

**FAROOK COLLEGE  
(AUTONOMOUS)**



**SYLLABUS AND  
REGULATIONS FOR CHOICE  
BASED CREDIT AND  
SEMESTER SYSTEM FOR UNDER  
GRADUATE (UG) CURRICULUM-2019  
(FCCBCSS- UG 2019)**

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE  
PROGRAMME**

**EFFECTIVE FROM ACADEMIC YEAR 2019-20 ADMISSIONS**

**Prepared by Board of Studies in Commerce**

# **CERTIFICATE**

**I hereby certify that the documents attached are the bona fide copies of the syllabus of B.B.A. programme to be effective from the academic year 2019-20 onwards.**

**Date:**

**Place:**

**PRINCIPAL**

**FAROOK COLLEGE (AUTONOMOUS)**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

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

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.

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

The medium of instruction and examination shall be English.

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

- (i) Common courses : English (14 credit), Additional language (8credit) & 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)

Semester	Course Code	Course Title	Contact Hours	Credits	Internal	External	Total Marks
I	BBA1A01	English	4	4	20	80	100

	BBA 1A02	English	5	3	15	60	75
	BBA1A07	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
		<b>Total</b>	<b>25</b>	<b>19</b>	<b>95</b>	<b>380</b>	<b>475</b>
II	BBA2A03	English	4	4	20	80	100
	BBA2A04	English	5	3	15	60	75
	BBA2A08	Language Other than English	5	4	20	80	100
	BBA2B02	Financial Accounting	6	4	20	80	100
	BBA2B03	Marketing	5	4	20	80	100
			<b>Total</b>	<b>25</b>	<b>19</b>	<b>95</b>	<b>380</b>
III	BBA3A11	Basic Numerical Methods	5	4	20	80	100
	BBA3A12	Professional Business Skills	4	4	20	80	100
	BBA3B04	Corporate Accounting	6	4	20	80	100
	BBA3B05	Financial Management	5	4	20	80	100
	BBA3C02	Business Regulations	5	4	20	80	100
			<b>Total</b>	<b>25</b>	<b>20</b>	<b>100</b>	<b>400</b>
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
	BBA4C04	Corporate Regulations	5	4	20	80	100
	BBA4C05	Quantitative Techniques for Business	5	4	20	80	100
			<b>Total</b>	<b>25</b>	<b>20</b>	<b>100</b>	<b>400</b>

<b>V</b>	BBA5B07	Human Resources Management	4	4	20	80	100
	BBA5B08	Business Research Methods	4	3	15	60	75
	BBA5B09	Operations Management	4	4	20	80	100
	BBA5B10	Elective 1	5	4	20	80	100
	BBA5B11	Elective 2	5	4	20	80	100
	<b>BBA5D01</b>	Open Course ( for Students from Other Departments)	3	3	15	60	75
	<b>Total</b>		<b>25</b>	<b>22</b>	<b>110</b>	<b>440</b>	<b>550</b>
<b>VI</b>	BBA6B12	Organisational Behaviour	5	4	20	80	100
	BBA6B13	Management Science	5	4	20	80	100
	BBA6B14	.Project Management	3	2	15	60	75
	BBA6B15	Elective 3	5	4	20	80	100
	BBA6B16	Elective 4	5	4	20	80	100
	BBA6B17 (PR)	Three Weeks Project and Viva- Voce	2	2	15	60	75
	<b>Total</b>		<b>25</b>	<b>20</b>	<b>110</b>	<b>440</b>	<b>550</b>

### Finance :

1. Income Tax
2. Financial Market and Institutions
3. Financial Services
4. Investment Management

1. Ecommerce

**4.13. Attendance:** A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University remitting the required fee. Benefits of

attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme) . If a student fails to get 65% attendance, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a **provisional registration** is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned. The internal assessment shall be based on a predetermined transparent system involving written tests, Class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (if a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

**Split up of marks for Test paper**

<b>Range of Marks in test paper</b>	<b>Out of 8 (Maximum internal marks is 20)</b>	<b>Out of 6 (Maximum internal marks is 15)</b>
Less than 35%	1	1
35% - 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% - 85%	6	5
85% - 100%	8	6

**Split up of marks for Calss Room Participation**

<b>Range of CRP</b>	<b>Out of 4 (Maximum internal marks is 20)</b>	<b>Out of 3 (Maximum internal marks is 15)</b>
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80/60 marks (The pattern is given in the Annexure III).

