### Marketing Management Elective

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<thead>
<tr>
<th>Elective</th>
<th>Code</th>
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<tbody>
<tr>
<td>Elective – I</td>
<td>M503</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>Elective – II</td>
<td>M504</td>
<td>Sales and Distribution Management.</td>
</tr>
<tr>
<td>Elective – III</td>
<td>M603</td>
<td>Integrated Marketing communication</td>
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<tr>
<td>Elective – IV</td>
<td>M604</td>
<td>Digital Marketing</td>
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### Finance Management

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<td>Elective – I</td>
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<td>Elements of Financial Services</td>
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<tr>
<td>Elective – II</td>
<td>F504</td>
<td>Introduction to Management Control Systems</td>
</tr>
<tr>
<td>Elective – III</td>
<td>F603</td>
<td>Elements of Corporate Finance</td>
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### Human Resource Management

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<tr>
<td>Elective – I</td>
<td>HR503</td>
<td>Performance &amp; Compensation Management</td>
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<td>Elective – I I</td>
<td>HR504</td>
<td>Training &amp; Development</td>
</tr>
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<td>Elective – III</td>
<td>HR603</td>
<td>Management of Industrial Relations</td>
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<td>Elective – IV</td>
<td>HR603</td>
<td>Cross Cultural HRM</td>
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### International Business Management

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<td>Elective – I</td>
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<td>International Marketing</td>
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<td>IB504</td>
<td>Export Import Procedures and Documentation</td>
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<td>Elective – III</td>
<td>IB603</td>
<td>Basics of International Finance</td>
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<td>Elective – IV</td>
<td>IB604</td>
<td>Fundamentals of International Economics</td>
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## Entrepreneurship Development

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<tr>
<td>Elective – I</td>
<td>ED503</td>
<td>Entrepreneurship &amp; New Ventures Creation</td>
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<tr>
<td>Elective – II</td>
<td>ED 504</td>
<td>Corporate Entrepreneurship</td>
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<tr>
<td>Elective – III</td>
<td>ED 603</td>
<td>E - Commerce</td>
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<td>Elective – IV</td>
<td>ED 604</td>
<td>Managing Family Business</td>
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## Financial Market

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<tr>
<td>Elective – I</td>
<td>FM503</td>
<td>Introduction to Financial Markets and Financial Institutions</td>
</tr>
<tr>
<td>Elective – II</td>
<td>FM504</td>
<td>Capital Market Operations</td>
</tr>
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<td>Elective – III</td>
<td>FM603</td>
<td>Commodity Markets</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>FM604</td>
<td>Introduction to Derivatives : Equity and Currency</td>
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BVDU – BBA (CBCS 2018-2021) - Specializations
BBA Specialization: Marketing Management

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<tr>
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### BBA- Sem -V (CBCS 2018)
#### MK 503: Consumer Behavior

<table>
<thead>
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<th>Course Code</th>
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<tbody>
<tr>
<td>MK 503</td>
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<td>(DSE-II Marketing)</td>
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<tr>
<td>Credits</td>
<td>Four.</td>
<td>UE + IA: 60:40</td>
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</table>

**Learning objectives:**
1. To highlight the importance of understanding consumer behavior in Marketing.
2. To study the environmental and individual influences on consumers.
3. Understand the importance of consumer behaviour in designing marketing strategies.
4. To understand consumer behavior in Indian context.

**Learning outcomes:** After studying this course student are able to
1. Understand the consumers’ attitude towards a particular product / service in a better manner.
2. Use the factors that influence the consumers’ buying behaviour in determining the marketing mix strategies.
3. Identify new market segments to cater to their needs.
4. Design effective marketing strategies.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td><strong>INTRODUCTION</strong></td>
<td>04 Hrs</td>
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<tr>
<td></td>
<td>Meaning of Customers &amp; Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.</td>
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<tr>
<td>2</td>
<td><strong>Individual Determinants of Consumer Behavior</strong></td>
<td>14 Hrs</td>
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<td></td>
<td>Personality &amp; Self Concept: Meaning of Personality, Influence on Purchase Decisions</td>
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<tr>
<td></td>
<td>Motivation &amp; Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement</td>
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<td></td>
<td>Learning &amp; Memory: Meaning &amp; Principal Elements of Learning, Characteristics of Memory Systems, Recall</td>
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<td></td>
<td>Attitudes: Meaning &amp; Characteristics, Strategies for Changing Attitudes</td>
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<tr>
<td>3</td>
<td><strong>External determinants of consumer behaviour:</strong></td>
<td>10 Hrs</td>
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<td></td>
<td>Culture, subculture, social class &amp; reference group</td>
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<td>4</td>
<td><strong>Consumers’ Buying Decision Making Process, Post-purchase Evaluation &amp; Behavior:</strong></td>
<td>12 Hrs</td>
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<td></td>
<td>Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior and Post- Purchase Dissonance.</td>
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<td></td>
<td>Types of Buying Behavior: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying.</td>
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<tr>
<td></td>
<td><strong>Consumer Behavior Models</strong></td>
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<tr>
<td></td>
<td>Howard Sheth Model, Nicosia model</td>
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<tr>
<td>5</td>
<td><strong>Diffusion of innovation:</strong></td>
<td>05 Hrs</td>
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<tr>
<td></td>
<td>meaning and definition, diffusion process. The adoption process.</td>
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<tr>
<td>Reference books</td>
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<tr>
<td>2. Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Pearson, 10th Edition</td>
<td></td>
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</tr>
<tr>
<td>3. Consumer Behavior - In Indian Perspective by Suja R. Nair, Himalaya Publishing House.</td>
<td></td>
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<tr>
<td>5. The Marketing Whitebook Current year issue</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Journals and E-journals</th>
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<tbody>
<tr>
<td>1. Journal of Consumer Behaviour</td>
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</table>

<table>
<thead>
<tr>
<th>MOOCS:</th>
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<tbody>
<tr>
<td>1. <a href="https://swayam.gov.in/course/3578-consumer-behaviour">https://swayam.gov.in/course/3578-consumer-behaviour</a></td>
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<tr>
<td>2. <a href="https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content">https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content</a></td>
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</table>
MK 504: Sales and Distribution Management.

