**SEMESTER VI**

**BBA, BBA IT,BBA BA**

**SOCIAL MEDIA MARKETING**

**SEC**

**w.e.f 2018-19 AY**

**SCHEME OF INSTRUCTION SCHEME OF EXAMINATION**

Max. Marks : 50

Hours per Week : 1L + 2P. Internal Assessment: 20

Credits : 2 External Examination:30

Instruction Mode : Lecture +Practicle Exam Duration:2 Hrs

Course Code : BA.07.402.28T

# COURSE OBJECTIVE:- The course aims at developing an understanding of how to successfully leverage social media marketing to build and grow brands

**COURSE OUTCOMES**:-

1. To update and impart basic knowledge on Using Face book as a Marketing Tool, Creating and Sharing Content on Face book
2. To Design the hanging with Google+ Community, Pinning Down Pinterest

**UNIT I: THE SOCIAL MEDIA MIX & BLOGS, PODCAST, AND VIDEO**

Making Business Case for Social Media, Tallying the Bottom Line, Plotting Social Media Marketing Strategy, Managing Cyber social Campaign, Cyber social Tools, Discovering Helpful Tech Tools, Leveraging Search Engine Optimization SEO for Social Media, Using Social Bookmarks, News, and Share Buttons,Growing the Brand, Building the Blog, Using Podcasts or Video in Content, Sharing Images, Using Twitter as a Marketing Tool, Using Twitter as a Networking Tool, Finding the Right Twitter Tools, Supplementing Online Marketing Tools with Twitter, Hosting Twitter Chats.

**UNIT II: FACE BOOK, GOOGLE + AND PINTEREST**

Using Face book as a Marketing Tool, Creating and Sharing Content on Face book, Gaining Insight about Your Face book Community, Finding the Face book Sweet Spot, Leaping into Google+, Socializing in Circles, and Building through Pluses, Shares, and Comments, hanging with Google+ Community, Pinning Down Pinterest, Marketing with Pinterest, Driving Sales with Pinterest

**Reference Books:**

# Social Media Marketing All-in-One for Dummies by Jan Zimmerman,  John Wiley & Sons; [3rd Edition](http://as.wiley.com/WileyCDA/WileyTitle/productCd-1118951352.html)

1. Social Media Marketing for Dummies by [Shiv Singh](http://as.wiley.com/WileyCDA/Section/id-302477.html?query=Shiv+Singh), [Stephanie Diamond](http://as.wiley.com/WileyCDA/Section/id-302477.html?query=Stephanie+Diamond), [3rd Edition](http://as.wiley.com/WileyCDA/WileyTitle/productCd-1118985532.html),  John Wiley & Sons; [3rd Edition](http://as.wiley.com/WileyCDA/WileyTitle/productCd-1118951352.html)
2. Social Media Marketing. The Next Generation of Business Engagement by Dave Evans, John Wiley & Sons

**SEMESTER VI**

**BBA,BBA IT ,BBA BA**

**PERSONAL TAXATION**

**GE**

**w.e.f 2018-19 AY**

**SCHEME OF INSTRUCTION SCHEME OF EXAMINATION**

. Max. Marks :100

Hours per Week : 2 Hrs. Internal Assessment: 40

Credits : 2 External Examination 60

Instruction Mode : Lecture Exam Duration: 3 Hrs

Course Code : BC.07.101.222T

**COURSE OBJECTIVE:**

The course focuses on creating awareness about Indian income tax law’s & understands the basic concepts of Income Tax.

**COURSE OUTCOME**: At the end of the course students will

1. To give the Basic Concepts of Income Tax

2. To give the knowledge in Income from Salaries

3. To Analyze the Income from Salaries and Business Professions

4. To recognize of the Concept of Capital Gains and Income from Other sources

5. To analyze the Tax Liabilities of the Individual

**UNIT I INTRODUCTION TO INCOME TAX**

Meaning of Tax -Classification of Tax- Objectives of Tax-Person- Assessee- Assessment Year- Previous Year- Meaning of Income- Features of Income--Gross Total Income-Total Income- Exempted Incomes u/s (10)-Permanent Account Number-CBDT- Rates of Tax (small problems on calculation of income tax)

**UNIT II INCOME FROM SALARY (THEORY)**

Definition of head Salary- salary under section 17(1) Allowances under section 17(3): Fully Taxable Allowances, Partly Taxable Allowances, And exempted allowance –perquisites u/s 17(2): exempted perquisites, perquisites taxable to all employees, perquisites taxable to specified employees - profits in lieu of salary: leave travel concession , Gratuity, commutation of pension, leave encashment – (deductions u/s 16).

