# MAHATMA GANDHI UNIVERSITY
# NALGONDA-508 254



# B.B.A. (COMPUTERS)
APPLICATION
2018 onwards.

# Course Structure and Examination Pattern of BBA (Computer Applications) 2022-23    2018-19

### Year - I    Semester-I

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Internal | External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 1.1 | English - I | 4 | 4 | 20 | 80 | 100 |
| 2 | 1.2 | Second Language - II | 4 | 4 | 20 | 80 | 100 |
| 3 | 1.3 | Principles of Management | 5 | 5 | 20 | 80 | 100 |
| 4 | 1.4 | Basics of Marketing | 5 | 5 | 20 | 80 | 100 |
| 5 | 1.5 | Introduction to Computers | 4(T)+2(P) | 5 | 20 | 60(T) + 20(P) | 100 |
| 6 | 1.6 | Environmental Science (AECC) | 2 | 2 | 10 | 40 | 50 |
| | | Credits | 25 | 25 | 110 | 440 | 550 |

### Year - I    Semester-II

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Internal | External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 2.1 | English - II | 4 | 4 | 20 | 80 | 100 |
| 2 | 2.2 | Second Language - II | 4 | 4 | 20 | 80 | 100 |
| 3 | 2.3 | Principles of C Programming | 4(T)+2(P) | 5 | 20 | 60(T) + 20(P) | 100 |
| 4 | 2.4 | Business Statistics | 5 | 5 | 20 | 80 | 100 |
| 5 | 2.5 | Financial Accounting | 5 | 5 | 20 | 80 | 100 |
| 6 | 2.6 | Basic Computer Skills (AECC) | 2 | 2 | 10 | 40 | 50 |
| | | Credits | 25 | 25 | 110 | 440 | 550 |

### Year - II    Semester-III

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Internal | External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 3.1 | English – III | 3 | 3 | 20 | 80 | 100 |
| 2 | 3.2 | Second Language - III | 3 | 3 | 20 | 80 | 100 |
| 3 | 3.3 | Human Resource Management | 5 | 5 | 20 | 80 | 100 |
| 4 | 3.4 | Relational Database Management System | 5 | 5 | 20 | 60(T) + 20(P) | 100 |
| 5 | 3.5 | Financial Management | 5 | 5 | 20 | 80 | 100 |
| 6 | 3.6 | Communication Skills / Professional Skills (SEC) | 2 | 2 | 10 | 40 | 50 |
| 7 | 3.7 | Basic Quality Management (SEC) | 2 | 2 | 10 | 40 | 50 |
| | | Credits | 25 | 25 | 120 | 480 | 600 |

### Year - II    Semester-IV

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Internal | External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 4.1 | English - IV | 3 | 3 | 20 | 80 | 100 |
| 2 | 4.2 | Second Language - IV | 3 | 3 | 20 | 80 | 100 |
| 3 | 4.3 | Business Law and Ethics | 5 | 5 | 20 | 80 | 100 |
| 4 | 4.4 | Business Analytics | 5 | 5 | 20 | 80 | 100 |
| 5 | 4.5 | eCommerce | 5 | 5 | 20 | 80 | 100 |

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Internal | External | Total |
|---|---|---|---|---|---|---|---|
| 6 | 4.6 | Leadership and Management Skills / Universal Human Values (SEC) | 2 | 2 | 10 | 40 | 50 |
| 7 | 4.7 | Startup Management (SEC) | 2 | 2 | 10 | 40 | 50 |
| | | Credits | 25 | 25 | 120 | 480 | 600 |

## Year - III    Semester-V

| S.NO. | Code No | Title of the Course | Periods per week | Credits | Marks Internal | Marks External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 5.1 | English – V | 3 | 3 | 20 | 80 | 100 |
| 2 | 5.2 | Second Language  - V | 3 | 3 | 20 | 80 | 100 |
| 3 | 5.3 | Computer Applications in Accounting | 5 | 5 | 20 | 60(T) + 20(P) | 100 |
| | | **Elective Course Optional-1** | | | | | |
| 4 | 5.4 | a)Financial Markets and Services (F)<br>b) Brand Management(M)<br>c)Organization Development (HR) | 5 | 5 | 20 | 80 | 50 |
| | | **Elective Course Optional-2** | | | | | |
| 5 | 5.5 | a)Analysis of Investment in Financial Assets (F)<br>b)Retail Management (M)<br>c) Performance Appraisal and Counselling (HR) | 5 | 5 | 20 | 80 | 100 |
| 6 | 5.6 | Management Information Systems (GE) | 4 | 4 | 20 | 80 | 100 |
| | | Credits | 25 | 25 | 120 | 480 | 600 |

## Year - III    Semester-VI

| S.NO. | Code No | Title of The Course | Periods per week | Credits | Marks Internal | Marks External | Total |
|---|---|---|---|---|---|---|---|
| 1 | 6.1 | English – VI | 3 | 3 | 20 | 80 | 100 |
| 2 | 6.2 | Second Language  - VI | 3 | 3 | 20 | 80 | 100 |
| 3 | 6.3 | Web Technologies | 5 | 5 | 20 | 60(T) + 20(P) | 100 |
| | | **Elective Course Optional-1** | | | | | |
| 4 | 6.4 | a) Banking (F)<br>b) Buyer Behaviour (M)<br>c)Leadership and Change Management(HR) | 5 | 5 | 20 | 80 | 100 |
| | | **Elective Course Optional-2** | | | | | |
| 5 | 6.5 | a) Risk Analysis and Management(F)<br>b) Advertising and Sales  Promotion (M)<br>c)Talent and Knowledge  Management (HR) | 5 | 5 | 20 | 80 | 100 |
| 6 | 6.6 | Project Work | 4 | 4 | | 100 | 100 |
| | | Credits | 25 | 25 | 100 | 500 | 600 |

# I - SEMESTER

# PRINCIPLES OF MANAGEMENT

## OBJECTIVE:

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

## UNIT - I : INTRODUCTION TO MANAGEMENT :

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

## UNIT - II : PLANNING – IMPORTANCE :

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

## UNIT - III : ORGANIZING :

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

## UNIT - IV : STAFFING :

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

## UNIT - V : EMERGING ISSUES IN MANAGEMENT :

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

## SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heinj Weihrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.
7. Singh, "Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
8. P Subba Rao, "Principles of Management, (2018), HPH.

# BASICS OF MARKETING

**OBJECTIVE :**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

## UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

## UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

## UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

## UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

## UNIT - V : PROMOTION MIX :

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

**SUGGESTED BOOKS :**

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
7. Roger J. best , "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd.

