



**BHARATI VIDYAPEETH DEEMED UNIVERSITY**  
**PUNE (INDIA)**

Reaccredited by NACC with 'A' Grade

FACULTY OF MANAGEMENT STUDIES

**BACHELOR OF BUSINESS ADMINISTRATION**  
**(BBA - III)**

**SYLLABUS**

Applicable with effect from 2012-13

## **BHARATI VIDYAPEETH DEEMED UNIVERSITY, PUNE**

The Department of Human Resource Development, Government of India on the recommendation of University Grants Commission accorded the status of Deemed University to twelve units of Bharati Vidyapeeth (vide their notification No. F.9-15/95-U.3 dated 26/4/96 under the Section 3 of the University Grants Commission Act. of 1956).

Subsequently, the Govt. of India on the recommendations of the UGC and AICTE brought three more institutions of Bharati Vidyapeeth within the ambit of Bharati Vidyapeeth Deemed University vide their letter No. F9-15/95-U3 dated 28th July, 2000. The University Grants Commission vide their Letter No. F.No. 3-2/90 CPP-1 dated 17th August 2002, have agreed to bring two more research institutions within the ambit of Bharati Vidyapeeth Deemed University. A Medical College at Sangli and a Dental College at Navi Mumbai have also been brought within the ambit of this Deemed University by Ministry of Human Resource Development, Govt. of India vide its notification dt. 19th August, 2004. In Feb. 2005 once again Govt. of India vide notification No. F9-16/2004U3 dated 25th Feb. 2005 brought following seven Institutes under the ambit of Bharati Vidyapeeth Deemed University.

Constituent Units of Bharati Vidyapeeth Deemed University.

- 1) Bharati Vidyapeeth Deemed University Medical College, Pune-Satara Road, Pune;
- 2) Bharati Vidyapeeth Deemed University Dental College & Hospital, Pune-Satara Road, Pune;
- 3) Bharati Vidyapeeth Deemed University College of Ayurved, Pune-Satara Road, Pune;
- 4) Bharati Vidyapeeth Deemed University Homoeopathic Medical College, Pune-Satara Road, Pune;
- 5) Bharati Vidyapeeth Deemed University College of Nursing, Pune-Satara Road, Pune;
- 6) Bharati Vidyapeeth Deemed University Yashwantrao Mohite College of Arts, Science and Commerce, Paud Road, Pune;
- 7) Bharati Vidyapeeth Deemed University New Law College, Paud Road, Pune;
- 8) Bharati Vidyapeeth Deemed University Social Sciences Centre (M.S.W.), Paud Road, Pune;
- 9) Bharati Vidyapeeth Deemed University Yashwantrao Chavan Institute of Social Science Studies & Research, Paud Road, Pune;
- 10) Bharati Vidyapeeth Deemed University Research and Development Centre in Applied Chemistry, Paud Road, Pune;
- 11) Bharati Vidyapeeth Deemed University College of Physical Education, Pune-Satara Road, Pune;
- 12) Bharati Vidyapeeth Deemed University Institute of Environment Education & Research, Pune-Satara Road, Pune.
- 13) Bharati Vidyapeeth Deemed University Institute of Management and Entrepreneurship Development, Paud Road, Pune;
- 14) Bharati Vidyapeeth Deemed University Poona College of Pharmacy, Paud Road, Pune;
- 15) Bharati Vidyapeeth Deemed University College of Engineering, Pune-Satara Road, Pune;
- 16) Bharati Vidyapeeth Deemed University Interactive Research School in Health Affairs (IRSHA), Pune-Satara Road, Pune;
- 17) Bharati Vidyapeeth Deemed University Rajiv Gandhi Institute of Information Technology & Biotechnology; Pune-Satara Road, Pune;
- 18) Bharati Vidyapeeth Deemed University College of Architecture, Pune-Satara Road, Pune;
- 19) Bharati Vidyapeeth Deemed University Abhijit Kadam Institute of Management and Social Sciences, Solapur.
- 20) Bharati Vidyapeeth Deemed University Institute of Management, Kolhapur;

- 21) Bharati Vidyapeeth Deemed University Institute of Management & Rural Development Administration, Sangli
- 22) Bharati Vidyapeeth Deemed University Institute of Management & Research, New Delhi;
- 23) Bharati Vidyapeeth Deemed University Institute of Hotel Management & Catering Technology, Pune-Satara Road, Pune;
- 24) Bharati Vidyapeeth Deemed University Yashwantrao Mohite Institute of Management, Malakpur-Karad;
- 25) Bharati Vidyapeeth Deemed University Medical College and Hospital, Sangli;
- 26) Bharati Vidyapeeth Deemed University Dental College and Hospital, Mumbai;
- 27) Bharati Vidyapeeth Deemed University College of Engineering, New Delhi;
- 28) Bharati Vidyapeeth Deemed University Institute of Computer Applications & Management, New Delhi;
- 29) Bharati Vidyapeeth Deemed University Dental College and Hospital, Sangli;
- 30) Bharati Vidyapeeth Deemed University College of Nursing, Sangli;
- 31) Bharati Vidyapeeth Deemed University College of Nursing, Navi Mumbai.
- 32) Bharati Vidyapeeth Deemed University Medical College & Hospital, Navi Mumbai.

Since Govt. of India on the recommendation of UGC and AICTE has given the status of deemed university to Bharati Vidyapeeth, its degrees and diplomas have the same status as of those given by any statutory University that are recognised by the U.G.C. Moreover, our colleges of professional education viz. the Medical College, the Dental College and others have their degrees recognised by the respective statutory councils viz. Medical Council of India etc. and also by the State and Central Governments.

Bharati Vidyapeeth Deemed University, Pune commenced its functioning w.e.f. 26th April, 1996. So far we admitted twelve batches of students to our Medical, Dental, Ayurved, Homoeopathy and other Colleges/Institutes as students of Bharati Vidyapeeth Deemed University. In the last eleven years the process of admission to our Medical, Dental, Ayurved, and Homoeopathy Colleges was successfully completed. As a crowning glory to all this Bharati Vidyapeeth Deemed University has received "A" grade reaccreditation by National Assessment & Accreditation Council (NAAC) at autonomous body of UGC.

# **Bachelor of Business Administration Programme (BBA)**

Revised Course Structure  
(To be effective from 2010-2011 at Part I)

## **The BBA Programme.....**

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is reaccredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth Deemed University which is to usher in "Social Transformation Through Dynamic Education."

### **Vision**

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

### **Mission**

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

### **Objectives**

The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

### **Duration :**

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

### **Eligibility Requirements**

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:

1. The candidate should have secured at least 45% (40% for SC/ST) aggregate at (10 + 2) level Board examination.
2. Subject to the above conditions, every eligible candidate has to pass a common All India Entrance test (B-UMAT) conducted by Bharati Vidyapeeth Deemed University, Pune. The final admission is based solely on the merit at the B-UMAT test

### Scheme of Examinations :

The BBA Examination will be of 3600 marks divided into 3 parts as per details given below :

- |                               |                      |
|-------------------------------|----------------------|
| (1) BBA Part I (Sem I, II)    | Aggregate marks 1200 |
| (2) BBA Part II (Sem III, IV) | Aggregate marks 1200 |
| (3) BBA Part III (Sem V, VI)  | Aggregate marks 1200 |

There will be written Examination of 70 marks of 3 hrs duration for every course at the end of each Semester, the class work will carry 30 marks for each course except for the following courses which will be conducted through internal evaluation :

<b>Year 1</b>			
<b>Semester - I</b>		<b>Semester - II</b>	
<b>Code</b>	<b>Course Title</b>	<b>Code</b>	<b>Course Title</b>
J010106	Business Communication	J010112	Enhancing Personal and Professional Skills
<b>Year 2</b>			
<b>Semester - III</b>		<b>Semester - IV</b>	
J010218	Road Safety and Management	J010224	Industrial Exposure
<b>Year 3</b>			
<b>Semester - V</b>		<b>Semester - VI</b>	
J010329	Event Management	J010335	Business Ethics
J010330	Summer Training Viva & Report	J010336	Disaster Management

Each course under internal evaluation will be evaluated for 100 marks. At the end of each course a viva will be conducted by a two member panel comprising of experts from within the institute and outside. Evaluation for each course (except for Industrial Exposure and Summer Training Viva Voce and Report) will be as follows :

- Internal continuous class room assessment during the semester along with submission of reports and projects, Assignments etc 60 marks
- Viva voce at end of semester based on syllabus content and submissions For Industrial Exposure 40 marks
- Industry visits during the semester and report preparation 60 marks
- Viva voce at the end of semester based on report 40 marks
- For Summer Training Viva voce and Report
- report preparation (evaluation by Internal guide) 50 marks
- Viva voce at the end of semester based on report 50 marks

Note that it is compulsory for candidates to physically attend the viva of these internal courses. If he/she remains absent for the viva, the remaining marks of class work submission will not be considered during the semester and will have to reappear in the subsequent examination. The marks obtained in class work will be added as and when the student appears for the viva examination. The minimum marks to clear the course is 40.