The courses with 2/3 credits will have an external examinaion of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University.

The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva can beconducted either internal or external which may be decided by the Board of Studies concerned.

(Guidelines are given in the Annexure II).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

**8.1. Revaluation:** In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University

Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member or shall write a theory course based on Research Methodology as per the curriculum. College shall have the liberty to choose either of the above.

But SDE/Private Registration students shall write the Research Methodolgy course instead of project. Board of Studies concerned shall prepare the syllabus for the same.

The student may choose any topic from the subjects he/she has studied .The candidate shall prepare and submit a project report to the Department one week before the last working day of the sixth semester, duly certified by the Guide.

The report shall be printed and spiral bound with not less than 20-25 A4 size pages.

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 candidate shall prepare at least two copies of the report; one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce.

Duration of project work : The duration for project work is 3 weeks.

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 by the Student
- Certificate from the organization (for having done the project work) /Certificate from the guide
- Acknowledgements
- Contents :

Chapter I : Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II :Review of Literature

Chapters III and IV : Data Analysis ( 2 or 3 chapters)

Chapter V : Summary, Findings and Recommendations.

Bibliography : (books, journal articles etc. used for the project work).

Appendix : (Questionnaire, specimen copies of forms, other exhibits etc.)

**: Evaluation of project report:**



Evaluation of project report shall be made as per the provisions specified in clause 8 and Annexure II of the common regulations for CBCSSUG 2019 . The external evaluation and viva voce for project report of 15-20 students per day is to be conducted by the external examiner.

For passing the BBA degree programme the student shall be required to achieve a minimum of 140 credits of which 38 credits shall be from common courses, 63 credits from core courses, 16 credits from complementary courses, 3 credits from open course and 16 credits from ability enhancement/ audit courses and 4 credits from *Extra credit Activities* (NCC, NSS , Swatch Bharath and Social Service Programme ). Credits achieved from ability enhancement/ audit courses and from *Extra credit Activities* are not counted for SGPA or CGPA.

**Every BBA** student shall undergo **Ability Enhancement**/Audit courses. There shall be one Audit course with 4 credits each in the first four semesters with a total credit of 16. Environment Studies, Disaster Management, Human Rights/Intellectual Property Rights/ Consumer Protection and Gender Studies/Gerontology are the audit courses to be covered. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional).

Extra credits are mandatory for the BBA programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP).

A BBA student has to complete 12 days of social service (3 days in each semester) in the first four semesters;. For the regular programme the student has to work in a Panchayath or Local body or in a hospital/ poor home or old age home or in a Pain & paliative centre or any social work assigned by the College authorities. Students who engaged in College Union activities and participate in sports and cultural activities in Zonal level have to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the Principal should give a Certificate for the same. The list of students (successfully completed the programme) must be sent to the University before the commencement of the fifth semester examinations. For SDE/Private students, out of the 12 days, the student has to undergo 6 days in a

Panchayath or Local body and the remaining 6 days in a Hospital/ Old age home or in a Pain and paliative centre.

Study tour to an Industrial or Business centre will form part of curriculum .The fourth / fifth semester BBA students of regular colleges shall be taken, under the supervision of faculty members, to a Business or Industrial centre so as to enable them to have firsthand knowledge about location, and operations of the Business or Industry . The report submitted by the students in this respect shall be considered as one of the assignments of the any one of the courses in the concerned semester.