**UNIT III** - **INCOME FROM HOUSE PROPERTY & BUSINESS & PROFESSION (THEORY)**

HOUSE PROPERTY: meaning of annual value – annual value of let out house property, self-occupied house property – local taxes – deduction u/s 24 – vacancy period –URR, Performa of computing income from let out & self-occupied HP

BUSINESS AND PROFESSION: meaning – deductions allowed and disallowed in calculation of business and professional income, Performa of computation of income from business and professional

**UNIT IV- CAPITAL GAINS AND INCOME FROM OTHER SOURCES (THEORY)**

Capital gains : Meaning , types of capital gains, exempted from capital gains u/s 54,54B,54D,54EC,54F. method of computation of capital gains.

Other sources : incomes u/s 56(1), 56(2) , deductions u/s 57.

**UNIT V – ASSESSMENT OF INDIVIDUAL**

Meaning of set off and carry forward – rules of set off, rules of carry forward Deductions u/s (80 ( C), 80 ( D) , 80 ( E) , 80 (G) - Individuals Income Tax calculation ( Income from various heads given )-Filing of Returns-Duties and -Powers of Income Tax Assessing Officer.

**Text books:**

* Gaur &Narang ,Elements of Income Tax - -Kalyani Publications
* Singhania ,Student Guide to Income Tax - -Taxman Publications

Reference Books

* Bhagwathi Prasad-Vishwa Prakashan,Direct Taxes

**BBA (IT)**

**III Year - VI SEMESTER**

**Data Warehousing & Data Mining**

**(Discipline Specific Core)**

**w.e.f 2018-19**

**Scheme of Instruction** **Scheme of Examination**

Total Duration : 60 Hrs. Max. Marks : 100

Hours/Week : 6(4+2) Hrs. Internal Examination : 40

Credits : 5 External Semester : 60

Instruction Mode : Lecture + Practical Exam Duration : 3 Hrs

Course Code : BS.07.201.26T

**Course Objectives:**

To introduce the basic concepts of Data Warehouse and Data Mining techniques for discovering interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms.

**Course Outcomes:**

Students who complete this course will be able to

1. Understand various techniques to design data warehousing and mining systems for real-world applications.
2. Understand data warehouse architecture and OLAP used to build a data warehouse.
3. Ability to perform Data pre-processing and use resultant datasets in data mining algorithms.
4. Discover different kinds of patterns by applying association rules, Classification and clustering techniques.
5. Gain Knowledge in mining complex data types such as web mining, spatial-temporal mining.
6. Analyze various data mining applications based on different parameters.

**UNIT-I: Introduction to Data Mining and Data Objects**

Data Mining**:** Introduction to Data Mining, KDD Process, Data Mining Architecture, Kinds of data, Technologies used, Classification of Data Mining Systems

Data Objects and Attribute Types**:** What Is an Attribute, Nominal Attributes, Binary Attributes, Ordinal Attributes, Numeric Attributes, Discrete versus Continuous Attributes,

Basic Statistical Descriptions of Data**:** Measuring the Central Tendency, Measuring the Dispersion of Data, Graphic Displays of Basic Statistical Descriptions of Data

**UNIT-II: Data Warehousing**

Data Warehousing**:** Data Warehouse , Data Cube, Online Analytical Processing(OLAP) **,**OLAP Operations: Drill Down, Roll-Up, Pivot, Slice & Dice**,**  differences between OLTP and OLAP The Three-Tier Data Warehouse Architecture, Data Warehouse Implementation, From OLAP to Online Analytical Mining.

**UNIT-III: Data Pre-processing and Mining Frequent Patterns**

Data Preprocessing**:** Data Cleaning, Data Integration, Data Reduction, Data Transformation and Data Discretization.

Mining Frequent Patterns**:**  Market Basket Analysis, Apriori algorithm: Finding Frequent Item Sets using candidate generation, Generating Association Rules from Frequent Item Sets.

**UNIT-IV: Classification and Cluster Analysis**

Classification**:** Basic Concepts**,** Decision Tree Induction, Bayes Classification: Bayes’ Theorem, Naıve Bayesian Classification, Rule-Based Classification: Using IF-THEN Rules for Classification.

Cluster Analysis**:** Cluster analysis, requirements of cluster analysis, Partitioning Methods:

k-Means, k-Medoids, Hierarchical Methods: Agglomerative versus Divisive Hierarchical Clustering.

**UNIT-V: Mining Complex Data Types and Data Mining Applications**

Mining Complex Data Types**:** Mining Sequence Data: Time-Series, Symbolic Sequences and Biological Sequences, Mining web data, Mining Multimedia Data.