# INTRODUCTION TO COMPUTERS

**Unit -I: *Computer Basics*:** Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, storage devices , Input & Output Devices , CPU-Software requirements- Hardware -Types of Software, Compiler & Interpreter, Generation of Language, Data representation. Operating System Concept: Introduction to Operating System, Types of Operating System , Operating System Components, Operating System Services and Functions, Operating System Security-Details of Basic System configuration-Introduction to GUIIWindows Operating System, Operations on Directory & Files.

## UNIT-II : *MS Word:*

Introduction, Windows Interface-Customizing the Word Application, -Document Views,- , Formatting, Save, Text Alignment,- -Basic Formatting in MS Word , Advanced Formatting- Creating, editing, saving - Font and paragraph formatting- Inserting tables, smart art, page breaks - Spell check,- Word art, Clip Art –usage of Header and Footer- Using lists and styles-Page Layout - , working with graphics, templates, wizards -Navigating through a Word Document- Understanding document properties-Performing a Mail Merge, - Macros-Printing Documents, Print Preview

## UNIT-III : *MS Excel*

Introduction, Workbook, Worksheet, Formatting , Advanced formatting, Working with formulas- and functions , Modifying worksheets with color & auto formats Graphically representing data : Charts & Graphs- Using Data Forms- Analyzing data : Data Menu, Subtotal, Filtering Data Formatting - Securing & Protecting spreadsheets Printing worksheets- using worksheet as databases, "what-if" Analysis.

## UNIT-IV : *MS PowerPoint:*

Introduction, Creating a Presentation, Basic Formatting in PowerPoint, - Opening, viewing, creating, and printing slides -Advanced Formatting, slide show-slide views- Using Templates, Inserting objects &charts, Inserting tables - Applying auto layouts, Adding custom animation, Using slide transitions - Creating Professional Slide for Presentation.

## Unit-V : Internet and Its Working:

Network, Types of Net Works , History of Internet , Web browsers, Web servers, Hypertext Transfer Protocol , Internet Protocols Addressing, Internet Connection Types, How Internet Works . E-mail-Internet and Its Uses: Internet Security, Uses of Internet, Virus, Antivirus,
Emerging Trends in IT : Mobile Internet, M-Commerce, Social Networks, Cloud Technology.

## INTRODUCTION TO COMPUTERS - LAB
### PRACTICALS:

MS DOS- MS WINDOWS- MS WORD- MS EXCEL
MS ACCESS- MS POWER POINT- INTERNET

**Suggested Books:**
1. Introduction to Information Technology: Rajaraman, PHI
2. Fundamentals of Computers 4/E:Rajaraman, PHI
3. Fundamentals of Computers: P.Mohan, Himalaya Publishing House
4. Information Technology: Dennis P.Curtan, Mc Graw Hill International
5. E-Commerce, E-Business: C.S.Rayudu, Himalaya Publishing House
6. Microsoft Office Excel 2003 Step by Step: Frye, PHI
7. Fundamentals of Computer: Atul Kahate, Tata Mc Graw Hill
8. Fundamentals of Computer: V.Srinivas, Kalyani Publications

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# ENVIRONMENTAL STUDIES

## UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES :  ( 15 hrs. )

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu )
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

## UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION :
**(15 hrs.)**

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
   (a) Wild life Protection Act  (b) Forest Act  (c) Water Act  (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

## FIELD STUDY:                                                                    (5 hrs.)
Pond Ecosystem
Forest Ecosystem

## SUGGESTED BOOKS :
1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

# II - SEMESTER

# BBA (CBCS) Syllabus 2018 – 19

## PRINCIPLES OF C PROGRAMMING

**UNIT-I: INTRODUCTION TO C LANGUAGE, DATA TYPES AND I/O OPERATIONS:**
Introduction: Types of Languages - History of C language – Applications of 'C'-Features of 'C'-Basic Structure - Creating - Compiling - Linking and Executing the 'C' Program – Preprocessors in "C"- Types and I/O operations: Keywords ,Tokens, Identifiers - Constants - Variables - Scope and Life of a Variable -Data types - Storage classes - Reading a character or values - Writing a character or value - Formatted Input and Output operations.

**UNIT-II: OPERATORS, EXPRESSIONS AND DECISION MAKING:**
Operators: Introduction - Arithmetic - Relational - Logical - Assignment Conditional – Special operators. -Expressions: Arithmetic - Evaluation - Type conversions. Decision Making & Looping: Introduction - If statements - If-else statements –Nested if, Nested if-else- Switch statements -Conditional statements - While statements - Do statements - For Statements.

**UNIT-III: ARRAYS AND STRINGS:**
Arrays: Introduction - Defining an array - Initializing an array - One dimensional array – Two dimensional array - Dynamic array. Strings: Introduction - Declaring and initializing string variables - Reading and Writing strings - String handling functions.

**UNIT-IV: BUILT-IN FUNCTIONS AND USER-DEFINED FUNCTIONS:**
Functions: Introduction-*Built-in functions*: Mathematical functions - String functions - Character functions - Date functions. *User defined functions*: Introduction - Need for user defined functions - Elements of functions - Return values and their types - Function declaration - Function calls - Recursive functions.

**UNIT-V: STRUCTURES AND POINTERS:**
Structures: Introduction - Declaring structures variables - Accessing structure members – Functions and Structures - Array of structures - Enumerated Data types - Introduction to Unions. Pointers: Fundamentals –Uses of Pointers- Understanding pointers – Address Declaration of Pointers-Pointers and strings-Array and Pointers-Dynamic Memory Allocation.

**SUGGESTED READINGS:**
1. Programming in ANSCI C: Balaguriswamy, McGraw Hill.
2. Programming in C: Ashok Kamthane, Pearson.
3. C How to Program: P.J. Deitel& H.M. Deitel, Pearson & PHI.
4. Programming in C: K.S. Kahlon, Kalyani Publishers.
5. Fundamental of C: Dr. N. Guruprasad, Himalaya Publishing House.
6. Mastering C: K.R. Venugopal, McGraw Hill.
7. The C Programming Language: B.W.Kernighan&D.M.Ritehie, PHI.
8. C: The Complete Reference: H.Schildt, McGraw Hill.
9. Let Us C: Y.Kanetkar, BPB.
10. C++ Spoken Tutorials by IIT Bombay

# BBA (CBCS) Syllabus 2018 – 19

## PRINCIPLES OF 'C' PROGRAMMING

**Computer Lab - Practical Question Bank**

Time: 2 hrs Record: 05 Skill Test: 15 Total Marks : 20

1. Write a Program to find greatest of three numbers using ternary operator.
2. Write a Program to check whether the given number is palindrome or not.
3. Write a Program to print the prime numbers in given range.(minimum and maximum values should be accepted from the user)
4. Create a menu driven application using switch to find addition, subtraction, multiplication and division of two numbers.
5. Write a Program to sort the elements of an array using bubble sort technique.
6. Write a Program to search an element in an array using binary search method.
7. Write a Program to perform matrix multiplication.
8. Write a program to find factorial of a given number using recursion.
9. Write program to print Fibonacci numbers using function. (0 1 1 2 3 5 8. ).
10. Write a program to demonstrate local and global variables.
11. Write a program to demonstrate auto and static variables.
12. Write a program to concatenate two strings with and without using string functions.
13. Write a program to sort the strings, passing array to function.
14. Write a program to find area of a circle using macros.
15. Write a program to find length of string using pointers and functions.
16. Write a program to swap two values using parameter passing mechanism.
17. Write a program to create a structure, store the values and display them.
18. Write a program to create array of student objects.
19. Write a program to demonstrate passing structures to functions using pointers.
20. Write a program to demonstrate nesting of structure.

