

**Scheme of Examinations
&
Syllabi**

of

BBA (II) Financial Markets

2011-12

MAHARSHI DAYANAND UNIVERSITY ROHTAK

BBA (II)Financial Markets

SCHEME OF EXAMINATIONS 2011-12

FIRST YEAR

1st Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA101- FM	Principles of Management	80	20	-	100
BBA102- FM	Business Economics	80	20	-	100
BBA103- FM	Financial Accounting	80	20	-	100
BBA104- FM*	Introduction to Financial Markets	50		50	100
BBA105- FM*	Introduction to Mutual Fund	50		50	100
BBA106- FM**	Workshop on Computer and Office Applications		-	100	100
BBA107- FM**	Workshop on Business Communication Skills		-	100	100

2nd Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA201- FM	Macroeconomic Foundations	80	20	-	100
BBA202- FM	Business Statistics	80	20	-	100
BBA203- FM	Business Laws	80	20	-	100
BBA204- FM	Corporate Accounting	80	20	-	100
BBA205- FM*	Capital Market Operations	50		50	100
BBA206- FM*	Market Simulation	50	-	50	100
BBA207- FM**	Workshop on Excel & Financial Modeling		-	100	100

SECOND YEAR

3rd Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA301- FM	Business Taxation	80	20	-	100
BBA302- FM	Business Environment	80	20	-	100
BBA303- FM	Cost and Management Accounting	80	20	-	100
BBA304- FM**	Workshop on Business Etiquette	-	50	50	100
BBA305- FM*	Derivative Markets Operations	50	-	50	100
BBA306- FM	On the Job Training	-		100	100

4th Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA401- FM	Financial Planning	80	20	-	100
BBA402- FM	Environment Management	80	20	-	100
BBA403- M**	Workshop on Research Methodology			100	100
BBA404- FM**	Workshop on Managerial Skills			100	100
BBA405- FM*	Commodities Market Operations	50	-	50	100
BBA406- FM	On the Job Training	-		100	100

THIRD YEAR

5th Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA501- FM	Financial Management	80	20	-	100
BBA502- FM	Organizational Behavior	80	20	-	100
BBA503- FM	Business Process Outsourcing Skills	80	20	-	100
BBA504- FM*	Fundamental Analysis	50		50	100
BBA505- FM*	Introduction to Technical Analysis	50		50	100
BBA506- FM	On the job training	-		100	100

6th Semester

Paper No.	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks	Practical Marks	Total Marks
BBA601- FM	Marketing of Financial Services	80	20	-	100
BBA602- FM	Human Resource Management	80	20	-	100
BBA603- FM	Small Business Management	80	20	-	100
BBA604- FM	Banking Operations Management	80	20	-	100
BBA605- FM*	Introduction to Currency Derivatives	50		50	100
BBA606- FM	Project Report			100	100

*** Note:**

1. Students who have qualified any of these papers from NSE will be exempted from qualifying these papers if the student has valid MCFA certificate on the date of examination of these papers. The marks already obtained by the students in these papers shall be counted and shown in his/her marks sheet. However, a candidate shall be free to appear again in these papers to improve his marks or to obtain the revalidation from NSE.
2. The examination in these papers shall be conducted by NSE through online mode at the designated examination centres only.
** In the workshop papers the method of teaching and evaluation is “Workshop” wherein experts from the relevant fields shall be invited to train the students. There shall not be any theory paper in these subjects.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

PRINCIPLES OF MANAGEMENT

PAPER CODE: BBA101- FM

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, behavioral, systems and contingency approaches; contemporary issues and challenges

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO; decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization

UNIT-III

Organizing – fundamentals of organizing, bases of departmentation, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leading and managing, leadership styles, leadership theories

UNIT-IV

Management Control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques

SUGGESTED READINGS:

1. Griffin, Ricky W, **Management**, Biztantra, New Delhi
2. Stoner, Freeman and Gilbert, Jr. **Management**, Pearson Education, New Delhi
3. Weihrich, Heinz and Harold Koontz, **Management: A Global Perspective**, Tata McGraw Hill
4. Daft, **Management**, Thompson Learning, New Delhi
5. Robbins, S.P., **Management**, Pearson Education

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS ECONOMICS
Paper Code: BBA102- FM

Unit – I

Nature of managerial economics

Significance in managerial decision making, role and responsibility of managerial economist in business enterprise; objective of a firm;

Basic concepts – short and long run, firm and industry, classification of goods and markets, opportunity cost, risk and uncertainty and profit; nature of marginal analysis, **Profit Policy**

Unit – II

Consumer Behaviour:

Utility approach; law of diminishing marginal utility and law of equi marginal utility; indifference curve approach, law of demand; elasticity of demand and its measurement, methods of demand forecasting.

Unit – III

Production function:

Break even analysis and profit forecasting in short run, law of variable proportion; concept of cost and revenue, short run cost curves, concept of total, average and marginal revenue; relationship between average revenue, marginal revenue and elasticity of demand.

Unit – IV

Price determination

Under perfect condition, oligopoly, duopoly, monopoly and monopolistic competition; price discrimination.

Suggested Readings:

1. Petersen & Lewis/Managerial Economics, 4th Edition, Prentice Hall of India
2. J. Hirshleifer, Price Theory and Application, Prentice Hall of India
3. J. Dean, Managerial Economics, Prentice Hall of India
4. D. Salvatore, Managerial Economics in a Global Economy, Tata McGraw Hill
5. E. F. Brigham and J. L. Pappas Managerial Economics, Dryden Press, Illinois.