Data Mining Applications**:** Data Mining for Financial Data Analysis, Data Mining for Retail and Telecommunication Industries

**Lab Work**: Weka Tool

**References:**

1. Han J & Kamber M, “Data Mining: Concepts and Techniques”, Third Edition, Elsevier, 2011.
2. Pang-Ning Tan, Michael Steinback, Vipin Kumar, “Introduction to Data Mining”, Pearson Education, 2008.
3. M.Humphires, M.Hawkins, M.Dy, “Data Warehousing: Architecture and Implementation”, Pearson Education, 2009.
4. Data Warehousing by Reema Thareja, oxford higher education
5. Anahory, Murray, “Data Warehousing in the Real World”, Pearson Education, 2008.
6. Kargupta, Joshi,etc., “Data Mining: Next Generation Challenges and Future Directions”, Prentice Hall of India Pvt Ltd, 2007.

**SEMESTER VI**

**BBA,BBA IT,BBA BA**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.22AT | | |  |  | |  |
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| **Course objective:** The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers | | | | | | | | | | | |
| **Course Outcomes:** | | | | | | | | | | | |
| On successful completion of this course, the students should have understood   1. To be aware of the nuances of customer relationship 2. To analyze the CRM link with the other aspects of marketing 3. To impart the basic knowledge of the Role of CRM in increasing the sales of the company 4. To make the students aware of the different CRM models in service industry 5. To make the students aware and analyze the different issues in CRM | | | | | | | | | | | |

**UNIT – I: EVOLUTION OF CUSTOMER RELATIONSHIP**

CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

**UNIT – II: CRM CONCEPTS**

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

**UNIT – III: PLANNING FOR CRM**

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

**UNIT – IV: CRM AND MARKETING STRATEGY**

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

**UNIT – V: CRM PLANNING AND IMPLEMENTATION**

Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

**Text Books:**

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
2. **Kumar**, V., **Reinartz**, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014

**Reference Books :**

1. Jagdish N.Sheth, Atul Parvatiyar&G.Shainesh, “Customer Relationship Management”,“Emerging Concepts, Tools and Application”, 2010, TMH.
2. DilipSoman& Sara N-Marandi,” Managing Customer Value” 1st edition, 2014,Cambridge.
3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
4. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation.
5. MukeshChaturvedi, AbinavChaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition

**SEMESTER VI**

**BBA,BBA IT,BBA BA**

**CONSUMER BEHAVIOUR**

**DSE**

**w.e.f 2019-20 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.22BT | | |  |  | |  |

**Course objective:** To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

**Course Outcomes**:-

1. To be aware of the factors affecting consumer behavior
2. To design the business models which explains the Students the process which helps thecustomers buy product and services.
3. To analyze the consumer decision process
4. To know the consumer segmentation and its examples
5. To impart the basic knowledge of consumer protection rights

**UNIT – I: INTRODUCTION TO CONSUMER BEHAVIOUR**

Definition | Nature | Scope | Consumer Behaviour’s Applications in Marketing | Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.

**UNIT – II:FACTORS AFFECTING CONSUMER BEHAVIOUR**

Factors influencing Consumer Behaviour– ExternalInfluences – Culture, Sub Culture, Social Class, Reference Groups, Family | Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

**UNIT – III:CONSUMER BEHAVIOUR AND DECISION-MAKING MODELS**

Types of consumer decisions |Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation.

**UNIT – IV: CONSUMER MOTIVATION & PERSONALITY**

Consumer Motivation– Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs, Freud’s Theory of Motivation | Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

**UNIT – V: MARKETING COMMUNICATIONS, DECISION MAKING MODELS, CONSUMER RIGHTS**

Marketing Communication Process| Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication | Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model | Consumer Protection Act 1986 | rights of consumers.

**Text Books:**

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

**Suggested Readings:**

1. Hawkins, Best and Coney, Consumer Behaviour,Tata McGraw Hill, New Delhi

2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi

3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi

4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

**SEMESTER VI**

**BBA, BBA IT, BBA BA**

**INTERNATIONAL MARKETING**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.22  CT | | |  |  | |  |
| **Course Objective:** | | | | | | | | | | | |
| The subject focuses on offering knowledge and expertise in the marketing business at global level and to provide exposure on marketing practices of business firms | | | | | | | | | | | |
| **Course Outcomes:** | | | | | | | | | | | |
| On successful completion of this course, the students should have understood   1. To recognize the Concept and scope of International marketing 2. To give basic knowledge of Dynamic Environment of International marketing, International STP 3. To identify with the International Product, pricing, place and promotional strategies 4. To recognize International Market channels & Documentation required in international marketing 5. To give the basic knowledge on the international institutional infrastructure and documentation. | | | | | | | | | | | |

**UNIT I INTRODUCTION**

The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing, International sementation, Targeting & Positioning

**UNIT II INTERNATIONAL PRODUCT & PRICING POLICY**

Global Product – Product standardization and Adoption – Global Brands, Trademarks, Packaging and Labeling – International marketing of services – Global pricing , Export pricing ,Global Pricing strategies for international markets.