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# BBA (CBCS) Syllabus 2018 – 19

## BUSINESS STATISTICS

**OBJECTIVE:**

The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

### UNIT – I : STATISTICS :

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement. Tabulation and Presentation:

**Classification of Data** – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

### UNIT – II : MEASURES OF CENTRAL TENDENCY :

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

**Measures of Dispersion:**

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

**Skewness and Kurtosis (SK):**

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.
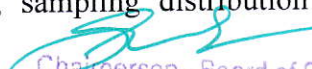
### UNIT – III : INDEX NUMBERS :

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

### UNIT – I V : PROBABILITY :

Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

**Sampling:** Sampling – Reasons of Sample survey – bias in Survey,Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

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## UNIT – V : CORRELATION ANALYSIS :

Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

**Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

**Time Series Analysis:** Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

## SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, Ist Ed., 2009.
4. Bharadwaj, RS: "Business Statistics" , Excel books, 2nd Ed, 2008.
5. J K Singh, Business Mathematics, 2018, HPH.

# BBA (CBCS) Syllabus 2018 – 19

## FINANCIAL ACCOUNTING

**OBJECTIVE :**
To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

**UNIT - I : INTRODUCTION TO FINANCIAL ACCOUNTING :**
Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

**UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :**
The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

**UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :**
Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

**UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :**
Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios . Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis.

**UNIT – V : INDIAN ACCOUNTING STANDARDS (IND-AS) :**
Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

**SUGGESTED BOOKS :**

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. &Narang, K.L., Advanced Accountancy.
7. Santhi Vedula, Financial Accounting, 2019, HPH

# III - SEMESTER

# HUMAN RESOURCE MANAGEMENT

**OBJECTIVE:**

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

## UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

## UNIT – II : ACQUIRING HUMAN RESOURCES :

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

## UNIT – III : DEVELOPING HUMAN RESOURCES :

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

## UNIT - IV: LABOUR MANAGEMENT :

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

## UNIT – V : REWARDING HUMAN RESOURCES :

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

**SUGGESTED BOOKS :**

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. - TMH
6. Human Resource Management, P Subba Rao, HPH, 2009
7. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

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## RELATIONAL DATABASE MANAGEMENT SYSTEMS

### Unit – I

Basic Concepts: Database Management System - File based system - Advantages of DBMS over file based system - Database Approach - Logical DBMS Architecture - Three level architecture of DBMS or logical DBMS architecture - Need for three level architecture - Physical DBMS Architecture - Database Administrator (DBA) Functions & Role - Data files indices and Data Dictionary – Types of Database.

### Unit – II

Relational Models& Entity Relationship ER Model: Overview of database design-ER model- Relational Models –Entities, attributes and entity sets –Feature of ER Model - Super keys - Candidate keys - Primary keys and foreign key for the Relations – Integrity constraints over relations:- Relational Constraints - Domain Constraint - Key Constraint - Integrity Constraint - Relational Operations - Relationships - More about Entities and Relationships - Advantages of ER Modelling- Defining Relationship for College Database - E-R Diagram - Conversion of E-R Diagram to Relational Database.

### Unit – III

Database Integrity And Normalisation: Relational Database Integrity - The Keys - Referential Integrity - Entity Integrity - Redundancy and Associated Problems – Single Valued Dependencies – Normalisation - Rules of Data Normalisation - The First Normal Form -The Second Normal Form - The Third Normal Form - Boyce Codd Normal Form - Attribute Preservation - Lossless-join Decomposition - Dependency Preservation.

### Unit – IV

Structured Query Language (SQL): Meaning – SQL commands - Data Definition Language - Data Manipulation Language - Data Control Language - Transaction Control Language - Queries using Order by – Where - Group by - Nested Queries. Join and Set operations -Views – -Sequences - Indexes and Synonyms - Table Handling& modifications.- Imposition of Constraints-PL/SQL – Introduction- Structure of PL/SQL - PL/SQL Language Elements- Data Types- Steps to Create a PL/SQL Program- Cursors- Exceptions Handling- Database Triggers- Types of Triggers- Using the SQL Aggregate Functions, Grouping Results, Sub-queries-- Creating a Database, Creating a Table, Changing a Table Definition, Removing a Table, Views–Creating a View, Removing a View, View Resolution, Restrictions on Views, View Updatability.

### Unit – V

Transactions And Concurrency Management: Transactions –concept- transactions and schedules- Concurrent Transactions - Locking Protocol - Serialisable Schedules - Locks Two Phase Locking (2PL) - Deadlock and its Prevention - Database Security And Recovery: Introduction to database security-Access control-Database Recovery and Security: Database Recovery meaning - Kinds of failures - Failure controlling methods - Database errors - Backup & Recovery Techniques - Security & Integrity.

### SUGGESTED BOOKS :

1. Database Systems: R.Elmasri& S.B. Navathe, Pearson.
2. Introduction to Database Management System: ISRD Group, McGraw Hill.
3. Database Management System: R.Ramakrishnan&J.Gehrke, McGraw Hill.
4. Modern Database Management: J.A.Hoffer, V.Rames&H.Topi, Pearson.

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## Relational Database Management Systems Lab

**Note:**

- Programs of all the Concepts from Text Book including exercises must be practice and execute.
- In the external lab examination student must execute two programs with compilation and deployment stepsare necessary.
- External Vice-Voce is compulsory.

1. Create a database having two tables with the specified fields, to computerize a library systemof a University College.

    Library Books (Accession number, Title, Author, Department, PurchaseDate, Price), Issued Books (Accession number, Borrower)

    a) Identify primary and foreign keys. Create the tables and insert at least 5 records in each table.
    b) Delete the record of book titled "Database System Concepts".
    c) Change the Department of the book titled "Discrete Maths" to "CS".
    d) List all books that belong to "CS" department.
    e) List all books that belong to "CS" department and are written by author "Navathe".
    f) List all computer (Department="CS") that have been issued.
    g) List all books which have a price less than 500 or purchased between "01/01/1999" and "01/01/2004".