The examiner will set 8 questions selecting 2 questions from each unit. In addition to this there will be a short case study, which will be compulsory. The candidate will attempt five questions in all including the compulsory case study and one question from each unit. All questions including case study carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL ACCOUNTING
Paper Code: BBA103- FM

UNIT-I

Accounting – Meaning, nature, functions and types of accounting, accounting concepts and conventions, Journal, Ledger

UNIT-II

Subsidiary Books, Trial Balance, Rectification of Errors

UNIT-III

Bank Reconciliation Statement, Preparation of Final Accounts with adjustments

UNIT-IV

Depreciation Accounting: Concepts and methods (Straight Line and Written Down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts

SUGGESTED READINGS:

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two questions.
2. The candidate will be required to attempt five questions in all, selecting at least one question from each unit.

Internal Marks: 50

Practical Marks: 50

Time: 3 hrs.

WORKSHOP ON COMPUTER AND OFFICE APPLICATION

Paper Code: BBA105- FM

Unit 1 - HARDWARE & WINDOWS OPERATING SYSTEM

Personal Computers – Identification/demonstration of different storage devices like CD & CD-drive, Hard Disk – HDD, Storing & retrieving data from various Storage Devices, Identification of various input & output devices. Different types of printer. Introduction to troubleshooting of Personal Computers. Introduction to Windows XP / Vista / Latest version, working with them and installation

Unit 2 - WORD 2007

Introduction to Word 2007, Processing, Formatting, Managing documents and customizing Word 2007, Advanced Features

Unit 3 - EXCEL 2007

Overview, Editing, Using formulas and functions, Formatting worksheets, Charting, pivot table, what if analysis,

Unit 4 - Powerpoint 2007

Introduction, preparing presentation, formatting, designing slide, animation, slide show etc.

Unit 5 - EMAIL & OUTLOOK

E-mails management, Introduction to Outlook 2007, internet research, computer viruses

Suggested Readings

- Vikas Gupta, Comdex Computer Course Kit, Window Vista with Microsoft office 2007 Professional Edn with CD. Dreamtech Press, 2008
- Paul Mcfedries, Tricks of the Microsoft Office 2007 Guru, Pearson Education
- Jain, S, MS Excel 2007 Made Simple, BPB Publication
- John Walkenbach, Colin Banfield Excel 2007 for dummies,

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

Introduction to Financial Markets
Paper Code: BBA106- FM

1. Introduction

Investment basics terms like need for investment, equity, derivative, mutual fund, depositories etc. and various options available for investment. Securities, securities market and how one can invest in securities and role of regulator - SEBI. Primary market, procedure for buying shares through IPO, how to raise capital from foreign countries? Depository, difference compared to bank and dematerialisation of securities.

(12 Hours)

2. Secondary Market

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

(16 Hours)

3. Analysis and Regulation in Financial Markets

Introduction to regulations governing equity market, techniques of analysis in stock market like ratio analysis, income tax and capital gains having direct relevance for investment / trading in stock market.

(16 Hours)

4. Market Simulation Lab

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

(12 Hours)

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

1. Financial Markets: A Beginners' Module, Workbook from NSE

Reference Books:

1. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi,1997.
2. Dalton, John M: How the stock Markets works,3rd edition,2001, New York Institute of Finance
3. I.M. Bhole, Financial Institutions and Market, 5th edition, 2nd reprint in 2009 Tata McGraw Hill.
4. Vasant Desai, Indian Financial System, 2nd edition, 1997, Himalaya Publisher.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

Introduction to Mutual Funds

Paper Code: BBA107- FM

1. Mutual Funds

Introduction, mutual fund structure in India, custodian, AMC, NFO, role of registrar and transfer agents, investor rights and obligations. Mutual fund products and features – equity funds open ended & close ended, index fund, diversified large cap funds, midcap funds, sectoral funds. Equity schemes, ELSS, entry and exit load, expense ratio, portfolio turnover, AUM affect portfolio turnover etc.

(14 Hours)

2. Gold ETFs, Debt and Liquid Funds

Introduction to exchange traded funds (ETF), salient features, working, NFO, market making by APS, creation units, portfolio deposit and cash component. Debt funds - salient features, interest rate and credit risk, pricing of debt instrument, debt mutual fund schemes. Liquid funds - salient features, floating rate scheme, portfolio churning.

(16 Hours)

3. Methods for Investment in Mutual Funds

Overview, objectives of AMFI, advantages of mutual funds, systematic investment plan (SIP), systematic transfer plan (STP), systematic withdrawal plan (SWP), choosing between dividend payout, dividend reinvestment and growth options. Capital gains taxation, indexation benefit, FMPS, without indexation, with indexation

(14 Hours)

4. Market Simulation Lab

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

(12 Hours)

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

1. Mutual Fund: A Beginners' Module, Workbook from NSE

Reference Books:

1. Sundar Sankaran. Indian Mutual Funds Handbook – A Guide For, VISION BOOKS PVT LTD.
2. Amitabh Gupta, Mutual Funds in India, 1st Edition , 2002, Anmol Publications
3. P Mohana Rao, Working of Mutual Fund Organisations in India, 1998, Kanishka Publications
4. Paul B. Farrell, The Winning Portfolio: How to choose the best Mutual Funds, 2008, Vision Books

WORKSHOP ON BUSINESS COMMUNICAITON SKILLS

Paper Code: BBA107- FM

UNIT-I

Introduction: Basics of communication, seven Cs of effective communication, barriers to communication, ethical context of communication

UNIT-II

Business communication at workplace: Letter writing – component, layout and process, e-mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting

UNIT-III

Report Writing: Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals

UNIT-IV

Communication skills: Reading skills, listening skills, note making, persuasive speaking, body language, gestures

SUGGESTED READINGS:

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question form each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MACRO-ECONOMIC FOUNDATIONS

PAPER CODE: BBA201- FM

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium

UNIT-II

Macro analysis of consumer behaviour, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy and income determination, basic issues in fiscal deficit management, nature and management of public debt; business taxes types, rationale and incidence

UNIT-IV

Demand for money: Definition of money, functions of money, theories of money; money supply measures; credit creation process and money multiplier, promotional and regulatory role of central bank