<table>
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<tr>
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<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</tbody>
</table>

Learning objectives:

1. To acquaint students with fundamentals of Sales and Distribution Management
2. To impart to the students an understanding of Sales and distribution Management principles with a view to prepare them to face challenges of managing businesses in the new era.

Learning outcomes: After studying this course student are able to

1. Understand the challenges and opportunities involved in managing sales and distribution.
2. Manage the issues related to handling sales organization effectively.
3. Understand the aspects of developing distribution channels.

Unit 1 Evolution of Sales management, Nature and Importance of Sales Management. 15 hrs
Definition, meaning and objectives of Sales Management. Role and skills of sales manager, recent trends in Sales Management.

Sales Organisation: Need for Sales Organizations, their structure, Recruitment and selection of sales persons, developing and conducting sales training programmes for newly appointed as well as experienced salespersons.

Unit 2 Sales forecasting: meaning, methods of sales forecasting- quantitative and qualitative methods. Sales quotas: need and importance of sales quotas, types of sales quotas Designing and Administering Compensation Plans – Leading and Motivating the Sales Force. 10 hrs

Unit 3 Sales Territory: meaning, need and Sales force performance appraisal: methods Personal selling: Process, steps involved therein. 10 hrs

Unit 4 Sales Control Techniques-Sales analysis, Sales Audit. 10 hrs

Unit 5 Introduction to Distribution Mix- components, channels of distribution, role and functions of wholesaler and retailer, Channel conflicts. Recent trends in distribution, Case Studies (unit I to unit V) 15 hrs

Reference books
1. Sales And Distribution Management Text And Cases-Krishna K.Havaldar, Vasant Kavale Tata

BVDU – BBA (CBCS 2018-2021) - Specializations
Mc’Graw Hill Publications
2 Sales Management- S. A. Chunnawalla- Himalaya Publishing House, Mumbai
3 Sales Management – Still R R , Cundiff E W, Govani PHI
4 Channel Management & Retail Management – Meenal Dhotre
5 The Marketing Whitebook

Online references:
https://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag...
https://www.marketing91.com › SALES MANAGEMENT

MOOCS:
2. https://alison.com/course/introduction-to-sales-management
BBA- Sem –VI (CBCS 2018)
MK 603: Integrated Marketing Communication.

<table>
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</table>

Learning objectives:
1. To have a working knowledge of the tactical and strategic aspects of IMC
2. Be able to apply specific tools and approaches to common marketing communications challenges
3. Be able to assess the progress of IMC efforts over time
4. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes: After studying this course student are able to
1. Understand the tactical and strategic aspects of IMC
2. Design IMC programs
3. Analyze IMC programs

Unit 1 **IMC FOUNDATION**
Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL),Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy

Unit 2 **IMC ADVERTISING TOOLS**
a) Introduction of Advertising- Functions & Types of Advertising - Objections on Advertising- Structure of Advertising Agency – Role and Services offered by Agency-
b) Media Mix- Media Vehicle- Ad copy –Appeals in advertising- Advertising budget
c) Media planning and execution.-Media Plan and schedule.

Unit 3 **IMC PROMOTIONAL TOOLS**
a) Sales Promotion- Trade promotion -Consumer promotion- coupons, Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus, packs, price off- Sales force promotion
b) Public relation(PR), Types of PR-

Unit 4 **IMC CONTEMPORARY TOOLS**
Recent Trends - Product placement and Branding in films, Product placement on television,

Unit 5 **IMC EVALUATING AND CONTROL**
a) Need & Significance of IMC evaluation and control
b) Methods for Measurement of Advertising effectiveness

BVDU – BBA (CBCS 2018-2021) - Specializations
Reference books:
5. Advertising and Promotion: S.A.Chunawalla

Journals:
1. Journal of Integrated Marketing Communications
2. Journal Advertising

Online references:
MOOCS:
https://swayam.gov.in/course/3984-advertising-and-public-relations
Learning objectives:

1. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
2. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

Learning outcomes: After studying this course student are able to

1. Students should be able to use internet effectively as a marketing tool
2. Students will be able to get insights on how organizations can leverage the benefits of social media.

Unit 1  Introduction to Digital Marketing

Unit 2  The Online Marketing Mix
E-Products
Segmentation, Targeting and Positioning
E-Price
The Online Value
E-Promotion
The digital revolution in India, Understanding the digital business, Increasing customer base through digital marketing strategies. 15 hrs

Unit 3  The Online Consumer
Marketing in a virtual world,, Customer expectation and perception, Online Consumer behavior , Establishing trust in Digital Business. 15 hrs

Unit 4  CRM in digital world
CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e-CRM. 10 hrs

Unit 5  Social Media
Role of social media in digital marketing, Advantages and disadvantages of social media, Advertising on social networking. 10 hrs

Reference books:

1. Digital Marketing R Prasad
2. Virtual Marketing Sameer Kulkarni
3. Digital Marketing : Vandana Ahuja(Oxford University press)

Journals:
- European Journal of Marketing
- Journal of Digital and Social media marketing
- [https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A](https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A)
- [https://www.amazon.in/Epic-Content-Marketing-Different-Customers/dp/0071819894/ref=pd_sim_14_1?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A](https://www.amazon.in/Epic-Content-Marketing-Different-Customers/dp/0071819894/ref=pd_sim_14_1?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A)

Online references:

MOOCS: Online references:

- [https://learndigital.withgoogle.com/digitalunlocked/certification](https://learndigital.withgoogle.com/digitalunlocked/certification)
- [https://www.coursera.org/specializations/digital-marketing#cours](https://www.coursera.org/specializations/digital-marketing#cours)
## BBA Specialization: Finance Management

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BBA- Sem -V (CBCS 2018)

FM 503: ELECTIVE – I : FINANCIAL MANAGEMENT
(ELEMENTS OF FINANCIAL SERVICES)

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- **Learning objectives:**
  - To introduce the students about Indian Financial Systems and current developments
  - To orient about various financial services available