### Examination

Each course will be evaluated through

- End of semester examination of 70 marks conducted by the University
- Continuous Internal evaluation of 30 marks conducted by the concerned course faculty consisting of class work, tests, assignments attendance and other modes

**Standard of Passing :**

1. In order to pass in a head of passing, the student must secure as minimum of 40% at university examination and also in aggregate of university examination and internal assessment together.
2. There is no separate passing for Internal assessment
3. A student who fails in a head of passing can appear at the university examination only there is no reexamination for Internal assesment
4. A Student who passes in all heads of passing will be declared to have passed in the entire BBA programme with honors.

**Award of Class :**

The award of class will be based on aggregate marks obtained by a student in Part – I , Part – II &and part - III examinations taken together

First class with Distinction	70% & above
First Class	60% & above – less than 70%
Higher Second Class	55% & above – less than 60%
Second Class	50% & above – less than 55%
Pass Class	40% & above – less than 50%
Fail	Less than 40%

**Note that** it is compulsory for students to fill up examination forms on a stipulated date (declared by the University) during each semester so as to appear for the semester end examinations. It is compulsory to fill examination form for all backlog papers also.If the class room attendance of students falls below 75 %, he/she will not be allowed to fill examination forms.

**Rules for ATKT:**

- 1 A student will be allowed to carry any number of backlogs of courses of Semesters I, II, III ,IV and V.
- 2 However a student will not be admitted to BBA semester V and hence for semester VI unless he / she have passed in all courses of BBA Semester – I and Semester – II examinations.

## **BBA Program Structure.**

### **Year 1.**

<b>Semester I</b>		<b>Semester II</b>	
<b>Code</b>	<b>Course Title</b>	<b>Code</b>	<b>Course Title</b>
J010101	Business Organization & System	J010107	Principles of Management
J010102	Business Economics (Micro)	J010108	Business Economics (Macro)
J010103	Business Mathematics.	J010108	Management Accounting.
J010104	Business Accounting.	J010110	Fundamentals of Information Technology.
J010105	Business Environment.	J010111	Business Statistics – I.
J010106	Business Communication. (Internal)	J010112	Enhancing Personal and Professional Skills (Internal)

### **Year 2.**

<b>Semester III</b>		<b>Semester IV</b>	
<b>Code</b>	<b>Course Title</b>	<b>Code</b>	<b>Course Title</b>
J010213	Organizational Behavior.	J010219	Business Laws.
J010214	Principle of Marketing	J010220	International Business.
J010215	Basic of Financial Management	J010221	Research Methodology.
J010216	Management Information Systems.	J010222	Human Resource Management
J010217	Business Statistics – II.	J010223	Entrepreneurship Development
J010218	Road Safety and Management (Internal)	J010224	Industrial Exposure (Internal)

### **Year 3.**

<b>Semester V</b>		<b>Semester VI</b>	
<b>Code</b>	<b>Course Title</b>	<b>Code</b>	<b>Course Title</b>
J010325	Service Management.	J010331	Project Management.
J010326	Introduction to Operations Research.	J010332	Business Policy and Strategic Management.
	Elective Paper – I		Elective Paper – III.
	Elective Paper – II		Elective Paper – IV
J010329	Event Management (Internal)	J010335	Business Ethics (Internal).
J010330	Summer Training Via & Report (Internal)	J010336	Disaster Management (Internal).

### **ELECTIVE AREAS.**

<b>Marketing Management Elective.</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103M27	Customer Relationship Management.
Elective – II	J0103M28	Sale and Distribution Management.
Elective – III	J0103M33	Marketing Communication & Advertising.
Elective – IV	J0103M34	Disaster Management (Internal).

<b>Finance Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103F27	Elements of Financial Services
Elective – II	J0103F28	Introduction to Management Control Systems
Elective – III	J0103F33	Elements of Corporate Finance
Elective – IV	J0103F34	International Finance and Financial Risk Management

<b>Human Resource Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103HR27	Employee Relationship Management
Elective – II	J0103HR28	Labour Legislation
Elective – III	J0103HR33	Training and Development
Elective – IV	J0103HR34	Performance Appraisal Systems

<b>International Business Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103B27	International Marketing
Elective – II	J0103B28	Export Import Procedure and Documentation
Elective – III	J0103B33	Basics of International Finance
Elective – IV	J0103B34	Fundamentals of International Economics

The Banking and Insurance, Hospitality Management and Financial Markets – these new specialization will be offered from the Academic Year 2012 – 2013.

<b>Banking and Insurance Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103B&I27	Principles of Banking
Elective – II	J0103B&I28	Principles of Insurance
Elective – III	J0103B&I33	Banking Law and Practice
Elective – IV	J0103B&I34	Practice of Life & General Insurance

<b>Hospitality Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103HM27	Principles & Concepts of Hospitality Management
Elective – II	J0103HM28	Tourism Management – I
Elective – III	J0103HM33	Food, Beverages, nutrition and dietetics Management
Elective – IV	J0103HM34	Tourism Management – II

<b>Financial Market Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103FM27	Introduction to Financial Markets and Financial Institutions
Elective – II	J0103FM28	Capital Market Operations
Elective – III	J0103FM33	Commodity Markets
Elective – IV	J0103FM34	Introduction to Derivatives – Equity and Currency

**Note : Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.**



## Semester - V

<b>Code</b>	<b>Course Title.</b>
J010325	Services Management.
J010326	Introduction to Operations Research.
	Elective Paper - I
	Elective Paper – II
J010329	Event Management (Internal.)
J010330	Summer Training Viva & Report (Internal)

**COURSE: B.B.A. Sem V**  
**COURSE CODE: J010325**  
**SERVICES MANAGEMENT**

**Unit I**

Introduction: - Meaning of the term “Service”, difference between goods and services, characteristics of services, growth of services sector in India, the reasons for this growth, classification of services

**Unit II**

Services Marketing: - Services Marketing Mix – 7 Ps of services marketing, challenges in services marketing..

**Unit III**

Managing the demand and supply of services :- patterns and determinants of demand, strategies for managing the demand, managing the capacity- capacity planning – waiting line strategies, inventorying the demand through reservations.

**Units IV**

Service Quality: - Determinants of service quality, the GAP model.

**Unit V**

Management of banking services: - Importance of physical evidence , product and pricing policies, Human Resource Management- productivity, Bank Marketing in the current scenario.

**Unit VI**

Management of Hospitality Services:- Scope and importance, locational decisions, pricing policies, safety & customer care management.

**Recommended Books**

- 1) Services Marketing – S.M. Jha Himalaya Publishing House
- 2) Services Marketing - Dr. Shahjahan
- 3) Services Marketing – K. Ram Mohan Rao
- 4) Services Marketing - Valarie A, Zeithaml& Mary Joe Bitner, Tata McGraw Hill Publications.
- 5) Service Management & Marketing – Christian Gronroos – Wiley India Edition

**BBA SEM V**  
**COURSE CODE JO10326.**

**INTRODUCTION TO OPERATION RESEARCH.**

**Objective:** The objective of the course is to familiarized the students with the tools& techniques of Operation Research.

**Unit 1 : Introduction to Operations Research (O.R). :**

History of O.R., Meaning and Significance of OR, Uses and Limitations of O.R. in Business Management.

**Unit 2 : Linear Programming Problem (LPP) :**

Components of LPP, Formulation of LPP, Graphical Method of Solving LPP, Special Cases in LPP (Unbounded Solution, Multiple Solution etc.)

**Unit 3 : Transportation Problem:**

Introduction and Formulation of TP.  
Initial Basic Feasible Solution (North West Corner Rule Minimum Method, Column. Minimum Method, Matrix Minimum Method, Vogel's Approximation Method – VAM)  
Finding Optimal Solution, special cases in Transportation Problem – Maximization, Restricted, Degeneracy, Multiple solutions etc.  
Applications and Limitations.

**Unit 4 : Assignment Problem :**

Introduction and Formulation of AP.  
Hungarian method of solution, Special Cases in Assignment Problem – Maximization, Restricted, Multiple solution, etc.  
Applications and Limitations.

**Unit 5 : Network Analysis**

Introduction to Networks, key terms in network analysis, Critical Path Method (CPM), Project Evolution and Review Technique (PERT).Simple applications.

**Unit 6 : Simulation :**

Introduction, meaning, applications and Limitations.Monte Carlo Technique.

**Books :**

1. Operations Research Problem and Solution – J. K. Sharma,2<sup>nd</sup> Edition-McMilan IndiaLtd. (2004.)
2. Operations Research – KentiSwaroop, Gupta.
3. Operations Research – L.C. Jhamb..
4. Operations Research - Hilier and Lieberman.
5. Quantitative Techniques – Dhaygude M.G.
6. Quantitative Research, New Edition, Sharma S.D.
7. Quantitative Techniques in Management, Vohra N.D. (2003)S.