**UNIT III INTERNATIONAL MARKETING CHANNEL POLICY**

Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing

**UNIT IV INTERNATIONAL PROMOTIONAL POLICY**

International Promotion – Concept ,Strategies :- International advertising, International Sales Promotion ,Sales force and Their management – Other forms of promotion for global markets.

**UNIT V INTERNATIONAL INSTITUTIONAL INFRASTRUCTURE & DOCUMENTATION**

Institutional infrastructure for export in India, Export Assistance, Introduction to Export documentation and procedures, framework, preshipment & post shipment documents.

**TEXT BOOK**

1. Varshney& Bhattacharya: International marketing management, Sultan Chand & Sons, Edition 9th ,2017,13 Edition
2. P.K. Vasudeva, ‘International Marketing’ Excel books, 2016,10 edition

**REFRENCE BOOKS:**

1. Dana – Nicoleta, Laseu, ‘International Marketing’, Biztantra 2017.
2. R. Srinivasan, ‘International Marketing’ Prentice Hall India.
3. Warren J. Keagan, Mark Green, ‘Global Marketing 3/e, Prentice Hall.
4. Philip R. Cateora, John Graham, ‘International Marketing’, Irvine – Sage Publications, 2016.
5. Michal R. Czinkota, Illkka A. Ronkainen, ‘Best Practices in International Marketing’, Harcourt college Publishers, 2015.
6. Vern Terpstra, Ravi sarathy, ‘International Marketing’, Harcourt college publishers,2015.
7. Rathor, Jani Rathor, ‘International Marketing’, Himalaya publishing House.
8. John Fayer Weather, ‘International Marketing’, Prentice Hall.
9. S.A. Sherlekar, V.S. Sherlekar, ‘Global Marketing Management’,Himalaya publishing House
10. SakOnkvisit, John J Shaw, ‘ International Marketing’, Prentice Hall,2014.
11. J.M. Dewan, K.N. Sundarshan, ‘International Marketing Management’, Discovery publishing house,2014

**SEMESTER VI**

**BBA, BBA IT,BBA BA**

**FINANCIAL SERVICES**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | | : | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.23AT | | |  |  | |  |

**Course Objective:** To gain insight into various financial services offered in the Indian Financial Sector and acquaint with the services available.

**Course Outcomes:**

1. To recognize the operations of financial service in India
2. To give the Concepts of Leasing and Hire Purchasing
3. To give the Knowledge in Factoring and Forfaiting
4. To identify with the role of Venture Capital Financing in India
5. To Apply the skills used for credit rating of Organization

**UNIT I : FINANCIAL SERVICES**

Meaning, Definition, Features, Growing importance, Classification–Traditional and Modern view–Fund based and non fund based services, Need for innovation, New Financial Products and Services– An overview of Indian Financial Services Sector Scenario and Challenges facing Financial Service Sector.

**UNIT II :LEASING AND HIRE PURCHASE**

**Leasing –** Concept, Defintion, Steps, Types, Structure, Merits and Demerits.

**Hire Purchase –** Meaning, Defintion, Features Parties to Contract, Merits, demerits and differences between leasing and hire purchase(Simple Problems)

**UNIT III :FACTORING, AND FORFAITING**

**Factoring** - Concept, Features, Cost of Factoring, Classification, Functions of Factor, Factoring Scenario in India–KalyanSundaram Committee – RBI Guidelines.

**Forfaiting** – Definition, Factoring Vs Forfaiting, Working, Benefits and Demerits.

**UNIT IV :VENTURE CAPITAL FINANCING**

Concept, Features, Scope ,Venture Capital Funding Process,Funding and Entry Strategies of VCF– Structuring Venture Capital Financing–Valuation of VCF -Conventional Valuation Method–First Chicago Method – Revenue Multiplier Method, Exit strategies of VCF ,Ventures Capital Financing Scenario in India, Regulatory Framework of VCF and Suggestions for Growth of Venture Capital Funds.

**UNIT V :CREDIT RATING**

Origin, Meaning, Definition, Functions, Regulatory Framework, Process, Types of Ratings, Symbols of Ratings and Grades, Dimensions of Credit Rating Methodology and Process–Credit Rating Agencies in India (CRISIL,CARE.ICRA) and their rationale.,Merits and Demerits.