**Learning outcomes:** After studying this course student are able to

1. Components of Indian Financial Systems
2. Importance and utility of Financial Services

**Unit – I : Introduction to Financial Services.** (10 Hrs.)

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services – Meaning, Concept and Importance of Financial Services

**Unit – II: Types of Financial services: Fund Based and Fee based** (15 Hrs.)

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

**Unit – III: Mutual Funds and Services.** (11 Hrs.)

- Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.
- Parameters for evaluation of Mutual funds Schemes

**Unit – IV: Credit Rating.** (12 Hrs.)

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

**Unit – V: Venture Capital Financing.** (12 Hrs.)

- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

**Reference books :**


BVDU – BBA (CBCS 2018-2021) - Specializations
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<td>4)</td>
<td>Financial Markets and Services, Gordon, Natarajan.</td>
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**Online references:**

MOOCS:
- [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)

**Web resources:**
- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
- [https://www.nseindia.com](https://www.nseindia.com)
- [https://www.bseindia.com](https://www.bseindia.com)
**BBA- Sem -V (CBCS 2018)**

**FM 504: ELECTIVE – II : FINANCIAL MANAGEMENT**
(Introduction to Management Control Systems.)

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- **Learning objectives:**
  - To introduce to the significance and role of Management Control System in the organization
  - To orient the students about application of techniques of Management Control

**Learning outcomes**: After studying this course student are able to
- Importance and utility of Management Control System
- Application of techniques of Management Control

**Unit – I : Introduction to Management Control Systems.** (12 Hrs.)
- Definition, Concept of Management Control,
- Nature Characteristics of Management Control System,
- Areas and Process of Control,
- Efficiency and Effectiveness of Control

**Unit – II: Motivational Techniques.** (12 Hrs.)
- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

**Unit – III: Responsibility Centre and Transfer Pricing.** (12 Hrs.)
- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Problems of Profit Centre.
- Meaning and Significance of Transfer Pricing.
- Objectives of Transfer Pricing.
- Transfer Pricing Methods.
- Simple problems of Transfer Pricing.

**Unit – IV: Budgetary Control and Variance Analysis.** (14 Hrs.)
- Objective of Budgetary Control.
- Advantages and Limitations of Budgetary Control.
- Fixed, Flexible and Functional Budgets.
- Problems on Flexible Budget and Cash Budget.
- Concept and Importance of Standard Costing
- Material and Labour variance Analysis (Theory and Practical)
## Unit – V: Internal Audit. (10 Hrs.)

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

### Reference books:

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.

### Online references:

For MOOCs:
- [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)

### Web resources:

- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
- [https://www.nseindia.com](https://www.nseindia.com)
- [https://www.bseindia.com](https://www.bseindia.com)
### FM 603: ELECTIVE – I: FINANCIAL MANAGEMENT
(Element of Corporate Finance)

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<thead>
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<th>Course Code</th>
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</tbody>
</table>

- **Learning objectives:**
  - To introduce about Sources of Corporate Finance
  - To orient about the techniques of Financial Decision making

**Learning outcomes:** After studying this course student are able to

1. Sources of Corporate Finance available
2. Application of the techniques of Financial Decision making

#### Unit – I: Financial Planning and Strategy. (12 Hrs.)
- Concept and 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. (12 Hrs.)
- Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital.
- Institutional Finance
- International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII

#### Unit – III: Capital Budgeting (15 Hrs.)
- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations (Theory & Practical) – Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.

#### Unit – IV: Management of Earning and capital Structure. (09 Hrs.)
- Dividends and Retained Earning.
- Factors affecting Dividends decisions
- Concept and Importance of Capital Structures, Factors affecting Capital Structure

#### Unit – V: Financial Statement Analysis and Corporate Governance. (12 Hrs.)
- Ratio Analysis (Theory and Practical)
- Funds Flow Statement, Cash Flow Statement (Theory)
• Meaning of Corporate Governance.
• Important Elements of Corporate Governance.
• Share Holders Rights

Reference books:
2) Financial Management – Theory & Practice, Prasanna Chandra.
3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

Online references:
MOOCS:
• https://swayam.gov.in/
• https://alison.com/

Web resources:
www.moneycontrol.com
www.rbi.org.in
www.icai.org
https://www.sebi.gov.in
https://www.nseindia.com
https://www.bseindia.com
BBA- Sem -VI (CBCS 2018)

604 : ELECTIVE – II : FINANCIAL MANAGEMENT
(International Finance & Financial Risk Management)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FM 604</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II)</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</table>

Learning objectives: After the completion of the course, the students will understand:
- The concept of Risk and Risk Management
- The techniques of Financial Risk Management

Learning outcomes: After studying this course student are able to
- To introduce to the concept of Financial Risk Management
- To orient the students about the techniques of Risk Management

Unit – I : Introduction to International Finance. (12 Hrs.)
- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Challenges and Risks in International Financial Management

Unit – II: Foreign Exchange Market. (12 Hrs.)
- Concept and Features of Foreign Exchange Market
- Structure and Participants of Foreign Exchange Market

Unit – III: Methods of International Trade Settlements. (12 Hrs.)
- International trade settlement with special reference “Documentary Credit”.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.

Unit – IV: Risk Management. (10 Hrs.)
- Concept and Process of Risk Management
- Types of Risks
- Terms – Speculation and Arbitrage

Unit V: Derivatives: (14 Hrs.)
- Definition, Meaning and Importance of Derivatives
- Types of Derivatives(Introduction) : Forward, Future, Options and Swaps

Reference books:

BVDU – BBA (CBCS 2018-2021) - Specializations
2) Options, Futures and Derivatives – John C Hull, Pearson Education.
3) International Finance and Banking – Rajwade Anmol Publications.
4) Report on Currency and Finance by RBI.

