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DR. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

**DEPARTMENT OF BUSINESS MANAGEMENT
& ENTREPRENEURSHIP**

NEP SYLL/ BUS

of

**Bachelor of Business Administration
(B.B.A.)**

w.e.f. Session 2023-24

(Himanshu Shukla)

(Prof. Shikha Krivenu)

(Prof. Manoj Pandey)

14.06.23
(Prof. Manoj Pandey)



Dr. Rammanohar Lohia Avadh University, Ayodhya

ORDINANCE FOR COURSE OF B.B.A.

- i) Certificate in Business Administration (First Year)
- ii) Diploma in Business Administration (Second Year)
- iii) Degree in Business Administration (Third Year)

1. This Degree shall be under the Faculty of Commerce & Management, Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) and it shall be known as B.B.A. (Bachelor of Business Administration).
2. The course will be conducted on full time basis. The duration of full time course shall extend over three years/six semesters.
3. The Degree of the B.B.A. (Bachelor of Business Administration) of the Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) shall be conferred on the candidate who have pursued the prescribed course of study for not less than six semesters extending over three academic year and have passed examinations as prescribed under the relevant scheme.
4. The total number of students to the B.B.A. (Bachelor of Business Administration) course shall be restricted to 120 seats (as per University norms).
5. Qualification for admission in B.B.A. (Bachelor of Business Administration) course is Intermediate/ Higher Secondary (ie. 10+2) or its equivalent examination conducted by the any Board or University incorporated by law and recognize by this University shall constitute the minimum requirements for admission.
6. The method of teaching adopted shall be a combination of Lectures, Tutorials, Practical which includes seminars, case discussion, student presentation, use of audio-visual aids, computers etc and credit shall be visualized as a component of Lecture (L), Tutorial(T) and Practical(P).

7. In each course of B.B.A. (I, II, III, IV, V & VIth semester) there will be four lectures delivered by the internal faculty on local area its aspects and its importance.
8. The classes of BBA course shall be run in the faculty of Commerce and Management under the control of Head of Department.
9. There shall be examination in each semester as per the scheme of Examination and the students shall be required to appear in every subject as specified in the course structure of each semester.
10. Each compulsory / elective paper shall be of three hours duration, the maximum marks allotted for each paper shall be following
 - I. End semester examination -75 marks
 - II. Internal assessment- 25 marks
11. The permission to appear in semester examination shall be granted to such students only who have fulfilled the attendance requirement of 75% in each subject as per University rules.
12. There shall be summer training project report presentation and viva voce in BBA Part III (Vth Semester) of 100 marks and Comprehensive Viva-Voce in BBA Part III (VIth Semester) of 100 marks. This shall be Compulsory for all the students. Viva Voce will be conducted jointly by External and Internal Examiner and maximum of 100 Marks.
13. Internship (Summer training Project) of 6-7 week will be mandatory for each student at the end of B.B.A. IV semester and summer training project report will be submitted by the students in the final year (Vth semester).
14. Passing marks in each paper is 40% and aggregate is 50%. Back paper is allowed only in two papers in each semester.
15. The permission to appear in semester examination shall be granted to such candidates only who have fulfilled the attendance requirement of 75% in each paper.
16. Rest of the rules/instructions whichever is not mentioned in this ordinance will be followed as per National Education Policy-2020; Admission/ Examination Related Guideline for Graduate/ Post Graduate Courses (Dated: 23-06-2022) adopted by Dr. Rammanohar Lohia Avadh University, Ayodhya.





Dr. Rammanohar Lohia Avadh University, Ayodhya

National Education Policy-2020

Syllabus for

COURSE- B.B.A. (Dr. Rammanohar Lohia Avadh University, Ayodhya)

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E) ^A	Credit
I	I	Course/ Paper-1	A	F010101T	Business Economics	100(25+75)	3
			B		Basic Accounting	100(25+75)	3
	I	Course/ Paper-2	A	F010102T	Business Statistics	100(25+75)	3
			B		Principles of Management	100(25+75)	3
	I	Course/ Paper-3	A	F010103T	Business Ethics & Governance	100(25+75)	3
			B		Computer Applications	100(25+75)	3
	I	Co-curricular			Food, Nutrition and Hygiene	100	2
	I	Vocational				100	3
	I	Other Faculty				100	4/5/6
					Total	900	27-29
I	II	Course/ Paper-4	A	F010201T	Organizational Behaviour	100(25+75)	3
			B		Business Finance	100(25+75)	3
	II	Course/ Paper-5	A	F010202T	Human Resource Development	100(25+75)	3
			B		Marketing Theory & Practices	100(25+75)	3
	II	Course/ Paper-6	A	F010203T	Business Mathematics	100(25+75)	3
			B		Advertising Management	100(25+75)	3
	II	Co-curricular			First Aid and Health	100	2
	II	Vocational				100	3
					Total	800	23
AFTER SUCCESSFULLY COMPLETING 1 ST YEAR, CERTIFICATE COURSE IN BUSINESS ADMINISTRATION (46 CREDITS) WILL BE AWARDED							