**COURSE: BBA SEM V**

**COURSE CODE J0103M27**

**MARKETING MANAGEMENT ELECTIVE I**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Objectives:**

To enable the students to build a sound theoretical and practical aspects of Relationship Management.

To understand the significance of Customer Relationship Management in changing business scenario.

**Unit 1: Relationship Marketing**

Evolution, concept and its significance- Transactional Marketing vs Relationship Marketing.

**Unit II: Customer Relationship Management**

CRM –meaning, its benefits-Analytical and operational CRM-“6” Market Model- CRM in retail business.

**Unit III: CRM**

Planning and implementation. CRM strategies in FMCG market- CRM in practice in service sectors like Auto service business, insurance, banking, educational services.

**Unit IV:**

CRM vs e-CRM – current trends in e-CRM- Internet Marketing.

**Unit V: Customization**

Customization-concept-mass customization; planning strategies.

**Unit VI**

Case studies on CRM planning, CRM strategies-CRM in retail business.

**Books Recommended:**

1. CRM- Emerging Concepts, Tooles and applications ; JagdishSheth, AtulParvatiyar
2. CRM- A Strategic Approach to Marketing- KaushikMukharjee.
3. Marketing Management; Dr. Philip Kotler; New Millenium Edition.
4. Relationship Marketing- S. Mukarjee.
5. Marketing Management – Stanton.

**COURSE: B.B.A.Sem V**

**COURSE CODE: J0103M28 Elective II**

**Marketing Management-II (Sales and Distribution Management)**

**Objectives:**

To acquaint the students with modern sales management strategies and practices in today's changing business scenario.

To enhance student's knowledge pertaining to current trends in Distribution Management Practices.

**Unit 1:**

Sales Management- concept, nature and scope- sales organization-Duties of sales manager-sales planning process into practice-Administering sales territory and Quota system.

**Unit 2:**

Sales force management- Recruitment ,selection criteria-Training- sales force motivation-sales force performance appraisal.

**Unit 3:**

Personal selling –process and strategies- Handling customer objections-effective sales presentation.

**Unit 4:**

Sales Control Techniques-Sales analysis, Sales Audit.

**Unit 5 :**

Distribution Mix- components-channels of distribution-Distribution intensity- changing role of wholesalers and retailers-Physical Distribution Management-components-Physical Distribution vs Logistics.

**Unit 6:**

Channel Conflict-direct marketing, tools and techniques- case studies.(unit I to VI)

**Books recommended:**

1. Sales Management ;Cundiff and Still
2. Sales Management; M.D. Kakade
3. Sales Management; ChunawalaS.A.
4. Sales Management; Dr. DilipSarwate.
5. Distribution Management; M.V. Kulkarni.
6. Selling and Sales Management; Jobber, David, and Lancaster.
7. Sales Management; Dr. S. W. Bhave.

**CORSE CODE : J0103HR 27 Elective I**  
**Human Resources Management ( Employee Relationship Management )**

**Objective:**

The objective of this course is to familiarize students with the importance of employee relations and various provisions made by the organizations to promote employee relations.

**Unit 1:**

Introduction of Industrial Relations (IR)

An introduction to labour management Relations—The structure and functions of IR—Parties to IR-State, Trade Unions and Employers—Role of Government-Judiciary and Employee Relations—Factors Affecting Employee –relations Strategy—Role of HRM.

**Unit 2:**

Concept of Occupational Health and Safety.

Concept and importance of occupational Health and safety in Industry.—Public Policy of occupational Health and safety.—Safety management legislations—Accident prevention and investigation—Ergonomics—Safety training and workers compensation claims management.

**Unit 3:**

Public Policy in Industrial Relations

Development and structure of legislative framework governing labour management relation.—Major issues in shaping Labour Policy and the linkages between policy and experience in Labour Management Relation.—Court cases and arbitration precedents—Labour relations board activities and public attitudes.

**Unit 4:**

Labour Law

Introduction to the basic concepts of labour law relevant to the practice of IR—Historical development of labour law in certain social and legal systems.—An overview of labour law in the Indian Context.—Legislative enactment and jurisprudence of Canadian Jurisdictions and certain cons

**Unit 5:**

Collective Bargaining

Meaning and Importance—the process of collective bargaining—Current issues in collective bargaining.—third party resolutions—A philosophy of labour management Peace.

**Unit 6:**

Workers Participation Management.

Meaning, concepts and objectives—Types , growth and development of workers participation Management in Indian Context.—Workers Participation Management in Global context.

**Books Recommended**

1. Industrial Relations; V. P. Michael.
2. Industrial Relations; C.B.Monappa.
3. Dynamics of Employee Relations ; Paul Blyton.
4. Personnel Management and Industrial Relations ; Pandey and Rastogi
5. Industrial Relations in India and Workers involvement by V.P. Michael.

## \COURSE B.BA. SEM V

### COURSE CODE: J0103HR28 Elective II

#### Human Resource Management (Labour Legislation)

##### **Objective**

To acquaint the students with the legal formalities and prerequisites of functioning of industries, the treatment to be mandatorily meted out to workmen, the jurisprudence of labour and the history of Trade unionization. Here the attempt shall be limited to providing them only with a cursory view of the legal ambit of business owing to constraint of time and level of attainment of the students.

##### **Unit 1:**

Industrial Jurisprudence and Trade Union Movement

Jurisprudence (concept in brief) An overview of Industrial Jurisprudence, Principles such as Social Justice. Natural Justice, Equity and National economy.

History of Trade Union Movement, Discussion (brief) on prominent Trade unions formation, membership, functions, political affiliation and weaknesses.

##### **Unit 2:**

The Factories Act, 1948

Definition of Factory, Manufacturing Process, Worker, Occupier, Health, Welfare and Safety,

Provisions; Hours of work, Annual leave with wages.

##### **Unit 3:**

The Payment Of Wages Act, 1936

Definition of wages: Rules for Payments of wages, Authorized Deductions from Wages  
Obligation of employers and employees.

##### **Unit 4:**

The Industrial Employment ( standing Orders) Act 1946

Definition of Certifying Officer, Employer, Certification of Standing Orders; Acts and Omissions constituting misconduct.

##### **Unit 5:**

The Industrial Disputes Act, 1947

Definition of Industry, Industrial Dispute Award, Public Utility Service, Workman; Concept of Strike, Lock-up, lay-off, Retrenchment and Closure; Machinery set up for resolution of disputes, both with State intervention and without State intervention.

##### **Unit 6:**

Shops and Establishments Act (The Bombay Act, 1948)

Definition of Commercial Establishment, Shop; Registration of Establishments, Working Hours of Shops, Restaurants, Theatres, Employment of women and Children, Health and Safety; Obligation of Employers

Emphasis shall be laid on Case-Law wherever relevant.

##### **Books Recommended.**

1. Industrial Jurisprudence and Labour Legislation; A. M. Sharma; Himalaya Publication.
2. Industrial Relations, Trade Unions and Labour Legislation; P.R.N. Sinha and Ors; Pearson Education.

**COURSE BBA SEM – IV.**  
**COURSE CODE – J0103F27.**  
**ELECTIVE – I : FINANCIAL MANAGEMENT – (ELEMENTS OF FINANCIAL SERVICES.)**

**Objective :**

- To brief the students about development in the financial services.
- To provide a judicious mixture of theory and business practices of the contemporary Indian financial services sector.
- To expose the students to the emerging matured and sophisticated financial system.

**Unit – I : Introduction to Financial Services.**

- Financial systems and Economic Developments
- Indian Financial systems and Organisation Structure.
- Financial Services – Meaning, Concept and Kinds of Financial Services.

**Unit – II: Assets / Funds based financial services.**

Significance / Advantages / Limitations of

- Leasing.
- Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.

**Unit – III: Insurance services and Products.**

- Introduction.
- Rule of IRDA.
- Types of Insurance / Products or Services.

**Unit – IV: Mutual Funds and Services.**

- Significance of Mutual Funds its Importance, Types and Advantages.
- Performance of Mutual Funds Schemes in India.

**Unit – V: Credit Rating.**

- Introduction, meaning, definition, nature of Credit Rating.
- Functions of Credit Rating.
- Credit Rating agencies in India – CRISIL, ICRA, CARE, DCR (Duff and Phelps Credit Rating.)

**Unit – VI: Venture Capital Financing.**

- Meaning, definition, features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing Factors affecting investment decision.

**References:**

- 1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.
- 2) Indian Financial System – M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.
- 5) Merchant Banking, J.C. Verma, Bharat Publications.