### Online references:
- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](http://https://www.sebi.gov.in)
- [https://www.nseindia.com](http://https://www.nseindia.com)
- [https://www.bseindia.com](http://https://www.bseindia.com)

### MOOCs:
- [https://swayam.gov.in/](http://https://swayam.gov.in/)
BBA Specialization – HRM

<table>
<thead>
<tr>
<th>Human Resource Management</th>
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<tbody>
<tr>
<td>Elective – I</td>
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<td>Elective – III</td>
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<td>Elective – IV</td>
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</table>
BBA - CBCS 2018                SEM V
HR 503 Performance & Compensation Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR503</th>
<th>Course Type</th>
<th>DSE</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</tbody>
</table>

Objectives of the course:
- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:
Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1:  (12 hours)
Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement

Unit 2  (12 hours)

Unit 3  (12 hours)
Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4:  (12 hours)

Unit 5  (12 hours)

Books:

BVDU – BBA (CBCS 2018-2021) - Specializations
1. Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.

**Online Resources:**
https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=

**MOOCs:**
Modern Human Resource Management (Alison).
Principles of Human Resources Management (Swayam).
Managing employee compensation (Coursera)
BBA - CBCS 2018          SEM V
HR 504  Training & Development

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR504</th>
<th>Course Type</th>
<th>DSE</th>
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<td>Credits</td>
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</table>

Objectives of the course:
1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.
2. To understand the various methods and applications of Training and Development.

Course Outcomes: Students will be able to

Unit 1 (12 hours)
Concept of training, terms - education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, process of executive development.

Unit 2 (12 hours)
Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory.

Unit 3 (12 hours)
Training and Development methods: On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e-training.

Unit 4 (12 hours)
Designing training programme – considerations in designing effective training programs, selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, use of technology in training.

Unit 5 (12 hours)
Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis.
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<th>Books:</th>
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<th>Online Resources:</th>
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<tr>
<th>MOOCs:</th>
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<tbody>
<tr>
<td>Diploma in Workplace Safety &amp; Health (Advance Learning).</td>
</tr>
<tr>
<td>Human Resources (Open2Study).</td>
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<tr>
<td>Preparing to Manage Human Resources (Coursera)</td>
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</tbody>
</table>
BBA - CBCS 2018  SEM VI
HR 603  Management of Industrial Relations

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR 603</th>
<th>Course Type</th>
<th>DSE</th>
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<tr>
<td>Credits</td>
<td>Four.</td>
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</table>

Objectives of the course:
Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions. Also they will be exposed to the concept and process of grievances and grievance handling.

Course Outcomes: Students will be able to apply the principles of industrial relations to the current scenarios.

**Unit 1:** (12 hours)
Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.

**Unit 2:** (12 hours)
Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.

**Unit 3:** (12 hours)
Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.

**Unit 4:** (12 hours)

**Unit 5:** (12 hours)
Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication- types and process.

**Books:**
2. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House
3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

**Online Resources:**

**MOOCs:** Swayam

BVDU – BBA (CBCS 2018-2021) - Specializations
Objectives of the course:
- To create awareness about the cross cultural HRM and creating harmonious relationships between employees.

Course Outcomes: Students will be able to understand the issues related to cultural diversity and appreciate the importance of cross cultural management.

<table>
<thead>
<tr>
<th>Unit 1:</th>
<th>(12 hours)</th>
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</table>
| Understanding Culture, Culture dimensions, cross cultural differences and managerial implications, Hofstede study, Significance and impact of cross culture on organizations, role of culture in Strategic Decision Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures.

<table>
<thead>
<tr>
<th>Unit 2:</th>
<th>(12 hours)</th>
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</thead>
<tbody>
<tr>
<td>Global business environment , cross cultural perspectives, cultural paradox; cultural diversity and sensitivity, cross cultural leadership and decision making, Cross Cultural Communication and negotiation, cultural intelligence, case study of Cultural Intelligence by P. Christopher Earley and Elaine Mosakowski, HBR.</td>
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<table>
<thead>
<tr>
<th>Unit 3:</th>
<th>(12 hours)</th>
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<tbody>
<tr>
<td>International HRM – differences between domestic and international HRM, Expanding the Role of HRM in International Firms; international HRM approaches, HR and expansion strategies.</td>
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<table>
<thead>
<tr>
<th>Unit 4:</th>
<th>(12 hours)</th>
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<tbody>
<tr>
<td>International recruitment and selection, performance management, training and development, compensation. Social Responsibility and International HRM; HRM In Cross Culture Mergers &amp; Acquisitions</td>
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<table>
<thead>
<tr>
<th>Unit 5:</th>
<th>(12 hours)</th>
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<tbody>
<tr>
<td>International assignments – need and issues. Repatriation, coping with new role demands, labour relations. Managing expatriates. Research and emergence of different approaches to cross cultural management. Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma</td>
<td></td>
</tr>
</tbody>
</table>

BVDU – BBA (CBCS 2018-2021) - Specializations
### Books:

1. Shobhana Madhavan, Cross-Cultural Management, Oxford University Press
4. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd.
5. International HRM, P.Subba Rao, HPH
6. Cultures Consequence ; International Differences in Work related Values, G. Hofstede – – Sage
7. International HRM, A. Harzing, Sage

### Online Resources:

- [https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf](https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf)

### MOOCs:

- Swayam
# BBA Specialization: International Business Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>IB503</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Elective – II</td>
<td>IB504</td>
<td>Export Import Procedures and Documentation</td>
</tr>
<tr>
<td>Elective – III</td>
<td>IB603</td>
<td>Basics of International Finance</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>IB604</td>
<td>Fundamentals of International Economics</td>
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</tbody>
</table>
BBA - Sem -V (CBCS 2018)  
IB 503: ELECTIVE –I : INTERNATIONAL BUSINESS MANAGEMENT  
((INTERNATIONAL MARKETING.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 503</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I )</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</table>

- **Learning objectives:**
  - To enable an understanding of what marketing is and how it operates in the international context.

**Learning outcomes:** Students will be able to know international markets and international issues. The syllabus is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

**Unit – I: Introduction to International Marketing.** (15 hrs.)
- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.

**Unit – II: Global Marketing Environment.** (10 hrs.)
- Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.

**Unit – III: Planning for International Marketing.** (15 hrs.)
- 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.** (10 hrs.)
- 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.** (10 hrs.)
- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets

**Reference books:**
1. International Marketing Strategy by Fram Bradley.
2. International Marketing by Alexander Hiam and Charles Shaw.

