

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT(GITAM)  
(Deemed to be University)  
VISAKHAPATNAM \* HYDERABAD \* BENGALURU**

**Accredited by NAAC with A<sup>+</sup> Grade**



**REGULATIONS AND SYLLABUS**

**OF**

**BBA (FM)**

**(for 2020-21 admitted batch)**

**Bachelor of Business Administration  
in Financial markets  
(W.e.f. 2020-21 admitted batch)**

**1.0 REGULATIONS**

**1.1. ADMISSION**

Admission into BBA (Financial Markets) program of GITAM (Deemed to be University) is governed by GITAM (Deemed to be University) admission regulations.

**1.2. ELIGIBILITY CRITERIA**

- a) A minimum of 50% of marks in Pre-University / Higher Secondary / 10+2 / Intermediate examination in any discipline or equivalent from any recognized Board or Council.
- b) Qualified in UGAT or GAT or qualified in GIM Online Test (GOT) conducted by GITAM Institute of Management, GITAM (Deemed to be University).

**1.3. ACADEMIC REGULATIONS**

**1.3.1. MEDIUM OF INSTRUCTION**

The medium of instruction (including examinations and project reports) shall be English.

**1.3.2. REGISTRATION**

Every student has to register himself/herself for each semester individually at the time specified by the Institute / University.

**1.3.3. ATTENDANCE REQUIREMENTS**

- a) A student whose attendance is less than 85% in all the courses put together in any semester will not be permitted to attend the end-semester examination and he/she will not be allowed to register for subsequent semester of study. He/she has to repeat the semester along with his/her juniors.
- b) However, the Vice Chancellor on the recommendation of the Principal
  - / Director of the University College / Institute may condone the shortage of attendance to the students whose attendance is between 76% and 84% on genuine medical grounds and on payment of prescribed fee.

**1.3.4. EVALUATION**

- a) The assessment of the student's performance in a theory course shall be based on two components: Continuous evaluation (40 marks) and semester end examination 60 marks
- b) A student has to secure an aggregate of 40% in the course in the two components put together to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of 24 marks (ie. 40%) in the theory components at the semester –end examination.
- c) Practical/project work/industrial training /Viva Voce/Seminar/ Professional competency development courses etc are completely assessed under continuous evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 40% to secure pass grade. Details of the assessment are as follows:

**Table -1 Assessment Procedure**

S. №.	Component of Assessment	Marks Allotted	Type of Assessment	SCHEME OF EXAMINATION
1.	Theory	40	Continuous Evaluation	<p>(i) Mid Semester examinations: Two mid examinations will be conducted for 20 marks each. <b>Better of two</b> will be considered for final 20 marks. If the student is absent for one Mid exam, the marks secured in the other mid exam will be considered as final marks. <b>No</b> re examinations will be conducted under any circumstances except exceptional cases as approved by the HOI.</p> <p>(ii) Coursera Course /on line Course : 10 marks. (student need to complete respective subject wise Coursera course/on line course listed by GIM through online and required to submit the course completion certificate,upon which student may have to give presentation/viva for awarding marks up to 10).</p> <p>(iii) Class room Presentation/Seminars and Case analysis//workshop/training/Assignments/ survey/ project work : 10 marks.</p>
	Total	60	Semester-end Examination	<p>The semester-end examination in theory subjects: 60 marks. Note: In respect of courses having practical's, theory examination shall be for 40 marks and practical exam for 20 marks.</p>
		100		
	Practicals (Tally / Excel)	100	Continuous Evaluation	<p>i) Forty (40) marks for lab performance, record and viva-voce ii) Sixty (60) marks for two tests of 30 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab Teacher.</p>
2.	Viva Voce at the end of each semester	50	Viva Voce	Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.
3.	Social Project at the end of II Semester	50	Project Evaluation	<p>Project Evaluation: 30 marks. Project Presentation: 20 marks.</p>

4.	Company Project Report/ Venture Plannning/ Business Plan 6 weeks) at the end of IV semester	100	Project/plan Evaluation	ii. (i) Project/plan Seminar:50 (ii) Project/plan Evaluation: 50
5.	Comprehensive Viva	100	Viva-Voce	Comprehensive Viva on all the Courses of Study, minor project and industrial visits of I to VI semesters.
6.	Current Business Affairs	50	Continuous Evaluation	i. Group Discussion: Best two out of three :20Marks ii. Online Tests: Best six outof eight: Marks 30
7.	Soft Skills	50	Continuous Evaluation	Objective type tests: Best two scores out of three: Marks 50
8.	Business Simulation	100	Internal Evaluation	Lab exercise-oriented paper
9.	Families in Business	100	Internal Evaluation	a. Independent Research Paper: Student should select any family firm (First or Second Generation) either from their locality or elsewhere.(50 Marks) b. Seminar Paper Presentation: Seminar Paper should be between 2500 to 3500 words and present the same.(25 Marks) c. Assignment Preparation from the lead case studies.(15 Marks) d. Innovativeness in selecting and presenting the topic.(10 Marks)

**Assessment Procedure Professional competency development courses**

<b>S. No.</b>	<b>Course Code</b>	<b>Course</b>	<b>Total Credits</b>	<b>Marks</b>	<b>Evaluation</b>
1.	MBA 372	Coursera Course	1	50	Will be evaluated on submission of course completion certificate by the student. Marks will be awarded based on the student performance in the respective Coursera Course and presentation thereon.
2.	MBA370	Yoga	1	50	Attendance- 5 Marks Viva- 5 Marks Practical Exercises- 40
3.	MBA358	CBA(Current Business Affairs)Starts from the 3 <sup>rd</sup> Semester	4 (1credit * 4 sems)	200	GD and Online quizzes
4.	MBA360 & MBA 374	Soft Skills 1 & 2	2	100	Class Activity: Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Online Test: Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration (20marks) Classroom participation:5 marks Attendance:5 marks
5.	MBA362	BEC	2	100	As per the British Council norms
6.	HBG 364	Simulation of Mutual Fund Services System	2	V	On line assessment on student performance
7.	MBA366	Management Book Review	1	50	Self Study & Presentation of the review – evaluated by Internal panel members
8.	VDC 111	Venture Discovery	02	100	Internal assessment as per VDC Guidelines
<b>TOTAL</b>			<b>15</b>	<b>700</b>	

### **1.3.5. RETOTALLING, REVALUATION & REAPPEARANCE AS PER NEW REFORMS**

- a) Retotaling of the theory answer script of the semester-end examination is permitted on request by the student by paying the prescribed fee within one week after the announcement of the results.
- b) Revaluation of the theory answer scripts of the semester-end examination is permitted on request by the student by paying the prescribed fee within one week after the announcement of the result.
- c) A student who has secured 'F' grade in a theory course shall have to reappear at the subsequent Semester - end examinations held for that course.
- d) A student who has secured 'F' grade in Project work/industrial training etc shall have to improve his/her report and reappear for viva voce with the juniors for the first two years, whereas the final year student will appear for re-examination at the instant special examination.

### **1.3.6. PROVISION FOR ANSWER BOOK VERIFICATION & CHALLENGE EVALUATION:**

- a) If a student is not satisfied with his/her grade after revaluation, the student can apply for, answer book verification on payment of prescribed fee for each course within one week after announcement of revaluation results.
- b) After verification, if a student is not satisfied with revaluation marks/ grade awarded, he/she can apply for challenge valuation within one week after announcement of answer book verification result/ two weeks after the announcement of revaluation results, which will be valued by the two examiners i.e., one Internal and one External examiner in the presence of the student on payment of prescribed fee. The challenge valuation fee will be returned, if the student is succeeded in the appeal with a change for a better grade.