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Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Course/ Paper-7	A	F010301T	Management & Cost Accounting	100(25+75)	3
			B		Business Law	100(25+75)	3
	III	Course/ Paper-8	A	F010302T	Production Management	100(25+75)	3
			B		Business Policy	100(25+75)	3
	III	Course/ Paper-9	A	F010303T	Business Communication	100(25+75)	3
			B		Business Environment	100(25+75)	3
	III	Co-curricular			Human Values and Environmental Studies	100	2
	III	Vocational				100	3
	III	Other Faculty				100	4/5/6
					Total	900	27-29
2	IV	Course/ Paper-10	A	F010401T	Supply Chain Management	100(25+75)	3
			B		Research Methodology	100(25+75)	3
	IV	Course/ Paper-11	A	F010402T	Specialised Accounting	100(25+75)	3
			B		Consumer Behaviour	100(25+75)	3
	IV	Course/ Paper-12	A	F010403T	Investment Analysis & Portfolio Management	100(25+75)	3
			B		Company Law	100(25+75)	3
	IV	Co-curricular			Physical Education and Yoga	100	2
	IV	Vocational				100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 2ND YEAR, DIPLOMA IN BUSINESS ADMINISTRATION (92 CREDITS) WILL BE AWARDED

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Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Course/ Paper-13	A	F010501T	Income Tax	100(25+75)	3
			B		Marketing Communication	100(25+75)	3
	V	Course/ Paper-14	A	F010502T	Entrepreneurship & Small Business Management	100(25+75)	3
			B		Sales Management	100(25+75)	3
	V	Course/ Paper-15	A	F010503T	Industrial Relations & Labour Laws	100(25+75)	3
			B		Company Accounts	100(25+75)	3
	V	Co-curricular			Analytic Ability and Digital Awareness	100	2
	V			F010504P	Summer Training Project Report Presentation and Viva-Voce	100	3
					Total	800	23
3	VI	Course/ Paper-16	A	F010601T	Project Management	100(25+75)	3
			B		Goods & Services Tax	100(25+75)	3
	VI	Course/ Paper-17	A	F010602T	Auditing	100(25+75)	3
			B		International Trade	100(25+75)	3
	VI	Course/ Paper-18	A	F010603T	Strategic Management	100(25+75)	3
			B		Training & Development	100(25+75)	3
	VI	Co-curricular			Communication Skill and Personality Development	100	2
				F010604P	Comprehensive Viva-Voce	100	3
					Total	800	23
AFTER SUCCESSFULLY COMPLETING 3rd YEAR , BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (132 CREDITS)WILL BE AWARDED							

- Course/ paper No-3,6,9 and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty

E = External Marks (To be given by External Examiner as proposed by Board of Studies)
I = Internal Marks (To be given by Internal Examiner of the Department/College)

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BBA: Second Year Course Structure
Third Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Course/ Paper-7	A	F010301T	Management & Cost Accounting	100(25+75)	3
			B		Business Law	100(25+75)	3
	III	Course/ Paper-8	A	F010302T	Production Management	100(25+75)	3
			B		Business Policy	100(25+75)	3
	III	Course/ Paper-9	A	F010303T	Business Communication	100(25+75)	3
			B		Business Environment	100(25+75)	3
	III	Co-curricular			Human Values and Environmental Studies	100	2
	III	Vocational				100	3
	III	Other Faculty				100	4/5/6
					Total	900	27-29

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Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-7 (A)			
Course Code: F0103011		Course Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics	No. of Lectures Total=30	
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	8	
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	7	
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	8	
IV	Marginal Costing and Absorption Costing, Break-even analysis,	7	
Suggested Readings:			
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting			
2. Khan & Jain, Management Accounting			
3. Gupta, S.P., Management Accounting			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

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Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-7 (B)		
Course Code: F010301T	Course Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 1-1-P: 3-2-1		
Unit	Topics	No. of Lectures Total-30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	8
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	7
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration	8
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	7
Suggested Readings:		
1. Avatar Singh, Company Law		
2. Khargamwalla, JS, The Negotiable Instrument Act		
3. Ramaya A, A Guide to Companies Act		
4. Tuteja SK, Business Law for Managers		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-8 (A)		
Course Code: F010302T	Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Production Management; History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	8
II	Concept of Forecasting; Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	7
III	Product Selection; Definitions of Product Design and Development; Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	8
IV	Nature of Production Planning and Control (PPC); Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	7
Suggested Readings: 1. Production Management by Telsang Martand S Chand Publication		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-8 (B)		
Course Code: F010302T	Course Title: Business Policy	
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making	8
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance	7
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	8
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance	7
Suggested Readings:		
1. Gluek & Jauch, Corporate Strategy 2. Hatton & Hatton, Strategic Management 3. Christian, Anderson, Bower Business Policy 4. McCarthy, Inicchiello, Curran Business Policy & Strategy 5. Azhar Kazmi, Business Policy		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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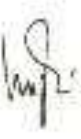
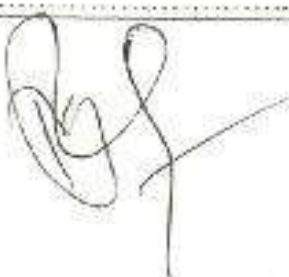


Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-9 (A)		
Course Code: F010303T	Course Title: Business Communication	
Course outcomes: The objective of this paper is to give the basic knowledge about the Business Communication		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	8
II	Corporate Communication; Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	7
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	8
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	7
Suggested Readings:		
1. Bapat & Davar, A Text book of Business Correspondence		
2. Bhende D.S., Business Communication		
3. David Berio, The Process of Communication		
4. Gowd & Dixit, Advance Commercial Correspondence		
5. Gurky J.M., A Reader in Human Communication		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-9 (B)			
Course Code: F010303T		Course Title: Business Environment	
Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		7
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		8
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment. Trends in World Trade: WTO-Objectives and role in international trade.		7
Suggested Readings:			
1. Francis Cherunilam, Business Environment			
2. K. Aswathapa, Business Environment			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			


BBA: Second Year Course Structure

Fourth Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	IV	Course/ Paper-10	A	F010401T	Supply Chain Management	100(25+75)	3
			B		Research Methodolgy	100(25+75)	3
	IV	Course/ Paper-11	A	F010402T	Specialised Accounting	100(25+75)	3
			B		Consumer Behaviour	100(25+75)	3
	IV	Course/ Paper-12	A	F010403T	Investment Analysis & Portfolio Management	100(25+75)	3
			B		Company Law	100(25+75)	3
	IV	Co-curricular			Physical Education and Yoga	100	2
	IV	Vocational				100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 2ND YEAR, DIPLOMA IN BUSINESS ADMINISTRATION (92 CREDITS) WILL BE AWARDED

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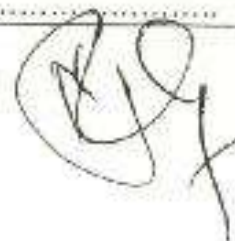
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Programme/Class: BBA	Year: Second	Semester: Fourth
Course/ paper- 10 (A)		
Course Code: F010401T	Course Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	8
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	7
Suggested Readings:		
1. Supply Chain Management by Michel H Hongo		
2. Supply Chain Management by Sunil Chopra		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper- 10 (B)			
Course Code: F0104011		Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology			
Credits: 3		Compulsory	
Max. Marks: 25-75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction; Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design; Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing; Chi-square test, Z-test, t-test, F-test.		8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		7
Suggested Readings:			
1. C.R. Kothari, Research Methodology			
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

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Programme/Class: BBA	Year: Second	Semester: Fourth
Course/ paper- 11 (A)		
Course Code: F010402T	Course Title: Specialised Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the specialised Accounting		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-5-0		
Unit	Topics	No. of Lectures Total=30
I	Accounting of Non-trading Institutions, Joint Venture and Consignment	8
II	Accounts of Banking companies and General Insurance companies	7
III	Department account and Branch account, Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	8
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	7
Suggested Readings:		
1. Agarwal, B.D., Advanced Accounting		
2. Chawla & Jain, Financial Accounting		
3. Chakrawarti, K.S., Advanced Accounts		
4. Shukla, M.B., Financial Analysis and Business Forecasting		
5. Jain & Naranag, Advanced Accounts		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper-11 (B)			
Course Code: F010402T		Course Title: Consumer Behaviour	
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics		No. of Lectures Total-30
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.		8
II	Individual determinants: Perceptual process, consumer learning process Introduction, Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.		7
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.		8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.		7
Suggested Readings:			
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective			
2. Schiffman & Kanuk, Consumer Behaviour			
3. Loudon & Bitta, Consumer Behaviour			
4. Bennet & Kasarji, Consumer Behaviour			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

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Programme/Class: BBA	Year: Second	Semester: Fourth
Course/ paper-12 (A)		
Course Code: F0104037	Course Title: Investment Analysis & Portfolio Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Investments: Nature, scope, objective and Process of investments analysis; concept of return and risk analysis; measurement of return and risk: Systematic and Unsystematic Risk.	8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7
Suggested Readings:		
1. Security analysis and Portfolio Management by Punithavathy Pandian		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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Programme/Class: BBA	Year: Second	Semester: Fourth
Course/ paper- 12 (B)		
Course Code: F010403T	Course Title: Company Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the Company Law		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.	8
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director	7
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	8
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	7
Suggested Readings:		
1. Grower L.C.B., Principles of Modern Company Law		
2. Ramaiya A., Guide to the Companies Act		
3. Singh, Avtar, Company Law		
4. Kuchhal, S.C., Modern Indian Company Law		
5. Kapoor, N.D., Company Law		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

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