

FAROOK COLLEGE (AUTONOMOUS)

Farook College PO, Kozhikode-673632

U.G Programme in BBA

Under

Choice Based Credit Semester System

SYLLABUS

Core & Open Courses

(2022 Admission Onwards)



Prepared By:

Board of Studies in Commerce & Management Studies

Farook College (Autonomous)

CERTIFICATE

I hereby certify that the documents attached are the bona fide copies of the syllabus of Core Courses offered to B.B.A programme and Open Courses offered by the Department of Commerce to be effective from 2022 admission onwards.

Date:
Place: Farook College

Principal

1.0 Title of the Programme:

This Degree shall be called Bachelor of Business Administration (BBA).

2.0 Eligibility for admission:

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45% marks in aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

3.0 Duration of the programme:

The duration of the BBA programme of study is three academic years with six semesters.

4.0 Medium of Instruction:

The medium of instruction and examination shall be English.

5.0 Courses of Study:

Total courses for the BBA Programme are divided in to: -

- (i) Common courses: English (14 credit), Additional language (8 credit) & General (16 credit)
- (ii) Core courses and project (63)
- (iii) Complementary courses (16)
- (iv) Open courses (3 credit)
- (v) Ability Enhancement Courses/Audit courses (16 Credit)

5.1 Details of Courses of study leading to the award of BBA:

Semester	Course Code	Course Title	Contact Hours	Credits	Internal	External	Total Marks
I	A01	English	4	3	15	60	75
	A02	English	5	3	15	60	75
	A07	Language other	5	4	20	80	100
	BBA1B01	Management Theory and Practices	6	4	20	80	100
	BBA1C01	Managerial economics	5	4	20	80	100
		Total		25	18	90	360
II	A03	English	4	4	20	80	100
	A04	English	5	4	20	80	100
	A08	Language Other than English	5	4	20	80	100
	BBA2B02	Financial Accounting	6	4	20	80	100
	BBA2B03	Marketing Management	5	4	20	80	100
		Total		25	20	100	400
III	BBA3A11	Basic Numerical Methods	5	4	20	80	100
	BBA3A12	Professional Business Skills	5	4	20	80	100
	BBA3B04	Corporate Accounting	5	4	20	80	100
	BBA3B05	Financial Management	5	4	20	80	100
	BBA3C02	Business Regulations	5	4	20	80	100
		Total		25	20	100	400

IV	BBA4A13	Entrepreneurship Development	5	4	20	80	100
	BBA4A14	Banking and Insurance	4	4	20	80	100
	BBA4B06	Cost & Management Accounting	6	4	20	80	100
	BBA4C03	Corporate Regulations	5	4	20	80	100
	BBA4C04	Quantitative Techniques for Business	5	4	20	80	100
	Total			25	20	100	400
V	BBA5B07	Human Resources Management	4	4	20	80	100
	BBA5B08	Business Research Methods	4	4	20	80	100
	BBA5B09	Operations Management	4	4	20	80	100
	BBA5E01	Income Tax	5	4	20	80	100
	BBA5E02	Financial Market and Institutions	5	4	20	80	100
	BBA5D01	Open Course – E Commerce (for Students from Other Departments)	3	3	15	60	75
	Total			25	23	115	460
VI	BBA6B10	Organisational Behaviour	5	4	20	80	100
	BBA6B11	Management Science	6	4	20	80	100
	BBA6E03	Financial Services	5	4	20	80	100
	BBA6E04	Investment Management	5	5	20	80	100
	BBA6B12P	Three Weeks Project and Viva- Voce	4	2	15	60	75
	Total			25	19	95	380
Grand Total							3000

Four Common Courses (BBA3A11 Basic Numerical Skills, BBA3A12 General Informatics, BBA4A13 Entrepreneurship Development BBA4A14 Banking and Insurance), all the Core Courses, Complementary and Open Courses for BBA Programme shall be taught by Commerce and Management Studies Faculty only.

6.0 Project Report and Viva Voce

For doing the project, the student may choose any topic areas from the subjects he/she has studied.

The candidate shall prepare and submit a project report to the Department.

The report shall be in English with not less than 30 pages, printed or typed (A4 size paper, 1.5 line spacing, Times New Roman font, font size 14) and spiral bound.

The project report should be submitted to the Head of the Department one week before the last working day of the sixth semester, duly certified by the Guide.

Project work shall have the following stages:

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project can be done individually or as a group of three students (maximum) on the same topic and present the report. However, the project supervisor should make sure that each student constructively contributes to the completion of the project. For this purpose, the supervisor shall keep a diary in which the chronological record of the students visit to the supervisor for the project discussions shall be maintained. The work of each student shall be guided by one Faculty member.

The candidate shall prepare at least two copies of the report; one copy for submission to the Department and another copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for.

Duration of project work: The duration of the project work shall be 3weeks.

A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report

Title page

Declaration of the student

Certificate from the supervising teacher / organization (for having done the project work)

Acknowledgements

Contents: -

Chapter I	:	Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)
Chapter II	:	Review of Literature
Chapter III	:	Theoretical Framework
Chapter IV	:	Data Analysis
Chapter V	:	Findings, Suggestions and Conclusion.
Bibliography	:	(Books, journals, articles etc. used for the project work).
Appendix	:	(Questionnaire, specimen copies of forms, other exhibits etc.)

6.1. Evaluation of project report

The project report shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher and external Evaluations done jointly by the internal examiner and the external examiners appointed by the college inclusive of Viva-voce examination. The marks should be awarded on the basis of the following: -

1. Evaluation of the Project Report shall be done under Mark System.

Marks secured for the project will be awarded to candidates, combining the internal and external Marks.

2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below: -

Internal (20% of total)		External (80% of Total)	
Components	% of Marks	Components	% of Marks
Punctuality	20	Relevance of the Problem, Objectives of the study, Research methodology used, etc,	20
Use of Data	20	Quality of analysis, Statistical tools used, Findings, Recommendations and conclusion	30
Scheme/Organization Report	30	Viva-Voce	50
Viva-Voce	30		
Total	100	Total	100

3. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external valuation.
4. The student should get a minimum of 40 % marks in the aggregate and 40% separately for external for pass in the project.
5. There shall be no improvement chance for the Marks obtained in the Project Report.
6. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re-done and the report may be re-submitted along with subsequent exams through the department.

6.2 Viva-Voce

At the end of sixth semester candidate shall attend a project based viva voce. The external evaluation of 12 to 15 students per day is to be conducted with one external examiner and one internal examiner. The examiners shall consult each other and award the grades according to the same criteria specified in 19.10 for the award of marks.

7. Industrial Visit

The fourth semester students shall be taken under the supervision of faculty members to business or industrial units so as to enable them to have first-hand knowledge about the location, layout, managerial functions, H R management or any area of study as per curriculum. Study tour to an industrial/business centre will form part of curriculum. The report submitted by the student in this respect shall be considered as one of the assignments of the course Entrepreneurship Development or any other course in the fourth semester.

Proposal for switching to Outcome Based Education in Commerce BBA Programme

Programme Objectives:

- 1.To bring up students with competitive edge with clear vision of concepts, skills for application of knowledge in all the areas of Commerce and Management.
- 2.To improve interdisciplinary thoughts and application in business decisions.
- 3.To improve innovative thinking, creative insights, analytical ability, methodological approach and critical judgments by students.
- 4.To provide a strong foundation for higher learning in commerce and management.
- 5.To improve communication skills to facilitate mobility of men, materials and knowledge.
- 6.To bring up young people with thorough knowledge of Business organisations, its establishment and conduct.
- 7.To equip students with latest information about the methods of accounting prevalent in the country and the refinements taking place in the world.
- 8.To equip students with up-to-date knowledge on basic economic principles, its significance and application in business and business decisions.
- 9.To equip students with thorough knowledge on the theory and application of descriptive, analytical and inferential statistics in business situations.
- 10.To bring up students with up-to-date knowledge on the principles, theories and practices of Management.
- 11.To provide students with information on the legal frame work of business organisations and various statutory requirements to be complied with.
- 12.To provide students with a provision to specialize in an area of their interest like Finance, Cooperation, Islamic Finance, Banking & Insurance, Marketing, Taxation, Travel & Tourism, Computer applications and Human Resource.
- 13.To provide young entrepreneurs with clear understanding of its Prospects and Possibilities capable of establishing and managing business units.
- 14.To provide students with clear understanding of direct and indirect taxation system in the country.