### **1.3.7. SUPPLEMENTARY EXAMINATIONS & SPECIAL EXAMINATIONS:**

- a) The odd semester supplementary examinations will be conducted on daily basis after conducting regular even semester examinations in April/May.
- b) The even semester supplementary examinations will be conducted on daily basis after conducting regular odd semester examinations during Oct/Nov.
- c) A student who has completed his/her period of study and still has "F" grade in final semester courses is eligible to appear for Special Examination normally held during summer vacation.

### **1.3.8. PROMOTION TO THE NEXT YEAR OF STUDY**

- a) A student shall be promoted to the next academic year only if he/she completes the academic requirements of 60% of the credits till the previous academic year.
- b) Whenever there is a change in syllabus or curriculum he/she has to continue the course with new regulations after detention as per the equivalency established by the BoS to continue his/her further studies.
- c) The courses like Workshop, Industrial tour and Industrial training are to be considered in supplementary exams.
- d) A student who has secured 'F' Grade in project work / Industrial Training shall be permitted to submit the report only after satisfactory completion of the work and viva-voce examination.

### **1.3.9. REPEAT CONTINUOUS EVALUATION:**

- a) A student who has SECURED 'F' grade in a theory course shall have to reappear at the subsequent examination held in that course. A student who has secured 'F' grade can improve continuous evaluation marks upto a maximum of 50% by attending special instruction classes held during summer.
- b) A student who has secured 'F' grade in a practical course shall have to attend Special

Instruction classes held during summer.

- c) A student who has secured 'F' grade in a combined (theory and practical) course shall have to reappear for theory component at the subsequent examination held in that course. A student who has secured 'F' grade can improve continuous evaluation marks upto a maximum of 50% by attending special instruction classes held during summer.
- d) The Repeat Continuous Evaluation (RCE) will be conducted during summer vacation for both odd and even semester students. A student can register a maximum of 4 courses. Biometric attendance of these RCE classes has to be maintained. The maximum marks in RCE be limited to 50% of Continuous Evaluation marks. The RCE marks are considered for the examination held after RCE except for final semester students.
- e) RCE for the students who completed course work can be conducted during the academic semester. The student can register a maximum of 4 courses at a time in slot of 4 weeks. Additional 4 courses can be registered in the next slot.
- f) A student is allowed to Special Instruction Classes (RCE) 'only once' per course.

### **1.3.10. SPECIAL EXAMINATION**

A student who has completed the stipulated periods of study for the BBA program and still has failure grade 'F' in not more than **Four theory courses**, excluding practical examination and Project viva, may be permitted to appear for special examinations, which shall be conducted during the summer vacation at the end of the last academic year.

### **1.3.11. BETTERMENT OF GRADES**

Students who secured second class or pass who wish to improve their grades will be permitted **ONLY ONCE** to improve their grades at the end the program.

1. Candidates who have passed all the courses of a program within the stipulated period of study and who have obtained a Pass or Second Class only are eligible for Betterment of Grades.
2. Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.
3. Candidates who have completed the program of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades
4. Betterment of Grades is permitted only through appearance of the theory examinations.
5. Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.
6. Candidates can appear for betterment at one course, across the semesters, for the number of semesters they have studied. i.e. a Six semester BBA student can appear for betterment in any Six courses of study.
7. The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.
8. New Grade Card/PC shall be issued to candidates who have improved their Grades/Class after submitting the old Grade Card/PC.
9. The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC
10. Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.
11. Candidates have to pay a betterment fee as prescribed by the University.

12. Betterment of Grades is permitted 'only once', immediately after completion of the program of study

13. The rules & regulations framed by the University from time to time shall be applicable.

### 1.3.12. GRADING SYSTEM

Based on the student performance during a given semester/ trimester, a final letter grade will be awarded at the end of the trimester/semester in each course. The letter grades and the corresponding grade points are as given in Table 2.

**Table 2: Grades & Grade Points**

Sl.No.	Grade	Grade Points	Absolute Marks
1	O (outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above Average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab(Absent)	0	-

A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course, subject to securing a GPA of 5 for a pass in the semester.

This is applicable to both theory and practical papers. In the case of project Report (dissertation) and Vice-Voce also, the minimum pass percentage shall be 40%.

### 1.3.13. GRADE POINT AVERAGE

a) A Grade Point Average (GPA) for the semester/trimester will be calculated according to the formula:

$$\text{GPA} = \frac{\sum [ C \times G ]}{\sum C}$$

Where

C = number of credits for the course,

G = grade points obtained by the student in the course.

b) GPA is awarded to those candidates who pass in all the subjects of the semester/trimester. To arrive at Cumulative Grade Point Average (CGPA), a similar formula is used considering the student's performance in all the courses taken, in all the semesters/trimesters up to the particular point of time.

c) CGPA required for classification of class after the successful completion of the program is shown in Table 3.

**Table 3: CGPA required for award of Class**



Distinction	≥ 8.0*
First Class	≥ 6.5
Second Class	≥ 5.5
Pass	≥ 5.0

\* In addition to the required CGPA of 8.0, the student must have necessarily passed all the courses of every semester in first attempt.

#### **1.3.14. ELIGIBILITY FOR AWARD OF THE BBA DEGREE**

- a) Duration of the program: A student is normally expected to complete the BBA program of six semesters within three years. If due to some unavoidable circumstances that is not possible, a student may extend and complete the program in not more than five years including study period.
- b) However the above regulation may be relaxed by the vice-chancellor in individual cases for cogent and sufficient reasons.
- c) A student shall be eligible for award of the BBA degree if he or she fulfills the following conditions.
  - i) Registered and successfully completed all the courses and projects.
  - ii) Successfully acquired the minimum required credits as specified in the curriculum within the stipulated time.
  - iii) Has no dues to the Institute, Hostels, Libraries, NCC/NSS, etc. and
  - iv) No disciplinary action is pending against him/her
- d) The degree shall be awarded after approval by the Academic Council

#### **1.3.15. PEDAGOGY**

The class room pedagogy is customized by individual faculty to enhance the learning experience, which is dependent on the course and the degree of absorption by students. It has been proven that the degree of absorption is directly proportional to self-learning or preparedness before the classroom sessions and the interactions during the classes. Knowledge thus gained builds a strong long-lasting foundation. Typically class room pedagogy ranges from instructions, simulations, case discussions, role plays, etc. Simulations and case discussions are adopted extensively across the curriculum, to supplement class room instructions/lectures.

##### **1.3.15.1. Experiential Learning**

Rather than giving cut flowers to students, at GITAM Institute of Management we would prefer to teach them how to grow their own plants. Practical field-based experiential learning enhances class-room instructions and links theory to practice, which is highly emphasized in this curriculum. Outbound Program, NGO Projects, Summer Internship, Social & Rural Projects and Industry Visits are integral parts of the field-based program, some of which are listed below.

##### **1.3.15.2. Interaction with CEOs**

Classrooms can teach how a bee looks, but to taste honey one should venture into the fields. At GITAM Institute of Management we endorse this learning philosophy by inviting senior leaders from the business arena and by conducting industrial visits, which can help connect and reinforce classwork with real world solutions.

##### **1.3.15.3. Guest and Visiting Faculty**

Senior executives from corporate are invited periodically to serve as guest and visiting faculty. Attendance for guest lectures is mandatory. Students are required to submit a reflective report about each guest lecture to their respective faculty member.