**Online references:** MOOCS:
- Management Skills for International Business (Coursera)
- Global Strategy I: How The Global Economy Works (Coursera)

**Web resources:**
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com
BBA - Sem -V (CBCS 2018)

IB 504: ELECTIVE –II : INTERNATIONAL BUSINESS MANAGEMENT
(EXPORT IMPORT PROCEDURE DOCUMENTATION)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 504</th>
<th>Course Type</th>
<th>Discipline Specific Elective</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>(DSE II - ELECTIVE – II : INTERNATIONAL BUSINESS MANAGEMENT)</td>
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<tr>
<td>UE + IA:</td>
<td>60:40</td>
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- **Learning objectives:**
  - To give the conceptual clarity about policies and procedures related to Export and Import.
  - To provide the guidelines for applicability of these concepts in Export – Import Business.

**Learning outcomes:** After studying this course student are able to

1. Understand basic concepts related to International Trade and Foreign Trade Policy.
2. Understand the Regulations for Export and Import.
3. Knowledge about the EXIM Documentations and International Logistics.

**Unit – I: Introduction.** (9 hours)

- Meaning and Importance of International Trade.
- Meaning, Definition and Significance of Export and Import.

**Unit – II: Regulations for Export and Import.** (12 hours)

- 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.** (10 hours)

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

**Unit – IV: EXIM procedures.** (14 hours)

- Export procedure – Registration Stage.
- Pre shipment inspection.
- Sales post Shipment Stage.
- Quality Control and Pre shipment Inspection.

BVDU – BBA (CBCS 2018-2021) - Specializations
• Sales Tax Exemption.
• Excise Clearance.
• Shipping and Custom Formalities.
• Marine Insurance.

**Unit – V: EXIM Documentations and International Logistics.** (15 hours)

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

**Reference books :**
1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher’s,
   New Delhi.
   House, Mumbai.

**Journals:**
- Indian Ports, published by Indian Port Association
- Indian Shipping – Indian National Ship-owners Association

**News Paper Readings:**
1. Business Standard
2. Financial Express
3. Economic Times

**Online references:**
For MOOCs:
- [https://alison.com/](https://alison.com/)
- [https://swayam.gov.in](https://swayam.gov.in)

**Web resources:**
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- [www.ie.port.com](http://www.ie.port.com)
BBA- Sem -VI (CBCS 2018)

IB 603: ELECTIVE – I: INTERNATIONAL BUSINESS MANAGEMENT
(BASICS OF INTERNATIONAL FINANCE)

<table>
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<tr>
<th>Course Code</th>
<th>IB 603</th>
<th>Course Type</th>
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<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</table>

- **Learning objectives:**
  - To understand the basics of finance function and environment for International Business.
  - To find out financial challenges faced by businesses in increasingly globalizing economies.

**Learning outcomes**: After studying this course students are able to
1. At the end of the course students should be able to
2. Understand basic concepts, elements related to International Finance.
3. Knowledge about the important Financing Methods for Cross Border Trade.

**Unit – I: Introduction**
(12 hours)
- Meaning and Scope of International Finance
- Globalization and its impact.
- International Finance Vs Domestic Finance
- India’s financial Sector reforms after globalization

**Unit – II: International Financial Institutions**
(12 hours)
- The World Bank
  - International Bank for Reconstruction and Development (IBRD)
  - International Development Association
  - International Finance Corporation
  - The multilateral investment guarantee agency (MIGA)
- International Monetary Fund (IMF) Origins of IMF
- Asian Development Bank (ADB)
- Role of IMF and IBRD.

**Unit – III: Financing of Cross Border Trade (Export & Import)**
(15 hours)
- Concept and importance of Cross Border Trade, Letter of Credit as a method of Export and Import parties involved in letter of credit, Steps involved in Letter of Credit
- Concept and significance of Pre Shipment and Post Shipment credit. Suppliers credit, Buyer’s credit, Factoring, Forfeiting and Offshore Banking
### Unit – IV: Concepts in International Finance  
(10 hours)
- Concept and importance of Foreign Direct Investment,
- Concept and significance of Foreign Institutional Investment.
- Difference between FDI & FII, impact of FDI & FII on the economy

### Unit – V: Methods of International Trade Settlement  
(11 hours)
- Open account, Advance Payment, Documentary Credit, Documentary Collection, and Consignment Trading, External Commercial Borrowings

**Reference books :**
3) International Money & Finance, Prof.Melvin.
4) Reports on Currency & Finance, RBI Publication.

**Online references:**
- MOOCS:
  - [https://alison.com/](https://alison.com/)
  - [https://swayam.gov.in](https://swayam.gov.in)

**Web resources:**
1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites
5. RBI Official website
6. www.ie.port.com
BBA- Sem -VI (CBCS 2018)

IB 604: ELECTIVE – II :
INTERNATIONAL BUSINESS MANAGEMENT
(FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)

<table>
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<tr>
<th>Course Code</th>
<th>IB 604</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II)</th>
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<td>Credits</td>
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<td>Examination Pattern</td>
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</table>

**Learning objectives:** To understand economics of international business. To enable analysis of problems of global economics and formulate strategies for the same. 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.

**Learning outcomes**: After studying this course student are able to
1. Students will be able to know international Trade mechanism and international issues.
2. Students will be able to know international Trade mechanism and international issues.
3. Students will be able to know international Trade mechanism and international issues.

Unit – I :Introduction to International Economics. (10 hrs.)
- Introduction to international Economics – meaning and scope.
- Gains from international trade.
- Significance of international Economics.

Unit – II: Balance Payments. (15 hrs.)
- Meaning & Structure of BOP.
- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

Unit – III: Theories of International Trade. (15 hrs.)
- Mercantilism, Absolute Cost Theory.
- H O Theory
- Comparative Cost Theory.
- Product Life Cycle Theory

Unit – IV: Formation of Regional Trade Blocks (10 hrs.)
- BRICS,SAARC,NAFTA,G20,SAFTA

Unit – V: Gold Standard Mechanism. (10hrs.)
- Fixed Vs Flexible exchange rate.
- Tariff and Non – tariff barriers.
- Argument for against protection.
• IMF and World Bank

**Reference books**

1) International Economics Koutsiyannis.
2) Economics by Samuelson.