Programme Outcomes:

On completion of the BBA Programme, the Students will be capable of:

1.The students will get new ideas, insights and thoughts. The mindset of students will change. They get new ideas and practical experience. Such students can face challenges with confidence and succeed in life.

2.The students will be thorough with the procedures and formalities of establishment and management of business units. As all aspects are well debated, it will be easy for them to establish and successfully run business units.

3.The students will be conversant with the various accounting principles and practices. All will be capable of recording, generating financial reports and arriving at conclusions and predictions.

4.The inter-disciplinary approach will help students to solve business issues easily and will emerge as successful entrepreneurs in future.

5.The multidisciplinary in-depth learning across all related topics of business and industry will definitely pave a strong foundation for higher learning in commerce and management.

6.In depth understanding of management principles will help to create managerial aptitude and skills in students will foster successful managers for future.

7.In depth understanding of Accounting principles and practices coupled with interdisciplinary learning will help to create newer ideas in accounting and will bring in innovative and creative professionals in Finance, Cost and Management.

8.The knowledge of direct and indirect taxation will open up a new area of living by students. Information on both direct and indirect taxation systems will cut open a wider area of employment and professionalism.

9.The improved communication skills and basic understanding of laws in force of the country will definitely add to the content level and level of interaction by students.

Students become more confident, self-reliant, competent and Competitive with practical insights and thorough learning

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA1B01: MANAGEMENT THEORY AND PRACTICES

Time: 6 Hours per week

Credits: 4

Internal: 20

External: 80

Course Objective:

This course intends to develop conceptual knowledge of Business Management. The study approach also enables students to understand and analyse practical aspects of management to become skilled manager in a corporate business set up.

Learning outcomes: On completing the course students will be able to:

1. Discuss different schools of management thought
2. Understand apply the concepts of planning, organizing, staffing and controlling for effective management
3. Aware and apply the ethically and socially responsible behaviour in Management, and
4. Aware and pursue the modern management practices in business

Module I: Evolution of Management: Concept and nature of management -Approaches to management: Classical approach - Scientific, Administrative and Bureaucratic - Neoclassical approach: Human relation and Behavioural - Modern approach: Quantitative, System and Contingency.

15hours

Module II: Management Process: Basic roles and skills of manager –Levels of management- Overview of functions of management: planning, organising, staffing, directing and control - Nature and elements of planning, planning types –MBO - Strategic planning and decision making- Organizing – Division of labour and work specialization, Delegation, Decentralization, Span of management and Departmentation.

20 hours

Module III: Staffing, Directing and Control: Staffing-Meaning and Importance - Factors affecting and functions of staffing - Directing–Meaning, importance and features of directing - Controlling– Meaning and importance, characteristics and types of controlling-Steps in control process- Techniques of control

20hours

Module IV: Modern Practices in Management: Total Quality Management (TQM), Kaizen, Lean Management - Business Process Re-engineering-Open Book Management.

10hours

Module V: Ethics and Social Responsibility: Managerial ethics - Factors affecting ethical choices - Ethical issues and ethical dilemma in business - Corporate Social Responsibility (CSR) – Stakeholders - Corporate Philanthropy-Managing company ethics and social responsibility - Concept of Corporate Governance - Indian Ethos for Management - Value-oriented Holistic Management.

15hours

Reference Books:

1. Koontz, Hand Wechrich, H. Management, Tata McGraw Hill,N.Y.
2. P. Robbins Stephen & Coulter Mary,Management, Pearson Education Asia, New Delhi.
3. Prasad, L. M,Principles and Practice of Management, Sultan Chand & Sons-NewDelhi.
4. Sherlekar, Management (Value-Oriented Holistic Approach) Himalaya Publishing House,Mumbai.
- 5.Khandewal, N.M,Indian Ethos and ValuesforManagers, Himalaya Publishing House,Mumbai.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESSADMINISTRATION
BBA1C01 MANAGERIAL ECONOMICS

Time: 5 Hours per week

Credits: 4

Internal: 20;

External: 80

Objectives:

This course aims to acquaint the students with the economic concepts and principles relevant for business decisions. It also intends to enable the students to apply the economic principles in managerial decisions.

Learning Outcome: On completing the course students will be able to:

1. Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
3. Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
5. Make optimal business decisions by integrating the concepts of economics

Module I: Introduction to Managerial Economics: Meaning, Definition, Nature, Scope and Principles of Managerial Economics. Value Maximisation- Limitations: Sales Maximisation Model and Utility Maximisation Model.

10 Hours

Module II:

Demand and Supply: Meaning and Determinants of Demand; Demand Function; Law of Demand; Demand Schedule, Demand Curve; Movement along the Demand Curve, Shifts of Demand Curve; Elasticity of Demand: Price, Income and Cross Elasticity; Importance and Methods of Demand Forecasting. Utility: Concept, Marginal Utility, Law of Diminishing Marginal Utility. Supply: Meaning and Determinants; Law of Supply; Supply Schedule, Supply Curve; Movements on the Supply Curve, Shifts in Supply Curve; Elasticity of Supply.

20 Hours

Module III:

Production and Cost: Factors of Production, Production Function; Total, Average and Marginal Product; Law of Variable Proportions; Returns to Scale; Production Optimisation; Isoquants. Cost Concepts; Cost Function; Long Run and Short Run Cost Functions, Economies and Diseconomies of Scale.

20hours

Module IV: Market Structures and Price-Output Determination: Meaning of Market; Types of Market Structures; Concepts of Revenue; Demand and Revenue Relationship. Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition; Pricing Under Oligopoly: Kinked Demand Curve, Price Leadership.

15 Hours

Module V: Business Cycle: Concept, Definition, Features, Types and Phases of Business Cycle. Effects of Business Cycle and Controls of Business Cycle. Economic Forecasting for Business: Economic and Business Forecasting, Uses of Economic Forecasts, Methods of Economic Forecasting, Selecting a Forecast, Evaluating Forecasts.

15Hours

Reference Books:

1. H. Craig Petersen , W. Crislewis and Sudhir K Jain, Managerial Economics, Pearson Education.
2. Christopher Thomas and S. Charles Maurice, Managerial Economics, McGraw-Hill.
3. D.N. Dwivedi, Managerial Economics, Vikas publishing.
4. Dominich Salvatore , Managerial Economics, Oxford University Press.
5. P L Mehta , Managerial Economics, Sultan Chand & Sons.
6. Piyali Ghosh Geetika and Purba Roy Chowdhury, Managerial Economics, McGraw-Hill.
7. Thomas, Managerial Economics: Concepts And Applications, McGraw-Hill

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA2B02 FINANCIAL ACCOUNTING

Time: 6 Hours per week

Credits:4

Internal20:

External 80

Objectives:

This course aims to equip the students with skills for preparing books of accounts of business organisation. It also aims to enrich the students to prepare the financial statements of proprietary organisations. Modules in this course also intent to provide knowledge to the students in respect of accounting of issue of securities, accounting for hire purchase transactions and the accounting of branches.

Learning outcomes:

On completing the course students will be able to:

1. Discuss and apply fundamental accounting concepts, principles and conventions
2. Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
3. Record accounting transactions in respect of hire purchase and instalment system and branches

Module I: Introduction: Nature, Scope, Objects and Limitations of Financial Accounting – Accounting Concepts and Conventions - An overview of accounting process (from recording of business transactions to preparation of Trial Balance).