**TEXT BOOKS:**

* Anthony Sunders & Marcia Cornett ,Financial Markets and Institutions, ,7th Edition 2018
* Gupta Shashi K., Nisha Aggarwal, Gupta Neeti, **Financial Markets and Financial Services BBA,** 1st 2016 Kalynani Publishers

**REFERENCE BOOKS**

1. Gupta Shashi K., Aggarwal Nisha, Gupta Neeti **,Financial Services Including Financial Markets & Services**, 1st 2009 Rept. 2010 Kalyani Publishers

## Dr Vasanth Desai Financial Markets and Financial Services, ,2nd Edition 2018,HPH

## DR V A Avadhani Marketing of Financial Services 3rd Edition 2017,HPH

## Gordon& Natarajan ,Financial Services Management 1st Edition 2015 HPH

**SEMESTER VI**

**BBA, BBA IT, BBA BA**

**INTERNATIONAL FINANCIAL MANAGEMENT**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | **Max. Marks** | | **:** | **100** |
| **Hours per Week** | | | **:** | **5 Hrs.** | | **Internal Assessment** | | | **:** | **40** |
| **Credits** | **:** | | | **5** | | **External Examination** | |  | | **60** |
| **Instruction Mode** | | | **:** | **Lecture** | | | **Exam Duration** | **:** | | **3 Hrs** |
| **Course Code** | | **:** | | BM.07.301.23BT | | |  |  | |  |

**Course Objective**:The objective of the course is to provide an understanding of both the key features of foreign exchange markets and the actual problems of multinational corporation within an environment of free flows of foreign capital and floating exchange rates

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| **Course Outcomes:** On successful completion of this course, the students should have understood   1. To recognize the Concept of Foreign Exchange Markets 2. To Apply the Concept of International Parity Relations 3. To analyze the Risk and Management of Risk in international Financial Management 4. To apply the derivatives for Risk Management with special Reference to Currency 5. To give the Concept of International Tax Management   **UNIT – I:FOREIGN EXCHANGE MARKET**  Participants in foreign exchange market, structure of foreign exchange market in India; quotes in spot market and forward market, triangular arbitrage; nominal effective exchange rate (NEER), real effective exchange rate (REER) including Numerical Problems  **UNIT II:- INTERNATIONAL PARITY RELATIONSHIPS**  Parity Conditions- Purchasing Power Parity, Interest Rate Parity ( including Numerical Problems) International Fisher Effect, Unbiased Forward Rate Theory. International debt crises and currency crises-Asian currency crisis, Greek debt crisis  **UNIT III:- RISK MANAGEMENT IN MNC’S**  Types of risk-currency risk, transaction exposure, translation exposure, accounting standard for translation exposure in India, economic exposure and assessment; interest rate risk, country risk assessment–political risk, financial risk.    **UNIT IV :-DERIVATIVES**  Meaning of Derivatives, participants in derivative Market Currency derivatives–forwards, futures, forward rate agreement, options. (Simple Problems in valuation of Forwards, Futures and Options-In the Money, At the Money, Out of the Money)    **UNIT - V: TAX MANAGEMENT**  Types of tax–income tax, withholding tax, Goods and Services Tax , Tobin tax; taxation methods– worldwide approach, territorial approach; tax havens, offshore financial centers, re invoicing centre  **Text Books** ,O P Agarwal International Financial Management 3rd Edition 2014 HPH **Reference Books**   1. **Gupta Shashi K., Rangi Praneet ,International Finance  2nd Edition 2017, Kalyani Publishers** 2. Eun C.S., Resnick B.G., “International Financial Management”, 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition 3. Shailaja G, “International Finance”, 2010, 2nd Ed. Orient Black’swan. 4. Hendrik Van den Berg, “International Finance and Open Economy Macro Economics”, 2009, 1st Ed. Cambridge. 5. Sharan V., “International Financial Management”, 2009, 5th Ed. PHI, EEE. 6. Madura J., “International Financial Management”, 2010, 4th Ed. Cengage Learning. 7. Apte P.G., “International Finance”, 2008, 2nd Ed. McGraw Hill. 8. Madhu Vij, “International Financial Management”, 2010, 3rd Ed. Excel Books. 9. Vyuptakesh Sharan, International Financial Management, , 4th Ed, 2006, PHI Learning Pvt. Ltd. |
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**SEMESTER VI**

**BBA,BBA IT,BBA BA**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.23  CT | | |  |  | |  |
| **Course Objective:** | | | | | | | | | | | |
| The course focuses on enabling, developing skills in analyzing various types of securities and developing necessary skills in students to design and revise a portfolio of securities. | | | | | | | | | | | |
| **Course Outcomes:** | | | | | | | | | | | |
| On successful completion of this course, the students should have understood   1. To recognize the Process of investment management and Analyze Risk and Return. 2. To analyze the Valuing equity and debt instruments. 3. To apply skills in Measuring the portfolio performances. 4. To give the Concept of CAPM 5. To analyze the performance of Portfolio and Mutual Funds | | | | | | | | | | | |

**UNIT I: RETURN AND RISK**

Investment management, nature and scope, investment avenues, types of financial assets and real assets, Security return and risk – Systematic and unsystematic risk - sources of risk, Measurement of risk and return, sources of investment information ( Numerical Problems in Return and Risk)