**Online references:**

Management Skills for International Business (Coursera)
Global Strategy I: How The Global Economy Works (Coursera)

• MOOCs:
  • https://alison.com/
  • [https://swayam.gov.in](https://swayam.gov.in)
## BBA Specialization: Entrepreneurship Development

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>Elective – I</td>
<td>ED 503</td>
<td>Entrepreneurship &amp; New Ventures Creation</td>
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<tr>
<td>Elective – II</td>
<td>ED 504</td>
<td>Corporate Entrepreneurship</td>
</tr>
<tr>
<td>Elective – III</td>
<td>ED 603</td>
<td>E- Commerce</td>
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<tr>
<td>Elective – IV</td>
<td>ED 604</td>
<td>Managing Family Businesses</td>
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BBA - CBCS 2018                 SEM V

ED 503: Entrepreneurship & New Venture Creation

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<th>Course Code</th>
<th>ED 503</th>
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<td>Credits</td>
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Objectives:

The aim of this course is
- to enable the students to understand the nuances of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;
- gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process;
- understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Learning Outcomes:

At the end of the course, the students will have a fair idea about entrepreneurship, role of entrepreneurs, and the intricacies of starting a new business. Students will be able to write a business plan successfully.

Unit 1: The entrepreneurial Perspective (12 Hrs.)
Concept of entrepreneur and entrepreneurship, motivations for becoming an entrepreneur, role of entrepreneurs in the present milieu, types of entrepreneurs (e.g. nascent entrepreneurs, social entrepreneurs, entrepreneurs, etc.), Process of entrepreneurial development. Life cycle of an enterprise.

Unit 2: Opportunity Identification and selection (12 Hrs.)

Unit 3: Creating a Business Model (12 Hrs.)
Concept of business model, functions of a business model, Types of business model, Preparing the Proper Ethical and Legal Foundation, entrepreneur’s approaches to resources—people, capital, and other assets. issues in the selection and effective utilization of outside professionals, such as members of a board of directors, lawyers, accountants, and consultant,

Unit 4: Setting up a New Venture (12 Hrs.)
Assessing a New Venture’s Financial Strength and Viability, Building a New-Venture Team. Financing /Funding of new ventures, Managing and Growing an Entrepreneurial Firm.
Unique Marketing Issues, Commercialization of Ideas, Importance of Intellectual Property Challenges to Growth of an enterprise, Strategies for Firm Growth, Franchising, principal harvest options, including trade sale, going public, and cash flow

### Unit 5: Small Businesses.  
(12 Hrs.)
Micro Small Medium Enterprises Development (MSMED) Act 2006, Importance of Small Scale industry, Government Grants and Subsidy, clearance and NOC. Starting a Small Scale unit – structure and ownership, establishment of units, project feasibility, tax benefits, incentives and concessions. Format of start ups. Marketing strategy of small businesses, Role of financial and non-financial institutions for small businesses,

#### Business Incubation
Definition and evolution of business Incubators, Establishing business incubators, Incubators role in supporting start-ups, Business incubators in India.

### References:
3. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publication house
6. S.S. Khanka, Entrepreneurial Development, S. Chand & Company Ltd. New Delhi
8. Kumar Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India
9. Dr Achut P. Pednekar, Entrepreneurship, Himalaya Publication House

### Online Resources:
- [https://www.entrepreneur.com/](https://www.entrepreneur.com/)
- [https://www.toppr.com/guides/business-studies/entrepreneurship-development/](https://www.toppr.com/guides/business-studies/entrepreneurship-development/)
- [https://www.entrepreneur.com/article/238908](https://www.entrepreneur.com/article/238908)
- [https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business](https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business)
- [http://dst.gov.in/scientific-programme/t-d-tdb.htm](http://dst.gov.in/scientific-programme/t-d-tdb.htm)

### MOOCs:
- [https://startupindia.upgrad.com/](https://startupindia.upgrad.com/) - Startup India Learning Programme
- Swayam
## ED 504 Corporate Entrepreneurship

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 504</th>
<th>Course Type</th>
<th>DSE</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
</tbody>
</table>

### Objectives:
This course will expose the students to the tools, methods and logic that will enable to participate in or lead successful efforts in Corporate Entrepreneurship (CE).

By the end of the course student will:
- Have an overview of the field of Corporate Entrepreneurship
- Be familiar with the various tools, methods, approaches and architectures that organizations are employing and have an in-depth understanding of a few of them

### Unit 1: Introduction to corporate entrepreneurship. (12 Hrs.)
Concept and need of corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, overview of the field of Corporate Entrepreneurship

### Unit 2: Promotion of Intrapreneurial culture. (12 Hrs.)
Innovative culture and drivers, innovativeness and new business creation, top management support, leadership for innovativeness, Difference between intrapreneurship and entrepreneurship in concept and practice, Corporate strategy, structure and entrepreneurship, Human resource management and corporate entrepreneurship, Building supportive organizational cultures

### Unit 3: Entrepreneurial mindset and entrepreneurship ecosystem (12 Hrs.)
Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and entrepreneurial mobility.

### Unit 4: Challenges and best practices for successful business building inside firms. (12 Hrs.)
Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles.

### Unit 5: Case studies on Corporate Entrepreneurship (12 Hrs.)
Case studies of TATA, Google, Apple, and others.

| **Online Resources:**  
| [https://www.entrepreneur.com/](https://www.entrepreneur.com/)  
| [https://www.entrepreneur.com/article/238908](https://www.entrepreneur.com/article/238908)  
| [https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business](https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business)  
| [http://dst.gov.in/scientific-programme/t-d-tdb.htm](http://dst.gov.in/scientific-programme/t-d-tdb.htm)  
| **MOOCs:**  
| [https://startupindia.upgrad.com/](https://startupindia.upgrad.com/) - Startup India Learning Programme  
| Swayam |
BBA - CBCS 2018 SEM VI
ED 603 E-Commerce

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 603</th>
<th>Course Type</th>
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</tr>
</tbody>
</table>

Objectives:
This course aims
- To understand the popular format of e-tailers, i.e. online retailers of goods and services.
- To identify the challenges and opportunities of creating, growing and optimizing an e-commerce business.
- To help students conceptualize the various e-commerce business models that exist and to build new ones.