15 hours

Module II: Final Accounts of Proprietary Concerns: Preparation of final accounts of sole proprietor and partnership with adjustments.

20 hours

Module III: Accounting for Hire Purchase and Instalment System: Hire Purchase: Meaning, features - Distinction between hire purchase and sale - Interest calculation - Recording of transaction in the books of both parties - default and repossession - Instalment system: features - Distinction between hire purchase and instalment.

15 hours

Module IV: Branch Accounts: Features, Objects and Types of branches - Accounting for dependent branches: Account systems – Stock and debtors system - Independent branch: features - Preparation of consolidated profit and loss account and balance sheet

15 hours

Module V:

Issue of Shares and Debentures: Equity shares - Accounting for issue, forfeiture, and re-issue of forfeited shares - Accounting for issue of bonus shares and right shares - Accounting for issue of debentures.

15 hours

(Theory and problems may be in the ratio of 30% and 70% respectively)

Reference Books:

1. Asish K Bhattacharyya, Essentials of Financial Accounting, PHI Learning Pvt. Ltd.
2. Shukla, M.C., T.S. Grewal and S.C. Gupta: Advanced Accounts, S. Chand & Co.
- 3 S.N. Maheshwari, S.N. Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
4. P.C. Tulasian: Introduction to Accounting, Pearson Education.
5. Ashok Sehgal and Deepak Sehgal: Fundamentals of Financial Accounting, Taxmann Allied Services (P) Ltd.
6. Narayanaswamy, R. Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
7. Jain & Narang: Financial Accounting, Kalyani Publishers.
8. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand & Sons.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA2B03 MARKETING MANAGEMENT

Time: 5 Hours per week

Credits: 4

Internal: 20;

External: 80

Objectives:

This course aims to orient the students with the marketing principles and also to familiarize them with the process of marketing in modern business firm.

Learning Outcome:

On completing the course students will be able to

1. Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
2. Develop skills in organizing for effective marketing and in implementing the market planning process

Module I: Introduction to Marketing: Meaning and Definition of Marketing; Nature, Scope and Importance of Marketing; Core Marketing Concepts; Company orientation towards the Marketplace - Role of Marketing in Modern Business; Marketing Mix: Four Ps-Updating the Four Ps – Marketing Management Tasks.

10 Hours

Module II: Analysing Consumer Markets: Concept of Consumer Behaviour - Determinants of Consumer Behaviour - Buying Decision Process: The Five-Stage model - Buying Motives - Buying Roles – Identifying Market segments and targets: Bases for segmenting consumer markets – Market Targeting: Evaluating and selecting market segments.

15 Hours

Module III: Product and Price: Concept of Product; Product characteristics and classifications; Product Levels - Product Mix Decisions- Product Line Analysis- New Product Planning and development - Product Life Cycle- Concept and stages. Packaging- Role and Functions; Branding: Concept and Elements. Product Positioning - Tools and Strategies.

Price: Concept and Importance, Factors Affecting Price - Steps in Pricing -Pricing methods: Cost based pricing, Competition based pricing and Demand based pricing -Pricing Strategies: New Product Pricing – Product Mix Pricing strategies - consumer psychology and pricing – Price Adjustment strategies.

20Hour

Module IV: Place: Meaning and importance place in marketing – Physical Distribution and Distribution channels – Channel Design and Management decisions - Channel levels – Channel conflicts –Middlemen in distribution - Role of middlemen- Wholesalers – Types of wholesalers - Retailers: The new retailing environment – Types of retailers – Market Logistics.

15 Hours

Module V: Promotion: Meaning and Definition - Importance of promotion- Promotion Mix: Advertising-Objective and Functions of Advertising; Advertising Copy -Legal and Ethical Aspects of Advertising; Personal Selling: Personal Selling Process; Role of a Salesman in Selling - Qualities of an Ideal Salesman; Publicity and Public Relations - Sales Promotion: Objectives and Functions of Sales Promotion; Major Sales Promotion Tools-Direct Marketing- Different Forms of direct marketing.

20 Hours

Reference Books:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condifff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, NY
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York.
5. Aaker, David and Myers Johan G, et. al.; Advertising Management; Prentice Hall of India; New
6. Ramaswamy, Namakumari, Marketing Management, Mcgraw Hill Education.
7. RajanSaxena ,Marketing Management ,Tata Mcgraw Hill Education.
8. C.N.Sontakki, Marketing Management, Kalyani Publishers.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA3A11 – BASIC NUMERICAL METHODS

Lecture Hours per week: 5,

Credits: 4

Internal: 20,

External: 80,

Examination 2.5 Hours

Objectives:

To enable the students to acquire knowledge of numerical equations, matrices, progressions, financial mathematics and descriptive statistics

At the end of this course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, probability techniques.

Module I

Numerical expressions and Equations: Simultaneous linear equations (up to three variables), Quadratic equations in one variable-factorization and quadratic formula

(10 Hours, 10 marks)

Module II

Matrices: introduction - type of matrices – trace and transpose and determinants - matrix operations – adjoint and inverse –rank- solving equations by matrices: Cramer's Rule (not more than three variables).

(15 Hours, 15marks)

Module III

Sequence, Series and Progression: Concepts and differences - Arithmetic progression- n th term and sum of n terms of an AP - Insertion of Arithmetic means in AP - Geometric progression- n^{th} term and sum of n terms of an GP - Insertion of Geometric Mean in GP – Harmonic progression.

(20 Hours, 15marks)

Module IV

Interest and Time value: Concept of Interest-Types of interest: Simple interest and compound interest – nominal, real and effective rate of interest - Future value and Present Value; Annuity and Perpetuity - Computing future and present values of annuity (regular and immediate) -

multi and growing period perpetuity - Compound annual growth rate - computation of Equated Monthly Instalments (EMI).

(15 Hours, 15marks)

Module V

Probability – Concept of probability - meaning and definition – basic concepts – different approaches, – classical, relative frequency, subjective and axiomatic – theorems of probability - addition and multiplication theorem – conditional probability – Bayes theorem – permutation and combination.

(20 Hours, 25marks)

Reference Books

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGrawHill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan)
3. Mathematics for Economics and Business – R. S. Bhardwaj (ExcelBooks)
4. Business Statistics – G. C. Beri (Tata McGrawHill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya PublishingHouse) 6.SP Gupta ,Statistical Methods, SultanChand
7. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
8. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited.
9. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McgrawHill,

(Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics is expected and only simple problems shall be given)

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA3A12- PROFESSIONAL BUSINESS SKILLS

Lecture Hours per week: 5
Internal: 20, External: 80

Credits 4
Examination 2.5 Hours

Objectives:

- *To update and expand basic Informatics skills of the students*
- *To equip the students to effectively utilize the digital knowledge resources for their study.*

Specific course objectives:

1. To know professional and soft skills for business, business communication and documentation.
2. To measure the applications e –learning resources and it’s delivery in India.
3. To learn data analysis, networking, artificial intelligence, ethical and legal considerations.
4. To realize IT and society, cyber ethics, cybercrimes, cyber laws and E-governance initiatives.
5. To introduce digital marketing, types of digital marketing, social media and advertisements.

Module I

Professionalism: Meaning - Definition – Characteristics - Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation Postures- Written Communication: Email - Significance of Email in business – Email etiquette: format - rules – dos and don’ts – Non-verbal communication – Types of non-verbal communication.