In respect of all other matters, which are not specified in this regulation, regarding the conduct of BBA Programme of Calicut University under Choice Based Credit Semester System, the common regulation for CBCSSUG 2019 will be applicable.

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

**Time: 6 Hours per week**  
**Internal: 20,**

**Credits: 4**  
**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-New Delhi.
4. Sherlekar, Management (Value-Oriented Holistic Approach) Himalaya Publishing House, Mumbai.
5. Khandewal, N.M., Indian Ethos and Values for Managers, Himalaya Publishing House, Mumbai.

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA1C01 MANAGERIAL ECONOMICS**

**Time: 5 Hours per week**

**Internal: 20;**

**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.

**20 hours**

**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. **15 Hours**

**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**

**Internal 20:**

**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**

**Internal: 20;**

**Credits: 4**

**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:** Marketing Concept and its Evolution; Nature, Scope and Importance of Marketing; Role of Marketing in Modern Business; Marketing Mix: Four Ps-Extended Ps; Marketing Information Systems; Strategic Marketing Planning – An Overview. **10 Hours**

**Module II: Consumer Behaviour:** Concept and Determinants of Consumer Behavior - Buying Decision Process - Buying Motives - Buying Roles. Market Segmentation: Concept and Need; Principles; Basis for the Segmentation. Target Marketing and Positioning - Positioning Tools and Strategies. **15 Hours**

**Module III: Product and Price:** Concept of Product; Consumer and Industrial Goods; Product Line and Product Mix Decisions; Product Life Cycle- Meaning and Stages; Product Planning and Development: Concept and Steps. Packaging- Role and Functions; Branding: Concept and Elements; Price: Concept and Importance, Factors Affecting Price. Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts. Pricing Methods: Cost Based, Competitor Based and Demand Based Pricing. **20Hours**

**Module IV: Promotion:** Meaning and Importance, Promotion Mix: Advertising- Definition Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising; Personal Selling: Meaning, Functions and Steps; Role of a Salesman in Selling Process - Characteristics of a Good Salesman; Publicity and Public Relations. Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques **20 Hours**

**Module V: Distribution:** Meaning And Importance - Stages of Distribution - Product Distribution Channels: Concept and Functions of Channels; Role of Intermediaries- Retailing of Products: Formats- Unorganized and Organized; Department Stores, Supermarkets, Hyper Markets, Chain Stores, and Electronic Retailing **15 Hours**

**Reference Books:**

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff 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**

**Objectives:**

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

**Learning Outcome:** On completing the course ,the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

**Module I: Numerical expressions and Equations:** Simultaneous linear equations (upto three variables), Quadratic equations in one variable-factorization and quadratic formula **(10 Hours)**

**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)**

**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)**

**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)**

**Module V: Descriptive Statistics:** Measures of Central Tendency – Mean : Arithmetic mean , Geometric mean and Harmonic Mean- Median ,Mode and other position values. Measures of Dispersion: mean deviation, quartile deviation, standard deviation and coefficient of variation. Measures of Skewness and Kurtosis.

**(20 Hours)**

### Reference Books

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGraw Hill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan )
3. Mathematics for Economics and Business – R. S. Bhardwaj (Excel Books)
4. Business Statistics – G. C. Beri (Tata McGraw Hill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya Publishing House )
6. SP Gupta ,Statistical Methods, Sultan Chand
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 McGraw Hill,  
(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: 4

Credits: 4

Internal: 20,

External: 80,

### 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.

**Module I : Professionalism :** Meaning -Definition – Characteristics - Traits and Qualities of a good professionals - 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 - Technical Documentation: Standards – Types

**(15 Hours)**



**Module II ; E-Learning** :Introduction of electronic learning - benefits and drawbacks of e- Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, 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- learning- different approaches for e-Learning delivery - E-learning in India **(12 Hours)**

**Module III : Business Data Analysis** : Features of New Generation Computers – Concept of data analysis – Business Data Analysis – Data Analyst – Types of analysts - organisation and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis - Role of Data Scientist in Business & Society - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations in Business Analytics **(18 Hours)**