SUGGESTED READINGS:

1. Gupta G.S., **Macroeconomics – Theory and Applications**, Tata McGraw Hill, New Delhi
2. Edward Shapiro, **Macroeconomic Analysis**, Galgotia, New Delhi
3. Gupta S.B., **Monetary Economics: Theory, Policy and Institutions**, S. Chand, New Delhi
4. Vaish, M.C., **Macroeconomic Theory**, Vikas Publications, New Delhi
5. D'Souza, Errol, **Macroeconomics**, Pearson Education, New Delhi
6. Deen Burg, Thamar F, **Macro Economics: Concepts, Theories & Policies**, McGraw Hill, International Ed.
7. Diulio, Eugene, **Schaum's Outline of Theory & Problems of Macro Economics**, McGraw Hill
8. Arnold, Roger A, **Macro Economics**, South Western College Publishing, Thomson Learning

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS STATISTICS
PAPER CODE:BBA 202- FM

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINEES LAWS

PAPER CODE: BBA203- FM

UNIT-I

Law of contract: Elementary knowledge of essentials of a valid contract, performance of contract, mode of discharge of contract, remedies for breach of contract

Contract of agency: Definition of agent and agency, creation of agency, duties and rights of agent and principal, principal's duties towards agents and third parties; termination of agency

UNIT-II

Law of sale of goods: Definition and essential of a contract of sale, conditions and warrantee, passing of property in goods; performance of contract – right of unpaid seller, remedies for breach of contract

UNIT-III

Partnership Act: Nature of a partnership firm, duties and rights of partners, relations of partners to third parties, minor to benefit of partnership, reconstitution of a partnership firm, dissolution of a firm

Information Technology Act: Meaning and scope of information technology act, digital signature, electronic governance, regulation of certifying authority, digital signature certificates, duties of subscribers, penalties adjudication and offences

UNIT-IV

Competition Act, 2002 – definitions, prohibition of certain agreements, abuse of dominant position, regulation of combinations, duties, powers & functions of competition commission of India; SEBI – its objectives, establishment and management, functions & powers

SUGGESTED READINGS:

1. Datey, V.S., **Business and Corporate Laws**, Taxmann Publications
2. Bansal, C.L., **Business and Corporate Laws**, Excel Books
3. Kuchhal, M.C., **Mercantile Law**, Vikas Publishing Pvt. Ltd.
4. Rama Krishna Raju, V., **Business Laws and Economic Legislation**, Himalaya Publishing House
5. **Economic Laws**, Taxmann Publications

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CORPORATE ACCOUNTING

PAPER CODE: BBA 204- FM

UNIT-I

Accounting for share capital transaction: Issue of share, forfeiture and surrender of shares, redemption of preference shares, buy-back of shares

UNIT-II

Debentures: Issue of debentures, methods of redemption of debentures; underwriting of shares and debentures; valuation of goodwill

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act; acquisition of business and profit prior to incorporation

UNIT-IV

Banking company accounts: Meaning of banking, types of banking, capital adequacy works for banks, financial statement of banks

Insurance company accounts: Meaning of insurance, types of insurance, financial statement of insurance companies

SUGGESTED READINGS:

1. Sehgal, Ashok & Sehgal, Deepak, **Advanced Accounting Vol. II**, Taxmann, New Delhi
2. Mukherjee & Hanif, **Corporate Accounting**, Tata McGraw Hill, New Delhi
3. Arulanandam & Raman, **Corporate Accounting**, Himalaya Publishing House, New Delhi
4. Monga, J.R., **Corporate Accounting**, Margin Paper Bank, New Delhi
5. Maheshwari, S.N., **Advanced Accounting**, Vikas Publications

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

Internal Marks: 50
Practical Marks: 50
Time: 3 hrs.

WORKSHOP ON EXCEL & FINANCIAL MODELLING

Paper Code: BBA205- FM

1. Basic Excel

Getting to Know Excel 2007, Managing Workbooks, Working with Worksheets, Entering and Editing Worksheet Data, Using Formulas and Functions, Creating and Using Names, Auditing Work. Formatting Data, Printing. Charting Data, Working with Tables,

2. Advance Excel

Goal Seeking and What-If Analysis, Analyzing Data with PivotTables.

3. Excel as a tool in Financial Modeling

Excel concepts - Basic commands. Functions - math's, logical, look up, date, text and financial. Chart, diagram, picture, background, auto format, conditional formatting, style, filter, sort. Formulas and macros. What if analysis, pivot table, pivot chart, scenario, goal seek, problem solver tool, advanced filter.

4. Financial Modeling Basic Concepts

Introduction, advanced functions of MS-Excel as a tool in financial modeling. Components of a financial model, building the template, filling in the historical data, identifying assumptions and drivers, forecasting various schedules and financial statement, building the supporting schedules, various approaches to valuation, key ratios, financial ratios and company analysis, building cases and sensitivity analysis: - looking at the probabilistic analysis of the best and worst case scenario.

Suggested Readings

- Jain, S, MS Excel 2007 Made Simple, BPB Publication
- John Walkenbach, Colin Banfield Excel 2007 for dummies,
- 1. Jonathan Swan, Practical Financial Modelling a guide to current practice, 2nd edition, 2005, CIMA publishing Publication
- Marek Musiela, Marek Rutkowski, Models in Financial Modelling, 2nd Edition, 2005 (3rd reprint 2009), Springer

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

Capital Market Operations

Paper Code: BBA206- FM

1. Indian Capital Market

Introduction, market segments, primary market, secondary market, products and participants, derivatives market, reforms, research, corporate and government securities market. NSE membership - stock brokers, sub-brokers, broker-clients relationship, trading mechanism, code of ethics etc.