(15 Hours, 15 marks)

Module II

E-Learning: Introduction to e-learning - benefits and drawbacks of e-Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, E-magazine, Audio, Video and other means for e-learning- Introduction to e-content development and tools - Online libraries – MOOCs - The e-Learning as a service Industry - major technologies used in e-earning- different approaches for e-Learning delivery - E-learning in India

(12 Hours, 12 marks)

Module III

Business Data Analytics: Concept of data analysis - Meaning and importance of business data analytics - role of computer for business data analysis - Features of New Generation Computers – Data Analyst – Types of data analysts - organization and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analytics – concept of big data - importance of big data analytics - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations in Business Analytics

(18 Hours, 18 marks)

Module IV

Socio - Cyber Informatics: IT and society - Digital Divide – Digital Natives - Cyber space - New opportunities and threats - Cyber ethics - Cyber-crimes - Cyber Laws - Cyber addictions - Information overload - Health issues –Guidelines for the proper use of computers and internet- e-waste and Green Computing –E-governance – types -Recent E-governance initiatives in India
(15 Hours, 15 marks)

Module V

Digital Marketing: Introduction to digital marketing – meaning and definition– Difference between digital marketing and traditional marketing - Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – digital marketing models- Online advertising - types of online advertising - Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads

(20 Hours, 20 marks)

Specific outcomes:

1. Facilitates easy business communication
2. Improved knowledge of E-learning resources and its delivery broadens vision and insight of management.
3. Knowledge of artificial intelligence and data analysis helps to diversify and grow business cutting across obstacles
4. Knowledge of existing national and international cyber laws makes communication and business easier.
5. Digital marketing and its application of social media channels and advertisements enhances changes and horizon of business

References Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
3. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited,New Delhi, 2009.
5. Daniel Minoli&EmmaMinoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
6. Godfrey Parkin,DigitalMarketing:Strategies for online success,New Holland publishers Ltd,2009
7. Damian Ryan,Understanding Digital marketing:Marketing strategies for Engaging the Digital generation,Kogan page,3rd Edition,2014
8. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8thEdition, John Wiley & Sons, 2007
9. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012.
10. Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, 9th Edition, Pearson Education, 2009
11. Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, GalitShmueli, Nitin R. Patel, Peter C. Bruce, Wiley Publication, 2010

12. Data Mining: Concepts and Techniques, Morgan Kaufmann Publication, 3rd Edition, 2011 Data Science for Business – What you need to know about data mining and data-analytic thinking, Foster Provost, Tom Fawcett, O’ Reilly Media Publication, 2013

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA3B04 - CORPORATE ACCOUNTING

Lecture Hours per week: 6 Credits: 4

Internal:20: External:80

Objectives: The course acquaints the students with the knowledge about corporate accounting. The modules introduce the fundamental Indian accounting standard and equip the students with skills for preparing corporate accounts.

Learning outcomes: On completing the course students will be able to:

1. Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
2. Prepare annual financial statements for companies and compute accounting Atos.
3. Record accounting transactions in respect of redemption of preference shares and debentures

Module I: Financial Reporting Standards: Concept of accounting standard - International Financial Reporting Standards (IFRS) and Indian Accounting Standards-IFRS convergence in India - List of IFRS and IndAS with objectives - Conceptual framework - Elements of financial statements - Recognition, Measurements, Presentation and Disclosure. **10 Hours**

Module II:

IFRS Converged Indian Accounting Standards: Concept of IndAS- Objective, Scope, Recognition and Measurement of :Inventories (Ind AS 2), Income tax (IndAS 12), Accounting for tangible non-current assets (IndAS 16), Borrowing costs (IndAS 23), Provisions, Contingent liabilities and Contingent assets (IndAS 37), Accounting for intangible assets (IndAS 38).(Basic problems only) **20 Hours**

Module III:

Redemption of Securities: Redemption of Preference Shares – Rules and Accounting - Redemption of Debentures – Important Provisions - Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum-and ex-interest). **15 Hours**

Module IV:

Preparation of Financial Statements: Contents of financial statements of a joint stock company as per the Companies Act 2013 - Preparation of Statement of Profit & Loss, Statement of changes in equity, Balance Sheet(IndAS1) and Cash flow statement(IndAS7). **20 Hours**

Module V:

Accounting Ratios: Concept of ratio – Accounting ratio – Meaning, Uses and Limitations – Classification of Accounting Ratios - Computation of Profitability Ratios, Liquidity Ratios, Solvency Ratios and Activity Ratios. **15 Hours**

(Theory and problems may be in the ratio of 30% and 70% respectively)

Reference Books:

1. Chintan Patel, Bhupendra Mantri, Indian Accounting Standards, Taxmann Publications.
2. T. P, Ghosh , Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
3. B. D, Chatterjee, Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
4. M.C. Shukla, T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
5. S.N. Maheswari and S.K. Maheswari, Financial Accounting.
6. R.L. Gupta and Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume 2, Taxmann, New Delhi.
8. Jain and Narang, Financial Accounting, Kalyani Publishers.
9. P.C. Tulasian, Introduction to Accounting, Pearson Education.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA3B05- FINANCIAL MANAGEMENT

Hours per week: 5

Credit4

Internal: 20;

External:80

Objective:

This course aims to enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.

Learning Outcome: On completing the course students will be able to:

1. Understand and develop insights and knowledge base of various concepts of finance
2. Develop skills for effective Financial, Investment and Dividend decisions making,

Module I: Introduction to Finance: Meaning of Finance – Business Finance – Finance Function – Organization Structure of Finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager. **10 Hours**

Module II: Financing Decision: Meaning, Importance and Classification of Capital Structure; Finance Structure and Capital Structure; Factors Influencing Capital Structure – Optimum Capital Structure; EBIT- EPS Analysis. Leverages: Operating, Financial and Combined Leverages. Cost of Capital: Concept and Importance; Types of Cost of Capital: Computation of Component and Composite Cost of Capital. **20 Hours**

Module III: Investment Decision: Meaning and Importance of Capital Budgeting – Features – Process – Techniques of Capital Budgeting: Concept and Computation of Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index. **20 Hours**

Module IV: Working Capital Management-Concepts and Significance of Working Capital – Evils of Excess and Inadequate Working Capital – Determinants of Working Capital – Estimation of Working Capital - Sources of Working Capital -A Brief Overview of Cash Management – Receivables Management and Inventory Management. **20 Hours**

Module V: Dividend Decision: Dividend - Meaning and Types; Dividend policy: Meaning and Objectives- Issues Involved in Dividend Policy-Determinants of Dividend Policy – Types of Dividend Policy –Dividend Policy and Value of Firm. **10Hours**
(Theory and problems may be in the ratio of 50% and 50% respectively)

References Books:

1. Prasanna Chandra, Financial Management, Tata McGraw Hill.
2. I. M Pandey, Financial Management, VikasPublication.
3. Khan and Jain, Financial Management, Tata McGrawHill.
4. Sharma and Sashi Gupta, Financial Management, Kalyani.
5. S. N Maheshwari, Financial Management. Sultan Chand.
6. R. M. Srivastava : Financial Management , Himalaya Publishers.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA3CO2 - BUSINESS REGULATIONS

Lecture Hours per week: 5 Credits:4

Internal:20; External:80

Objective:

This course aims to familiarize the students with major statutes affecting the operations of business organizations.

Learning Outcomes: On completing the course students will be able to:

1. Interpret statutory provisions related to business laws
3. Analyze legal issues arising in day-to-day business operations prevalent in India
2. Evaluate the core concepts in the legal structure of business organisations
4. Discuss possible solutions to issues in organisations in the frame work of business laws

Module I : Business Laws: Introduction – Nature of Business Law – Meaning and definition - Indian Contract Act, 1872: Contract – Definition – Essentials of valid contract - Classification of contracts – Offer and acceptance – Consideration – Capacity to contract – Free consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake – Void agreements – Discharge of contract – Breach of contract and remedies – Contingent Contracts-Quasi Contract.