**Module IV : Socio\_Cyber Informatics:** IT and society - Digital Divide – Digital natives-Cyber space- New opportunities and threats - Cyber ethics - Cyber crimes -Types - Cyber Laws – Organisations related with cyber laws-Cyber addictions - Information overload - Health issues - e- waste and Green Computing –Recent E-governance initiatives in India **(10 Hours)**

**Module V : Digital Marketing** : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) - 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 **(15 Hours)**

#### **References Books:**

1. Professional Business Skills – Lee Pelitz 2<sup>nd</sup> 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,3<sup>rd</sup> Edition,2014
7. Jonah Berger,Contagious Why things catch on,Simon&Schuster,2013
8. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8<sup>th</sup>Edition, 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. Microsoft Office 2007 Business Intelligence - Reporting, Analysis, and Measurement from the Desktop, Doug Harts, TATA McGraw-Hill Edition, 2008

12. 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
13. Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication, 3<sup>rd</sup> 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**

#### **BBA3BO4 - CORPORATE ACCOUNTING**

**Lecture Hours per week: 6**

**Internal: 20:**

**Credits: 4**

**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 ratios.
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 : Redumption 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.  
(Theory and problems may be in the ratio of 30% and 70% respectively)

**15 Hours**

**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**

**Internal: 20;**

**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, Vikas Publication.
3. Khan and Jain, Financial Management, Tata McGraw Hill.
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 familiarise 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
2. Evaluate the core concepts in the legal structure of business organisations
3. Analyze legal issues arising in day-to-day business operations prevalent in India
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 - Entrepreneur 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 **(18 Hours)**

**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- Registration of SSI **(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 - Performa 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, KitabMahal Allahabad.
2. SangramKeshariMohanty, 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, Project Management, Kalyani Publishers, Ludhiana.
6. SangamKeshariMohanty. Fundamentals of Entrepreneurship, PHI, New Delhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
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**  
**Internal: 20;**

**Credits: 4**  
**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 (conventional and innovative functions) - Central bank RBI – 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.Sultan Chand
  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.
10. G. Krishnaswamy : Principles & Practice of Life Insurance
11. Kothari &Bahl: Principles and Pratices of Insurance
12. B.S. Khubchandani, "Practice and Law of Banking",MacMillan India Ltd
13. K.C. Nanda," Credit Banking", Response Book, Sage Publication,

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA4B06 COST AND MANAGEMENT ACCOUNTING**

**Lectures Hours per week: 6**

**Internal: 20,**

**Credits: 4**

**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:** - Job order costing: Meaning – Features – preparation of job cost sheet - Process Costing: Meaning – Features- normal and abnormal loss. **15 Hours**

**Module V : Marginal Costing & Budgetary Control:** Marginal costing- Concept-Meaning and computation of contribution, PV ratio and BEP - Construction of Break Even Chart - Profit planning. Budgetary Control : Concepts of Budget and Budgetary Control- preparation of cash and flexible budget **20 Hours**

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

**Reference Books:**

1. Ravi M Kishore: Cost and Management accounting, Taxmann's Publications
2. Debarshi Bhattacharyya, Cost and Management, Pearson
3. Dr. S.N. Maheswari : Management Accounting, Vikas Publishing
4. S.P.JAIN, K.L.NARANG : Cost Accounting, Kalyani Publishers
5. Sharma and Shahi K Gupta : Management Accounting, Kalyani Publishers.
6. N.K. Prasad : Cost Accounting
7. Horngren : Cost Accounting : A Managerial Emphasis.