2. Create a database having three tables to store the details of students of Computer Department in your college.

    Personal information about Student (College roll number, Name of student, Date of birth, Address, Marks(rounded off to whole number) in percentage at 10 + 2, Phone number) Paper Details (Paper code, Name of the Paper)

    Student's Academic and Attendance details (College roll number, Paper Code, Attendance, Marks in home examination).

    a) Identify primary and foreign keys. Create the tables and insert at least 5 records ineach table.
    b) Design a query that will return the records (from the second table) along with the name of student from the first table, related to students who have more than 75% attendance and more than 60% marks in paper2.
    c) List all students who live in "Nalgonda" and have marks greater than 60 in paper1.
    d) Find the total attendance and total marks obtained by each student.
    e) List the name of student who has got the highest marks in paper2.

3. Create the following tables and answer the queries given below:

    Customer (CustID, email, Name, Phone, ReferrerID)
    Bicycle (BicycleID, DatePurchased, Color, CustID, ModelNo)
    BicycleModel(ModelNo, Manufacturer, Style)
    Service(StartDate, BicycleID, EndDate)

    a) Identify primary and foreign keys. Create the tables and insert at least 5 records in each table.
    b) List all the customers who have the bicycles manufactured by manufacturer "Honda".
    c) List the bicycles purchased by the customers who have been referred by Customer "C1".
    d) List the manufacturer of red colored bicycles.
    e) List the models of the bicycles given for service.

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4. Create the following tables, enter at least 5 records in each table and answer the queries given below.

        Employee (Person_Name, Street, City)
        Works (Person_Name, Company_Name, Salary)
        Company (Company_Name, City )
        Manages (Person_Name, Manager_Name )

        a) Identify primary and foreign keys.
        b) Alter table employee, add a column "email" of type varchar(20).
        c) Find the name of all managers who work for both Samba Bank and NCB Bank.
        d) Find the names, street address and cities of residence and salary of all employees who work for "Samba Bank" and earn more than $10,000.
        e) Find the names of all employees who live in the same city as the company for which they work.
        f) Find the highest salary, lowest salary and average salary paid by eachcompany.
        g) Find the sum of salary and number of employees in each company.
        h) Find the name of the company that pays highest salary.

5. Create the following tables, enter at least 5 records in each table and answer the queries givenbelow.

        Suppliers (SNo, Sname, Status, SCity)
        Parts (PNo, Pname, Colour, Weight, City)
        Project (JNo, Jname,Jcity)
        Shipment (Sno, Pno, Jno, Quantity)

        a) Identify primary and foreign keys.
        b) Get supplier numbers for suppliers in Paris with status>20.
        c) Get suppliers details for suppliers who supply part P2. Display the supplier list in increasing inorder of supplier numbers.
        d) Get suppliers names for suppliers who do not supply part P2.
        e) For each shipment get full shipment details, including total shipment weights.
        f) Get all the shipments where the quantity is in the range 300 to 750 inclusive.
        g) Get part nos. for parts that either weigh more than 16 pounds or are supplied by suppliers S2, or both.
        h) Get the names of cities that store more than five red parts.
        i) Get full details of parts supplied by a supplier in Hyderabad.
        j) Get part numbers for part supplied by a supplier in Warangal to a project in Chennai.
        k) Get the total number of project supplied by a supplier (say, S1).
        l) Get the total quantity of a part (say, P1) supplied by a supplier (say, S1).

6. Write a PL/SQL Program to demonstrate Procedure.

7. Write a PL/SQL Program to demonstrate Function.

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## FINANCIAL MANAGEMENT

**OBJECTIVE:**
To acquaint students with the techniques of financial management and their applications for business decision making.

### UNIT – I : NATURE OF FINANCIAL MANAGEMENT :
Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximin Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organisation of finance function;

### UNIT – II : CONCEPT OF TIME VALUE OF MONEY :
Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR

### UNIT - III : SOURCES OF LONG TERM FINANCE :
Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

### UNIT - IV: WORKING CAPITAL MANAGEMENT :
Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

### UNIT - V: RECEIVABLES MANAGEMENT – OBJECTIVES :
Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

**SUGGESTED BOOKS :**
1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6th edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
4. I.M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
5. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13th edition, 2009.
6. Rustogi, Financial Management, TaxMann, 5th edition, 2011.

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## BASIC QUALITY MANAGEMENT

**OBJECTIVE :**

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

**UNIT – I : INTRODUCTION :**

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

**UNIT – II : TOOLS AND TECHNIQUES OF TQM :**

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

**SUGGESTED BOOKS :**

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. KanishkaBedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty& R. R. Lakhe, "TQM in the Service Sector", Jaico Books.2016

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# IV  SEMESTER

## BUSINESS LAW & ETHICS

**OBJECTIVES :**
It helps the students to understand importance of contracts companies act & ethies.
It focuses on legal aspects of contracts.

### UNIT - I : LAW OF CONTRACTS :
Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

### UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :
Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

### UNIT – III : COMPANIES ACT :
Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings -Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

### UNIT - IV: CONSUMER PROTECTION LAW :
Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

### UNIT - V: BUSINESS ETHICS :
Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it's relevance in Management.

**SUGGESTED BOOKS :**
1. N.D. Kapoor, "Elements of Mercantile Law", 2015, Sultan Chand & Co.
2. K.R. Bulchandani, "Business Law for Management", 2018, HPH.
3. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand
4. Marianne moody Jennings, "The Legal, Ethical and Global Environment of Business", 2009, South western Cengage learning, New Delhi.
5. Richard Schaffer, Agusti& Earle.
6. V. Ramakrishna Raju, "Business Laws and Economic Legislations", 2005, HPH.

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## BUSINESS ANALYTICS

**OBJECTIVE:**
The objective of the course is to provide an understanding of basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.

**UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :**
Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.

**UNIT – II : DESCRIPTIVE ANALYTICS :**
Over view of Description Statistics (Central Tendency, Variability), Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.

**UNIT – III : PREDICTIVE ANALYTICS :**
Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modeling.

**UNIT – IV : PRESCRIPTIVE ANALYTICS :**
Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.

**UNIT – V : PROGRAMMING USING R.**
R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

**SUGGESTED BOOKS :**
1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.

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# ECOMMERCE

### Unit – I

Electronic Commerce: Defining Electronic Commerce -scope and functions of e-commerce-types, advantages and disadvantages- Features -Defining E-Business-Electronic Markets and Networks- The Content and Framework of E-Commerce- Drivers and Benefits of E-Commerce- An EC Framework- Classification of EC: B2B, B2C, C2B &C2C- Challenges & Limitations of E- Commerce –E-Commerce Consumer applications, E-Commerce Organization Applications, E-commerce in India, Prospects of e-commerce

### Unit - II

E-Commerce Applications: Internet Marketing and B2C Electronic Retailing- E-Tailing Business Models- Employment and the Online Job Market- Online Real Estate, Insurance, and Stock Trading- Online Banking and Personal Finance- On-Demand Delivery of Products, Digital Items, Entertainment, and Gaming- E-Government: Implementing E-Government- E-Learning, E-Training

### Unit - III

Electronic Commerce Payment Systems: -Types of EPS- traditional payment system and modern payment system, Using Payment cards online- Credit Card &Debit card Based Electronic Payment -Fraudulent Card Transactions- SMART CARDS Types of Smart Cards MOBILE PAYMENTS- Emerging EC Payment Systems and Issues- Risk and security issues on Electronic Payment System

### Unit - IV

Electronic Data Interchange (EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Applications of EDI-EDI model- Implementation difficulties of EDI, Financial EDI, EDI and Internet- EDI Legal Security and Privacy Issues, Advantages & Limitations of EDI.