20 Hours

Module II : Special Contracts: Contract of Indemnity: Meaning - Nature – Right of indemnity holder and indemnifier–Contract of Guarantee: Meaning–Nature Rights and liabilities of surety

– Discharge of surety from liability – Contract of Bailment and Pledge: Rights and duties of bailor and bailee, pledger and pledgee – Contract of Agency: Creation of agency – Delegation of authority - Duties and liabilities of principal and agent – Termination of agency. **20 Hours**

Module III: Sale of Goods Act 1930: Contract for sale of goods – Essentials of a contract of sale – Conditions and Warranties – Caveat emptor – Sale by non-owners – Rules as to delivery of goods – Un paid seller and his rights. **10 Hours**

Module IV: The Consumer Protection Act 1986: Objects and scope – Definition of consumer and consumer dispute – Complaint – Goods - Service - Unfair trade practices – Restrictive trade practices - Rights of consumers – Consumer Protection Council – Consumer Disputes Redressal Agencies: District Forum, State Commission, National Commission. **10 Hours**

Module V: Competition and Information Laws: The Competition Act, 2002: Objectives of Competition Act, Features of Competition Act, Components of Competition Act, CCI, CAT, Offences and Penalties under the Act - Right to Information Act 2005: Objectives of the RTI Act, Scope, Suo-Moto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act . **20 Hours**

Reference Books:

1. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
2. Kuchal M.C: Business Law; Vikas Publishing House, New Delhi
3. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
4. Chandha P.R: Business Law; Galgotia, New Delhi.
5. Desai T.R.: Indian Contract Act, Sale of Goods Act and.
6. VidhiMadaanChadda, Competition Act, 2002 Law and Practice, Bloomsbury.
7. Government of India: Right to Information Act, 2005.
8. P. K Das, Right to Information Act, 2005, Universal Law Publishing.
9. Relevant Bare Acts.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week: 5, Credits: 4
Internal: 20, External: 80,

Objectives:

- To familiarize the students with the concept of entrepreneurship
- To identify and develop the entrepreneurial talents of the students.
- To generate innovative business ideas in the emerging industrial scenario.

Module 1: Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits -Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning- definition-Entrepreneurs vs Intrapreneur-Women Entrepreneurs- Recent development-Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP.

(10Hours)

Module 2: Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical

Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno park- Functions of techno park Incentives- Importance- Classification of incentives – Subsidy - Types of Subsidy

(18Hours)

Module 3: Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates - Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registrations

(18 Hours,)

Module 4: Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis- Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises- Location decision-Significance.

(16 Hours)

Module 5: Project Report - Meaning-Definition - Purpose of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performance of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course).

(18 Hours)

Books Recommended:

1. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, New Delhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing, Delhi

5. C.N.Sontakki,ProjectManagement,Kalyani Publishers, Ludhiana.
6. SangamKeshariMohanty. Fundamentals of Entrepreneurship, PHI,NewDelhi
7. Peter F. Drucker- Innovation andEntrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.
9. MSME Act 2006.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA4A14 – BANKING AND INSURANCE

Lecture Hours per week: 4 Credits: 4
Internal:20; External:80

Objectives:

- To enable the students to acquire knowledge about basics of Banking and Insurance.
- To familiarize the students with the modern trends in banking.

Module 1: -

Introduction to Banking: Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development – Functions of commercial banks(conventionalandinnovativefunctions)-CentralbankRBI– Functions -Emerging trends in banking. Activity: List out the name of banks as per their different category Assignment: Procedure for creating an account in a bank **(10 Hours)**

Module 2:

Negotiable Instruments: Definition - Characteristics -Types -Parties to negotiable instruments - Cheques -Types of cheques - Crossing of cheques -Drafts - Cheque vs. Draft - Endorsement - Significance -Regularity of endorsement - Liability of endorser -Electronic payments. Activity / Assignment: Writing of cheque, writing of challan for Demand Draft, Procedures for a Bank Loan. **(15 Hours)**

Module 3:

E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E- cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking - Tele-banking - financial inclusion - recent initiatives in financial inclusion.

Activity / Assignment:

- Chelan filling for RTGS, EFT and NEFT
- Different types of Cards, the Procedure for application of different cards and the Procedure for blocking cards
- Procedure for application or activation of net banking, m-banking and tele-banking.

(15 Hours)

Module 4:

Introduction to insurance: Concept - need of insurance-insurance as a social security tool-insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) - features-life insurance Vs. general insurance. Activity / Assignment: List out different names of insurance companies

(14 Hours)

Module 5: Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - general insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India. Case Study: Preparation of a proposal for life insurance and how to claim insurance in case of any accident, death or damage.

(10 Hours)

Reference Books:

1. . Jyotsna Sethi and Nishwan Bhatia's *Elements of Banking and Insurance*, published by Phi Learning Private Ltd.
2. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)Vol-III.
3. Varshaney: Banking Law and Practice.SultanChand
4. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House,Delhi.
5. Inderjit Singh, RakeshKatyal& Sanjay Arora: Insurance Principles and Practices,Kalyani Publishers,Chennai.
6. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd,Delhi.

7. G. Krishnaswamy : Principles & Practice of Life Insurance
8. Kothari & Bahl: Principles and Practices of Insurance
9. B.S. Khubchandani, "Practice and Law of Banking", MacMillan India Ltd
10. K.C. Nanda, "Credit Banking", Response Book, Sage Publication,

FAROOK COLLEGE (AUTONOMOUS)

SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

BBA4B06 COST ACCOUNTING

Lectures Hours per week: 6 Credits: 4

Internal: 20, External: 80

Objective:

The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting

Learning Outcomes: On completing the course students will be able to:

1. Understand cost and management accounting concepts and its application for decision making.
2. Aware as to cost consciousness and the various methods and techniques of costing

Module I: Cost Accounting: Definition - Meaning and scope - Objectives - Cost classification - Elements of cost - Cost units - Cost centre - Types - Methods and Techniques of Costing – Management Accounting: Meaning and scope - Objectives - Difference between cost Accounting, Financial accounting and Management accounting.

10 Hours

Module II: Material and Labour: Material- Meaning and types. Computation of: Stock levels- EOQ- Pricing of Issue of materials - FIFO, LIFO, Simple and Weighted Average methods. Labour: Computation of Labour cost - Time rate and piece rate system.

15 Hours

Module III: Overheads and Preparation of Cost Sheet: Overhead- Meaning and Definition – concepts of overhead Allocation, Apportionment and Absorption of overheads. (Simple problems only) Preparation of Cost sheet-Format – objects and methods of cost sheet preparation.

20 Hours

Module IV: Methods of Costing: - sheet –Contract costing - Process Costing: Meaning – Features- normal and abnormal loss. (Problems)

25 Hours

Module V:

Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

10 Hours

Reference:

1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
2. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
4. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
5. H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd.
6. Ravi M Kishore: Cost and Management accounting, Taxmann's Publications
7. Debarshi Bhattacharyya, Cost and Management, Pearson
8. N.K. Prasad: Cost Accounting

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA4C03 CORPORATEREGULATIONS

Lecture Hours per week:5, Credit:4
Internal:20, External: 80

Objective:

To familiarize the students with corporate law and to make them aware of the applications of importance of company law in the management of organisations.

Learning outcomes: On completing the course students will be able to:

1. Understand the features and different types of companies
2. Aware as to the formation of companies and also as to different documents of companies
3. Understand the share capital and other relevant provisions of the same
4. Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and
5. Understand the provisions of conducting meetings and also the winding up procedure of companies.

Module I:

Introduction to Companies Act, 2013: Objects of the Act – Salient features of the Act - Meaning and definition of company – Features – Kinds of companies – Private company - Public company – Associate company – Dormant company - One-person company – Small company - Government company - Lifting incorporative. **10 Hours**

Module II:

Formation of Companies : Promotion – Role of promoters – Incorporation – Capital subscription – Commencement of business – Pre-incorporation and provisional contracts - Document of companies: Memorandum of Association – Definition - Contents and alteration - Doctrine of Ultravires – Articles of Association – Definition - Contents and alteration – Distinction between Memorandum and Articles - Constructive notice of Memorandum and Articles – Doctrine of Indoor management – Prospectus – Contents – Statement in lieu of prospectus – Liabilities for misstatement.