**COURSE BBA SEM – V.**  
**COURSE CODE – J0103F28.**  
**ELECTIVE – II : FINANCIAL MANAGEMENT – (Introduction to Management Control Systems.)**

**Objective :**

- To provide conceptual orientation for understanding the applications of Management Control Systems.
- To give a broad overview of methods of management control and its incorporation into control systems.

**Unit – I :Basic concept of Management Control Systems.**

- Definition, Concept of Management Control.
- Characteristics of Management Control System.
- Areas of Control.
- Process of Control.
- Efficiency and Effectiveness of Control in different organization.
- Need for strategic planning process.

**Unit – II: Motivational Techniques.**

- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

**Unit – III: Responsibility and Profit Center.**

- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Business Units Profit Centre.
- Measuring Profitability.
- Problem of Profit Centre.

**Unit – IV: Transfer Pricing.**

- Meaning and Significance of Transfer Pricing.
- Objective of Transfer Pricing.
- Transfer Pricing Methods.
- Administration of Transfer Pricing.
- Simple problem of Transfer Pricing.

**Unit – V: Budgetary Control System.**

- Objective of Budgetary Control System.
- Requirement of good Budgetary Control System.
- Advantages and Limitations of Budgetary Control.
- Fixed, Flexible and Functional Budgets.
- Problems on Flexible Budget and Cash Budget.

**Unit – VI: Audit and Reports.**

- Internal Audit under MCS.
- Cost Audit its Objectives and Advantages.
- Management Audit its Objective and Advantages.

**References:**

- 1) Management Control Systems, Robert N Authony, Vijay Govindrajan, The McGraw Hill.
- 2) Management Control Systems, Joseph A. Maciariello, Calvin j. Kirby. PHI Learning Private Limited.
- 3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
- 4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
- 5) Management Control Systems, P. Saravanavel, Himalaya Publishing House.

**COURSE BBA SEM – V.**  
**COURSE CODE – J0103IB27.**  
**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT**  
**(INTERNATIONAL MARKETING.)**

**Objective :**

- To enable an understanding of what marketing is and how it operates in the international context.
- To understand international markets and international issues.

**Unit – I :Introduction to International Marketing.**

- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process; Characteristics of MNC's; Benefit of International Marketing.

**Unit – II: Global Marketing Environment.**

- Political and Legal environment; Cultural influences; Consumer behavior in global context – Psychological and social dimension; Assessing global marketing opportunities; Emerging markets.

**Unit – III: Planning for International Marketing.**

- Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

**Unit – IV: Development Global Marketing Strategies.**

- Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

**Unit – V: Global Quality Standards.**

- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets.

**Unit – VI: Case studies and Project Work.**

**References:**

- 1) International Marketing Strategy by Fram Bradley.
- 2) International Marketing by Alexander Hiam and Charles Shaw.

**COURSE BBA SEM – V.**  
**COURSE CODE – J0103IB27.**  
**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (EXPORT  
IMPORT PROCEDURE DOCUMENTATION)**

**Objective :**

- To give the conceptual clarity about polices and procedure and to provide the guidelines for applicability of these concepts in Export – Import business.

**Unit – I :Introduction.**

- Meaning and Importance of international trade.
- Meaning and Significance of Export and Import.
- 

**Unit – II: Regulation for Export and Import.**

- Obtaining an I.E.C. number.
- Foreign Trade (Development and Regulation) Act.
- Foreign Exchange Management Act (FEMA).
- Pre-Shipment inspection and Quality Control Act and their importance.
- Exchange control manual.
- Foreign Trade Policy.
- 

**Unit – III: Export Import Contracts.**

- Meaning of Export Import Contract.
- Elements of Export Import Contract.
- FOB and CIF Contract.
- 

**Unit – IV: EXIM procedures.**

- Export procedure – Registration Stage.
- Pre shipment inspection.
- Sales post Shipment Stage.
- Quality Control and Pre shipment Inspection.
- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.
- 

**Unit – V: EXIM Documentations and International Logistics.**

- Commercial Documents.
- Principal Export Documents – Commercial Invoice, Packing list, Bill of Landing, Combined transport document, Certificate of Quality Control, Insurance Certificate, Certificate of Origin,

Bills of exchange and Shipment advice.

- Auxiliary documents – Pro forma Invoice, Intimation for Inspection, Shipping Instructions, Insurance Declaration, Shipping Order, Certificate of Origin, Letter of Bank.

- **Logistics** – Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
- Organizations of overseas transport service.

**Unit – VI: Field Work.**

- To study the procedure for obtaining IE Code number and processing of Export Import order with Hypothetical illustrations.

**References:**

- 1) Exchange control manual – RBI Publications.
- 2) Foreign Trade Policies. (Latest)
- 3) Handbook of Export Import procedure.
- 4) Custom and Baggage Rules.
- 5) [www.ie.port.com](http://www.ie.port.com).

## **COURSE CODE : J0103B&I27 Elective I.**

### **Principal of Banking.**

#### **Objective :**

The course aims to acquaint the student with a basics and elementary knowledge of the business and corporate laws.

#### **Course Contents**

##### **Unit I**

Money and Banking – An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices – Quantity Theory and Money; Inflation and its control.

##### **Unit II**

Evolution of Banking; Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI-Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation.

##### **Unit III**

Structure and Characteristics of Financial & Banking system in India; Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

##### **Unit IV**

Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

##### **Unit V**

Contemporary and emerging issues in banking sector, Case studies.

#### **Text Books:**

1. Sundaram&Varshney, "*Banking Theory Law and Practice*" Sultan Chand & Sons; 2004.
2. Chaturvedi D.D., Anand Mittal, "*Business Economics – II*"
3. Varshney&Malhotra, "*Principles of Banking*" Sultan Chand & Sons, 2005.

#### **Reference Books:**

1. Vaish M.C, "*Money, Banking and International Trade*", New Age International Pvt. Ltd, 1997.
2. Gordon. E, Natarajan. K., "*Banking, Theory, Law & Practice*", Himalaya Publishing House, 2003

## **COURSE CODE : J0103B&I28 Elective II.**

### **Principal of Insurance.**

#### **Objective:**

The main objective of this subject is to make the students familiar with Risk, Insurance, Insurance Contract and Type of Insurance.

#### **Course Contents.**

##### **Unit I**

Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

##### **Unit II.**

Concept of Insurance, Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organizations, Insurance Business, Intermediaries in Insurance Business.

##### **Unit III.**

Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest.

##### **Unit IV.**

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products.

##### **Unit V.**

Contemporary and emerging issues in Insurance sector, case studies.

#### **Text Books:**

1. Gupta P.K. “ *Insurance and Risk Management* “, Himalaya Publishing House, 2004.
2. Mishra M.N. “ *Principals and Practices of Insurance*” S. Chand and Co., 2004.
3. Panda G.S. “ *Principals and Practices of Insurance* ”Kalyani Publications, 2004.

#### **Reference Books:**

1. Jeevanandan C. “ *Risk Management* “ Sultan Chand and Sons, 2005.
2. Arthur C. and C. William Jr., “ *Risk Management and Insurance* “ Tata McGraw Hill, 2001.
3. *Principals of Insurance* – Insurance Institute of India, 2003.
4. Nichaus Harrington, “ *Risk Management and Insurance* “ McGraw Hill,2003

## **COURSE CODE : J0103HM27 Elective I.**

### **Principles & concepts of Hospitality Management.**

**Unit I: Tourism & Accommodation :** Introduction to hotels, Accommodation Industry, Types, Evolution of lodging industry, Need, Importance, role of hotels, FHRAI, Star Hotels and classification, International Scenarios and trends.

**Unit II: Hotel Industry in India:** Evolution, Different groups of hotels in India, Hotel Groups ITDC – role, importance, ASHOKA group, WELCOME group, Taj Group – role in Indian Tourism.

#### **UNIT III: Hotel Key Departments:**

**Front Office Management** – Introduction to Front Office Department, Advantages, Formalities and formal, Type of rooms and plans, Organization Chart and duties and responsibilities, Qualities of a front office staff.

**House Keeping**– Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities.

#### **Unit IV: Hotel Key Departments:**

**Cleaning**– different equipments & agents, Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities, Special decorations.

**Food & Beverage Service**– Introducing to food & beverage Service, types of services, organizational charts and duties, Menus, Idea about Beverages – Alcoholic & Non Alcoholic.

**Food Production**– Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

**Unit IV: Marketing of Hotels :** Meaning and concept of Hospitality Marketing – importance & its future, Great Leaders in hospitality – Ellsworth Statler, Ralph Hitz, J. Willard Marriot. Marketing concept, Marketing Mix, Hotel Market and new trends.

#### **BOOK REFERRED:**

1. Theory of Cookery – Krishna Arora.
2. Modern Cookery Vol – I & II – T. E. Philip.
3. Food & Beverage Service – Vijay Dhawan.
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks.
5. Operations Management – Stanley Phornco.
6. House Keeping Manual – Sudhir Andrews.
7. Introduction to Hospitality – I & II – Dennis Foster.
8. Marketing of Hospitality – Kotler, Bowen, Makens.