### Unit - V

E-Commerce Security: Cyber wars and Cyber espionage- The Drivers of EC Security Problems- Major Technical Attack Methods:- Malware (Malicious Code): Viruses, Worms, and Trojan Horses- Non Technical Methods: From Phishing to Spam and Fraud- E- Commerce Security Strategy- Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000

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# BBA (CBCS) Syllabus 2019 – 2020

## START UP MANAGEMENT

**OBJECTIVE:**
It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

**UNIT – I : ENTREPRENEUR AND ENTREPRENEURSHIP :**
Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

**UNIT – II : ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL ENTERPRISES :**
Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

**SUGGESTED BOOKS :**
1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises" 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Lerning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage South Asia Edition.

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# V  SEMESTER

# BBA (CBCS) Syllabus 2019 – 2020

## COMPUTER APPLICATIONS IN ACCOUNTING

Unit - I

Computerized Accounting – Need, Features and merits – Distinction between Manual Accounting and Computerized Accounting – Limitations of Computerized Accounting – Accounting Packages – Tally, Wings and Ex- integration of Accounting Packages with ERP – Features of Tally – Gateway of Tally –Shortcut keys.

Unit – II
Creation of Various Elements: Creation of Company – Creation Ledgers – With inventory and without inventory – Voucher Types – Payment voucher – Receipt Voucher – Contra Voucher – Sales Voucher – Purchase Voucher – Credit Note Voucher – Debit Note Voucher. Inventory Management in Tally – Stock groups, Categories, items – Inventory Masters – Stock Ledgers – Invoicing – Inventory Vouchers _ Inventory Journals – Purchase and Sales Order Processing – Delivery Notes – Treatment and posting of Sales.

Unit – III

Financial Statements -  Statement of Account – Trial Balance – Profit and Loss Account – Balance Sheet – Cash Flow and Funds Flow Statement

Unit – IV
Financial Reporting - Day Book – Cash/Bank Book – Bank Reconciliation Statement Generation of Financial Reports other than Financial Statements – Ratio Analysis

Unit – V
The Technology Advantage of Tally.ERP 9 Behind the Scene-Internet & Data exchange -  Open Database Connectivity (ODBC) - Automatic data replication/exchange with synchronization  - Security Management - Tally Audit -  Tally Vault - Administration and Manageability - Extensibility (TDL - Tally Definition Language) Others - Internal Backup / Restore - Concurrent Multi-lingual Capability.

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# BBA (CBCS) Syllabus 2019 – 2020

## FINANCIAL MARKETS AND SERVICES (F)

**OBJECTIVE :**
To explain the structure of Indian Financial System.
To understand leasing, hire purchase and Mutual funds.

### UNIT - I : STRUCTURE OF INDIAN FINANCIAL SYSTEM :
Indian Financial System – Structure, Functions, Types of Financial Markets, Securities traded in Financial Markets, Regulatory Institutions and their functions– RBI & SEBI, Global Financial Markets

### UNIT - II : PRIMARY AND SECONDARY MARKET :
Primary Market – Introduction, Book Building, Free Pricing,  Underwriting, On-Line IPOs, e-Prospectus; Secondary Market – Organisation of Stock Exchanges, NSE, BSE and OTCEI, Listing of Securities, Trading and Settlement, Internet Trading, New financial instruments.

### UNIT - III : LEASING AND HIRE PURCHASE :
Asset/ Fund Based Financial Services – Leasing, Concept and classification, Advantages and Limitations, Hire Purchase – Definition, mechanism, Differences between Leasing and Hire Purchase, Venture Capital – Definition, Rationale, stages of financing.

### UNIT - IV : NON FUND FINANCIAL SERVICES :
Non- Fund Based Financial Services – Credit Rating, Factoring and Forfaiting, Merchant Banking – Definition, Features, Mechanism, Types.

### UNIT - V : MUTUAL FUNDS :
Mutual Funds – History, Definition, Classification, Advantages and Disadvantages, Estimating the Net Asset Value,  Mechanics of MF Operations, Functions of AMC,  Evaluating Mutual Funds.

**SUGGESTED BOOKS :**
1. Meir Kohn, 2015, Financial Institutes and  Markets, 2nd edition , Oxford University  Press, South Asia Edition .
2. Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, 2018
3. Madura,Financial Institutions and Markets,  Cengage Learning
4. M.Y. Khan, Financial Services, Mc Graw Hill
5. Dr. S.Guruswamy, Financial Services and Markets, Thomson
6. L.M.Bhole and Jitendra Mahakud, Financial Institutions and Markets, Mc Graw Hill

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# BBA (CBCS) Syllabus 2019 – 2020

## BRAND MANAGMENT (M)

**OBJECTIVE :**
To provide an understanding of Different Types of Brand Awareness, Equity.

**UNIT - I : INTRODUCTION TO BRAND MANAGEMENT :**
Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Braking – Brand Building – Brand Launching.

**UNIT - II : BRAND AWARENESS :**
Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

**UNIT - III : BRAND EXTENSION :**
Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

**UNIT - IV : BRAND PERSONALITY :**
Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies – Brand Positioning Variables.

**UNIT - V : BRAND EQUITY :**
Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity – Brand Management – Planning – Sources Brand.

**SUGGESTED BOOKS :**
1. Brand Management - Gulnar sharma, Karan Singh Khundia – Himalaya Publishing House
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House

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# BBA (CBCS) Syllabus 2019 – 2020

## ORGANIZATION DEVELOPMENT (HR)

**OBJECTIVE:**
This course offers an exploration of the field of OD through it's human and social process and address new management and OD paradigms in rapidly changing context of Globalization and Organizational Change.

**UNIT – I : INTRODUCTION :**
Organization Development- Definition, Characteristics, Evolution, Process, Benefits and Limitations, Values, Assumptions and Beliefs in OD.

**UNIT – II : OD MODELS :**
Kurt Lewin and Burke – Litwin models of Organizational Change, Systems Theory, Participation and Empowerment, Teams and Team Work.