2. Trading System

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

3. Clearing and Settlement

Introduction, key terminologies, transaction cycle, settlement process, settlement agencies, risks in settlement, securities settlement, funds settlement, shortages handling, risk containment measures, international securities, identification number, demat and electronic transfer of securities, investor protection fund, clearing software – data and reports download, file transfer protocol.

4. Legal Framework and Fundamental Valuation Concept

Introduction to various Acts governing securities Market - Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Markets) Regulations, 2003, The Depositories Act, 1996, Indian Contract Act, 1872, The Companies Act, 1956, Income Tax Act, 1961, Money Laundering Act, 2002. Fundamental Valuation Concepts - Elementary statistical concepts, understanding financial statements, time value of money and equity research.

Market Simulation Lab

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

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

1. Capital Market (Dealers) Module, Workbook from NSE

Reference Books:

1. Moorad Choudhry. Capital Market Instruments, illustrated, 2002, Prentice Hall
2. Dhankhar J N. Indian Capital Market in Operation, 2009, Skylrk Publications
3. ED Madhusoodanan. Indian Capital Markets, Quest Publications
4. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

Market Simulation
Paper Code: BBA207- FM

Working through various modules of mock trading software of NSE for acquiring speed and accuracy in Capital Market segment.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS TAXATION

Paper Code: BBA301- FM

UNIT-I

Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the had salary; income from house property

UNIT-II

Profits and gains of business and profession including depreciation; capital gains; income from other sources

UNIT-III

Clubbing and incomes, setting off and carrying forward of losses; general deductions from gross total income, assessment of individuals, computation of tax liability

UNIT-IV

Value added tax: Important definitions; need; merits and demerits; classification of goods and rates of tax; input tax credit; modes of computation of VAT; assessment and filling of return

Service Tax: nature and need; exemptions; registration; taxable services; assessment and filling of return

SUGGESTED READINGS:

1. Singhanian, V.K. and Singhanian, Monica, Student Guide to Income Tax, Taxman Publications
2. Ahuja, Girish and Gupta, Ravi, Income Tax, Bharat Publication
3. Singhanian, V.K. and Singhanian, Kapil, Direct Taxes Law and Practice, Taxman Publications
4. Singhanian, V.K., Singhanian, Kapil and Singhanian, Monica, Direct Taxes Planning and Management, Taxman Publications
5. Lal, B.B., Direct Taxes, Pearson Education

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS ENVIRONMENT

Paper Code: BBA302- FM

UNIT-I

Business Environment – Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy

UNIT-II

Economic reforms; current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; Consumer and Investor's protection; corporate governance

UNIT-III

Industrial policy of 1991; public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial relations; Industrial Financial Institutions – IDBI, IFCI and ICICI

UNIT-IV

Balance of Payments scenario; foreign trade pattern and policy; globalization trends; environment for international direct investment; Foreign Exchange Management Act

SUGGESTED READINGS:

1. Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi
2. Bedi, Suresh, Business Environment
3. Datt Ruddar and Sundaram, Indian Economy
4. Govt. of India, Economic Survey (latest year), Govt. of India, New Delhi
5. Sengupta N.K., Government and Business, Vikas Publication, New Delhi

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COST AND MANAGEMENT ACCOUNTING

Paper Code: BBA303- FM

UNIT-I

Cost Accounting – meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity based costing

UNIT-II

CVP analysis – determination of break-even point, profit volume ratio, profit volume graph, margin of safety, CVP analysis in multiproduct firm, utility and limitation; marginal costing and its application in managerial decision making; elementary knowledge of target costing

UNIT-III

Budgetary control – meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour)

UNIT-IV

Management accounting – concept, need, importance and scope; analysis and interpretation of financial statements – meaning, importance and techniques, ratio analysis; fund flow analysis; cash flow analysis

SUGGESTED READINGS:

1. Thukaram Rao, M.E., Cost and Management Accounting, New Age Publishers
2. Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JBC Publishers and Distributors, New Delhi
3. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
4. Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi
5. Hansen & Mowen, Cost Management, Thomson Learning
6. Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi
7. Jain, S.P. and Narang, K.L., Advanced Cost Accounting, Kalyani Publishers, Ludhiana

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

Internal Marks: 50
Practical Marks: 50
Time: 3 hrs.

WORKSHOP ON BUSINESS ETIQUETTE

Paper Code: BBA304- FM

UNIT-I

Workshop Etiquette – Office protocol and etiquette, professional conduct, use of courteous phrases in the workplace, proper way to make introduction, business dress, grooming

UNIT-II

Communication Etiquette – Written communication manners, listening skills, body language, voice tone and eye contact, telephone etiquette, e-mail, voice mail etiquette, ways to deal with difficult people, extending, accepting and declining invitations

UNIT-III

Business Meetings and Dining Etiquette – Attending business functions, etiquette in meetings, business socialization, organizing social events for business, dining manners, banquet etiquette

UNIT-IV

Global Manners – Importance of awareness of international customs, cultural taboos and practices, traveling etiquette, business etiquette in USA, Europe, Africa, Middle East, Latin America

SUGGESTED READINGS:

1. Chaney, Lillian Hunt & Jeanethe Martin, The Essential Guide to Business Etiquette, Praeger, London
2. Fox, Sue, Business Etiquette for Dummies, Wiley Publishing Inc.
3. Dresser, Norine, Multicultural Manners, John Wiley & Sons Inc.
4. Langford, Beverly Y., The Etiquette Edge, AMACOM

NOTE:

Both internal as well as external workshops shall be conducted by a board of examiners to assess the performance of students. For internal evaluation, the board will be constituted by the Director, consisting of 3 senior faculty members. External board will consist 3 members – (1) Director of the Institute, (2) one academician and (3) one executive. Two members will form the quorum.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

Derivatives Market Operations

Paper Code: BBA305-II FM

1. Introduction to Derivatives

Derivatives - types, history, participants and economic functions. Understanding interest rates and stock indices - Indices construction, economic significance, application etc. Futures contracts, mechanism and pricing - forward contracts, introduction to futures, terminologies, pricing etc.