**FAROOK COLLEGE (AUTONOMOUS)  
SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION  
BBA4C03 CORPORATE REGULATIONS**

**Lecture Hours per week : 5,  
Internal : 20,**

**Credit:4  
External : 80**

## **Objective:**

To familiarise 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 of corporate veil. **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 materialisation and re materialisation 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. Mannual of Companies Act, Corporate Laws and SEBI Guidelines”, Bharat Law House, New Delhi.
4. M.C. Bhandari : Guide to Company Law Procedures, Lexis NexisInia, 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. AshokBagrial : 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**

**Time: 5 Hours per week**

**Credits: 4**

**Internal 20:**

**External 80**

**Objective:** To familiarise student with the use quantitative techniques in managerial decision making.

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

1. Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
2. Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

**Module I : Quantitative Techniques:** Introduction - Meaning and Definition – Classification of QT -QT and other disciplines – Application of QT in business – Limitations. **05 Hours**

**Module II : Time Series and Index Number:** Meaning and Significance – Utility, Components of Time Series- Measurement of Trend: Method of Least Squares, Parabolic Trend and Logarithmic Trend- Index Numbers:Meaning and Significance, Problems in Construction of Index Numbers, Methods of Constructing Index Numbers – Weighted and Unweighted, Test of Adequacy of Index Numbers, Chain Index Numbers. **20**

**Hours**

**Module III : Correlation and Regression Analysis:**Correlation:- Meaning, significance and types; Methods of Simple correlation - Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation - Regression -Meaning and significance; Regression vs. Correlation - Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate. **20 Hours**

**Module IV : Probability:** –Concept of Probability—Meaning and Definition— Approaches to Probability Theorems of Probability—Addition Theorem— Multiplication Theorem—Conditional

Probability—Inverse Probability—Bayes' Theorem - Sets Theory:Meaning of Set - Set Operation – Venn Diagrams. **20 Hours**

**Module V : Theoretical Distribution:**Binomial Distribution – Basic Assumptions and Characteristics – Fitting of Binomial Distribution – Poisson Distribution – Characteristics - Fitting of Poisson Distribution – Normal Distribution – Features and Properties – Standard Normal Curve. **15 Hours**

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

**Reference Books:**

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
2. S.P.Gupta, Statistical Methods, Sultan Chand.
3. Sanchetti and Kapoor, Statistics, Sultan Chand.
4. G.C.Beri, Statistics For Managemet, Tata McGraw Hill.
5. J.K. Sharma, Business Statstics:Pearson.
6. Anderson Sweeney Williams, Statistics for Business and Economics, Thomson.
7. Levine Krebiel&Bevenson, Business Statistics, Pearson edition, Delhi.

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

**Time: 4 Hours per week**

**Credits: 4**

**Internal 20:**

**External 80**

**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, 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. **12 Hours**

**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**  
**Internal 15;**

**Credits: 3**  
**External 60**

**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. **15Hours**

**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. **15Hours**

**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. New Delhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers,New Delhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. Pearson Education.
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 in Education.
8. Singh A. K., Tests, Measurements and Research Methods InBehavioral Scienc

**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 equipments.



## 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. **12 hours**

### 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, New Delhi.
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, New Delhi.
6. Norman Gaither, Greg Fraizer, Operations Management, CENGAGE Learning.
7. KanishkaBedi, Production & Operations Management, Oxford University Press.

## FAROOK COLLEGE (AUTONOMOUS) SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

### BBA5B10 INCOME TAX

**Time: 5 Hours per week**

**Credits: 4**

**Internal 20:**

**External 80**

### 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 Hours**

**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 assessee's 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 31<sup>st</sup> March immediately preceding the academic year.*

**Reference Books:**

1. Dr. Vinod K. Singhania : Direct Taxes – Law and Practice, Taxman publication.
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, SahityaBhavan Publication.
5. DinakarPagare : Law and Practice of Income Tax, Sultan Chand and sons. Gaur & Narang : Income Tax.