Course Outcome:
By the end of the course, students will:
Students will have a fair understanding of e-commerce for business growth and development and will get exposure to strategies to grow quickly and profitably through e-commerce strategies.

Unit 1: Introduction to e-Commerce: (8 hours)
Meaning, types, benefits and impact of e-commerce, e-commerce in India. Advantages and disadvantages of e-commerce.
Infrastructure for e-Commerce – Internet and www, Intranet, extranet. E-commerce and internet.

Unit 2: Models of e-commerce (10 hours)
Business to business hub, market places, business to consumer, consumer to consumer, business to government, government to government.

Unit 3: e-marketing and e-CRM (10 hours)
Internet as an advertising media, e-advertising and marketing in India, Search Engines, Directories, Registrations, Solicited targeted E-mails, Interactive sites, Banners, Advertising, Spam Mails, E-mail, Chain letters. E-Advertising Techniques: Banners, Sponsorships, Portals, and Online Coupons, limitations of internet advertising e-CRM – meaning, applications, major trends, e-CRM marketing in India.

Unit 4: Electronic Payment Systems (12 hours)
Introduction to online payment systems, Secure Electronic Transaction (SET) and Secure
Socket Layer (SSL) protocols, Pre-paid and post-paid e-payment system, security requirements for e-payment system., managerial issues for E-payment systems.

**Unit 5: Electronic Data Exchange and E-Security** (14 hours)

Electronic Data Exchange - definition, applications, advantages and limitations, Privacy issues. Security policy, procedures and practices, cryptology, digital signature, security protocols for e-commerce.


Online Resources:
- [https://saif4u.webs.com/E-commerce-Notes.pdf](https://saif4u.webs.com/E-commerce-Notes.pdf)
- [https://www.entrepreneur.com/](https://www.entrepreneur.com/)
- [https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/](https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/)
- [https://www.oberlo.in/blog/top-50-ecommerce-resources](https://www.oberlo.in/blog/top-50-ecommerce-resources)
- [https://www.practicalecommerce.com/12-Good-Ecommerce-Resources](https://www.practicalecommerce.com/12-Good-Ecommerce-Resources)

MOOCs:
- [https://www.mooc-list.com/course/foundations-e-commerce-coursera](https://www.mooc-list.com/course/foundations-e-commerce-coursera)
BBA - CBCS 2018 SEM VI
ED 604 Managing Family Businesses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 604</th>
<th>Course Type</th>
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</tbody>
</table>

Objectives of the course:
- Understand the family business dynamics in terms of three elements – the individual, the family, and the business.
- Identify the social and economic impact of family business.

Course Outcomes: Students will be able to
- Apply the specific practices and skills of effective family businesses.
- Integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

Unit 1 (12 Hrs.)
**Introduction:** Family values, heritage, tradition, Family Relationships and Family Systems
Meaning of family, Concept, structure and forms of Family business, Advantages of Family businesses, Culture and evolution of family firm
The Nature, Importance, and Uniqueness of Family Business

Unit 2 (12 Hrs.)
**Conflict resolution:** Individual roles/functions in the family
Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms.

Unit 3 (12 Hrs.)
**Managing Leadership, succession and continuity:** Succession planning and process,
Continuing The Next Generation Entrepreneur, Succession and the Transfer of Power,
creating the Strategy for leadership, Choosing and Grooming the successor, Encouraging change in the family business system.

Unit 4 (12 Hrs.)
**Professionalism in Family business:** Orientation of family entrepreneurs, on the job training, Family councils, Family Offices, Management Philosophy and Core values, Strategic Commitment and Family Commitment, Business Vision and Family Vision, Business Strategy Plan and Family business continuity plan. Success factors of family businesses.

Unit 5 (12 Hrs.)

Text Books:
1. Entrepreneurship and Small Business: Paul Burns, Palgrave Publication
2. Entrepreneurship : Rajeev Roy, Oxford Higher Education Publication
3. Entrepreneurship (successfully Launching New Ventures) : Bruce Barringer, R. Ireland, Pearson
4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publicaion house
1. S.S. Khanka, Entrepreneurial Development S. Chand & company Ltd.
2. Peter f. Drucker, Inovation and Entrepreneurship

Online Resources:
https://www.entrepreneur.com/
https://www.toppr.com/guides/business-studies/entrepreneurship-development/
https://www.entrepreneur.com/article/238908
https://www.YouTube.com/
https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business
http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:
https://startupindia.upgrad.com/ - Startup India Learning Programme
Swayam
### BBA Specialization: Financial Market

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
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<tbody>
<tr>
<td>Elective – I</td>
<td>FM503</td>
<td>Introduction to Financial Markets and Financial Institutions</td>
</tr>
<tr>
<td>Elective – II</td>
<td>FM504</td>
<td>Capital Market Operations</td>
</tr>
<tr>
<td>Elective – III</td>
<td>FM603</td>
<td>Commodity Markets</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>FM604</td>
<td>Introduction to Derivatives: Equity and Currency</td>
</tr>
</tbody>
</table>
BBA- Sem -V (CBCS 2018)

FMK-503: ELECTIVE – I: FINANCIAL MARKETS
INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-503</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I)</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To introduce to the theory and practice of Financial Markets and Institutions.
  - To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments
  - To introduce to the management of Financial Markets and Institutions in an international context.