2. Pricing, Applications of Futures and Options

Understanding Beta, numerical illustration of applications of stock futures. Options contracts, mechanism and applications - option terminology, comparison between futures and options, options payoffs, application of options. Pricing of options contracts and Greek letters - variables affecting option pricing, the Black Scholes Merton model for option pricing (BSO), the Greeks.

3. Trading, Clearing and Settlement

Futures and options trading system, the trader workstation, futures and options market instruments, criteria for stocks and index eligibility for trading, charges. Clearing and settlement - clearing entities, clearing mechanism, settlement procedure, risk management and margining system.

4. Regulatory Framework and Accounting

Securities Contracts (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Regulation for derivatives trading, adjustments for corporate actions. Accounting for futures, accounting for options, taxation of derivative transaction in securities.

Market Simulation Lab

Market simulation lab sessions on internet based software to develop keyboarding skills for derivative market.

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

1. Derivative Market (Dealers) Module, Workbook from NSE

Reference Books:

1. Overhaus Marcus. Equity Derivative - Theory and Application, 2002, John Wiley & Sons
2. N.D. Vohra & B.R. Bagri, Futures and Options, 2nd edition, 1998 (9th reprint 2009), Tata McGraw-Hill Publishing Company Ltd.
3. Hull C. John, "Options, Futures and Other Derivatives", 7th edition, 2009, Pearson Educations Publishers.
4. D.C. Parwari, Financial Futures and Options, Jaico Publishing House.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

FINANCIAL PLANNING

Paper Code: BBA401- FM

Unit I - Indian Financial System and Financial Planning Process

Basic Concepts of Financial Planning, Types of Financial Markets and Instruments, Participants in the Indian Financial System, Economic environment and indicators, Establishing Client-Planner Relationships, Gathering client data and determining goals and expectations, Analyse Client Objectives, Needs and Financial Situation, Developing appropriate strategies and presenting the financial plan, Implementing the financial plan, Monitoring the financial plan

Unit II – Financial Mathematics

Basics of Time value of money, Calculate and interpret time value of money, Calculation of annuities, Loan repayment schedule, Inflation-adjusted interested rates

Unit III - Financial Analysis, Cash Flow Planning and Budgeting

Cash flow planning, Budgeting, Personal use of management, Personal Financial Statement Analysis

Unit IV - Legal Aspects of financial planning

Contracts, Negotiable Instruments, Torts, Professional Liability, Fiduciary responsibility, Agency law, Consumer Protection, Investor Protection

Unit V – Economic Analysis

GDP, Calculations, Mortgage, Types of mortgage, CRR, SLR, Repo Rate, Reverse Repo Rate etc.

Suggested Readings:

- Introduction to Financial Planning by Taxmann
- Introduction to Financial Planning by Michael Toten
- Personal Financial Planning by G Victor

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ENVIRONMENT MANAGEMENT

Paper Code: BBA402-II FM

UNIT-I

Introduction – Overview of environmental crisis; Ecosystem – concept, forest, grassland and desert ecosystem, aquatic ecosystem; Biodiversity – concept and biodiversity conservation

UNIT-II

Renewable and non-renewable natural resources – water resources, energy resources, forest resources, land, food and mineral resources; Pollution – air and noise pollution, water, soil and marine pollution, solid waste management

UNIT-III

Social issues and environmental – Issues related to energy, water conservation and rain harvesting; issues concerning displacement, resettlement and rehabilitation of people; global warming and Kyoto protocol; wasteland reclamation and management

UNIT-IV

Environmental Legislation – Environment Protection Act, Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two questions.
2. The candidate will be required to attempt five questions in all, selecting at least one question from each unit.

Internal Marks: 50
Practical Marks: 50
Time: 3 hrs.

WORKSHOP ON RESEARCH METHODOLOGY

Paper Code: BBA403-II FM

UNIT-I

Introduction – Meaning and significance of research in management; types of research – historical studies, case studies, survey and experimental studies, criteria for good research, the manager and researcher relationship

UNIT-II

Research Process – Formulation of research problem, defining research problem need for research design, classification of research design, features of good research design, research proposal

UNIT-III

Sampling and Data Collection – Meaning and concept of sampling design, criteria of good sampling design; types of sampling design – probability and non-probability; data collection – types of data, sources and tools of data collection, questionnaire construction

UNIT-IV

Data Processing and Interpretation – Editing, coding, classification and tabulation of data, meaning and techniques of data interpretation; report writing – steps, layout and types

SUGGESTED READINGS:

1. Sekaram, Uma, Research Methods for Business – A Skill Building Approach, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2003
2. Cooper, Donald R and Pamela S Schiendler, Business Research Methods, Tata Mc Graw Hill, New Delhi
3. Zikmund, G. William, Business Research Methods, Thomsom Business Information India Pvt. Ltd, Bangalore
4. Kothari, C R, Research Methodology – methods and techniques, Vishwa Prakashan, New Delhi

NOTE:

Both internal as well as external workshops shall be conducted by a board of examiners to assess the performance of students. For internal evaluation, the board will be constituted by the Director, consisting of 3 senior faculty members. External board will consist 3 members – (1) Director of the Institute, (2) one academician and (3) one executive. Two members will form the quorum.

Internal Marks: 50
Practical Marks: 50
Time: 3 hrs.