**UNIT – III : OD PROCESS :**
The Six Box Model, Third wave consulting, Phases of OD Programs, Change Management Models, The Generic Parallel Learning Structure Intervention Process, Steps to Transforming an Organization.

**UNIT – IV : OD INTERVENTIONS :**
Factors to Plan and Implement OD, Results of OD Interventions, Classification of OD Interventions. OD Consultation: Process Consultation, Coaching and Counseling Interventions. Team Building: Gestalt Approach to Team Building, Techniques in Team Building.

**UNIT – V: APPLICATIONS OF OD :**
Socio-Technical Systems, Self-Managed Teams, MBO and Appraisal, Quality Circles, Quality of Work Life, Total Quality Management, Self-Design Systems, High Performance work systems.

**SUGGESTED BOOKS:**
1. Wendell French, Cicil, H. Bell, Jr. (6e) "Organization Development", Prentice Hall of India.
2. Wendell French, Cicil, H. Bell, Jr, Veena Vohra, "Organization Development", 2006, Pearson Education.
3. Thomas G. Cummings, Christopher G Worley, "Organization Development and Change", 2007, Thomson, 8th Ed.
4. S. Ramanarayan, T.V. Rao, Kuldeep Singh, "Organization Development-Intervention and Strategies", 2006, Response Books.
5. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.

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# BBA (CBCS) Syllabus 2019 – 2020

## ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)

**OBJECTIVES:**
The objective of the course is to provide the students with a basic view of valuation and investment in financial assets.
To explain the basic concepts of risk and return and various methods of analysis.
To explain the concept of portfolio and the various portfolio theories and evaluation methods.

### UNIT – I : INTRODUCTION :
Definition of Investment; Real vs. Financial assets; Investment, Speculation, Hedging and Arbitraging. Par Value, Book Value, Market Value and Intrinsic Value of Financial of Assets. Sources of investment information. Factors to be considered in investment decisions-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept of returns – realized return and expected return. Concept and Types of risk. Measurement of Risk -Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Behavioural aspects of investing. An overview of approaches to security analysis - Fundamental Analysis; Technical Analysis and Efficient Market Hypothesis.

### UNIT – II : VALUATION OF FIXED INCOME SECURITIES :
Features and types of fixed income securities. Bond yield measures -  Current yield, holding period return, YTM, AYTM and YTC. Bond duration, Valuation of deep discount bonds. Bond price theorems.

### UNIT – III : - VALUATION OF COMMON STOCK :
Features of Common Stock. Approaches to valuation of Common Stock. Dividend Discount Model, Earnings Capitalization Models, Price-Earnings Multiplier Approach Systematic and Unsystematic Risk, Capital Asset Pricing Model (CAPM).

### UNIT – IV : BASIC PORTFOLIO THEORY :
Concept of portfolio, return and risk. Harry Markowitz's Portfolio Theory – The concept, assumptions, merits and demerits. Risk and return of two assets portfolio. Construction and evaluation of Minimum Risk Portfolio.

### UNIT – V : EVALUATION OF PORTFOLIO :
Measures of return – Types of Formula Plans: Constant – Rupee – Value Plan, Constant Ratio Plan, Variable Ratio Plan; Rupee-Cost Averaging; Risk – Adjusted Measures of Performance: Sharpe's Reward – to – Variability Ratio, Treynor's Reward – to – Volatility Ratio, Jensen's Differential Return Measure.

**SUGGESTED BOOKS :**
1. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill.
2. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3rd Ed.
3. V.K. Bhalla, "Fundamentals of Investment Management", S. Chand & Company Ltd.
4. R.P.Rustagi, "Investment Management", Sultan Chand & Sons.
5. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.

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# BBA (CBCS) Syllabus 2019 – 2020

## RETAIL MANAGEMENT (M)

**OBJECTIVE :**
This course introduces the role of retailing and various formats and theories.
It focuses on distribution management.

### UNIT – I : INTRODUCTION TO RETAIL MANAGEMENT :
Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing.
Emergence and growth of Retailing in India, FDI in Indian Retailing.

### UNIT – II : RETAIL FORMATS AND THEORIES :
Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India.
Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

### UNIT – III : MERCHANDISE MANAGEMENT :
Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

### UNIT – IV : RETAIL STORE DESIGN :
Store layout, significance of Store layout, types of store layout, layout selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

### UNIT – V : DISTRIBUTION MANAGEMENT :
Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

### SUGGESTED BOOKS :
1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
2. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
3. Contours of Retailing Management - S.A. Chunawalla - Himalaya Publishing House
4. Retail Management - Gibson G. Vedamani – Jaico Books
5. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
6. Sales and Distribution Management - Dr. S. Gupta - Excel Books
7. Sales and Distribution Management - Panda & Sahadev - Oxford University Press

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## <u>PERFORMANCE APPRAISAL AND COUNSELLING (HR)</u>

**OBJECTIVE:**
This course offers an understanding of employee performance and measures to improve through HRD.

### UNIT – I : INTRODUCTION :
Performance Appraisal – Concept, Definition, Philosophy, Nature, Scope purpose, Uses, Benefits, Components, objectives and systems.

### UNIT – II : PLANNING PERFORMANCE :
Performance Appraisal – Employer and Employee perspective, performance appraisal versus performance management and merit rating. Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Developing an effective appraisal program. Issues in appraisal design.

### UNIT – III : PERFORMANCE MEASUREMENT :
Methods of Performance Appraisal, Pro's and con's of 360 Degree Appraisal. Types of Appraisal Interviews and Conducting Appraisal Interviews.
Barriers to effective appraisal and overcoming barriers to appraisal.

### UNIT – IV : IMPROVING PERFORMANCE :
Identifying sources of ineffective performance. Performance Diagnosis, factors that influence performance, legal issues in Performance Appraisal. Strategies to improve performance.

### UNIT – V : COUNSELLING :
Employee counselling, characteristics of people with good mental health, need and functions of counselling, manager's role in counselling. Types of counselling.

**SUGGESTED BOOKS :**
1. David A Decenzo, Stephen P Robbins, "Fundamentals of Human Resource Management", Wiley Publications.
2. Snell / Bohlander, "Human Resource Management", Thomson.
3. Luis R. Gomez Mejia, David B Balkin, Robert L.Cardy, "Managing Human Resources, PHI Pvt. Ltd.
4. John W Newstrom, "Organizational Behaviour", Mc Graw Hill.
5. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.

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## MANAGEMENT INFORMATION SYSTEMS

The objective of this course is to provide the knowledge of Management information system planning, organizing, and controlling to the students

**Unit-1: Introduction -** Data Vs Information - Nature - Types - An introduction to concepts of system and Organizations-Strategic Uses of Information Technology-Business Process in Engineering and Information Technology.