## **COURSE CODE : J0103HM28 Elective II.**

### **Tourism Management - I**

**UNIT – I: Organized Travel :**Defining Tourist & Tourism viz : inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

**UNIT – II : Itinerary Development :**Introduction, meaning and definition, types of itineraries, how to develop and effective itinerary, functions of tours managers and planning tools for an itinerary.

**UNIT – III : Tour Packaging Management :**Concept, Origin and development of Tour packaging, Types of Tour, Components of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

**UNIT – IV : Travel Agency Operations :** Thomas Cook, American Express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client – WATA guidelines, relation with service suppliers, **Travel agency appointment:** International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI)

**UNIT – V : Travel Trade Organizations / Associations :** Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

### **BOOKS REFERRED.**

1. Marketing Mgmt. for Travel & Tourism, Nelson Thrones.
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD.
3. HRM in Hospitality Industry, Nelson Thrones.

**COURSE CODE : J0103FM27 Elective I.**  
**Introduction to Financial Markets and Financial Institutions.**

**Objective :** This course is designed to give the students a basic understanding of the products, players and functioning markets, particularly the capital market and mutual funds, regulatory and taxation issues.

**Course Contents :**

**1. Investment Basics :**

Need for investment, Equity, Derivatives, Mutual fund, Depositories; Investment alternatives; Securities, Securities market; process of investment in securities; Role of regular – SEBI; Primary market, Procedure for buying shares through IPO, Process of raising capital from foreign countries; Depository, Dematerialization of Securities.

**2. Secondary Market :**

Introduction, stock exchange, stock trading, products in the secondary, equity investment Debt investment; Derivatives – types, options, commodity derivatives and financial derivatives; Debt Funds – Salient features, debt mutual fund schemes, fixed maturity plans; Capital protection funds, gilt funds etc.; Liquid Funds – Salient features, portfolio churning. Portfolio Management.

**3. Mutual Fund Products and Features :**

Regulatory body, benefits, Risks of investing, N A V entry/exit load, types, fund offer Document; Different type of mutual fund products, features, exchange traded funds (ETF) and gold ETF's.

**4. Regulation, Analysis and Taxation :**

Regulations governing equity market and mutual funds; Introduction to techniques of analysis in stock market and mutual funds like ratio analysis; An introduction to Income tax, capital gains having direct relevance for investment / trading in stock market and mutual funds.

**5. Financial Institutions :**

Introduction to banking and non banking financial institutions.

**Market Simulation Lab.**

Market simulation lab sessions on internet based software to develop basic numeric and Keyboard skills.

**Note :** Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Express etc watch business channels e.g CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Reference Books:**

1. Gurusamy, Financial Markets and Institutions, 3<sup>rd</sup> edition, Tata McGraw Hill.
2. Saunders, Financial Markets and Institutions, 3<sup>rd</sup> edition, Tata McGraw Hill.
3. Thummuluri, Siddaiah, Financial Services, 1<sup>st</sup> edition, Pearson Education.
4. Khan, Indian Financial Systems, 6<sup>th</sup> edition, Tata McGraw Hill.

## **COURSE CODE : J0103FM28 Elective II.**

### **Capital Market Operations.**

**Objective :** This course is designed to help the students in understanding the capital market trading, clearing, settlement and risk management processes of NSB, The students will also learn the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts.

#### **Course Contents :**

##### **1. Indian Securities Market – An Overview:**

Introduction, Market segments, Primary market, secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership – stock brokers, broker-clients, relationship, trading mechanism, code of ethics etc.

##### **2. Trading :**

Introduction, NEAT system, Market types, Corporate hierarchy, local databases, Market phases, order management, trade management, auction, limited physical Market, RETDEBT market (RDM), trading, information downloaded to trading members and internet broking.

##### **3. Clearing and Settlement :**

Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures, International securities, Identification number, Demat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file Transfer protocol.

##### **4. Legal Framework and Fundamental Valuation Concept :**

Introduction to various Acts governing securities Market – Securities Contracts (Regulation) Act, 1956, Securities Contract (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations, 2003.

##### **5. The Depositories Act, 1996, Indian Contract Act, 1872, The Companies Act, 1956, Income Tax Act, 1961, Money Laundering Act, 2002, Fundamental Valuation Concepts – Elementary statistical concepts, understanding financial statements, time value of money and equity research.**

#### **Market Simulation Lab.**

Market simulation lab sessions on internet based software to develop Keyboarding skills for cash market.

**Note :** Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Text Books:**

1. Dhankhar, J.N., (2009) Indian Capital Market in operation, Skylark Publications.

**Reference Books:**

1. Chandra Prasanna, (2009), Investment Analysis, 3<sup>rd</sup> edition, Tata McGraw Hill.
2. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
3. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
4. Gurusamy, (2009), Capital Markets, 2<sup>nd</sup> edition, Tata McGraw, Hill.

## **COURSE CODE J010329**

### **EVENT MANAGEMENT**

**Objectives:** The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

The students can practice the skills by organizing various events or participating in the events of the institute or outside the institute.

The basic purpose and spirit of this course is to involve them in to hand on experience of the event management.

The thrust of the programme shall be on elevating the level of socialization of the students and improve behavioral skills and teaming attitude by engaging them into actual management of event .

#### **Unit I :**

The concept of event , its different managerial dimension from the various functions point of view. e.g. planning to close activities of any event

#### **Unit II :**

Different types of event in Corporates, Social Programmes and Private Programmes : The expected out come is preparation of a list consisting at least 10 Programmes in Education, Health Care , such other sectors with their distinctive features as regards audience, beneficiaries and deliverables.

Following units are entirely based on practice part of the event management.

#### **Unit III :**

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher . This exercise shall be for 20 marks.

#### **Unit IV :**

The total number of students shall be divided into a group of 08 students each. They shall undertake to conduct / manage the event of the institute of any course where they shall take up it as a turn key kind of a project.

They shall prepare network, budget and other related issues and execute the event till its end, up to feed back and sending thanks letters , media report, media follow up etc.

( The above assignment shall be for 30 marks )

#### **.Units V :**

Other than above if the student participates in any other programme of the institute or outside unit of BVDU shall be given 05 marks each up to 04 events

The student shall participate as a volunteer in other programmes e.g. Porgamme of New Law College of BVDU and shall submit a brief report of such programme .

#### **Unit VI :**

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

This report shall be assessed for 10 marks for its preparation and 10 marks for oral

**Recommended Books :**

1. Successful Event Management; Anton Shone Beyn Parry; CengageLrng Business Press.
2. Event Management (Paperback); AshutoshChaturvedi; Global India Publication Pvt. Ltd.
3. Event Planning and Management; Sharma D.; Deep & Deep Publications Pvt. Ltd.
4. Event Marketing and Management; S.S. Gaur; Vikas Publication House Pvt.Ltd (2010)
5. Event Management; Sita Ram Singh; Ash Publishing Corporation.

**COURSE CODE J010330,**

**Summer Training Viva And Report (Internal)**

**Details:**

Code	Course Title.
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At the end of Semester V a student shall be required to prepare a project in any one of the functional areas of business i.e.

- \*Marketing Management
- \*Human Resource Management
- \*Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member. The duration will be for 30 days. The report is to be prepared and submitted to the institute before commencement of study leave for semester VI.

## Semester - VI

<b>Code</b>	<b>Course Title.</b>
J010331	Project Management.
J010332	Business Policy and Strategic Management.
	Elective Paper - III
	Elective Paper – IV
J010335	Business Ethics(Internal).
J010336	Disaster Management (Internal).



**COURSE: BBA SEM- VI**  
**COURSE CODE J010331**  
**PROJECT MANAGEMENT**

**Objectives:**

To understand the framework for preparing and evaluating project proposals and to learn the tools and techniques of Project Management.

**Unit 1 :**

Project- Meaning and concept, Project Characteristics, Project classification, Project Management concept and scope, importance and difficulties in project planning.

**Unit 2 :**

Project Identification- Criteria for selecting a particular project, importance of project identification, Feasibility Report.

**Unit 3 :**

Project formulation and Project Analysis- Steps in project formulation, Project implementation, Project evaluation, Technical Analysis, Economic Analysis, Financial Analysis, Social Analysis, Institutional Analysis.

**Unit 4:**

Project Design and Network Analysis- Introduction, Importance of Network Analysis, Network techniques.

**Unit 5:**

Software Project Management- Activities covered- planning- ISO certification specialized bodies.

**Unit 6:**

Project Report - Contents of a Project Report, importance of Project Report, Proforma of a Project Report. Project Appraisal- meaning, scope of appraisal, steps followed in Project Appraisal.