**UNIT II : BOND VALUATION**

Bond Basics, Valuation of the Bond- the time value Concept, the present Concept, Bond Returns- AYTM, Yield to maturity, Yield to call, Bond Value theorems- Bond Duration-Macaulay’s duration and modified Macaulay’s duration ( Numerical Problems in AYTM,YTM, YTC, Duration & Modified Duration)

**UNIT III :STOCK VALUATION**

Common Stock Meaning**-**Basic Features of Common Stock, Approaches to valuation–Present Value of the Return-Stock Valuation Methods-Single Period Model, Constant Growth Model, Two Stage Model and Three Stage Model.( Numerical Problems in Valuation of Stocks)

**UNIT IV : PORTFOLIO MANAGEMENT**

Meaning of portfolio management, portfolio analysis, Portfolio objectives, portfolio management process, selection of securities. Portfolio theory, Markowitz Model, Sharpe’s single index model. capital Asset pricing model( CAPM) ( Numerical Problems on Portfolio Return and Risk & CAPM Return )

**UNIT V: PORTFOLIO EVALUATION**

Need, evaluation perspective and meaning Performance measures-Sharpe’s reward to variability index, Treynor’s reward to volatility index, Jensen’s differential index, Fama’s decomposition of returns.( Numerical problems on Sharpe’s, Treynor’s and Jensen’s Measure & Fama’s decomposition of returns.)

**TEXT BOOKS**

## P Agarwal ,Security Analysis and Investment Management, 3rd Edition 2017 HPH

## ****REFERENCE BOOKS****

## Jindal Kiran, Arshdeep **Security Analysis & Portfolio Management**, 1st Edition 2017,Kalyani Publishers

## Arshdeep, Jindal Kiran **Security Analysis & Portfolio Management**, 1st Edition 2018 Kalyani Publishers

1. Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas
2. Kevin S: Security Analysis and Portfolio Management, Prentice Hall
3. Prasanna Chandra, Investment Analysis and Portfolio Management, Mcgraw-Hill
4. Punithavathy, Pandian (2005). Security Analysis and Portfolio Management. Vikas Publishing House.

**SEMESTER VI**

**BBA,BBA IT,BBA BA**

**LEADERSHIP DEVELOPMENT**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.24AT | | |  |  | |  |
| **Course Objective:** | | | | | | | | | | | |
| The course focuses on developing and understanding leadership roles and styles and examine the leader’s role as it leads to development of self and organization. | | | | | | | | | | | |
| **Course Outcomes:** | | | | | | | | | | | |
| On successful completion of this course, the students will be able   1. To understand and gain Conceptual knowledge of Leadership. 2. To demonstrate an understanding of the current leadership theories and how they apply to the modern organizations. 3. To Analyze the impact of effective leadership perspectives on organisational performance 4. To Reengineer the mindset of students which will help them to become effective leaders 5. To analyze the current issues in leadership. | | | | | | | | | | | |

**UNIT – I**: **INTRODUCTION TO LEADERSHIP**

Traits, styles, skills, behaviors, vision, inspiration and momentum of leadership-International framework for analyzing leadership-Personality Types and Leadership-Five factor model of personality

**UNIT II: LEADERSHIP THEORIES**

Great Man Theory-Trait theory- Behavioral Theories: Michigan studies, Ohio State University studies, Leadership Grid, Role theory- Contingency Theories: Casual model of Leadership, Normative Decision model, Hersey Blanchard situational model, Vroom & Jago’s model, House’s Path Goal theory- Contemporary leadership styles

**UNIT – III: LEADERSHIP DEVELOPMENT, SUCCESSION & FOLLOWERSHIP**

Characteristics, types and evaluation of Leadership Development-Leadership Succession- Choosing a successor, Emotional aspects of leadership succession, developing pool of successors, Followership- Essential qualities of effective followers, Collaboration between leaders and followers.

**UNIT – IV: LEADERSHIP AND CORPORATE CULTURE**

Levels of Leadership- Leadership Traits of Highly productive Organizations- Leadership strategies for Productivity improvement- Corporate culture- Purpose- Foundations of a Productivity focused culture- Managerial culture. Leader’s action that fosters teamwork- Leadership Commitment.