**Unit-II:** Application of Information System Applications of Operational Information Systems to Business - The Nature of Operational Information Systems - Operational Accounting and Financial Information Systems - Operational Marketing Information Systems - Operational Production Information Systems - Operational Human Resources Information Systems, Tactical and Strategic Accounting and Financial Information Systems- Tactical and Strategic Marketing Information Systems - Tactical and Strategic Production Information Systems Tactical and Strategic Human Resources Information Systems.

**Unit-III:** Information System Planning Information Systems Planning- Planning Strategies - Business System Planning - Ends/Means Analysis-Critical Success Factors; Approach to System Building- System Analysis and Design -Systems Analysis-Structure Analysis and Design - Evaluating Alternative Design Options - Analysis of Alternative Design Options; Alternative Application Development.

**Unit-IV:** Management of Information Systems - Managing Knowledge-Knowledge Management in the Organization-Enhancing Management Decision Making, Decision Support System, Group Decision Support System, Expert Support Systems.

L: Information Systems & Control Management of Information Systems, Information System security and control-Ethical issues - Managing Firm Infrastructure and Enterprise System.

**Suggested Readings:**

1. Robert Schulthis, Mary Summer, "Management Information Systems - The Manager's View", TMH.
2. Kenneth C Laudon, Jane P Laudon "Management Information Systems" Prentice Hall.
3. James A, O'Brien, "Management Information Systems", TataMcgraw Hill.
4. Mudrik, Management Information System, TataMcgraw Hill.
5. Jermino Kanter, Managing Information System, Prentice Hall of India. 6. Turban "Decision Support System" Prentice Hall of India

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# VI SEMESTER

# BBA (CBCS) Syllabus 2019 – 2020

## WEB TECHNOLOGIES

### Unit I - Introduction

Introduction to web technology – HTML – types of HTML tags-basic Structure of HTML – Web design principles – HTML attributes – styles – Hypertext - Formatting text – Forms & formulating instructions & formulation elements – Commenting code – Back grounds – Images-Hyperlinks – Lists –Tables – Frames

### UNIT-II: AN OVER VIEW OF DYNAMIC WEB PAGES & DYNAMIC WEB PAGE:

An over view of dynamic web pages – technologies: Introduction to Dynamic HTML programing - Cascading style sheets (CSS) – types and advantages of CSS – CSS basic syntax and structure - Changing Text and Attributes - Dynamically changing style - Text Graphics and placements - Creating multimedia effects with filters and Transactions.

### UNIT-III: JAVA SCRIPT&:

Java Script: Introduction - Client side Java script - Server side Java script - Core features - Data types and variables – Operators - Expressions and statements – Functions – Objects – Array - Date and math related objects - Document object model - Eventhandling.

### UNIT-IV: EVENTS AND EVENT HANDLERS:

Events And Event Handlers: General information about Events – Event – OnAbort – OnClick - Ondbl click - Ondrag drop – Onerror - Onfocus - Onkey Press – Onkey Up – Onload - Onmouse Down – Onmouse Move - Onmouse Out – Onmouse Over - Onmove - Onrest – Onresize - Onselect - Onsubmit - Onunload.

### UNIT-V: EXTENSIBLE MARKUP LANGUAGE (XML:

Extensible Markup Language (XML): Introduction - Creating XML Documents - XML style Sheet – Hyperlinks in XML Document Object Model - XML Query Language.

**LAB WORK:** CREATING A WEBSITE WITH DYNAMIC FUNCTIONALITY USING CLIENT- SIDE AND SERVER SIDE SCRIPTING.

### Web Technologies
### Practical Question Bank

Marks:20

1. Write a HTML program using basic text formatting tags,
2. Write a HML program using <p>, <br>, <pre>., strike>, <sup>, <sub>, <big>, <small>, <hr>
3. Write a HTML program using phrase element tags <blockquote>, <cite>, <abbr>, <acronym>, <kbd>, <address>
4. Write a HTML program using different list types.
5. Write a HTML program using grouping elements <div> and <span>.
6. Write a HTML program using images, audios, videos.
7. Write a HTML program to create your time table using all Table tags.
8. Write a HTML program to create a form using text inputs, password inputs, multiple line text input, buttons.
9. Write a HTML program to create a form using check boxes, radio buttons, select

boxes, file select boxes.

10. Write a HTML program to create frames and links between frames.
11. Write a HTML program to create different types of style sheets.
12. Write a HTML program to create login form and verify username and password.
13. Write a JavaScript program to calculate area of rectangle using function.
14. Write a JavaScript program to wish good morning, good afternoon, good evening depending on the current time.
15. Write a JavaScript program to print multiplication table of given number using loop.
16. Write a JavaScript programs using any 5 events.
17. Write a JavaScript program using JavaScript built in objects.
18. Write a JavaScript program to create registration Form with Validations.

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## BANKING  (F)

**OBJECTIVES :**
The course helps the students to know about banking and its regulations.
It focuses on latest trends in banking.

### UNIT - I : INTRODUCTION TO BANKING :
Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

### UNIT - II : RBI AND TYPES OF BANKS :
RBI, Constitution, Organizational sheet Management, Objectives, Functions, monetary Policy. Dist Cooperative Central Bank, RRB, NABARD, IDBI, SIDBI, Development Banks.

### UNIT - III : NEGOTIABLE INSTRUMENTS :
Description  - their Special features.  Duties, Reprioritizes of paying, collecting banker. Circumstances under which banker and refures payment of cheques. Consequences of wrongful distionous, pre cautions while advancing loans against securities, Good real estate, Insurance polities collateral securities.

### UNIT - IV : CUSTOMER RELATIONSHIP IN BANKS :
Banking Customers Relationship, Procedure for opening account difference types of loans, advances, operation of banking cheques crossing, endorsements.  Types and rules of wrong principles of sound lending.

### UNIT - V : REGULATION AND INNOVATON IN BANKING SYSTEM :
Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, Group banking, RRB, Co operative banks, micro, NABARD, IDBI.
Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking. MSME'S, role of foreign banks, advantages & disadvantages of foreign banks.

**SUGGESTED BOOKS:**
1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.
4. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
5. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
6. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

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## BUYER BEHAVIOUR (M)

**OBJECTIVE :**
To understand the depth concept & theories of Consumer buying Behaviour
To Focus on Learning theories
To Know the impact of culture on Buyer Behaviour

### UNIT – I : INTRODUCTION TO BUYER BEHAVIOUR :
Understanding basics of Buyer Behaviour, Factors effecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

### UNIT – II : THEORIES OF BUYER BEHAVIOUR :
Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

### UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVIOUR :
Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-Changing aspects of family size.