20 Hours

Module III:

Share Capital : Shares – Kinds of shares – Public issue of shares – Book building - Allotment of shares - Irregular allotment – Issue prices of shares – Listing of shares - Employees stock option scheme - Sweat equity shares - Right shares – Bonus shares - Shares with differential rights – Share certificate and share warrant - Calls - Forfeiture – Surrender of shares – Buyback of shares – De materialization and re materialization of shares – Transfer and transmission of shares – Transfer under Depository system.

15 Hours

Module IV:

Management of Companies: Board and Governance – Directors: Appointment – Position – Powers - Rights - Duties and liabilities – Qualification – Disqualification – Removal of directors – Key Managerial Personnel – Introduction to Corporate Governance – Need and importance of Corporate Governance – Corporate social responsibility - Securities and Exchange Board of India Act 1992 – Objects – Establishment and management of SEBI – Powers and functions of SEBI– Securities Appellate Tribunal(SAT).

20 Hours

Module V:

Company Meetings and Winding up: Requisites of a valid meeting – Statutory meeting – Annual general body meeting – Extra ordinary meeting – Board meetings – Resolutions – Types - Company Secretary: Qualification – appointment – duties - Winding up : Meaning – Modes of winding up – Winding up by Tribunal - Members’ voluntary winding up – Creditors’ voluntary winding up – Liquidator: Powers - Duties and liabilities – Consequences of winding up.

15 Hours

Reference Books:

1. M.C. Shukla & Gulshan : Principles of Company Law, S. Chand and Co., New Delhi.
2. N.D. Kapoor : Company Law and Secretarial Practice, Sultan Chand & Sons, New Delhi.
3. Manual of Companies Act, Corporate Laws and SEBI Guidelines”, Bharat Law House, New Delhi.
4. M.C. Bhandari : Guide to Company Law Procedures, Lexis Nexis India, New Delhi.
5. Tuteja : Company Administration and Meetings, S. Chand, New Delhi.
6. M.C. Kuchal : Company Law and Secretarial Practice, Vikas Publishing House, New Delhi.
7. Dr. P.N. Reddy and H.R. Appanaiah : Essentials of Company Law and Secretarial Practice, Himalaya Publishers, Mumbai.
8. M.C. Kuchal : Secretarial Practice, Vikas Publishing House, New Delhi.
9. Ashok Bagriyal : Secretarial Practice, Vikas Publishing House, New Delhi. 10. Relevant Bare Act.

FAROOK COLLEGE (AUTONOMOUS)

SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS

Lecture Hours per week: 5

Credits: 4

Internal: 20

External: 80

Examination 2.5 Hours

Objectives:

To acquaint students with important quantitative techniques, which enable sound business decision making.

To make students learn the process of applying appropriate quantitative techniques for validating findings and interpreting results.

Module 1: Quantitative Techniques: Introduction to quantitative techniques - Qualitative and quantitative approaches—role in decision making – Significance of quantitative decisions – Probability distributions- Discrete & Continuous-Binomial, Poisson, Uniform, Exponential, Normal distributions- Inferential analysis for management – statistical estimation – point estimation – interval estimation – Properties of a good estimator. Confidence intervals for means (a) when σ is known, and (b) when σ is not known. Sample size determination for a mean. Confidence intervals for proportions.

20 hours

Module 2: Hypothesis Testing: One and Two-sample Tests: General methodology of hypothesis testing. One and two-tailed tests. Type I and type II Errors. *One Sample Tests:* Hypothesis testing of means when the population standard deviation is known and when it is not known. Hypothesis

tests concerning proportions. *Two-sample Tests*: Tests for difference between means – when population standard deviations are known, and when they are not known. Inferences about difference between two means for matched samples. Testing of difference between two proportions.

15 hours

Module 3: Analysis of Variance & Non parametric tests: F-test of equality of variances. One-factor ANOVA (Completely Randomized Model) and Two-factor ANOVA without replication (Randomized Block Model). Chi-square test for independence & Goodness of fit. Sign test, one sample runs test and rank correlation test

15 hours

Module 4: Correlation and Regression analysis: Simple, partial & Multiple correlation, Simple & multiple linear regressions, Co-efficient of Determination

20 hours

Module 5: Use of Excel and SPSS for quantitative methods (Application level)- Analysis tools - Descriptive statistics and inferential analysis.

10 hours

(Theory 30% Problem 70%)

References:

1. Levin & Rubin, Quantitative Approaches for Management, Pearson
2. Anderson, Quantitative Methods for Business Decisions, Thomson
3. Barry Render, Quantitative Analysis for Management, Prentice Hall of India
4. D.V.D. Vohra, Quantitative Techniques for Management
5. Anand Sharma, Quantitative Techniques for decision making, Himalaya Publishing House
6. Gupta & Khanna, Quantitative Techniques for decision making, Prentice Hall of India
7. Gupta SP, Statistical Methods, S. Chand & Sons.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA5B07 HUMAN RESOURCES MANAGEMENT

Time: 4 Hours per week

Credits:4

Internal20:

External80

Objectives:

To give a conceptual understanding of human resource practices in organizations.

Learning Outcome: On completing the course students will be able to:

1. Understand and develop insights and knowledge base of various concepts and Functions of Human Resource Management
2. Learn the latest trends in Human Resource Management.

Module I: Introduction to Human Resource Management: Meaning, definition, importance, scope and objectives of HRM; Evolution and development of HRM; Approaches to HRM- Personal Management Vs Human Resource Management; HRM and competitive advantage. HR department- organisational composition, role and functions **12 Hours**

Module II: Procurement of HR: Meaning and Importance of HR planning; Job analysis--- process of job analysis, job description, job specification, methods of job analysis; Conventional Vs strategic planning; Recruitment – concept, sources; Selection – concept, Difference between recruitment and selection, process- test, interview, placement, induction and socialization; retention. **12Hours**

Module III: Training and Development: Concepts; importance; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring; Management Development Programs; Training process outsourcing. **14 Hours**

Module IV: Performance Appraisal, and Compensation: Performance appraisal -need and Importance, objectives, process and methods. Compensation- Objective, Principles, classification, factors Influencing Employee Compensation. **12 Hours**

Module V:

Overview of HRM Trends and Challenges: Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, workforce diversity, downsizing, work life balance, Labour localisation. **14 Hours**

Reference Books:

1. Dessler, Human Resource Management, Prentice Hall of India.
2. D.A. DeCenzo and S. P. Robbins, S.L. Verhulst, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education.
4. K. Aswathappa, Human Resource Management Text and Cases, McGraw Hill Education.
5. VSP Rao, Human Resource Management, Excel Books

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA5 B08 BUSINESS RESEARCH METHODS

Time: 4 Hours per week

Credits:3

Internal15;

External60

Objective:

To provide an insight into the fundamentals of business research and to acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners

Learning Outcomes: On completing the course students will be able to

1. Understand and develop insights and knowledge base of various concepts in Research.
2. Develop skills for conducting business research

Module I: Business Research:

Meaning and Definition - Features of Business Research – Phases of Business Research. - Theory Building -Induction and Deduction Theory - Concept - Operational Definition - Variable – Proposition. Hypothesis – Types of Hypothesis. Types of Business Research: Basic and Applied – Exploratory - Descriptive and Causal.

10 Hours

Module II: Research Design:

Research Design - Research Problem Identification – Identifying Research Gap – Setting of Objectives and Hypotheses – Identifying The Variables - Dependent - Independent and Intervening Variables – Sampling Plan – Sample Size – Sampling Methods –Steps in Developing a Research Design.