**UNIT – V: WOMEN IN LEADERSHIP**

Meaning- Definition- Women’s unique leadership traits-Women & Leadership-Barriers for Women in Leadership positions- Women in Leadership: Global scenario vs Indian scenario- Current issues in leadership

**Suggested Books:**

1. [Andrew J. DuBrin](http://www.google.co.in/search?tbo=p&tbm=bks&q=inauthor:%22Andrew+J.+DuBrin%22), [Carol Dalglish](http://www.google.co.in/search?tbo=p&tbm=bks&q=inauthor:%22Carol+Dalglish%22), [Peter Miller](http://www.google.co.in/search?tbo=p&tbm=bks&q=inauthor:%22Peter+Miller%22), Leadership,2005, 2nd Asia Pacific Ed, John Wiley & Sons Australia, Limited, 2015
2. V.S.P. Rao, “Management Text & Cases”, 2014, Excel Books.
3. Peter G. Northouse, “Leadership”, 2015, 6th Ed, Sage Publications.
4. Lussier/Achua, Effective Leadership, 3rd Ed, Cengage Learning, 2016.
5. Richard L. Daft, Leadership, Cengage Learning, 2015
6. Gary Yukl, Leadership in Organizations, 6th Edition, Pearson Education, 2016

**SEMESTER VI**

**BBA,BBA IT,BBA BA**

**MANAGEMENT OF CHANGE**

**DSE**

**w.e.f 2018-19AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits  Instruction Mode | : | | | 5  Lecture | | External Examination | |  | | 60 |
| Course Code | | | : | BM.07.301.24BT | | | Exam Duration | : | | 3 Hrs |
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**Course Objective**

The course enables the student to understand the concept change management. This will help them to emerge as leaders in the organizations.

**Course Learning Outcome**

By the end of the course, the student understands

1. To recognize the basics of change Management
2. To identify the role of leadership in change management,
3. To recognize change communication and resistance to change
4. To categorize the role of HR in change management.
5. To analyze the relevance of Change with Organizational Culture.

**UNIT I : BASICS OF CHANGE MANAGEMENT**

Meaning, Definition, nature and Types of Change: Individual,Group and Organisational change. Need for change, Key roles in organisational change, Process of organisational change, Change Agents and Agency: Guidelines, Principles, Qualities of Change agents.

**UNIT II : EXECUTION OF CHANGE**

Guidelines for Effective implementation to change, Environment factors for Organisational change- Internal and External change, External and Internal change, Models of Planned change, Approaches to Planned change, Organisational change and process consultation, work redesign model.

**UNIT III : RESISTANCE TO CHANGE**

Meaning, Definition, Sources of Resistance to change-Individual, organizational sources, Impact of change on people, Dealing with resistance to change, Role of Communication in managing change.

**UNIT IV : LEADING THE CHANGE**

The leadership of Change - Organizational learning and change- power, politics and Organizational change- Organisational conflicts and change.

**UNIT V: EFFECTIVENESS OF CHANGE**

Interventions in organisational change, Organisational culture and dealing with change, Corporate culture and change, Issues in culture change.

**Text Books:**

1. S.K. Bhatia, Management of Change and Organisational Development: Innovative Strategies and Approaches, Deep & Deep Publications, 2015

2. Kavitha Singh, Organisational Change and Development, Excel Books, 2015

**Reference Books**

1. Cummings/ Worley, Theory of Organisation Development and Change, Cengage Learning, Indian Edition 2016

2. Adrian Thornhill ,Managing Change, Pearson Publications, 2016

**SEMESTER VI**

**BBA, BBA IT, BBA BA**

**COMPENSATION MANAGEMENT**

**DSE**

**w.e.f 2018-19 AY**

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| **SCHEME OF INSTRUCTION** | | | | | **SCHEME OF EXAMINATION** | | | | | |
|  | | |  |  | | | Max. Marks | | : | 100 |
| Hours per Week | | | : | 5 Hrs. | | Internal Assessment | | | : | 40 |
| Credits | : | | | 5 | | External Examination | |  | | 60 |
| Instruction Mode | | | : | Lecture | | | Exam Duration | : | | 3 Hrs |
| Course Code | | : | | BM.07.301.24  CT | | |  |  | |  |

**Course Objective:** The objective is to equip students with comprehensive knowledge in compensation management, its principles, designing compensation system in the organizations and contemporary strategic compensation.

**Course Learning Outcomes: By the end of the course the students will be**

1. To discuss the principles and importance of compensation management
2. To relate the bases of compensation
3. To appraise the present trends in calculation of incentives and other pay systems
4. To develop and design compensation system
5. To identify the contemporary compensation practices

**UNIT I: INTRODUCTION TO COMPENSATION MANAGEMENT**

Introduction –Definition of Compensation Management - objectives of compensation – Principles of Compensation Management – Importance of Compensation Management - Types of wages. Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India. - The 3-P compensation concept

**UNIT II: COMPENSATION PLANNING & BASES OF COMPENSATION** Compensation and its components - Compensation Planning: Level, Structure and Systems Decision – Compensation level planning- factors influencing compensation level planning : internal factors and external factors. Traditional Bases for Pay-Seniority and Longevity Pay- Merit Pay- Performance Appraisal- Methods- Biases -Strengthening the Pay for Performance Link- Possible Limitations of Merit Pay Programme

UNIT III: **INCENTIVE PAY & OTHER PAY SYSTEMS**

Exploring Incentive Pay- Contrasting Incentive Pay with Traditional Pay. Individual Incentives- Types of Individual Incentives- Advantages and Disadvantages. Group Incentives- Types of Group Incentives- Advantages and Disadvantages. Companywide Incentives- Types- Designing Incentive Pay Programmes. Person Focused Pay- Competency Based Pay, Pay for Knowledge and Skill Based Pay, team based pay- Concepts.

