	Explain about regulators and regulations	Understanding	Analytical
C05	Analyze risk and performance of mutual funds	Analyzing	Conceptual

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

Subject: Introduction to Mutua					
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 Internal Assessment: 20				
Practical: 0	Practical Sessional internal continuou		~ •• •		
Credit: 6	Practical Sessional Internal continuou Practical Sessional external examinat		on:		
A	Practical Sessional external examinat	ion:			
Aim:					
SI. No.					
1.	To establish the understanding of mutual funds.				
2.	To provide the knowledge about different mutual	funds off	ers and investments.		
Objective:					
Sl. No.					
1.	Clear basics of the mutual funds.				
2.	Foundational understanding about the mutual fu	nd investr	hents		
Pre-Requisite:					
Sl. No.					
1.	Basic knowledge of investments and accounts.				
Contents	1	Hrs./week			
Chapter	Name of the Topic	Hours	Marks		
01	Need and Concept of Mutual Funds	8			
Introduction of Mutual Funds	How Mutual funds work?	Ŭ			
	Advantages and disadvantages of Mutual funds				
	Mutual funds History of India				
	Mutual Funds structure, constituents and their				
	functions.				
02	Structure of Mutual Funds	6			
Fund structure & Constituents	Other entities associated with the mutual funds				
runu structure & constituents	Portfolio Management of Mutual Funds				
03	New categories of Funds	8			
	Market Cap	0			
New categories of Funds					
	Types of Funds				
04	Macaulay Duration	0			
)4 NEO 1011 D	New Fund Offer	8			
NFO and Offer Document	Offer Document				
	Benchmarks				
	Equity and Debt Fund Benchmarks				
	Scheme Information Document				
	Scheme Information Document Statement of Additional Information				
	Statement of Additional Information				

05	NAV, It's Computation, Expenses, Limits	8	
Net Asset Value (NAV)	Mutual Fund Expenses		
	NAV – Mark to Market		
	Cut off timings and Applicable NAV		
	Mutual Funds Regulations		
06	Direct plan vs Regular Plan	8	
Plan and Options in Mutual	Features of Plans in Mutual Fund Schemes		
Funds	Investment Options		
	Systematic Investment Plans		
	Structure of Mutual Fund		
	Other Entities Associated With The Mutual Fund Portfolio Management of MF.		
07	To define various terminologies used in accounting	<u>8</u>	
Accounting, Valuation and	valuation		
taxation	Define various charges applicable		
	Understand the taxation component in mutual		
	funds		
08	Association Of Mutual Funds In India – Objectives,	8	
Regulators and Regulations	and Code		
	SEBI as the Regulator		
	RBI and Stock Exchanges		
	Investor Rights		
09	Investment Style	6	
Return of Funds	The Measures Of Return		
10	Types of Risks	6	
Risk and Performance of Funds	Risk-Adjusted Returns		
11	Tracking Error	0	
11 Mutual Funds Scheme Selection	Factors to be considered for selection of an Equity	δ	
Mutual Funds Scheme Selection			
	Factors to be considered for selection of the Debt		
	Fund		
	Factors to be considered for selection of the		
	Hybrid Fund		
12	Distribution Channels available for Investors in MF	8	
Transacting in Mutual Funds	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)		
	Total:	90	
	Internal Assessment Examination & Preparation		
	of Semester Examination		
	1:		100

Practical:							
Skills to be deve	eloped:						
ntellectual skill	•						
Knowledge of Fi	inancial Markets	5					
	nte various fund	sheets and i	dentify sui	table fund			
Consultative sel	ling skills						
Motor Skills:							
Listening Skills							
Presentation Ski	ills						
Knowledge of Fi Ability to evalua Consultative sel	: Sl. No. 1 & 2 cc inancial Markets ate various fund ling skills	5			rest		
Listening Skills Presentation Ski	ills						
Assignments: Li	-						
Text Books:							
Name of Autho	r	Title of the I	Book	Edition/ISSI	N/ISBN	Name of th	e Publisher
Sundar Sankara		Indian Mutu Handbook	al Funds	2016/ 9789386268	3198	Vision Bool	<s< td=""></s<>
Reference Book	(S:						
John C. Bogle		Common Sense on		2010/978-		John Wiley	& Sons
		Mutual Fund	ls	0470138137	7		
List of oquipmo	nt/apparatus fo	rlaborator	, ovnorimo	ntc.			
Sl. No.	nt/apparatus it	priaboratory	/ experime	nts:			
1.		NA					
1.							
End Semester E	xamination Sch	eme.	М	aximum Marl	<s-40.< td=""><td>٦</td><td>ime allotted-3hrs.</td></s-40.<>	٦	ime allotted-3hrs.
Group	Unit	Objective C (MCQ only correct ans	with the	Subjective (Questions		
		No of question to	Total Marks	question to	To answer	Marks per question	Total Marks
Δ	1,2,3, 4,5,	be set 10		be set 3	2		
	-,_,s, -,s, 6,		18		-		52
В						4	
	7,8,9,10,11 ,12	10		4	3		
Only multiple ch	noice type quest	tion (MCQ) v	, vith one co	rrect answer	are to be se	t in theobie	ctive part.
	ion to the stude					-	should be given on top o