15 Hours

Module III: Data and Method of Research:

Types of Data – Primary Data: Meaning – Sources. Secondary Data- Meaning - Sources of Secondary Data- Limitation of Secondary Data. Exploratory Research: Objectives - Methods - Experience Survey - Secondary Data Analysis - Case Study - Pilot Study by Focus Group

Interview. Method of Primary Data Collection: Survey- Types of Survey- Measurement and Scaling: Nominal - Ordinal – Interval and Ratio Scale – Criteria for Good Measurement – Reliability and Validity. Survey Instrument: Questionnaire and Schedule- Essentials of a Good Survey Instrument

15 Hours

Module IV: Data Processing and Analysis: Processing Stages - Editing - Coding and Data Entry – Descriptive Analysis under Different Types of Measurements - Percentages - Frequency Table - Contingency Table - Graphs - Measures of Central Tendency, dispersion and Index Number - Interpretation.

10 Hours

Module V: Report Writing and Presentation: Research Report - Types of Reports – Content of Report – Style of Reporting – Steps in Drafting Reports – Qualities of a Good Report -Documentation – Citation – Footnotes – References – Bibliography – APA and MLA - Formats in Writing References and Bibliography.

14 Hours

Reference Books:

1. Donald R.CooperAndPamela S, Schindler: Business Research Methods. Latest Edition, Irwin Mcgraw- Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David White: Research Methods for Graduate Business and Social Science Students, Response Books. NewDelhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers,NewDelhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. PearsonEducation.
5. William G. Zikmund, Business Research Methods,Thomson.
6. Wilkinson T.S. and Bhandarkar P.L, Methodology and Techniques of Social Research, Himalaya Publishers.
7. John W. Best And James V. Khan, Research inEducation.
8. Singh A. K., Tests, Measurements and Research Methods InBehavioralScienc

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA5B09 OPERATIONS MANAGEMENT

Time: 4 Hours per week

Credits:4

Objectives: To familiarize the students with the concepts, tools and practices of operations management and to learn about the decisions and processes of operations management in a business firm.

Learning Outcomes:

On learning the course, the students will be able to-

1. Understand the different concepts of operation Management.
2. Acquire the knowledge to make plans at the operational level of an industry

Module I: Operations Management: meaning, scope and objectives— OM decisions-historical evolution of OM - interaction of operations management with other areas—manufacturing and non-manufacturing operations and their characteristics. **12 Hours**

Module II: Facilities Planning: plant location—factors determining plant location—Product design & Process selection- Types of Processes- Plant layout— Product layout, Process layout, Cellular layout & Fixed position layout—Assembly line balancing- materials handling equipment's. **12 Hours**

Module III: Capacity Planning: Types of capacity—maintenance management—types of maintenance -work study—method study & work measurement, work measurement techniques – Time & Motion Study- Components of Time Study. **12 Hours**

Module IV: Aggregate Planning: Master production schedule (MPS) – Material requirement planning (MRP) - Objectives. Elements of MRP- Inputs, outputs- Inventory management – opposing views of inventory, reorder point, safety stock, lead time, Basic EOQ model, Inventory classification models. **14 Hours**

Module V: Quality Control—Concept of quality—quality planning—statistical quality control— control charts (X chart and R chart Only)— Seven Tools of Analysis –Control Chart, Pareto Diagram, Ishikawa Diagram, Histogram, Flow Charts, Scatter Diagram, and Stratification- Concept of quality circles.

12hours

References:

1. Russell, Roberta S, and Bernard W.Taylor III, Operations Management, Pearson Education,New Delhi.
2. Chase:Operations Management for Competitive Advantage, Tata McGraw Hill, NewDelhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India,New Delhi.
5. Chary, S,.N., Production and Operations Management', Tata McGraw Hill, NewDelhi.
6. Norman Gaither, Greg Fraizer, Operations Management, CENGAGELearning.
7. KanishkaBedi, Production & Operations Management, Oxford UniversityPress.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

BBA5E01 INCOME TAX

Time: 5 Hours per week

Credits:4

Internal20:

External80

Objectives:

To impart basic knowledge and equip students with application of principles and provisions of Income Tax Act, 1961 amended up-to-date.

Course outcome: On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total income and tax liability.

Module I:

Basic concepts: Income - agricultural income – person – assessee – assessment year – previous year - gross total income - total income - maximum marginal rate of tax -Residential status – Scope of total income on the basis of residential status - Exempted income under section.

15 ours

Module II:

Computation of Income Under Different Heads: Salaries – Allowances- Perquisites-Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual Value of House property – Computation under different circumstances – Deduction from annual value.

– 30 Hours

Module III:

Profits and Gains of Business or Profession: Definition - Computation – Allowable expenses and not allowable expenses – General deductions – Provisions relating to Depreciation.

10 Hours

Module IV:

Capital Gains: Definition of Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provisions.

10 Hours

Module V: Total Income and Tax Computation: Income of other persons included in assesses total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals.

15 Hours

(Theory and problems may be in the ratio of 30% and 70% respectively)

Note : The applicability of law for the purpose of examination would be the law in force as on 31st March immediately preceding the academic year.

Reference Books:

1. Dr. Vinod K. Singhanian : Direct Taxes – Law and Practice, Taxmanpublication.
2. B.B. Lal : Direct Taxes, Konark Publisher (P)ltd.
3. BhagwathiPrasad : Direct Taxes – Law and Practice, WishwaPrakashana.
4. Dr. Mehrotra and Dr. Goyal : Direct Taxes – Law and Practice, SahityaBhavanPublication.
5. DinakarPagare : Law and Practice of Income Tax, Sultan Chand and sons. Gaur & Narang : IncomeTax.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA5E02 - FINANCIAL MARKETS AND INSTITUTIONS

Lecture Hours per week: 5 Credits: 4
Internal: 20, External: 80

Objectives:

To provide basic knowledge about the structure, organisation and working of financial system in India.

Course Outcome: The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.

Module I:

Financial System: Meaning and components of financial system: financial markets, financial assets and financial intermediaries. Financial market and capital formation in India.

10 Hours

Module II:

Money Market: meaning, importance and role of money market – call money market- treasury bills market – discount market – commercial paper market – certificate of deposit – money market in India – RBI regulation on money market.

15 Hours

Module III:

Capital Market: meaning and classification – Government securities market – Industrial loan market – Mortgage market – Credit guarantee market – bond market – DFIs in India: IFCI, SFCs, IDFC, ICICI, SIDBI and NBFCs – role of DFI in industrial development in India.

15 Hours

Module IV:

Industrial Securities Market: Primary market – meaning, importance and functions – methods of floating new issues – pricing of issues and book building process. Secondary market and stock exchanges - role and functions – trading mechanism – settlement system – capital market institutions in India: NSE, BSE, NSDL, CDSL, SHCL and STCIL and STCI. Capital market regulations: SEBI – role and functions.

25 Hours

Module V:

Derivate Market: Financial derivatives: meaning and functions – classification of derivative instruments – price fixing and insurance contracts – Forwards and Futures: stock and stock index futures – Options and swaps: uses and classifications - derivative markets in India.

15 Hours

Reference Books:

1. Kohn, Meir: Financial Institutions and Markets, Tata McGrawHill.
2. Bhole L.M: Financial Institutions and Markets, Tata McGrawHill.
3. Desai, Vasantha: The Indian Financial System, Himalaya PublishingHouse.
4. Machiraju.R.H: Indian Financial System, Vikas PublishingHouse.
5. Khan M.Y: Indian Financial System, Tata McGrawHill.
6. Varshney, P.M., & D. K. Mittal, D.K.: Indian Financial System, Sulthan Chand & Sons.
7. Gordon E. & Natarajan K.: Financial Markets & Services, Himalaya Publishers.

FAROOK COLLEGE (AUTONOMOUS)

Open course

SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

BBA5D01 - E- COMMERCE

Time: 3 Hours per week

Credits:3

Internal:15,

External : 60

Objectives:

To understand the importance of database systems for business management, and, To gain a practical orientation to database development and maintenance.