### UNIT – IV : BUYER BEHAVIOUR DECISION :
Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

### UNIT – V : MODELS OF BUYER BEHAVIOUR :
Basic Model of Buyer Behaviour: Generic Model of Buyer Behaviour, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

### SUGGESTED BOOKS :
1. Schiffman and Kannik, "Consumer Behavior", 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
3. Gary Lilien, "Marketing Models", 2018, PHI.
4. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
5. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
6. Stish Batra, "Consumer Behavior", 2009, Excel Books New Delhi.

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# LEADERSHIP AND CHANGE MANAGEMENT (HR)

**OBJECTIVE:**
This course offers an understanding into Leadership Activities and it's influence on the Management of change in the organisations.

**UNIT – I : INTRODUCTION :**
Leadership: Concept, Characteristics, roles, motives, skills and functions. Leadership Vs Management. Effective leadership behaviours and attitudes. Impact of Leadership on organisational performance.

**UNIT – II : LEADERSHIP STYLES AND THEORIES :**
Popular Leadership Styles, Entrepreneurial and Super leadership. Transactional Vs Transformational leadership. Triat and Path – Goal theories of leadership.

**UNIT – III : ORGANISATIONAL CHANGE :**
Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model.
Individual and organisational barriers to change management and overcoming the barriers to change management.

**UNIT – IV : INFLUENCE OF CHANGE :**
Six belief changers that Influence change, organisational change through influencing individual change.
Approaches : Kotter's eight step plan, Greiner's Change process model. Four key drivers of organisational change. Factors contributing to resistance to change. Best practices to overcome resistance to change.

**UNIT – V : ORGANISATIONAL CULTURE AND CHANGE MANAGEMENT :**
Organisational Culture and Leadership, Types of Cultures, Primary and Secondary ways to influence culture, elements of organisational culture. Diagnosing, creating and managing organisation culture.

**SUGGESTED BOOKS :**
1. S. Chandan, "Organisational Behaviour", Vikas Publishing House Pvt. Ltd. 3rd Edition
2. Herbert G. Hicks and C.Ray Gullett, "Theory and Behavior", McGrew Hill.
3. Andrew 1 Dubrin, "Research Findings, Practice and Skills", Houghton Mifflin Company, 3rd Edition.
4. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
5. Adrain thornhill, Phil Lewis, Mike Millmore, Mark Saunders, "Managing Change – A Human Resource Strategy Approach", Pearson Education, 2006.
6. Nilakant V and Ramnarayan, "Managing Organizational Change", Response Books, 2006.

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## RISK ANALYSIS AND MANAGEMENT (F)

**COURSE OBJECTIVE :**
This course enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

**UNIT - I: INTRODUCTION :**
Risk Vs Uncertain , Risk Management, objectives and tools of Risk Management. Principles of Risk Management and Risk Management process.
Risks associated with Financial services firm – Types of Risks, Product and Capital Market Risk. Risk Reporting: Internal and External reporting.

**UNIT – II : MEASUREMENT & MANAGEMENT OF FINANCIAL RISK :**
Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR): VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM): evolution & concept, RBI guidelines. Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

**UNIT – III : FORWARD AND FUTURES CONTRACTS TO MANAGE RISK :**
The concept of Derivatives and types of derivatives. The role and significance of derivative's in managing risk. Participants in Derivative Markets: Individuals, speculators, Hedgers and Arbitrageurs.

Forward contracts. Definition features, their utility is risk management. Limitations of Forward contracts. Futures contracts: Definition, features and their utility in Risk management limitations. Clearing House initial & Daily Margins and Marking to the market. Differences between Forward and Futures contracts.

**UNIT – IV : SWAPS AND OPTIONS TO MANAGE RISK:**
Swaps, Concept of Swap. Types of Swaps: Interest Rate and Currency Swaps. The process of Managing Risk using Swaps.
**Options :** Definition, terminology, types of options : call, put, American and European options. Options in the money, out of money and at the money. Black and Scholes option pricing model: Assumptions and limitations.

**UNIT – V : FINANCIAL ENGINEERING :**
Concept, scope of financial engineering. Factors contributing to growth of Financial Engineering: Environment and intra firm factors. Tools of Financial Engineer: New product development and New Product Strategy.

**SUGGESTED BOOKS :**
1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
3. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
4. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
5. John. F. Marshall & Vipul.K.Bansal, "Financial Engineering: A Complete guide innovation", PHI.

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## ADVERTISING AND SALES PROMOTION (M)

**OBJECTIVE :**
It helps the students to understand the important of advertisements for promotion of products.
It focuses on media planning, personal selling and sales promotion.

**UNIT – I : INTRODUCTION :**
Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

**UNIT – II : CREATION OF ADVERTISEMENT :**
Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles.
Advertisement Appeals – Emotion and Rational Appeals.

**UNIT – III : MEDIA PLANNING :**
Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

**UNIT – IV : PERSONAL SELLING :**
Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

**UNIT – V : SALES PROMOTION :**
Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.
Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

**SUGGESTED BOOKS :**
1. David Aaker, "Advertisement Management", 2018, HPH
2. Belch & Belch, "Advertising and Promotion", TMH.
3. Aaker, Kumar, "Advertising Management", PHI.
4. S.A. Chunawalla, "Advertising Management", HPH.
5. Still Rechard, Sales Management, Latest Edition, 2018, Prentice Hall

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## TALENT AND KNOWLEDGE MANAGEMENT (HR)

**OBJECTIVE :**
The main objective of the course is to offer knowledge on various approaches to talent and knowledge management in business organizations. The course also facilitate discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

**UNIT – I : INTRODUCTION TO TALENT MANAGEMENT :**
Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components . Institutional Strategies for dealing with Talent Management.

**UNIT – II : SUCCESSION AND CAREER PLANNING :**
Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

**UNIT – III : KNOWLEDGE MANAGEMENT :**
Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management

**UNIT – IV : NATURE OF KNOWLEDGE :**
Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions , mechanism and systems knowledge infrastructure.

**UNIT – V : KNOWLEDGE FRAME MANAGEMENT :**
Knowledge management frame Handsnon – earl's sever schools of knowledge management. Alvesson & Karreman's knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

**SUGGESTED BOOKS :**
1. Ed by Lance A. Berger and Dorothy R Berger. "The Talent Management Handbook", 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, "Talent Management", ASTD Press.
3. Sajjad M Jasmuddin, "Knowledge Management", 1$^{st}$ ed, 2009, Cambridge.
4. Stuart Barnes, "Knowledge Management Systems", Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal "Knowledge Management", 2009, Pearson Education Inc.
6. Donald Hislop, "Knowledge management in Organizations", 2009, Oxford University Press, Second edition.
7. Sudhir Warier, "Knowledge Management", Vikas Publishing House Pvt. Ltd.
8. Thorne & Pellant, "The Essential Guide to Managing", Viva Books.
9. Stuart Barnes(Ed) "Knowledge Management Systems". Cengage Learning.

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