**Reference Books:**

1. Joseph Phillips, Project Management, Tata McGraw-Hill.
2. D.Hughes, Mike Cotter ell: Software Project Management, Tata McGraw-Hill.
3. Vasant Desai, Project Management, Himalaya Publishing House.
4. Narendra Singh, Project Management and Control, Himalaya Publishing House.
5. S. Choudhary, Project Management, Tata McGraw-Hill.

## **BBA SEM VI**

### **COURSE CODE J010332**

#### **BUSINESS POLICY AND STRATEGIC MANAGEMENT**

##### **Objectives:**

The course makes an attempt to learn and understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.

It aims to study the identification of opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

##### **Unit 1: Business Policy Introduction to Business Policy and Strategic Management.**

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management.

Introduction, Meaning, Components of strategic management process.

##### **Unit 2: Strategic Intent**

Vision, Mission, Objectives and Goals, Corporate Philosophy, Corporate Governance, Corporate Culture.

##### **Corporate Strategy Formulation.**

##### **Unit 3: Internal and Environmental Analysis.**

Industry analysis- Identification of opportunities and threats.

Environmental Analysis- Competitive analysis, Micheel Porters, Five forces model.

Internal Analysis- SWOT analysis, Identification of Distinct competencies.

##### **Unit 4: Strategic Analysis and Choice**

Strategic Analysis and Choice in Business Strategic alternatives

Evaluating and choosing Business strategies BCG matrix

##### **Unit 5: Corporate and Business Strategies**

Foundations of Business Strategies, Types of business strategies. Various Corporate Strategies.

##### **Implementation.**

##### **Unit 6: Strategic Implementation and Control.**

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

##### **Books Recommended:**

1. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
2. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
3. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.
4. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

**COURSE CODE JO103M33 Elective III**

**- Marketing Management – III**  
**(Marketing communication & Advertising)**

**Objectives:-** To enhance students knowledge pertaining to marketing communication & Advertising trends in today's corporate world.

**Unit 1:**

Marketing communication- concept, nature & scope, Integrated marketing, Communication process & it's significance.

**Unit 2:**

Promotion mix—advertising, sales promotion, publicity, public relations & Direct marketing tools & techniques.

**Unit 3**

:--M's of Advertising—Advertising objectives—DAGMAR Approach—social advertising in India.

**Unit 4:-**

-Advertising Agencies—structure Ad—agencies services—Ad Budget –Ad Effectiveness studies—Ad appeal.

**Unit 5:**

Ad—Copy—types of an Ad—Copy writing—Skills & process—Ad theme Development—slogans & headlines.

**Unit 6:**

-Ad media—media mix—media planning—Internet advertising—outdoor Advertising- case studies on (Unit I to VI).

**References:--**

- 1 Advertising & Sales Promotion by S.A.Chunawalla (Himalaya Publishing House)
2. Advertising & Sales Promotion by S.L.Gupta & V.V.Rathna. (Sultan Chand & Son)
3. Advertising Management by David A. Aaker. (Prentice Hall of India)

**COURSE: B.B.A. SEM- VI**

**COURSE CODE: J0103M33, Elective IV**

**Marketing Management-IV ( Creative Selling)**

**Objective:**

To acquaint students with the sales process, selling skills and creative sales techniques for meeting customer expectations in today's Global world.

**Unit 1:**

Distinguish between marketing and selling- effective Sales Presentation Process-sales talk-opening, closing of sales.

**Unit 2:**

Handling different types of customers-customer objections-meeting customer objections.

**Unit 3:**

Selling skills-e-selling-sales meetings-effective sales process communication log- Time management –essence of modern salesmanship—record keeping as a part of effective salesmanship.

**Unit 4:**

Direct Selling—Network marketing, Multilevel Marketing mechanism—Retail selling.

**Unit 5:**

Salesman Personality traits—types of salesman—Fundamentals of successful creative selling—Professionalism and effective salesmanship.

**Unit 6:**

Sales force Automation—vending machines, ATM—creative selling of services (Banking, Insurance, entertainment etc.) case studies on sales planning, creative selling, sales presentation, sales talk

**Books Recommended:**

1. Sales Management; Cundiff and Govani.
2. Sales Management; M.D. Kakade (2<sup>nd</sup> edition)
3. How to win customers; HeingGoldmann.
4. Successful Selling; Borden
5. Indian Cases in Marketing; M.D. Kakade(2<sup>nd</sup> edition)
6. Sales Management; Dr. DilipSarwate.

**COURSE: BBA SEM VI**

**COURSE CODE: J0103HR33 Elective III**

**Human Resource Management-III (Training and Development)**

**Objective:**

To know the various training techniques and develop proficiency in identifying, conducting and evaluating training for optimizing individual learning.

**Unit 1:**

Training in organizations; What is training? Importance of training. How training works, Who is involved?

**Unit 2:**

The Process of training: Identifying the needs; Types of learning needs; Methods and sources of identifying training needs; gathering information, establishing objectives, Developing Training Plan.

**Unit 3:**

Designing Training Programmes; Different Methods of Training; Role of technology in the current training methods; selecting training methods; Advantages and disadvantages training methods; Structure of session.

**Unit 4:**

Training facilities and materials; choosing learning material; designing Audio-Visual Aids, Choosing Venue and location.

**Unit 5:**

Evaluation of Training: What is evaluation, Different Approaches for Evaluation of training, Methods of Evaluation, Tools of Evaluation.

**Unit 6:**

Training Administration: Budget of Training, costs of training, Administration of training records.

**Books Recommended:**

1. Effective Training; Blanchard Tracker.
2. Training and Development concepts and practices; S. K. Bhatia
3. Training for development; Rolf P. Lynton / UdaiPareek; Vistar Publication.
4. Employee Training and Development; Raymond A. Noe; Tata McGraw-Hill
5. Effective Human Resource Training and Development; Dr. B. Rathana Reddy; Himalaya Publishing House.

**COURSE: B.B.A. Sem VI**

**COURSE CODE: J0103HR34 Elective-IV**

**Human Resource Management-IV (Performance Appraisal Systems)**

**Objective:**

To understand the design and implementation of performance appraisal systems in the organization.

**Unit 1:**

Employee Performance: Concept of Performance in Organizations, Application of concept of Performance in the organizational context. Overview of Performance Management Systems, Process of Performance Management System, Brief introduction of EPSS (Employee Performance Support Systems)

**Unit 2:**

Performance Appraisal: Meaning Concept, Role of Performance Appraisal Systems in the Performance Management system, overview of the Process of Performance Appraisal, Uses of PA.

**Unit 3:**

Process of Performance Appraisal: Prerequisites for deciding the Performance Criteria, Objectives of organization, Deciding Performance dimensions and indicators. Planning Performance Plans for the employees. Performance measurement Criteria, Tools for Performance Measurement.

**Unit 4:**

Methods of Performance Appraisal: Types of various systems of Performance Appraisal- Traditional Methods, Modern Methods, Advantages and disadvantages of the methods, selecting a proper method of Appraisal for the organization.

**Unit 5:**

Implementation of the Performance Appraisal System: Training the support staff, Scheduling form completion, data collection and analysis, feedback and Performance Counseling and communicating the results of PA.

**Unit 6:**

Evaluation of the Performance Appraisal System: final review, feedback collection, redesigning the system, evaluating effectiveness of the system. Study of comparative practices of Performance Appraisal Systems in different sectors.

**Books Recommended:**

1. Performance Management; M. Armstrong.
2. Performance Management; LOWE
3. Performance Management; T.V. Rao.
4. Performance Management System; R.K. Sahu; Excel Books

**COURSE BBA SEM – IV.**  
**COURSE CODE – J0103F33.**

**ELECTIVE – III : FINANCIAL MANAGEMENT – (Elements of Corporate Finance).**

**Objective :**

- To orient the students regarding Corporate Finance.
- To enable the students to understand the basic concepts of Corporate Finance
- To provide the guideline for applicability of these concepts.

**Unit – I :Financial Planning and Strategy.**

- Importance of Financial forecasting.
- Long range planning and Short range planning.
- Strategic Decision making and planning.
- Strategic financial planning and steps in financial planning.

**Unit – II: Sources of Corporate Finance.**

- Equity Share Capital.
- Preference Share Capital.
- Debenture, Public Deposits, Venture Capital.
- Institutional Finance – FCI, ICICI, IDBI, UTI, SIDBI..
- Finance for Short Term and Long Term.

**Unit – III: Capital Budgeting Techniques of Evaluations.**

- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations – Payback Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.

**Unit – IV: Management of Earning.**

- Dividends and Retained Earning.
- Factors affecting Dividends decisions and Dividends policies.
- Importance of Capital Structures and Earning Per Share.

**Unit – V: Financial Statement and Analysis.**

- Balance Sheet, Profit and Loss Account.
- Changes in Financial Position.
- Funds Flow Statement.
- Cash Flow Statement.
- Study of Annual Report – Understanding contents and disclosures.