Learning outcome: On completing the course the students will be able to Understand the practice of Ecommerce, e payment and also the security issues.

Module I:

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce-E- Business & E- Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E –Commerce infrastructure.

15 Hours

Module II:

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce Strategy- Influencing factors of successful E-Commerce. **10hours**

Module III:

Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card, Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce: Security issues in E- Commerce- Regulatory frame work of E-commerce **23 hours**

References:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi2003.
4. SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
6. Laudon, Kenneth C and Carol GuercioTraver : E-Commerce business. Technology. Society, Pearson Education, Delhi .
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi2005.
9. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA6B10 ORGANISATIONAL BEHAVIOR

Time: 5 Hours per week

Credits:4

Internal20:

External80

Objectives:

- To familiarize the students with the basic concepts of individual behaviour and organizational behaviour
- To enable the students to catch an idea about inter-personal and group behaviour
- To acquire knowledge regarding the organizational change and organizational development

Learning Outcomes: On learning the course the students will be able to-

3. Understand the different concepts of Organisational Behaviour
4. Analyse individual and group behaviour
5. Understand and deal with organisational change, development and stress

Module I:

Organizational Behaviour (OB): Meaning-Features-Nature and Scope of OB-The Basic Assumptions of OB, Major Disciplines and their Contributions to OB; Concepts of Strategic Organisational Behaviour and International Organisational Behaviour. **15Hours**

Module II:

Individual Behaviour: Factors Affecting Individual Behaviour-Basic Psychological Process—Personality, Determinants of Personality—Personality Traits—Perception- Perceptual Process-Factors Affecting Perception—Learning, Theories of Learning—Social Learning-Learning Curve. **15 Hours**

Module III:

Group: Concept of Group Dynamics—Features of Group—Types of Group Behaviour—Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness. Teamwork-Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness.

15Hours

Module IV:

Motivation and Leadership: Motivation- Concept, Theories-Maslow's, Herzberg's and McGregor's, X and Y theories); Financial and Non-Financial Motivation. Leadership- Types—Theories (Trait theory, Michigan Studies and Fiedler's Contingency Model); Modern Approach to Leadership Theories—Leadership Styles. **20 Hours**

Module V: Stress Management—Meaning, Types of Stress— Causes of Stress Consequences of Work Stress- Conflict, Types of Conflicts— Levels of Conflict, Conflict Resolution- Organisational Development—Meaning, Need, Benefits and Limitations -Steps in OD - Organizational Changes.

15 Hours

Reference books:

1. Fred Luthans: Organisational behaviour, McGraw hill Education.
2. Daniel C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGrawhill.
3. Henry Mintzberg: The structure of organization, PrenticeHall.
4. Edwin Gerlof: Organization Theory and Design, McGrawhill.
5. Robin. S. P: Organizational Behaviour, Pearson EducationIndia.
6. Aswathappa: Organizational Behaviour, Himalaya Publishinghouse.
7. Jai B. Sunhat: Culture and Organisational Behaviour, SageTexts.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA6B11 MANAGEMENT SCIENCE

Time: 5 Hours per week

Credit:4

Internal20:

External80

Objective: To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations.

Learning Outcomes:

On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.

Module I:

Operations Research: Concept - Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management.

(15 hours)

Module II:

Linear Programming Problem: Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP.

(15 hours)

Module III:

Network Analysis: Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

(25hours)

Module IV:

Decision Theory: Decision making situations – Decision making under certainty - Decision making under uncertainty: Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Laplace criterion & Hurwics alpha criterion – Decision making under risk : Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI) – Decision making under competition – Game Theory (Theory only) – Decision Tree. **(10hours)**

Module V:

Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogl's Approximation method (VOM) (Simple problems only). **(10 hours)**

Reference Books:

- 1)– V.K Kapoor, Operation research Techniques for Management Sulthan Chand & Sons. 2)– Taha, Operations Research - An Introduction Prentice hall.
2. J.K. Sharma. Operations Research Theory and Application
3. J.K. Sharma, Operations Research Problems and Solutions Macmillan. 5)– Paneerselvam, Operations Research Prentice hall of India.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA6E03 FINANCIAL SERVICES

Lecture hours perweek:5 **Credits: 4**

Internal:20, **External:80**

Course Objective:

the students with an understanding of the various financial services and investment opportunities available in the country

Learning Outcomes:

On completion of the course students will be able to aware of various financial services available in Indian financial system

Module I:

Financial Services: Meaning and importance of financial services- classification of financial services- fund based and fee based services- capital market services – stock broking and depository services – regulation of capital market services in India.

10 Hours

Module II:

Fund Investments: Mutual funds-meaning and importance-organisation of mutual funds-types of schemes- fund units and valuation- merits and demerits of mutual funds- mutual fund regulations in India. Pension funds; Exchange Traded Funds (ETFs)-ETF vs Mutual Funds-investment implications of ETF.

20 Hours

Module III:

Investment Banking and Merchant Banking: Meaning, nature and functions of merchant banking – pre and post issue management services – loan syndication- Merchant banking services in India –SEBI merchant bank regulations.

20 Hours

Module IV:

Lease Finance and Venture Capital Finance: Lease finance- meaning and definition- types of lease- merits and demerits of lease financing. Venture capital finance: meaning and importance – risk capital – angel investing, crowd funding and private equity (PE).

15 Hours

Module V:

Credit Rating and Factoring Services: Credit rating – meaning, importance and advantages – rating methodology- credit rating agencies in India. Factoring services – meaning, scope and functions – types of factoring services – forfaiting and international factoring

15 Hours**Reference Books:**

1. Khan M Y, Financial Services, Tata McGraw-Hill Publishing Co.Ltd NewDelhi.
2. Gupta, N K and Monika Chopra, Financial Markets, Institutions and Services, Ane Books India.
3. Bharathi V Pathak, Indian Financial System, Pearson Education, NewDelhi.
4. Yogesh Maheswari, Investment Management, PHI New Delhi
5. Avadhani, V A, Security Analysis and Portfolio Management, Himalaya Publishing House.

FAROOK COLLEGE (AUTONOMOUS)
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION
BBA6E04 INVESTMENT MANAGEMENT

Lecture hours per week: 5 Credit:4

Internal20: External80

Course Objectives:

To familiarize the students with the world of investments and to provide a theoretical framework for the analysis and valuation of investments.

Course outcome:

By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.

Module 1:

Investments: meaning and definition – objectives - factors affecting investment decisions– differences of investment with speculation and gambling - steps in investment process – investment policy and investment avenues.

10 Hours

Module II:

Investment Analysis: return, risk and time value of money – risk-return analysis in investment management: systematic and unsystematic risks- measures of risk and return.

15Hours

Module III:

Approaches to Investment Valuation: Fundamental analysis – meaning and importance- rationale of fundamental analysis. EIC framework: Analysis of Economy, Industry and Company factors – sources of investment information.

15 Hours

Module IV: Technical analysis: meaning – trading strategies- Dow theory- Charts and Chart patterns. Efficient Market Hypothesis: weak, semi-strong and strong forms of efficiency-random walk theory – modern portfolio approach.

20 Hours

Module V: Portfolio management: portfolio analysis – Markowitz model- Capital Asset Pricing Model-portfolio evaluation: Sharpe, Treynor and Jensen performance measures- portfolio revision: active and passive strategies.

20 Hours

Reference Books:

1. Rustagi RP, Investment Analysis and Portfolio Management, Sultan Chand & sons, NewDelhi.
2. S.Kevin, Portfolio management, Prentice Hall of India PvtLtd.
3. Bhalla, Investment analysis, Sultan Chand & Sons NewDelhi.
4. Avadhani V A Security Analysis and Portfolio Management, Himalaya PublishingHouse.
5. Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management,Himalaya PublishingHouse.
6. Preethi Sing, Investment Management, Himalaya Publishing House, NewDelhi.