WORKSHOP ON MANAGERIAL SKILLS

Paper Code: BBA404- FM

UNIT-I

Introduction: Critical role of management skills, essential management skills, approach to skill development; personal skills – developing self awareness, managing personal stress, solving problems analytically and creatively

UNIT-II

Interpersonal Skills: Principles of supportive communication, building positive relationship through supportive communication, strategies for gaining power and influence, fostering motivating environment, managing interpersonal conflict

UNIT-III

Group Skills: Concept and dilemma of empowerment, fostering empowerment and delegation, building effective teams and promoting teamwork, leading positive change

UNIT-IV

Key Communication Skills: Making effective oral and written presentation, planning and conducting interviews, conducting successful meetings

SUGGESTED READINGS:

1. Wehtten, David A and Kim S Cameron, Developing Management Skills, Pearson Education, New Delhi
2. McGrath, E H Basic Managerial Skills for All, Prentice Hall of India Pvt. India, New Delhi
3. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi

NOTE:

Both internal as well as external workshops shall be conducted by a board of examiners to assess the performance of students. For internal evaluation, the board will be constituted by the Director, consisting of 3 senior faculty members. External board will consist 3 members – (1) Director of the Institute, (2) one academician and (3) one executive. Two members will form the quorum.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

Commodities Market Operations

Paper Code: BBA405- FM

1. Introduction to Commodity Derivatives

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

2. Application of Commodity Futures

Instruments available for trading - forward contracts, introduction to futures and options, payoff for F&O, using futures versus options. Pricing commodity futures - investment assets versus consumption assets, the cost of carry model, the futures basis. Using commodity futures for hedging, speculation and arbitrage.

3. Trading, Clearing and Settlement

Trading - futures trading system, entities in the trading system, commodity futures trading cycle, order types and trading, parameters, margins for trading in futures, charges, hedge limits. Clearing and settlement - clearing, settlement, risk management, margining at NCDEX and Standard Portfolio Analysis of Risk (SPAN).

4. Regulatory Framework of Commodity Derivatives

Rules governing commodity derivatives exchanges, participants, investor grievances and arbitration. Implications of Sales Tax, Value Added Tax (VAT) and obligations. Electronic Spot Exchange - NCDEX Spot Exchange Ltd. (NSPOT).

Market Simulation Lab

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

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

1. Commodities Market Module, Workbook from NSE

Reference Books:

1. George Kleinman. Commodity Futures & Options, 2 (revised, illustrated), 2001, Financial Times Prentice Hall
2. John Stephens. Managing Commodity Risk, illustrated, 2001, John Wiley & Sons
3. Stanley Kroll. Professional Commodity Trader, 1995, Traders Press
4. Indian Institute of Banking & Finance. Commodity Derivatives, 2007, Macmillan India Ltd.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

FINANCIAL MANAGEMENT

Paper Code: BBA501- FM

UNIT-I

Financial management – scope, finance functions and its organization, objectives of financial management; time value of money; sources of long term finance

UNIT-II

Investment decisions – importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital

UNIT-III

Capital structure decisions – financial and operating leverage; capital structure theories – NI, NOI, traditional and M-M theories; determinants and dividend policy and dividend models – Walter, Gordon & M M Models

UNIT-IV

Working Capital – meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M Y, and Jain P K, Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J, Martin, John D Petty J William and Scott David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Home, James C, Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomsom Learning, Bombay
7. Kishore R, Financial Management, Taxman's Publishing House, New Delhi

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ORGANIZATIONAL BEHAVIOUR

Paper code: BBA 502- FM

UNIT-I

World of Organizational Behaviour – Historical perspective, contributing disciplines, challenges and opportunities for OB, managing diversity, work life balance, knowledge management; learning – theories and applications

UNIT-II

Individual Behaviour – Self concept, personality, abilities, values, attitudes and job satisfaction; perception, social perception and attribution; motivation – concepts and applications

UNIT-III

Team and Social Processes – Foundations of team dynamics, developing high performance teams, individual and group decision making, power and influence in workplace, managing conflict and negotiation

UNIT-IV

Organizational Dynamics – Foundations of organizational structure, organizational culture, organizational change and stress management

SUGGESTED READINGS:

1. Krietner, Robert and Angelo Kinicki, Organizational Behaviour, Tata McGraw Hill, New Delhi
2. McShane, Steven, Mary Glinow and Radha R Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
3. Robbins, Stephen, Timothy A Judge and Seema Sanghi, Organizational Behaviour, Pearson Education, New Delhi

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS PROCESS OUTSOURCING SKILLS

Paper Code: BBA503- FM

UNIT-I

Introduction – Concept and history of outsourcing, BPO as socio-technical invention, drivers of business process outsourcing, sector's growth; types of BPOs – offshoring, onshoring, nearshoring, emerging trends in BPO, reverse outsourcing, business transformation outsourcing, stages of outsourcing

UNIT-II

Designing Outsourcing Project: Identify and select outsourcing opportunity; elements of strategic assessment – business value assessment, operational assessment, financial assessment, risk assessment

UNIT-III

Executing Outsourcing Projects: Vender assessment and selection, negotiation and executing contract, project initiation and transition; managing BPO – vender relationship infrastructure consideration and challenges continuing, modifying or terminating the contract

UNIT-IV

Key Dimensions: HR outsourcing, outsourcing of financial services, Knowledge Process Outsourcing, call centre and help desk outsourcing, future of BPO

SUGGESTED READINGS:

1. Click Rick L and Thomas N Duening, Business Process Outsourcing: The Competitive Advantage, John Wiley & Sons, Inc.
2. Power Mark J, Kevin C Desouza, Carlo Bonifazi, The Outsourcing Handbook: How to Implement a Successful Outsourcing Process, London and Philadelphia
3. Corbett Michael F, The Outsourcing Revolution: Why it Makes Sense and How to Do it Right, Dearborn Trade Publishing, A Kaplan Professional Company
4. Patel Alpesh B, Hemendra Aran, Outsourcing Success: The Management Imperative, Palgrave Macmillan

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

Fundamental Analysis
Paper Code: BBA 504- FM

1. Introduction to Fundamental Analysis

Introduction to fundamental analysis – Economy, Industry, and Company (EIC) analysis, key concepts e.g. time value of money, future and present value, risk and return, types of risks, measurement, Beta, risk return trade off, quantitative and qualitative aspects, concept of intrinsic value.