#### 1.3.15.4. Industrial Visits

Industry visits are organized with an aim to simulate thought process and questions that help clarify the reasoning or justification of a particular style of doing things. Students should have an eye-for-detail and ask questions in their area of interest/discipline within the industry, and ensure they are answered by the executive. Students shall make no less than one industrial visit in each semester. A brief account of the visits shall be prepared and produced at the semester-end viva.

#### 1.3.16. SEMESTER END EXAMINATIONS

##### 1.3.16.1. Examinations

Examinations are not the end, but a launching platform into a brighter future. The knowledge gained during the semester is tested through the semester end-examinations. Violation of norms regarding behavior in the examination hall will attract severe penalty. Students found copying in the examination halls will have one grade point less or asked to leave the programme basing on the consequences.

##### 1.3.16.2. Examination Duration

The duration of each semester end-examination shall be for 3 hours. In case of courses having practicals, the duration of the theory exam shall be for 2 hours and the practical for an additional hour.

The medium of semester end examination for all the courses shall be English with the exception of languages (other than English)

##### 1.3.16.3. Examination pattern

The following shall be the structure of the question papers of different courses with case Analysis

S.No.	Pattern	Marks
1.	<b>Section A</b> : Ten questions each carry 2 marks	10X2= 20 marks
2.	<b>Section B</b> : Five Essay type questions (either or choice Questions from each unit)	5 X6 = 30 marks
3.	<b>Section C</b> : <b>One Case let</b> (not more than 200 words)	1X10 =10 marks
	<b>Total</b>	<b>60 marks</b>

A. The following shall be the structure of question paper for courses with numerical problems.

S.No.	Pattern	Marks
1.	<b>Section A :</b> Ten questions each carry 2 marks ( both theory / problems)	10 X 2 = 20 marks
2.	<b>Section B : Problems/Theory</b> (either or choice Questions from each unit)	5 X 8 = 40marks
	<b>Total</b>	<b>60 marks</b>

B. The following shall be the structure of question paper for all the other theory courses

S.No.	Pattern	Marks
1.	<b>Section A :</b> Ten questions each carry 2 marks	10 X 2 = 20 marks
2.	<b>Section B :</b> Five Essay type questions (either or choice Questions from each unit)	5 X 8 = 40 marks
	<b>Total</b>	<b>60 marks</b>

### 1.3.17. VIVA VOCE

The Composition of Viva-Voce Board for Semester end/Year end consists of:

Program Coordinator : Chairman

One Senior Faculty from the Institute / Practitioner : Member

The Comprehensive Viva-Voce Board consists of :

Director/ nominee : Chairman

One Senior Faculty from the Institute : Member

Program Coordinator : Convener

Senior Faculty/Practitioner : Member

### 2.0. PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

1. The three year BBA program aims at developing a student's intellectual ability, executive personality and management skills through an appropriate blending of business and general education.
2. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.
3. The program also seeks to prepare students for higher education in business at home and abroad.

### 3.0. PROGRAM OUTCOMES(POs) & PROGRAM SPECIFIC OUTCOMES(PSOs):

At the end of the program the students would be able to

<b>PO1</b>	Understand the operations of mutual funds, equity markets, commodity markets and other capital market operations.
<b>PO2</b>	Apply the techniques of management accounting, financial management, business statistics and business economics.
<b>PO3</b>	Integrate the law relating to Indian income tax and their applications for computation of tax liability and effective tax planning and interpret various laws relating to business and employment.

<b>PO4</b>	Evaluate the risks associated with the entity's business and develops a financial strategy for mitigating the risk
<b>PO5</b>	Utilize Microsoft Office and other information technology tools.
<b>PSO1</b>	Apply necessary knowledge on the Indian financial system, commodity market analysis, insurance management, business simulation, industrial relations etc.
<b>PSO2</b>	Analyze, design and develop solutions to a Financial Markets problems
<b>PSO3</b>	Develop various investment strategies according to the requirements of the investors.

#### 4.0. STRUCTURE OF THE PROGRAM

##### 4.1. The Program Consists of

- i) University Core
- ii) Faculty Core
- iii) Program Core
- iv) Open electives are of general nature either related or unrelated to the discipline.

4.2.1 Each course is assigned a certain number of credits depending upon the number of contact hours (lectures & tutorials) per week.

4.2.2 In general, credits are assigned to the courses based on the following contact hours per week per semester.

- One credit for each lecture / tutorial hour per week.
- One credit for two hours of practicals per week.
- Two credits for three (or more) hours of practical per week.

##### 4.2. Range of credits:

Course	Range of Credits
Theory	2 to 6
Practical	2 or 3
Project work	1 to 5
Proficiency competency development	1 or 2
Viva Voce	1 or 2
Seminar	1 or 2

4.3. The BBA ( BA) Program comprises of six semesters spread across three academic years of study.

*Table-1*

Description of the courses	Compulsory credits required to complete the program
University Core (UC)	12
Faculty Core (FC)	27
Program Core (PC)	72
Open Electives (OE)	9
<b>Total.....</b>	<b>120 Credits</b>

1. A student has to earn a total of **120** credits in University Core, Faculty Core, Program Core and Open Electives which are compulsory courses.
2. Every course offered as part of the curriculum, has been carefully picked and the course objectives clearly defined, based on the competency outcome that is expected to be delivered by the end of the course. Credits are assigned to a course, depending on the effort that is required to teach the laid out course objectives and the effort expected from students. One credit is represented by 1 hour of contact class interactions per week.

**NOTE:** GITAM Institute of Management reserves the right to change the totalcredits/courses offered without prior notice.

#### 4.4. Semester wise course structure

##### SEMESTER– I

S. №.	Code №.	Title of the Course	Level of course	Credits		Internal Assessment Marks	External Assessment Marks	Total Marks			
				Theory	Practical						
1.	GEL 131	Communicative English	FC	3	-	3	40	60	100		
2.	MBG121*	MS Office & IT	FC	2	2	3	100	-	100		
3.	MBG103	Business Economics	FC	3	-	3	40	60	100		
4.	MBG105	Financial Accounting	FC	4	-	4	40	60	100		
5.	MBG107	Business Mathematics	FC	4	-	4	40	60	100		
6.	HFM101	Introduction to Financial Markets	FC	3	-	3	40	60	100		
7.	MBA191	Semester End Viva	PC	-	-	1	50	-	50		
<b>TOTAL...</b>						<b>19</b>	<b>02</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

• **100% Internal Assessment**

**SEMESTER – II**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/ Sanskrit/ Hindi/Special English* (Second Lan- guage)	FC	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	PC	3	-	3	40	60	100
3.	MBA102	Self Aware- ness & Per- sonality De- velopment	FC	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	PC	4	-	4	40	60	100
5.	MBG112	Business Statistics	FC	3	-	3	40	60	100
6	HFM102	Introduction to Mutual Funds	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	PC	-		1	50	-	50
<b>TOTAL.....</b>				<b>19</b>		<b>20</b>	<b>290</b>	<b>360</b>	<b>650</b>

**SEMESTER – III**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG201	Indian Heritage & Culture	FC	2	-	2	40	60	100
2.	MBG203	Business Communication	PC	2	-	2	40	60	100
3	MBG231	MS Excel	FC	2	1	3	100		100*
4	MBG205	Human Resource Management	PC	3	-	3	40	60	100
5.	HFM201	Capital Market Operations	PC	3	-	3	40	60	100
6.	MBG207	Marketing Management	PC	3	-	3	40	60	100
7.	MBA291	Social Project/Rural Project	PC	-	1	1	50	-	50
8.	MBA293	Semester End Viva	PC			1	50	-	50
<b>TOTAL.....</b>				<b>15</b>	<b>02</b>	<b>18</b>	<b>400</b>	<b>300</b>	<b>700</b>