**Unit – VI: Company incorporation and Corporate Governance.**

- Share Holders Rights.
- Appointment of Auditors.
- Meaning of Corporate Governance.
- Important Elements of Corporate Governance.

**References:**

- 1) Financial Management – I.M. Pandey, Vikas.
- 2) Financial Management – Theory & Practice, Prasanna Chandra.
- 3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
- 4) Corporate Financial Management – Arnold Glen, Pitman.
- 5) Corporate Financial Management – Emery Dogglas, Pearson Edu. Asia.
- 6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

**COURSE BBA SEM – IV.**  
**COURSE CODE – J0103F33.**

**ELECTIVE – IV : FINANCIAL MANAGEMENT – (International Finance & Financial Risk Management)**

**Objective :**

- The objective of the Course is to explain the basic concepts of the International Finance and to Understand Concept of Risk Management.

**Unit – I :Introduction to International Finance.**

- Nature of International Finance.
- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Need for Financing Cross Border Trade.

**Unit – II: Development in International Monetary Scene.**

- Role of IMF and IBRD in Development of International Monetary Scene.

**Unit – III: Foreign Exchange.**

- Meaning, Features of Foreign Exchange Market.
- Statutory base, exchange control .
- Business transacted by authorized dealers.

**Unit – IV: Methods of International Trade Settlements.**

- International trade settlement with special reference “Documentary Credit”.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.
- Sources of raising finance for Cross Border trade transition.

**Unit – V: Risk Management.**

- Environment of Risk Management for individual and the business.
- Terms – Speculation, Gambling, Uncertainty, Peril, Loss.
- Different type of Risk – Business, Financial, Transactional and Transitional Risks.

**Unit – VI: Field Exercise in International Finance.**

A research study on international finance functions performed by a firm engaged in international Business and project on emerging trends in international finance.

**References:**

- 1) International Financial Management – P.G. Apte., Tata McGraw – Hill Publications.
- 2) Options, Futures and Derivatives - John C Hull, Pearson Education.
- 3) International Finance and Banking -RajwadeAnmol Publications.
- 4) Report on Currency and Finance - RBI.
- 5) Risk Management and Insurance - Harrington Niehaus.



**COURSE BBA SEM – VI.**  
**COURSE CODE – J0103IB27.**  
**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (BASICS OF INTERNATIONAL FINANCE.)**

**Objective :**

- To understand the basics of finance function and environment for international business.
- To find out financial challenges faced by businesses in increasingly globalizing economies.

**Unit – I :Introduction.**

- Meaning and Scope of international finance
- Globalization and its impact.
- International Finance Vs Domestic Finance.

**Unit – II: Balance Payments.**

- Definition Significance and Components.
- Equilibrium, Disequilibrium and adjustment.

**Unit – III: Financing of Cross Border Trade. (Imports)**

- Letter of Credit as a method of Import Finance.
- Steps involved in L/C mechanism. (Buyers Credit.)

**Unit – IV: Financing the International Trade. (Exports)**

- Pre Shipment and Post Shipment credit.
- Factoring, Forfeiting, Suppliers credit.

**Unit – V: Issues and Concept in International Finance.**

- Foreign Direct Investment, FII flows.
- Role of IMF and IBRD.

**Unit – VI: Field exercise in International Finance.**

- External Commercial Borrowing as a source of international finance.

**References:**

- 1) International Financial Management – H.R. Machiraju.
- 2) International Financial Management by P.G. Apte.
- 3) International Money & Finance, Prof.Melvin.
- 4) Reports on Currency & Finance, RBI Publication.
- 5) International Finance, Levi, Maurice.

**COURSE BBA SEM – VI.**  
**COURSE CODE – J0103IB27.**  
**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT**  
**(FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)**

**Objective :**

- To understand economics of international business.
- To enable analysis of problems of global economics and formulate strategies for the same.

**Unit – I :Introduction to International Economics.**

- Introduction to international Economics – meaning and scope.
- Gains from international trade.
- Significance of international Economics.

**Unit – II: Balance Payments.**

- Meaning & Structure of BOP.
- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

**Unit – III: Theories of International Trade.**

- Mercantilism, absolute cost theory.
- H O model.
- Comparative cost theory.

**Unit – IV: International Financial Institutions.**

- International financial Institutions with special reference to IMF and World Bank.

**Unit – V: Gold Standard Mechanism.**

- Fixed Vs Flexible exchange rate.

**Unit – VI: International Trade Policies.**

- Case for free trade. Restrictions on International trade.
- Tariff and Non – tariff barriers.
- Argument for against protection.
- Trade policy for developing nation.
- Formation of regional blocs and Discriminatory trade.

**References:**

- 1) International Economics Koutsyannis.
- 2) Economics by Samuelson.
- 3) International Economics, Mithai. D.M. Himalaya Publishing House, New Delhi.
- 4) International Economics, Cherunilam, The McGraw Hill Companies.
- 5) International Economics, Salvatore D., Prentice Hall, Upper Saddle River, N.J. New York.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103B&I33 Elective III.**

**Banking Law and Practice.**

**Objective :**

The course aims to acquaint the student with a basic and elementary knowledge of the business and banking laws.

**Course Contents :**

**UNIT I :**

Overview, Legal Framework of Regulation of Banks, Reserve Bank of India Act, 1930

**UNIT II :**

Banking Regulation Act, 1949, Negotiable Instrument Act, 1860.

**UNIT III :**

Cyber Laws relating to Banking, Banking Companies Act 1970 / 1980.

**UNIT IV :**

Securitization Act, 2002, Recent trends in Banking Industry (Legal).

**UNIT V :**

Securities and exchange board of India, Merchant Bankers rules, 1992.

**Text Book :**

1. Varshney P.N. “ *Banking Law and Practice* “ Sultan Chand and Sons, 2005.
2. Saxena G.S. “ *Legal –Aspects of Banking Operations* “ Sultan Chand & Sons, 2005.

**ReferenceBooks :**

1. Suneja H.R. “ *Practical and Law of Banking* “ Himalya Publishing House, 2000.
2. Chabra T.N. “ *Elements of Banking Law* “ Dhanpat Rai and Sons, 2000

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103B&I34 Elective III.**

**Practice of Life & General Insurance.**

**Objective :**

The objective of this paper is to install in the students the ability to apply the principles of Actuarial Planning and Control required in the operation of the Life Insurance Business.

**Course Contents :**

**UNIT I :**

Insurance Products a hedge against personal risk (s) Insurance Products, alternative to Investment Products Insurance Products, collateral security in the rising hire purchase market scenario

**UNIT II :**

Group Insurance and special purpose schemes. Actuarial considerations (demographic, investment of funds and managerial expenses) in costing Insurance products.

**UNIT III :**

Maintaining Inter – Class and Inter – Generation equity. Theory and Practice of Underwriting: Selection, Loading, Exclusion clauses and declining of proposals Policy Document.

**UNIT IV :**

Servicing (alterations and surrender), claim Settlement Variance Analysis, Retention Vs. Reinsurance.

**UNIT V :**

General Insurance, marine Insurance concepts and issues, case studies.

**Text Books :**

1. Srikri, Karve, “ Principles of Life Insurance “ Sultan Chand & Sons, 2002.
2. Publications of Insurance Institute of India IC – 51 – 66.

**Reference Book :**

1. Mishra M.N. “ *Principles and Practices of Insurance* “ S. Chand and Co, 2004.
2. Gupta P.K. “ *Insurance and Risk Management* “ Himlaya Publishing House, 2004.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103HM33 Elective III.**

**Food Science, Nutrition and dietetics Management.**

**UNIT – I : Introduction to Nutrition & Dietetics :** Food and health, Objectives of nutrition & dietetics, Principles of Dietetics, Major Nutrients – characteristics, function, digestion & metabolism and food sources, Deficiencies & diseases.

**UNIT – II : Food Groups :** Cereals & Pulses, Milk & Milk products, milk borne diseases, pasteurization, boiling & preservation, Eggs, Meats, Poultry, Fish – Cooking, preservation, Nuts& Dried Fruits, Sweets Foods, Sweetening agents, Fruit & Vegetables, Spices & Condiments.

**UNIT – III : Water and Food Microbiology :** Definition of water, Dietary sources, Functions of water, Role of water in maintaining health, Water balance.

**Food Microbiology** – introduction, Food intake & food habits, Psychological factors, Determining food habits, Environmental & Behavioral factors influencing food acceptance.

**UNIT – IV : Food Processing and Evaluation of Food :**Definition of Food Processing, Types of treatment, Effects of heat, acid, alkali, on food constituents.

**Evaluation of Food :**Definition, Objectives, sensory assessment of food quality, Introduction to proximate analysis of food constituents.

**UNIT – V : Balanced Diet and Meal Planning :**Definition of balanced diet, Importance of balanced diet, RDA for nutrients – age gender, physiological state, Planning nutritionally balanced diets based on food groups. **Meal Planning :**Definition, Factors affection meal planning, Principles of meal planning, Critical evaluation of meals – Hotels, Institutional & Industrial Catering, Calculation of nutritive values of foods, food value.