2. Economic Analysis

Economic analysis - economic indicators, gross domestic product, inflation, interest rates, credit policies, foreign direct investment, FIIs etc.

3. Industry Analysis

Industry analysis, life cycle of an industry, SWOT analysis, characteristics of industry analysis, Michael Porters five forces model.

4. Company Analysis

Company analysis - non financial aspect, the management - general analysis of company, SWOT analysis, quality-price matrix. Company analysis – financial, analysis of financial statements. Ratio analysis – Activity, Solvency and Valuation Ratios and leverage analysis. Valuation of companies, weighted average cost, cost of debt, cost of preferred stock, cost of equity, CAPM approach, discounted cash flow approach, discounted cash flow corporate valuation model, relative corporate valuation model. Research Report Writing and presentation to management and stake holders.

Market Simulation Lab

Market simulation lab sessions on fundamental analysis software such as Capitaline, CMIE Prowess etc.

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Note: The curriculum is under revision by NSE due to constant changes in financial market and will be provided before the corresponding semester starts.

Text Books:

1. Fundamental Analysis Module, Workbook from NSE

Reference Books:

1. Raghu Palat, Fundamental Analysis for Investors, 2010 Edition, Vision Books
2. Charles P Jones, Investments: Analysis and Management, 9th Edition, Wiley India
3. Dun & Bradstreet. Equity Research and Valuation, 2008, Tata McGraw Hill
4. Gillian D. Elcock. How to Get an Equity Research Analyst Job, 1st edition, 2010 Ecademy Press

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

Introduction to Technical Analysis
Paper Code: BBA505- FM

1. Introduction to Technical Analysis

Technical analysis, basic assumptions, strengths and weakness. Dow theory, the charts, candlestick charts analysis with one two and three candles like hammer, hanging man, shooting star, bearish and bullish harami etc.

(14 Hours)

2 Pattern Study

Support and resistance, head and shoulders, double top and double bottom and Gap theory.

(10 Hours)

3 Indicators

Indicators, types, benefits, comparisons. Simple moving average, exponential moving average. Trend following indicator, signals - moving average price crossover with single and multiple moving averages. Oscillators - relative strength index (RSI), momentum, applications of RSI, overbought and oversold, divergence, advanced concepts, moving average convergence/divergence(MACD). Using multiple indicators for trading signals, price sensitive techniques, volume sensitive techniques, composite methods, bull market and bear market tool kit application.

(12 Hours)

4 Risk Management, Trading Psychology and Trading Strategies

Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, rules to stop losing money, choosing the right market to trade, importance of discipline in trading. Day trading, advantages of day trading, risks associated with trading, strategies for day trading, momentum trading strategies.

(10 Hours)

Market Simulation Lab

Market simulation lab sessions to use technical analysis software such as Metastock, Advanced Gate etc.

(10 Hours)

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Note: The curriculum is under revision by NSE due to constant changes in financial market and will be provided before the corresponding semester starts.

Text Books:

1. Technical Analysis, Workbook from NSE

Reference Books:

1. Robert D. Edwards. Technical Analysis of Stock Trends, NINTH EDITION, 2009, Vision Book
2. Martin J Pring. Technical Analysis Explained, 4 (illustrated), 2002, McGraw Hill
3. Darrell R Jobman. Handbook of Technical Analysis, 1995, Probus Pub
4. William ENG. Technical Analysis of Stocks, Option,, 1988 Probus Pub.
5. Jack D. Schwager. Technical Analysis, 1996, John Wiley and Sons

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

MARKETING OF FINANCIAL SERVICES

Paper code: BBA 601- FM

Unit I – Introduction

Defining Marketing, Marketing the starting point, The Marketing Concept, Marketing Research, Consumer behavior, Marketing Segmentation and Product Development, Overview, Market Segmentation, Positioning, Product Development, Understanding Consumer, Product Mix, Promotion Mix

Unit II – Marketing Communication

Marketing Communication, Analysing Business Markets, Identifying Market Segments and Targets, Communication Models, Advertising, Sales Promotion, The Sales Force, Direct marketing, Public Relations

Unit III – Marketing of banking Services and Financial products

Marketing of Banking products and services, Distribution, Pricing and Promotion Strategy for Banking Services, Attracting and Retaining bank customers, Marketing strategy of credit cards and debit cards, Marketing strategy of current and saving accounts and different types of loans, Marketing strategies of mutual funds, Marketing of insurance products, Marketing of Pension Funds

Unit IV – Customer Relationship Management

Introduction, Strategy and Organization of CRM, Marketing Aspects of CRM, Analytical CRM, CRM Subsystems, Application of CRM, Ethical Issues in CRM

Unit V – E-CRM

Technology Selection, Integration of CRM with ERP and ERP II

Suggested Readings:

- Collins, J.C & Lazieer, W.C Beyond Entrepreneurship-Turning your business into an enduring great company, Prentice Hall
- A., Brown, A & Chalender, Marketing, Prentice Hall
- Managing and Marketing of Financial Services, Taxmann

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RESOURCE MANAGEMENT

Paper code: BBA 602- FM

UNIT-I

Introduction – Evolution of HR function, contemporary perspective of HRM, goals of HRM, strategic role of HRM, financial impact of HRM activities

UNIT-II

Talent Acquisition – Analysis of work and human resource planning, recruitment, selection, placement, employee leasing, recruitment process outsourcing, outplacement, human resource information system

UNIT-III

Development and Assessment – HR assessment and development, institutionalizing performance management system, performance review, assessment centres, potential appraisal, career management, work force training, designing and administering employee and executive development programmes

UNIT-IV

Compensating HR – Philosophies regarding rewards, components and objectives of organizational reward system, policy issues in pay administration, individual and organization wide incentives, employee benefit plans, employee health and safety, labour relations and collective bargaining