**\*100% Marks Internal**



**SEMESTER – IV**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG202	Environmental Science	FC	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	PC	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	PC	3	-	3	40	60	100
4.	HFM202	Stock Market Operation	PC	2	1	3	40	60	100
5.	MBA206	Business Laws	PC	4	-	4	40	60	100
6.	MBG206	Financial Management	PC	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	PC	-		1	50	-	50
<b>TOTAL....</b>				<b>19</b>	<b>1</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

**SEMESTER – V**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBA301	Business Plan Preparation	PC	3	-	3	40	60	100
2.	MBG301	Production & Operations Management	PC	3	-	3	40	60	100
3.	HFM301	Commodities Market Analysis	PC	3	-	3	40	60	100
4.	HFM 303	Fundamental Analysis	PC	3	-	3	40	60	100
5.	MBG 345	Derivative Market Operations	OE	3	-	3	40	60	100
6.	MBG 347	Indian Financial System	OE	3	-	3	40	60	100
7.	HFM 305	Simulation of Equity Shares	PC	-	2	2	100	-	100
8.	MBA393	Semester End Viva	PC	-	1	1	50	-	50
<b>TOTAL ...</b>				<b>18</b>	<b>03</b>	<b>21</b>	<b>390</b>	<b>360</b>	<b>750</b>

**SEMESTER – VI**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBA302	Contemporary Business Models	PC	3	-	3	40	60	100
2.	MBG304	E-Commerce	PC	3	-	3	40	60	100
3	HFM302	Technical Analysis	PC	3	-	3	40	60	100
4.	MBA342	Customer Relationship Management	OE	3	-	3	40	60	100
5.	MBA344	Advertising and Brand Management	OE	3	-	3	40	60	100
6.	MBA346	Insurance Management	OE	3	-	3	40	60	100
7.	MBA348	Income Tax Law & Practice	OE	3	-	3	40	60	100
8.	MBA350	Industrial Relations	OE	3	-	3	40	60	100
9.	MBA352	Employment Laws	OE	3	-	3	40	60	100
10.	MBA354	Business Simulation (100 % internal)	OE		3	3	100	-	100
11.	MBA356	Families in Business (100% internal)	OE	3	-	3	100	-	100
12.	MBA392	Comprehensive Viva	PC	-		2	100	-	100
<b>TOTAL....</b>				<b>30</b>	<b>03</b>	<b>35</b>	<b>660</b>	<b>540</b>	<b>1200</b>

### Proficiency Development Courses (PCDs)

S.No.	Course Code	Course	Category	Total Credits	Semester
1.	MBA 372	Coursera Course	UC	1	I
2.	MBA370	Yoga	UC	1	II
3.	MBA358	CBA(Current Business Affairs)	UC	4	III to VI
4.	MBA360	Soft Skills -1	UC	1	III
5.	MBA 374	Soft Skills - 2	UC	1	V
6.	MBA362	BEC	UC	2	III
7.	MBA366	Management Book Review	UC	1	VI
8.	VDC111	Venture Discovery	UC	2	II
<b>TOTAL</b>				<b>13 *</b>	

\* A Student has to secure **12 credits** out of 13 credits in Professional Competency Development Courses.

**SEMESTER– I**

<b>S. №.</b>	<b>Code №.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	GEL 131	Communica- tive English	FC	3	-	3	40	60	100
2.	MBG121*	MS Office & IT	FC	2	2	3	100	-	100
3.	MBG103	Business Economics	FC	3	-	3	40	60	100
4.	MBG105	Financial Accounting	FC	4	-	4	40	60	100
5.	MBG107	Business Mathematics	FC	4	-	4	40	60	100
6.	HFM101	Introduction to Financial Markets	FC	3	-	3	40	60	100
7.	MBA191	Semester End Viva	PC	-		1	50	-	50
<b>TOTAL...</b>				<b>19</b>	<b>02</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

**BBA (Financial Markets) – I SEMESTER GEL 131:**

**COMMUNICATIVE ENGLISH**

B TECH, BBA & BSC SEMESTER I (2020-21)

L T P C

2 0 2 3

**COURSE DESCRIPTION:**

The course is a unified approach to enhance language skills of learners with an aim to hone their social skills and to increase their employability. The course is designed to acquaint the learners with the necessary LSRW (Listening/ Speaking / Reading/ Writing) skills needed either for recruitment or further studies abroad for which they attempt international exams like TOEFL, IELTS and GRE. It enables the learners improve their communication skills which are crucial in an academic environment as well as professional and personal lives.

**COURSE OBJECTIVES**

1. To enable learners to develop listening skills for better comprehension of academic presentations, lectures and speeches.
2. To hone the speaking skills of learners by engaging them in various activities such as just a minute (JAM), group discussions, oral presentations, and role plays.
3. To expose learners to key Reading techniques such as Skimming and Scanning for comprehension of different texts.
4. To acquaint the learners with effective strategies of paragraph and essay writing, and formal correspondence such as email, letters and resume.
5. To provide learners with the critical impetus necessary to forge a path in an academic environment, in the professional life and in an increasingly complex, interdependent world.

**UNIT I**

**LISTENING:** Listening for gist and specific information

**SPEAKING:** Introducing self and others; Developing fluency through JAM  
**READING:** Skimming for gist and Scanning for specific information

**WRITING:** Paragraph writing-writing coherent and cohesive paragraph(narrative and descriptive); use of appropriate Punctuation.

**GRAMMAR & VOCABULARY:** Articles & Prepositions;

Word Families (Verbs, Nouns, Adjectives, Adverbs; Prefixes and Suffixes)

### **LEARNING OUTCOMES:**

After completion of this unit, the learners will be able to

- Apply the requisite listening skills and comprehend at local and global level. (L4 and L2) (L5)
- Introduce themselves with accurate structure in diverse social and professional contexts. (L3)
- Apply relevant reading strategies for comprehension of any given text (L3)
- Write a paragraph using cohesive devices maintaining coherence (L3)
- Understand the Use of Articles and Prepositions, and apply appropriately for meaningful communication (L3)

Understand the relevance of various categories in word family and apply them meaningfully in context (L3)

### **UNIT II**

**LISTENING:** Listening for Note taking and Summarizing

**SPEAKING:** Role plays and Oral Presentations. **READING:** Intensive Reading-

Reading for implicit meaning **WRITING:** Note making and summarizing

**GRAMMAR & VOCABULARY:** Verb forms-Tenses; synonyms to avoid repetition in speech and writing.

#### **Learning Outcomes:**

After completion of this unit, the learners will be able to

- Employ note taking and summarizing strategies to comprehend the listening text (L2)
- Use strategies for successful and relevant oral presentation (L3, L4)
- Demonstrate effective communication skills by applying turn-taking and role distribution techniques for meaningful and contextual Speaking (L3 and L4)
- Apply various reading strategies imbuing inferential and extrapolative comprehension of any given text. (L2, L3)
- Apply various note-making techniques while comprehending the reading text to present a complete and concise set of structured notes (L3, L4, L5)
- Apply the notes to draft a summary (L3)
- Use correct tense forms and appropriate structures in speech and written communication (L3)
- Context specific use of Prefixes and Suffixes for meaningful communication (L3)

### **UNIT III**

**LISTENING:** Listening for presentation strategies: introducing the topic, organization of ideas, conclusion.

**SPEAKING:** Aided presentations **READING:** Inferring using textual

clues **WRITING:** Formal Letter and Email writing

**GRAMMAR & VOCABULARY:** Active and Passive Voice; linkers and discourse markers.

#### **Learning Outcomes:**

After completion of this unit, the learners will be able to

- Notice and understand effective listening strategies to identify discourse markers in presentations. (L1, L2)

- Make formal oral presentations using effective strategies such as audio – visual aids (L3)
- Infer meaning and inter – relatedness of ideas (L4)
- Understand relevant structures and draft formal letters in suitable format (L3, L4)
- Construct relevant sentences in active and passive voice for meaningful communication (L2, L3)
- Comprehend and apply available vocabulary items relevant to the context (L1, L2, L3)

#### **UNIT IV**

**LISTENING:** Listening for labeling-maps, graphs, tables, illustrations  
**SPEAKING:** Aided group presentation using charts, graphs etc.