**Learning outcomes:** After studying this course student are able to

1. The working of Financial Markets and Features of Financial Instruments

**Note:** Students are expected to keep themselves updated with latest developments in the subject Through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

**Unit I: Overview of Financial Market And Institutions:** (11 Hrs.)
- Introduction to Indian Financial System & its Development,
- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

**Unit II Capital And New Issue Market and Secondary Market:** (15 Hrs.)
- Capital markets: Primary market, Secondary Market
- Advantage of Primary Market
- Difference Between Primary and Secondary market,
- New Issue Market(IPO) – Functions of New Issue market,
- Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
- Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
- Methods of Trading in Stock Exchange – Online Trading –BSE-BOLT System- Mobile
Trading, Merits of Online Trading,

**Unit III Mutual Funds:-** (12 Hrs.)
- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

**Unit IV Introduction to Derivatives Market** (12 Hrs.)
- Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

**Unit V Financial Institutions :** (10 Hrs.)
- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance – IDBI, SIDBI

**Reference books :**

**Journals:**
   Supplementary: Pilbeam, K. (2010),

**Online references:**
MOOCS:
- https://swayam.gov.in/
- https://alison.com/

**Web resources:**
- www.moneycontrol.com
- www.rbi.org.in
- www.icai.org
- https://www.sebi.gov.in
- https://www.nseindia.com
- https://www.bseindia.com
# BBA- Sem - V (CBCS 2018)

**FMK-504: ELECTIVE – II : FINANCIAL MARKETS**

**CAPITAL MARKET OPERATIONS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-504</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II )</th>
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<td>Examination Pattern</td>
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</tr>
</tbody>
</table>

- **Learning objectives:**
  - To help the students in understanding the capital market trading, clearing, settlement
  - To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

- **Learning outcomes:** After studying this course student are able to
  - Capital Market Trading, Clearing and Settlement
  - regulatory aspects and valuation concepts.

## Unit – I: Introduction.

**Unit I: Indian Securities Market – An Overview:**

(12 Hrs.)

- Introduction, Capital Market Intermediaries,
- Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
- Participants of Derivatives market

**Unit II: Trading Operations:**

(12 Hrs.)

- Introduction, NEAT system, Market types,
- Order Management, trade management, auction, Trade Mechanism
- Introduction to Debt Market, Wholesale Debt Market

**Unit III: Clearing and Settlements:**

(12 Hrs.)

- Introduction, 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

**Unit IV: Legal & Regulatory Framework:**

(14 Hrs.)


### Unit V: Fundamental and Technical Analysis: (10 Hrs.)
- Fundamental and Technical Analysis, Types of Charts and Technical Indicators
- 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 webs SEBI, NSE etc.

### Reference books:

### Online references:
- For MOOCs: [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)

### Web resources:
- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
- [https://www.nseindia.com](https://www.nseindia.com)
- [https://www.bseindia.com](https://www.bseindia.com)
### BBA- Sem -VI (CBCS 2018)

**FMK-603: ELECTIVE – III : FINANCIAL MARKETS (COMMODITY MARKETS)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-603</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I -)</th>
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</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
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</table>

- **Learning objectives:**
  - To understand commodities market, products, financial derivatives, pricing mechanism
  - To know the trading, clearing and settlement operations using NCDEX platform.
  - To introduce to regulatory framework and taxation aspects.

**Learning outcomes:** After studying this course student are able to

1. Commodities market, products, financial derivatives, pricing mechanism
2. Regulatory framework and taxation aspects

**Unit I: Introduction to Commodity :**

- 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.

**Unit II: Application of Commodity Futures :**

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

**Unit III: 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, Introduction to NCDEX

**Unit IV: Regulatory Framework of Commodity Derivatives :**

- Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and

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BVDU – BBA (CBCS 2018-2021) - Specializations
Arbitration

Unit V: Trading In Commodity Markets: (12 Hrs.)
- Patterns of Trading & Settlement,
- Efficiency of Commodity Markets - Size of volumes of Commodities

SKILL DEVELOPMENT
- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL

Text Books:
1. Commodities Market Module, Workbook from NSE.

Reference Books:

Online references:
MOOCS:
https://swayam.gov.in/
https://alison.com/

Web resources:
www.moneycontrol.com
www.rbi.org.in
www.icai.org
https://www.sebi.gov.in
https://www.nseindia.com
https://www.bseindia.com
BBA- Sem -VI (CBCS 2018)

FMK-604: ELECTIVE – IV : FINANCIAL MARKETS
(INTRODUCTION TO DERIVATIVES : EQUITY AND CURRENCY)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-604</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I - ELECTIVE – II )</th>
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</table>

- **Learning objectives:**
  - To understand the concepts of equity and currency derivatives,
  - Derivatives products and their applications as a risk management tool using different trading strategies on stock exchanges

**Learning outcomes:** After studying this course student are able to

1. Equity and Currency Derivatives
2. Application of Derivatives as a risk management tool using different trading strategies on stock exchanges.

**Unit I: Risk Management and Introduction to Derivatives Market:** (12 Hrs.)
- Introduction to Risk, Types of Risks and Risk Management Process
- Meaning, History and Origin, Elements of a Derivative Contract,
- Factors Driving Growth of Derivatives Market, Types of Derivatives,
- Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market

**Unit II: Introduction to Currency Markets:** (12 Hrs.)
- Introduction to Currency markets, Exchange rates, factors affecting currency market,
- Currency futures, Strategies using currency futures,
- Hedging, Speculation, Arbitrage, NSE’s currency derivatives segment.

**Unit III: Application of Commodity Futures:** (12 Hrs.)
- Instruments available for trading – Forward contracts, Introduction to futures and options

**Unit IV: Introduction to Options:** (12 Hrs.)
- Options: Options Contract Specifications, Call Option, Put Option
- Difference between Futures and Options, Trading of Options, Factors Affecting Option Premium, Payoff Charts and Diagrams for Option Contract,
- Basic Understanding of Option Strategies.

**Unit V: Trading, clearing and Settlement:** (12 Hrs.)
- Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism –
- NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement.
**Text Books:**
- Equity Derivatives : A Beginner’s Module, Workbook from NSE.
- Currency Derivatives : A Beginner’s Module, Workbook from NSE.

**Reference Books:**

**Online references:**
- MOOCS: [https://swayam.gov.in/](https://swayam.gov.in/)
  [https://alison.com/](https://alison.com/)

**Web resources:**
- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
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