**Books Referred :**

1. Human nutrition and dietetics by J.S. Garrow, Ann Ralph, William Philip Treherne James.
2. Manual of dietetic practice by Briony Thomas, Jacki Bishop, British Dietetic Association
3. Nutrition and dietetic for health care by Helen M Barker.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103HM34 Elective III.**

**Tourism Management – II.**

**UNIT – I : Human Resource Development for Tourism** :Introduction of HRD Meaning, Concept and Significance, HRD systems, model and Practices in Travel Industry, Tourism Manpower Strategies, Training and Development, HRD problems and issues in Travel Industry.

**UNIT – II : MICE** :Meeting, Incentives, Conferences and Exhibitions - Definition.

**UNIT – III : Tourism Planning Policy and Development** :Concept, Need, Objective and Tourism Goals of Tourism Planning Policy and Development.  
**Hotels** :Definition, Historical background, Role of Hotel Industries in Tourism, Types of Hotels, Alternative Accommodation.**Fair and Festivals** : Need for fairs and Festivals, Features of Fair – Types of festival – Seasonal, Cultural and Tribal, Major fairs and Festivals of India.

**UNIT – IV : Tourism marketing and management** : Need for marketing in Tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique.

**UNIT \_ V : Travel Formalities in India** :Visa – Requirements – Types of visas – Currency regulations - Customformalities – Different types of taxes. Restricted and Protected areas – types of restrictions. Health Regulations.  
**Passenger Transport** :Prime force in expansion of tourism, High Speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, IndrailPass, Special Schemes & packages available, Place on Wheels, Royal Orient, fairy queen and toy trains.

**Books Referred :**

1. Marketing mgmt. for Travel & Tourism, Nelson Thrones.
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD.
3. HRM in Hospitality Industry, Nelson Thrones.

## **COURSE CODE : J0103FM33 Elective III.**

### **Commodity Markets.**

**Objective :** This course is designed to help the students in understanding of commodities market, products, financial derivatives, pricing mechanism etc: They will be able to understand the trading, clearing and settlement operations using NCDEX platform. Students will also learn regulatory framework and taxation aspects.

#### **Course Contents.**

##### **1.Introduction to Commodity Derivatives :**

Introduction to derivatives, products, participants and functions, derivatives markets, difference between commodity and financial derivatives, Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments. The NCDEX platform – Structure, exchange membership, risk management, clearing and settlement system and commodities traded on the NCDEX platform.

##### **2.Application of Commodity Futures :**

Instruments available for trading – Forward contracts, Introduction to futures and options, Payoff for F&O, using futures versus options ; Pricing commodity futures – Investment assets versus consumption assets, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage.

##### **3.Trading, clearing and Settlement :**

Trading – Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge limits; Clearing and Settlement – Clearing, Settlement, Risk Management, Margining at NCDEX and standard Portfolio Analysis of Risk (SPAN).

##### **4.Regulatory Framework of Commodity Derivatives :**

Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and Arbitration; Implications of Sales Tax, Value Added Tax (VAT) and obligations; Electronic Sport Exchange – NCDEX spot Exchange Ltd. (NSPOT).

##### **5.Market Simulation Lab :**

Market simulation lab sessions on internet based software to develop trading skills for commodity market.

**Note :**Students are expected to keep themselves updated with latest development in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI NSE etc.

#### **Text Books :**

1. Commodities Market Module, Workbook from NSE.
2. Chatnai, (2010), Commodity Markets, 1<sup>st</sup> edition, Tata McGraw Hill.

#### **Reference Books :**

1. Kleinman, George, (2001),Commodity Futures & Options, 2<sup>nd</sup> (revised illustrated edition), Prentice Hall.
- 2.Stephens, John, (2001), Managing Commodity Risk, John Wiley & Sons.
- 3.Hirschey, (2010), Investments: Analysis and Behavior, 1<sup>st</sup> edition, Tata McGraw Hill.
- 4.Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd.

## **COURSE CODE : J0103FM34 Elective III.**

### **Introduction to Derivatives – Equity and Currency.**

**Objective :** This course is designed to help the students in understanding the concepts of equity and currency derivatives, products and their applications as a risk management tool using different trading strategies on stock exchanges.

#### **Course Contents :**

##### **1. Basis of Equity Derivatives :**

Introduction. Meaning of derivatives, Put options, Call options, Application of derivatives, Derivatives as a risk management tool.

##### **2. Trading Futures and Options on Stock Exchanges :**

Trading Futures – Pay-off of futures, Theoretical models for future pricing; Trading Options – Option payouts, Option strategies, Determination of option prices, Factors affecting option prices; Derivatives trading on NSE – using daily newspapers to track F&O, settlement of F&O, accounting and taxation.

##### **3. Introduction to Currency Markets :**

Introduction to Currency markets, Exchange rates, factors affecting currency market, Currency futures, Strategies using currency futures, Hedging, Speculation, Arbitrage, NSE's currency derivatives segment.

##### **4. Trading, Clearing, Settlement and Risk Management in Currency Futures :**

NSE membership – Categories, Eligibility and criteria, Futures contract specifications, trading system, placing orders, client broker relationship; Clearing, settlement; Risk management system through margins of different kinds, Clearing and settlement mechanism.

##### **5. Market Simulation Lab :**

Market simulation lab sessions on interest based software to develop trading skills for derivative market.

**Note :** Students are expected to keep themselves updated with latest development in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

#### **Text Books :**

1. Equity Derivatives : A Beginner's Module, Workbook from NSE.
2. Currency Derivatives : A Beginner's Module, Workbook from NSE.

#### **Reference Books :**

1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9<sup>th</sup> edition, Tata McGraw Hill, Publishing Company Ltd.
2. Red Head, (2007), Financial Derivatives : An Introduction to Futures, Forward, Options, Prentice Hall of India.
3. Vohra, (2010), Futures and Options, 2<sup>nd</sup> edition, Tata McGraw Hill.
4. Vohra, (2010), Derivatives and Risk Management, 1<sup>st</sup> edition, Tata McGraw Hill



## **CORSE CODE J010335**

### **Business Ethics (Internal)**

#### **Objective**

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture. The course will take the student from managerial ethics to corporate governance and then to organizational excellence and business sustainability.

#### **Unit 1:**

Ethics, Ideology and beliefs, conversion of beliefs into values and values into ethics.

#### **Unit 2:**

Ethics and Morals; Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism.

#### **Unit 3:**

Relation between Business Ethics and Managerial Ethics; Soul based approach to business ethics; Mind based approach to business ethics; Business Ethics and Professional Ethics.

#### **Unit 4:**

Managerial Ethics and How managers react in the face of a dilemma; The Consequential Mode: The non-consequential Mode; The Acceptance Mode.

#### **Unit 5:**

Managerial ethics and managerial leadership; Unethical managerial conduct and its reasons; Difficulty of being ethical in an unethical environment Exploitation, corruption and corporate fraud.

#### **Unit 6:**

Ethical foundations of corporate governance; Basics of corporate governance in India; Organizational excellence; Business sustainability.

#### **Books recommended.**

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
3. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
4. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai2011.
5. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi.

## **COURSE CODE J010335**

### **Disaster Management (Internal)**

#### **Objective:**

To orient the students about the basis of nature, causes and other issues of disaster and its management at elementary level.

#### **Part I: Disasters and Related Issues**

##### **Unit 1:**

Concept and meaning of Disaster, severity and far reaching effects.

##### **Unit 2:**

Types of Disasters—Natural and Man Made, causes, its types and nature Impact of Disaster—economic, social, Industrial, organizational and Personal.

#### **Part II: Management Perspective**

##### **Unit 3:**

Anticipation—warning, process, remote sensing, predictions, environmental Prevention—Elementary Defects, modification of behavioural patterns in respect of Social, Industrial, organizational and personal .

##### **Unit 4:**

Rescue and Relief—Necessity, scope, measures, medical aid, processes.  
Rehabilitation – Measures for Work Pattern, Life Style, Relationships, Replacement and Financial Compensation.

##### **Unit 5:**

Governmental Role: Schemes of State and Central Government for awareness and risk mitigation.

##### **Unit 6:**

Cases of Disaster Management.

#### **Books Recommended:**

1. Disaster Management (Volume I,II, III), Dr. S. L. Goel: Deep &Deep Publications Pvt. Ltd.; New Delhi.
2. Concepts and Practices in Disaster Management; Col. P.P. Marathe; Diamond Publications, Pune.
3. Disaster Management; Dr. S.R. Singh; APH Publishing Corporation.
4. Disaster Management; K. HanumanthaRao and P. SrinivasSubbaRao; Serial Publications, New Delhi.
5. Disaster and Hazard Management; P. Nambudripad. Oxford Book Company,Jaipur.