**READING:** Reading for identification of facts and opinions

**WRITING:** Information transfer (writing a brief report based on information from graph/chart/table)

**GRAMMAR & VOCABULARY:** Subject-verb agreement; language for comparison and contrast; Antonyms

#### **Learning Outcomes:**

After completion of this unit, the learners will be able to

- Match visual and auditory inputs and use the information comprehensively and will adequately demonstrate important relationships or patterns between data points (L2)
- choose and coordinate resources appropriate to context and speak intelligibly (L3, L4)
- Develop advanced reading skills for analytical and extrapolative comprehension (L4, L5)
- Make decisions on arrangement of ideas and transfer them from visual to verbal form using context appropriate structure. (L3, L4)
- Demonstrate ability to use task specific grammatically correct structures (L3)
- Comprehend and use expressions for negation/contradiction ((L2, L3)

#### **UNIT V**

**LISTENING:** Listening to discussions for opinions  
**SPEAKING:** Group

Discussion

**READING:** Reading for inferences

**WRITING:** Coursera Course-Essay Writing-Getting Started with Essay Writing (UCI Division of Continuing Education) 24 hours

**GRAMMAR & VOCABULARY:** Editing short texts: correcting common errors in grammar and usage; Action verbs for fluency and effective writing.

#### **Learning Outcomes:**

After completion of this unit, the learners will be able to

- Apply analytical and problem-solving strategies to identify and interpret facts and opinions from a dialogue. (L3)
- Able to administer group dynamics to contribute valid ideas to a discussion with clarity and precision (L3)
- Demonstrate techniques to analyze contextual clues (L4)
- Compare and correlate ideas and facts to produce an organized essay with adequate supporting evidences (L4, L5)
- Organize the available structural/grammatical knowledge and apply them in a real time context (L3)



- Comprehend meaning for new words/phrases used and apply them in a new context. (L2, L3)

### **Course Outcomes**

#### **By the end of the course, the learners will be able to:**

- Think critically, analytically, creatively and communicate confidently in English in social and professional contexts with improved skills of fluency and accuracy. Write grammatically correct sentences employing appropriate vocabulary suitable to different contexts.
- Comprehend and analyze different academic texts.
- Make notes effectively and handle academic writing tasks such as Paragraph writing and Essay writing.
- Effectively handle formal correspondence like e-mail drafting and letterwriting .

#### Reference Books:

1. Arosteguy, K.O. and Bright, A. and Rinard, B.J. and Poe, M. *A Student's Guide to Academic and Professional Writing in Education*, UK, Teachers College Press, 2019
2. Raymond Murphy, *English Grammar in Use A Self-Study Reference and Practice Book for Intermediate Learners of English* : Cambridge University Press; 2019
3. Peter Watkins, *Teaching and Developing Reading Skills*: UK, CUP, 2018
4. Deeptha Achar et al. *Basic of Academic Writing*. (1 and 2) parts New Delhi: Orient Black Swan. (2012 & 2013).
5. Kumar S and Lata P, *Communication Skills*: New Delhi Oxford University Press, 2015

## **BBA – I SEMESTER MBG121: MS OFFICE AND IT**

**(100% Internal Assessment)**

### **COURSE DESCRIPTION**

MS Office refers to all tools and methods that are applied to office activities which make it possible to process written, visual and sound data in a computeraided manner. MS Office is intended to provide elements which make it possible to simplify improve, and automate the organization of the activities of a company or a group of people.

### **COURSE OBJECTIVES**

- 1) To acquaint the students with the fundamentals of information technology
- 2) To give basic understanding of working with MS Office.

### **SYLLABUS**

**UNIT-I: Introduction to Information Technology** – Definition, Elements of IT – Computer System – Characteristics, Classification of Computers, Components of Computer – Input Devices, Output Devices, Types of Memories, Software – System Software, Application Software, Networking – Definition, Types of Networks – LAN, MAN, WAN, Internet and its applications

**UNIT-II: Introduction to MS Office and MS Word** – Components of MS Office, Applications of MS Office, MS Word – Working with MS Word Documents, Text Formatting, Working with Tables, Spelling and Grammar, Adding Graphics to document, Mail Merge

**UNIT-III: MS Excel** – Working with MS Excel Workbook, Worksheet Management, Formulae and Functions, Inserting Charts, Sorting, Filters, Printing in Excel

**UNIT-IV: MS Access** – Basic database concepts – Definition, Advantages, Integrity Constraints and Keys, Creating database in MS Access, Creating Forms in MS Access, Creating Reports in MS Access, Working with Queries  
**UNIT-V: MS PowerPoint** – MS PowerPoint – Creating Presentations, Working with Slides – Slide Design and Slide Layout, Working with Animation, Working with Graphics – Pictures, ClipArt, Audio Clips, Video Clips

### **Course Outcomes:**

**At the end of this course the student will –**

- 1) Understand the different elements of Information Technology
- 2) Understand the importance of MS Office in carrying out organizational activities.
- 3) Get hands on experience in working with MS Office

### **TEXT BOOK**

Gary B Shelly, Thomas J Cashman, Misty E Vermaat (2010), *Microsoft Office 2007*, New Delhi: Cengage Learning India Limited.

### **REFERENCE BOOKS**

1. Bandari Vinod Babu (2012), *Fundamentals of Information Technology*, New Delhi: Pearson Education.
2. IITL ESL (2011), *Fundamentals of Computers*, New Delhi: Pearson Education.

### **JOURNALS**

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam

## **BBA(Financial Markets) – I SEMESTER**

**Course Code: MBG103**

**Course Title: BUSINESS ECONOMICS**

**Semester: I**

**Course Type: Core Course**

**Credits: 3**

**Home Programme(s): BBA (20-21) Admitted Batch**

**Course Leader: Dr.M. Sudha**

### **COURSE DESCRIPTION**

In today's competitive business environment, effective managerial/business decision making requires use of economic concepts and tools. Business efficiency depends on minimization of cost and maximization of production which requires perfect understanding of the economic concepts like demand, supply, production, cost and market conditions. (Managerial) Business economics uses economic concepts and principles by emphasizing on demand and Supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy and which also affects the business performance.

### **COURSE OBJECTIVES:**

The course intent to enable students to

1. Give outline on the fundamental concepts of business economics
2. Choose the right demand forecasting technique based on the imparted knowledge about demand and supply concepts
3. Specify the importance of cost and output relationships to take production decisions
4. Analyse the market structures under different competitive conditions
5. Apply relevant information for business decisions by gaining knowledge about various macro-economic aspects.