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA5B11 - 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 McGraw Hill.
2. Bhole L.M: Financial Institutions and Markets, Tata McGraw Hill.
3. Desai, Vasantha: The Indian Financial System, Himalaya Publishing House.
4. Machiraju.R.H: Indian Financial System, Vikas Publishing House.
5. Khan M.Y: Indian Financial System, Tata McGraw Hill.
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**

**Internal : 15,**

**Credits: 3**

**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, epayment 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. **10 hours**

**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. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
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 Delhi 2003.
4. Smantha Shurety,: 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 Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi .
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
9. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA6B12 ORGANISATIONAL BEHAVIOR**

**Time: 5 Hours per week**

**Credits: 4**

**Internal 20:**

**External 80**

**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**

**ModuleII : 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.

**Hours**

**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, McGraw hill.
3. Henry Mintzberg: The structure of organization, Prentice Hall.
4. Edwin Gerlof: Organization Theory and Design, McGraw hill.
5. Robin. S. P: Organizational Behaviour, Pearson Education India.
6. Aswathappa: Organizational Behaviour, Himalaya Publishing house.
7. Jai B. Sunhat: Culture and Organisational Behaviour, Sage Texts.

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA6B13 MANAGEMENT SCIENCE**

**Time: 5 Hours per week**

**Credit:4**

**Internal 20:**

**External 80**

**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) **(25 hours)**

**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 & Hurwicz 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. **(10 hours)**

**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.
- 3)– J.K. Sharma. Operations Research Theory and Application
- 4)– 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**  
**BBA6B 14 PROJECT MANAGEMENT**

**Lecture Hours per week: 3**  
**Internal: 15:**

**Credits: 2**  
**External : 60**

**Objective:** To enable the students to acquire basic knowledge of different facets of Project Management.

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

1. Understand the different concepts of managing a project
2. Analyse the viability of a project.

**Module I: Project Management** ;Meaning, Characteristics and importance project management; Classification of Projects, Project Life Cycle and its Phases- identification, formulation and implementation . Appraisal of Projects – Market feasibility, technical feasibility, financial feasibility - – feasibility report. . Financial Appraisal of a Project – Project Evaluation Techniques – traditional and modern (theory only).

**20 Hours**

**Module II: Project Financing;** Project Financing Capital structure, sources of finance Margin money, promoter’s contribution, consortium lending and local syndication by banks, financing through markets and public issues, Term loans and debentures

**10 Hours**

**Module III:Project Implementation and Control:** Organizing human resources, systems and procedure for project implementation.Working of systems, Design of systems, project work system design, work breakdown structure, project execution plan, project control system, project diary, project control –scope/progress control, performance control, schedule control and cost control

**18 Hours**

### **Reference Books**

1. Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Tata Mcgraw-Hill Publishing Co Ltd
2. Prasanna Chandra, Projects Planning Analysis selection, financing, Implementation, Tata McGraw Hill
3. S.Choudhury, Project Management Tata McGraw Hill publishing.,
4. Vasanth Desai, Project Management, Himalaya Publishing House
5. Goel B.B. Project Management, Deep & Deep Publications Pvt. Ltd
6. Bhavesh M Patel . Project Management: Strategic Financial Planning, Evaluation, and Control, Vikas Publishing House.

**FAROOK COLLEGE (AUTONOMOUS)**  
**SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA6B15 FINANCIAL SERVICES**

**Lecture hours per week: 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 New Delhi.
2. Gupta, N K and Monika Chopra,FinancialMarkets,Institutions and Services,Ane Books India.
3. Bharathi V Pathak, Indian Financial System, Pearson Education, New Delhi.
4. YogeshMaheswari, 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 BBA6B16 INVESTMENT MANAGEMENT**

**Lecture hours per week: 5**

**Credit: 4**

**Internal 20:**

**External 80**

#### **Course Objectives:**

To familiarise 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. **15 Hours**



**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 Pvt Ltd.
3. Bhalla, Investment analysis, Sultan Chand & Sons New Delhi.
4. Avadhani V A Security Analysis and Portfolio Management, Himalaya Publishing House.
5. Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management, Himalaya Publishing House.
6. Preethi Sing, Investment Management, Himalaya Publishing House, New Delhi.

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