**UNIT IV: DESIGNING COMPENSATION SYSTEM**

Building internally consistent Compensation System - Creating Internal Equity through Job Analysis and Job Valuation - Building Market Competitive Compensation System – compensation surveys - Integrating Internal Job Structures with External Market - Building Pay Structures that Recognise Individual Contribution : Constructing pay structure. Pay structure variations – Broad banding- two tier pay structure.

**UNIT V: CONTEMPORARY STRATEGIC COMPENSATION**

International compensation – components of international compensation – Executive compensation – components of executive compensation - Compensating the Flexible Workforce Contingent Employees – core and fringe compensation.

**Text Books**

1. Tapomoy Deb, Compensation Management text & cases, Excel Publication , 2014
2. Joseph J. Martocchio, Strategic Compensation- A Human Resource Management Approach- Pearson Education, 2012, 3rd Ed

**Reference Books:**

1. Dipak Kumar Bhattacharya, Compensation Management , Oxford University Press , 2014
2. Richard.I. Henderson: Compensation Management In A Knowledge Based World - Prentice-Hall, 2012, 9th Ed
3. Milkovich & NewMan, Compensation, Tata McGraw –Hill,New Delhi, 2015

**BBA (IT)**

**III Year - VI Semester**

**.Net Programming (Elective-IIA)**

**(Discipline Specific Elective)**

**w.e.f 2018-19**

**Scheme of Instruction** **Scheme of Examination**

Max. Marks : 100

Hours/Week : 6(4+2) Hrs. Internal Examination : 40

Credits : 5 External Semester : 60

Instruction Mode : Lecture + Practical Exam Duration : 3 Hrs

Course Code BS.07.201.27AT

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**Course Objectives:**

To get familiarize with Dreamweaver, Microsoft.Net like C#, and ASP.NET and ADO.Net technologies.

**Course Outcomes:**

1. Design and Publish a website by understanding the basics concepts of Dreamweaver.
2. Acquire knowledge on Framework and Architecture of .Net and also Construct classes, methods, and assessors, and instantiate objects.
3. Build form based application using form controls such as buttons, list boxes etc.
4. Acquire Skills to develop a client - server application by implementing forms and validations using ASP.Net.
5. **CO 5:** Design and Implement database connectivity using ADO.NET in window based application.

**UNIT – I: Dreamweaver Basics:**

Setting up a site & project files, creating the page layout, Adding Texts and setting font properties, Adding Hyperlinks, Adding images and Graphics, [publishing website](http://www.adobe.com/devnet/dreamweaver/articles/first_website_pt6.html), working with the CSS Styles panel, [Setting CSS properties](http://helpx.adobe.com/content/help/en/dreamweaver/using/set-css-properties.html).

**UNIT - II: .Net Framework and C#:**

**.Net Framework:** Introduction, NET framework, MSIL, CLR, CLS, CTS, The Common Language Implementation.

**The Basics in C#:** Overview, Program structure, Data types, variables, Input and output statements, Decision Making and Loops, arrays, methods and classes.

**UNIT - III: Introduction to Windows Forms**

Windows forms –basic controls, buttons, check boxes, radio buttons, list boxes, dialog  boxes

**UNIT – IV: ASP.Net**

Introduction, ASP.Net Server side controls, ASP.Net HTML Server Controls, Performing Form validation with validation controls, ASP.Net Applications.

**UNIT –V: ADO.Net using ASP.Net with SQL Server**

**Introduction to ADO .Net**: Architecture of ADO.Net, ADO.Net classes, performing common database tasks: connecting to database, inserting data in database, Updating data in database, deleting data in database, accessing data from database.

**Text Books:**

1. Web source: http://www.adobe.com/devnet/dreamweaver.html [Unit I ]
2. Web Warrior Guide to Web Programming, 4ed / 2011, by Xue Bai, Cengage Learning India Edition [Unit - II, III and IV]
3. Web Technologies by Uttam k Roy, Oxford University press, 2010(Unit V)

**References:**

1. Deitel, et al., Internet and World Wide Web: How to Program
2. ASP.Net Unleashed, 5th edition by Stephen Walther, Pearson Education.