### **Course outline and indicative content Unit I (8 sessions – CO1, CO2, L2)**

Managerial Economics – Nature, scope, importance and application of Managerial Economics concepts in business decision making.

### **Unit II (8 sessions – CO1, CO2, L2)**

Demand and Supply Analysis: Determinants of demand, types of demand, Law of Demand, determinants of supply, law of supply, market equilibrium, price mechanism. Elasticity of demand, types of elasticity, methods to measure elasticity, demand forecasting, Methods (Qualitative and Quantitative) of demand forecasting.

### **Unit III (8 sessions – CO1, CO3, L3)**

Production and Cost Analysis: Production function, Laws of Production  
- Short run - one variable production function, Long run – Iso-quants, Iso-cost line, producer's equilibrium, expansion path, Law of returns to scale. Cost - Cost concepts, Cost output relation - short run cost output relationship, long run cost output relationship, Economies of scale.

### **Unit IV (8 sessions – CO1, CO2, CO4, L3)**

Market Structure - Basis for classification of market power, kinds of competitive market, price and output decisions in perfect competition and imperfect market, Monopoly, Monopolistic, Oligopoly market. Market Failures – public goods, social goods, merit goods, administered prices (ceiling price and floor price) and Externalities – Positive and negative externalities.

### **Unit V (8 sessions – CO1, CO5, L3)**

Macroeconomics- National Income-Concepts of national income, methods of calculating national income. Inflation- causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles. Stabilization policies –

Monetary Policy and Fiscal Policy.

Case Analysis (Not Exceeding 200 words)

### Learning and teaching activities

Case Analysis Situation Analysis Brainstorming Group Discussion Research Project Chalk and Talk  
Student Presentations

### Course Outcomes (CO):

CO	Learning Outcome mapped with Assessments
	On successful completion of this course, students will be able to:
1	Discuss the nature and scope of business economics concepts
2	Classify the differences between demand and supply analysis and the balance the market forces through price mechanism and government interference
3	Apply the techniques of production and the concepts of cost in production decisions
4	Differentiate the price and output decisions under various market structures.
5	Apply macroeconomic concepts knowledge in business decision making.

### Indicative Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However, you should not limit yourself to this book and should explore other sources on your own. You need

to read different books and journal papers to master certain relevant concepts to analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

### Reference:

1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGraw Hill Education Private Limited, New Delhi, 2018.
2. Dominick Salvatore, Seventh Edition, Adapted Version, Oxford Publication New Delhi, 2014.
3. Dr.D.N.Dwivedi, Managerial Economics, Vikas Publishing House, New Delhi, 2015/Latest Edition.
4. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee, "Managerial Economics", Pearson, New Delhi, 2012/Latest Edition.

### Journals:

1. Economic and Political Weekly, Sameeksha Trust, Mumbai
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam
3. Indian Journal of Economics, Academic Foundation, New Delhi
4. GITAM Journal of Management
5. E- Books and E-Journals

### Company Profiles

### Daily English Business News Papers

1. The Economic Times, 2. Business Standard, 3. Mint

## **BBA (Financial Markets) – I SEMESTER**

### **MBG105: FINANCIAL ACCOUNTING**

#### **COURSE DESCRIPTION**

Accounting is aptly called the language of business. This designation is applied to Accounting because it is the method of communicating business information. The basic function of any language is to serve as a means of communication. Accounting duly serves this function.

#### **COURSE OBJECTIVES**

- 1) To equip the students with knowledge of fundamentals of Financial Accounting systems
- 2) To make students proficient in the application of Financial Accounting techniques.

#### **SYLLABUS**

##### **UNIT-I: Nature and Scope of Financial Accounting and Systems –**

Principles – Accounting Concepts and conventions – Accounting Cycle Double Entry System – Accounting equation – Preparation of Journals – Preparation of Ledgers.

**UNIT-II: Subsidiary books** – Types of Subsidiary Books – Cash Book – Types of cash book – Preparation of Triple Column Cash Book. (NP)

**UNIT-III: Trial Balance** – Meaning of Trial Balance – Preparation of Trial Balance – Types of Errors – Suspense Account. (NP)

**UNIT-IV: Preparation of Final Accounts** – Trading Account – Profit and Loss Account – Balance Sheet – Treatment of Adjustments- (NP)

**UNIT-V: Bank Reconciliation Statement (BRS)** – Introduction and Significance of BRS – Pass Book – Cash Book – Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement. (NP)

#### **COURSE OUTCOMES**

The student is expected to –

- 1) Analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.
- 2) Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
- 3) Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.

#### **TEXT BOOK**

Mukharjee and Hanif (2013), *Financial Accounting*, New Delhi: Tata Mc- Graw Hill

#### **REFERENCE BOOKS**

1. Maheswari S.N & Maheswari S.K (2010), *Introduction to Financial Accounting*, New Delhi: Vikas Publishing House.
2. Tulsian P.C (2011), *Financial Accounting, Volume I and Volume II*, New Delhi: Pearson Education.

#### **JOURNALS**

1. The Chartered Accountant : The Institute of Chartered Accountants of India
2. Journal of Accounting and Finance : Research Development Association, Jaipur
3. Indian Journal of Accounting : The India Accounting Association, Udaipur

## **BBA(Financial Markets) – I SEMESTER**

### **MBG107: BUSINESS MATHEMATICS**

Course code:MBG107

Course title: BUSINESS MATHEMATICS

Semester:I

Course Type: Core Course

Credits:4

Programme: BBA

Course Leader:

#### **COURSE DESCRIPTION:**

The course is designed to understand and acquire knowledge and skills in Basic Mathematics for solving business problems. To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators. To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related. Upon completion of the course the students will be, familiarized with the nature of business problems and Able to analyze and take business decisions in day to day transactions.

#### **COURSE OBJECTIVES:**

1. To understand the basic concepts for solving business problems
2. To study the analytical techniques in business transactions that would help in solving business problems
3. To analyze and take business decisions in day to day transactions
4. To use the results of mathematical calculations to help evaluate various options in reaching financial decisions

#### **Course outline and indicative content:**

##### **UNIT I: (CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)**

Basic Mathematics - Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

##### **UNIT II: (CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)**

Matrix Algebra - Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

##### **UNIT III:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)**

Elementary Calculus - Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

##### **UNIT IV:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)**

Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost.

##### **UNIT V:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)**

Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

#### **Problems will be given from all the units.Note:**

1. **Proofs of theorems and derivations of formulae are excluded.**
2. **Trigonometric functions, Inverse Trigonometric functions and Hyperbolic functions are**

**excluded.**

**Course Outcomes (CO):**

On fruitful and successful completion of this course, students will be able to:

1. Understand the basic concepts for solving business problems
2. Apply the analytical techniques in business transactions that would help in solving business problems
3. Analyze and take business decisions in day to day transactions
4. Use the results of mathematical calculations to help evaluate various options in reaching financial decisions
5. Create an edge for the business

**Learning and teaching activities:**

Mixed pedagogy approach is followed for this course. Classroom based face to face teaching, directed study, individual study through glearn, assignments, projects and practical activities (individual and group)

**TEXT BOOK**

R.C. Joshi (2013.), Business Mathematics, Jalandhar: New Academic Publishing Co..