SUGGESTED READINGS:

1. Cascio, Wayne F, Managing Human Resources, Tata McGraw Hill, New Delhi
2. Dessler, Gary and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi
3. DeNisi, Angelo and Ricky W. Griggin, Human Resource Management, Biztantra – Houghton Migglin
4. Ivancevich, John, Human Resource Management, Tata Mc Graw Hill
5. Noe, Raymond, John Hollenbeck, Barry Gerhart and Patrick M Wright, Human Resource Management – Gaining Competitive Advantage, Tata Mc Graw Hill, New Delhi
6. Snell, Scott and George Bohlander, Human Resource Management, Cengage Learning

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

SMALL BUSINESS MANAGEMENT

Paper code: BBA 603- FM

UNIT-I

Genesis – The entrepreneurial life, choosing the right business, buying an existing business, franchises, understanding market, calculating start up costs, structuring business

UNIT-II

Developing Business Plan – Visualizing the dream, location plan, branding the business management, projecting financial requirements, sources of funds, small business technology, handling tax and legal requirements

UNIT-III

Growing the business – Customer relationship, product and supply chain management, pricing and credit decisions, advertising and promotion strategies

UNIT-IV

Managing the Small Business – Management human resources, managing operations, managing risks, managing assets, evaluating financial performance

SUGGESTED READINGS:

1. Longnecker, Moore, Petty and Palich, Managing Small Business, Cengage Learning India Pvt. Ltd.
2. Strauss, Steven, The Small Business Bible, John Wiley and Sons, Inc.
3. Kishel, Gregory and Patricia Kishel, How to Start, Run and Stay in Business, John Willy & Sons, Inc.
4. Hisrich, Robert, Small Business Solutions, Mc Graw Hill, Inc.
5. Morris, Michael, Starting a Successful Business , Kogan Page, London

NOTE:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section ‘A’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BANKING OPERATIONS

Paper code: BBA 604- FM

1. Introduction & Banking Structure in India

Definition of banks, Evolution of Commercial Banks in India, Functions of Commercial Bank, Competitive Landscape of Banks in India. Banking Structure in India, Role of Reserve Bank of India vis-à-vis Commercial Banks

2. Deposit Accounts & Bank Lending

Introduction to Bank Deposits, Types of Deposit Accounts, Common Guidelines of Opening and Operating Deposit Accounts, Deposit Related Services, Deposit Services Offered to NRI, NRO, Non-Resident (External) Rupee Accounts, Foreign Currency Non Resident Account (Banks), Deposit Insurance, Banks insured by the DICGC, Features of the scheme. Principles of Lending and Loan policy, Compliance with RBI guidelines, Basics of Loan Appraisal, Credit decision-making and Review, Credit, Approval authorities, Credit appraisal and decision-making, Monitoring and Review of Loan Portfolio, Types of Advances, Working Capital Finance, Project Finance, Loans to Small and Medium Enterprises, Rural and Agricultural Loans, Directed Lending, Retail Loan, International Loans Extended by Banks, Management of Non Performing Assets, Classification of non-performing Assets, Debt Restructuring, Other recovery options SARFAESI Act, 2002

3. Bank Investments and Other Activities Of Commercial Banks

Investment Policy, Statutory Reserve Requirements, Maintenance of Statutory Liquidity Ratio (SLR), Penalties, Non-SLR Investments, Banks' Investment Classification and Valuation Norms. Other Basic Banking Activities, Para-banking Activities

4. Relationship between Bank and Customer and Evolving Trends

Strategy for expanding customer base, Services to different Customer Groups, Competition amongst Banks for Customers, Customer Relationship Management, Banking Ombudsman Scheme, Know Your Customer (KYC) norms, Prevention of Money Laundering Act (PMLA), 2002. Technology, Internet Banking, Mobile Banking Transactions, Point of Sale (PoS) Terminals, Outsourcing of Non-core Activities, Financial Inclusion, Initiatives taken by the RBI, Micro Credit

Text Books:

1. Commercial Banking: A Beginner's Module

Reference Books:

- G. P. Kapoor, Commercial Banking, APH Publishing 2004
- Ahmed, Masood, Mashood Ahmed Khan, Banking in India, Anmol Publications, 2003
- Muralidharan, Modern Banking: Theory and Practices, PHI Learning Pvt. Ltd.

External Marks: 50

Internal Marks: 50

Time: 3 hrs.

Introduction to Currency Derivatives

Paper Code: BBA 605- FM

1. Basics of Equity Derivatives

Introduction, definitions of basic derivatives, put options, call options applications of derivatives and derivatives as a risk management tool.

2. Trading Futures and Options on Stock Exchanges

Trading Futures - Pay-off of futures, theoretical models for future pricing. Trading Options - option payouts, option strategies, determination of option prices and factors affecting option prices. Derivatives trading on NSE - using daily newspapers to track F&O, settlement of F&O, accounting and taxation.

3. Introduction to Currency Markets

Introduction to currency markets, exchange rates, factors affecting, currency futures, strategies using currency futures, hedging, speculation, arbitrage and NSE's currency derivatives segment.

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

NSE membership - categories, eligibility and criteria, future contract specifications, trading system, placing orders, client broker relationship. Clearing, settlement and risk management system through margins of different kinds, clearing entities and settlement mechanism.

Market Simulation Lab

Market simulation lab sessions using technical analysis software such as Metastock for timing the currency futures trading decisions.

P.S.: Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

Text Books:

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

Reference Books:

1. A Graham. Currency Futures
2. Glenlake. Currency Risk Management, Currency Futures, Fitzroy Dearborn Publisher
3. Red Head: Financial Derivatives: An Introduction to Futures, Forward, Options, 1997, Prentice Hall of India.
4. A V Rajwade, Currency Exposures and Derivatives, Tata McGraw Hill, 2010 edition