**REFERENCE BOOKS**

1. J.K Singh (2013), Business Mathematics, Mumbai: Himalaya Publishing House.
2. Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain (2011.), Business Mathematics, Mumbai: Himalaya Publishing House.
3. Dr. C. Sancheti and V.K. Kapoor (2012), Business Mathematics, New Delhi: Sultan Chand & Sons.

**JOURNALS**

1. American Journal of Mathematics (Johns Hopkins U, Baltimore MD, USA)
2. IMA Journal of Mathematics Applied in Business and Industry (Oxford Univ. Press)
3. Asian Journal of Mathematics (International Press)
4. Canadian Journal of Mathematics (CMS, Ottawa)

## **BBA(Financial Markets) I -SEMESTER**

### **HFM101: INTRODUCTION TO FINANCIAL MARKETS**

#### **COURSE DESCRIPTION:**

The objective of this course is to impart to the students the knowledge on basic aspects of financial markets, derivative markets and financial statements.

#### **COURSE OBJECTIVES:**

- 1) To expose the students to financial markets and various financial instruments.
- 2) To provide basic understanding of derivative markets.
- 3) To enable the students to read and understand financial statements.

**Unit – I:** Markets and Financial Instruments Types of Markets: Equity Debt, Derivatives Commodities; Meaning and features of private Public companies; Types of investment avenues .

**Unit –II:** Primary Market –Initial Public Offer (IPO); Book Building through Online IPO; Eligibility to issue securities; Pricing of Issues; Fixed versus Book Building issues; allotment of Shares; Basis of Allotment, Private Placement.

**Unit-III:** Secondary Market, Role and functions of Securities and Exchange Board of India (SEBI); Depositories; Stock exchanges; Intermediaries in the Indian stock market Listing; Membership; Trading Clearing and settlement and risk management; Investor protection fund (IPF); and Do's and Don'ts for investors, Equity and debt investment.

**Unit-IV:** Derivatives –Types of derivatives; Commodity and commodity exchanges; Commodity versus financial derivatives.

**Unit-V:** Financial Statement Analysis-Balance sheet; Profit & loss account; Stock market related ratios; Simple analysis before investing in the shares; understanding annual report; Director's report.

#### **Course Outcomes:**

- 1) To gain a broader understanding of financial markets.
- 2) To enable the student to analyze financial statements.

#### **Reference Books**

1. NCFM Beginner's Module.

#### **Journals:**

1. Chartered Financial Analyst.



**2. SEMESTER – II**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/ Sanskrit/ Hindi/Special English* (Second Language)	FC	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	PC	3	-	3	40	60	100
3.	MBA102	Self Awareness & Personality Development	FC	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	PC	4	-	4	40	60	100
5.	MBG112	Business Statistics	FC	3	-	3	40	60	100
6	HFM102	Introduction to Mutual Funds	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	PC	-		1	50	-	50
<b>TOTAL.....</b>				<b>19</b>		<b>20</b>	<b>290</b>	<b>360</b>	<b>650</b>

## BBA(FM) - II SEMESTER MBG102: TELUGU

### COURSE DESCRIPTION

This course contains a rich selection from Telugu language and literature.

### COURSE OBJECTIVES

- 1) To enlighten students about the richness and value of the regional language
- 2) To offer working knowledge of Telugu to the students.

ప్రాచీన కవిత్వం :

1. నన్నయ - గణగాశాతనుల కథ  
ఆంధ్ర మహాభారతం - ఆదిపర్వం - నాల్గవ ఆశ్వాసం (120-165) “నరనరుడగు శంతనునకు” నుండి “దివ్యభూషణాలంకృత” వరకు
2. తిక్కన - మూషిక మర్ఘాల వృత్తవంతం  
ఆంధ్రమహాభారతం - శ్వంతిపర్వం - మూడవ ఆశ్వాసం (202 - 242) అడవిలో నొకమణ్ణి  
.....నుండి సౌఖ్యము  
బువందెన్.
3. అల్లసాని పెద్దన - హాసీ చక్రవాక సహవాదం  
మనఁచరిత్రము - ఆరవ ఆశ్వాసం (62-68) “గణగాతరమగిణి” నుండి “జమభారతి భిదుర  
సంరంభంబు” వరకు
4. తరిగిపాటి వంగమాంబ - ఎఱుకత శ్రీ వంకటాచల మాహాత్మ్యం ఆశ్వాసం (4-51)  
“వకుళను నేనా వివాహ ప్రయత్నంబు” నుండి “అని యిట్” వరకు

ఆధునిక కవిత్వం

5. గరిమెళ్ళ సత్యనారాయణ - మాకొద్ తెల్లదొరతనము
6. శ్రీశ్రీ - మహాప్రసాదానం
7. జాషువ - ముసాపరులు
8. పుట్టపాటి నారాయణాచార్యులు- మేఘదూతము కథానికలు
9. పాలగుమ్మి పద్మరజు - గాలివాన
10. కొలకటూరి ఇనాక్ - ఆకలి
11. కేతువిశ్వనాథ రెడి - నమ్మకున్ననేల
12. పాట్లపల్లి రామకృష్ణ - జైలువీయకరణం
1. సమధులు - సవరణద్దీ గుణ, యణాదేశ, వృద్ధి త్రిక, గ, స, డ, దవా దేశ,  
రుగాగమ, ట్టాగమ, ఆమ్రేడిత, ఆత్మవంధి మొదలైనవి.
2. సమాసాలు - తతువురుష, కర్మధారయ, ద్వంద్, దీగు, బహువ్రీహి  
మొదలైనవి.

### LEARNING OUTCOMES

- 1) The student learns reading and writing Telugu
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.



## MBG 104: SANSKRIT

### COURSE DESCRIPTION

This course contains a rich selection from Sanskrit language and literature.

### COURSE OBJECTIVES

- 1) To enlighten students about the richness and value of the classical language
- 2) To offer working knowledge of Sanskrit to the students.

- 1) POETRY : Lesson No. 1 Saranagathi

From Valmiki Ramayanam Yuddhakanda

17<sup>th</sup> Canto Slokas 11 – 68 Lesson No. 2 Ahimsa

Paramodharmah

From Srimadbharatam, Adiparva 8<sup>th</sup> chapter Sloka 10 – to the end of

11 Chapter

Lesson No. 3 Raghoh Audaryam

From Raghuvamsa 5<sup>th</sup> Canto 1 – 35

Slokas

PROSE : Lesson No. 4 Mitrasampraptih

From Pancatantra – Ist Story

(Abridged)

Lesson No. 5 Modern prose Chikrodakatha

Andhra Kavya Kathah

By

Sannidhanam Suryanarayana Sastry Lesson No. 6

Computer Yanthram

GRAMMAR

By Prof. K.V.

DECLENSIO

Ramakrishnamacharyulu

NS:

Nouns ending in Vowels:

Deva, Kavi, Bhanu Dhatr, Pitr, Go, Rama, Mati, Nadee, Tanu, Vadhoo, Matr, Phala, Vari & Madhu

SANDHI:

Swara Sandhi : Savarnadeergha, Ayavayava, Guna, Vrddhi, Yanadesa Vyanjana Sandhi: Scutva,

Stutva, Anunasikadvitva, Anunasika, Latva, Jastva Visarga Sandhi: Visarga Utva Sandhi,

Visargalopa Sandhi, Visarga Repha

Sandhi, Ooshma Sandhi

SAMASA :

(1) Dwandwa

(2)

Tatpurusha (Common)

(2a)	Karmadharaya	(2b)	Dwigu	
(2c)	ParadiTatpurusha	(2d)	Gatitaturusha(2e)	UpapadaTatpurusha
	(3)			
Bahuvrihi	(4)	Avyayibhava		

## CONJUGATO NS

IstConjugations – Bhoo, Gam, Shtha, DrhsLabh, Mud,  
IInd Conjugation – As ( ) IIIrd Conjugation – Yudh,  
IV th Conjugation – Ish  
VIII Conjugation – Likh, Kri ( ) IXth Conjugation – Kreen ( )  
Xth Conjugation – Kath, Bhash, Ram, Vand.

## **LEARNING OUTCOMES**

- 1) The student learns reading and writing Sanskrit
- 2) Understands and learns proper use of Grammar  
Develops communication Skills.

## BBA(FM) - II SEMESTER

### MBG106: HINDI

#### INTRODUCTION

This course contains a rich selection from Hindi poetry and prose. Grammar and translations from official language are also included.

#### COURSE OBJECTIVES

- 1) To enlighten students about the richness and value of the national language
- 2) To offer working knowledge of Hindi to the students.

#### SYLLABUS

##### गद्य विभाग (Prose Detailed Text)

- |                                |                                 |
|--------------------------------|---------------------------------|
| 1. बाजार दर्शन                 | - श्री जैनेंद्र कुमार           |
| 2. ईर्ष्या, तू न गई मेरे मन से | - रामधारी सिंह दिनकर            |
| 3. आपने मेरी रचना पढ़ी?        | - हज़ारी प्रसाद द्विवेदी        |
| 4. भारतीय साहित्य की एकता      | - नन्ददुलारे वाजपेयी            |
| 5. अतिथि                       | - राम विलास शर्मा               |
| 6. मेरी रुमाल खो गई            | - विद्यानिवास मिश्र             |
| 7. कवि और कविता                | - आचार्य महावीर प्रसाद द्विवेदी |
| 8. सोना हिरनी                  | - महादेवी वर्मा                 |
| 9. कफ़न                        | - मुंशी प्रेमचन्द               |

##### उपवाचक विभाग (Non Detailed Text)

- |                    |                        |
|--------------------|------------------------|
| 1. पुरस्कार        | - जयशंकर प्रसाद        |
| 2. हार             | - मन्नू भंडारी         |
| 3. सदाचार का तावीज | - हरिशंकर परसाई        |
| 4. आदमी का बच्चा   | - यशपाल                |
| 5. हार की जीत      | - सुदर्शन              |
| 6. ठाकुर का कुआँ   | - मुंशी प्रेमचन्द      |
| 7. उसने कहा था     | - चंद्रधर शर्मा गुलेरी |
| 8. रोज             | - अज्ञेय               |
| 9. चीफ की दावत     | - भीष्म साहनी          |

#### व्याकरण विभाग

##### I. निर्देश के अनुसार वाक्यों को बदलकर लिखिए

(Rewriting of sentences as directed)

1. कारक (case)
2. लिंग (gender)
3. वचन (number)
4. वाच्य (voice)

##### II. शुद्ध कीजिए (correction of sentences)

1. चाहिए प्रयोग
2. लिंग और वचन संबंधी

III. वाक्य प्रयोग (make your own sentences)

IV. कार्यालय हिंदी: प्रशासनिक

शब्दबली / परनाम (karyalay Hindi : Administrative terminology)

1. कार्यालयों के नाम

2. पद नाम

V. संधि विच्छेद

VI. विलोम शब्द

VII. पत्र लेखन

VII. गंधाश के आधार पर दिए गये प्रश्नों का उत्तर देना चाहिए

VII. निबंध

## COURSE OUTCOMES

- 1) The student learns reading and writing Hindi
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

### *TEXT BOOK*

1. Prose Text: Dr. Ajaya Kumar Patnaik, **Gadya Gaurav**, Sonam Prakashan, Badamdadi, Cuttak.
2. Non, Detailed Text: Dr. Gulam Moinuddin Khan, **Charchit Kahaniyan**, Shabnam Pustak Mahal, Badamdadi, Cuttak. Text: Dr.T.Nirmala & Dr. S. Mohan, Padya Manjari, Rajkamal Prakashan, New Delhi.\* Latest Editions

## **MBG108: SPECIAL ENGLISH**

### **COURSE DESCRIPTION:**

Linguistics is the scientific study of human language. It has got several branches. Phonetics is that branch of linguistics which deals with the study of speech sounds or phonemes in general. Phonemes are smallest units of speech sounds. They are not meaningful by themselves. But they can bring about change in meaning. Phonemes are combined into larger meaningful units called morphemes.

### **COURSE OBJECTIVES**

- 1) To enable students to get familiarized with the sounds and symbols of English.
- 2) To enable students to apply the basics of phonetics and grammar for effective conversation.

### **SYLLABUS**

**UNIT-I:** Basics of Phonetics **UNIT-II:** Word Stress **UNIT-**

**III:** Intonation

**UNIT-IV:** Applied grammar and usage –Subject Verb Agreement-Correct uses of tenses-types of clauses -Tag questions-Correct usage of punctuation marks

**UNIT-V:** Vocabulary- The importance of vocabulary in language. -2) Word formation techniques (3) Technical words, phrasal verbs, idiomatic usages, one word substitutions, homonyms, homophones, eponyms.

### **COURSE OUTCOMES**

- 1) The student learns the basics of English phonetics and pronunciation, speech rhythm and intonation
- 2) The student also grasps the essentials of grammar and vocabulary, leading to effective communication skills.

### **TEXT BOOK**

Text Book will be prepared by GIM faculty

### **REFERENCE BOOKS**

1. Mark Hancock (2013), *English in Use*, Cambridge University Press.
2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English*, Cambridge University Press.

### **JOURNALS**

1. International Journal of English Linguistics, Canadian Center for Science and Education.
2. Journal of English Linguistics, Sage Journals.



## **BBA(FM) - II SEMESTER**

### **MBG110: PRINCIPLES AND PRACTICE OF MANAGEMENT**

#### **COURSE DESCRIPTION**

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times whenever there was large scale endeavor like great pyramids in Egypt, Great Wall of China, Taj Mahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well-defined target over a period of time.

In the present context, of globalization, because of increasing role of large and complex organizations for the development of economy, the concept of management has become very significant for managing the business efficiently.

#### **COURSE OBJECTIVES**

1. To enable the students to understand the fundamental principles of management
2. To enable students to apply the practices of management

#### **SYLLABUS**

**UNIT-I:** Management: Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization Vs. Administration Vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

**UNIT-II:** Planning: Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

**UNIT-III:** Organizing: Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

**UNIT-IV:** Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders

**UNIT-V:** Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

**Case Analysis** (Not exceeding 250 words).

#### **LEARNING OUTCOMES**

- 1) They will gain knowledge of contemporary issues in management and various approaches to resolve those issues
- 2) After completing the course the student will be able to understand and explain the concept of management and its managerial perspective.
- 3) It will equip students to map complex managerial aspects arising due to ground realities of an organization

#### **TEXT BOOK**

Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi: Tata McGraw Hill Publishing company.

#### **REFERENCE BOOKS**

1. Dipak Kumar Bhattacharyya (2012), *Principles of Management: Text and Cases*, New Delhi: Pearson Publications.
2. Balasubrahmanian. N. (2012), *Management Perspectives*, New Delhi: MacMillan India Ltd.

3. Charles Hill, Steven Mc Shane (2012), *Principles of Management*, NewDelhi: Tata Mac Graw Hill
4. Ricky W. Griffin(2012), *Management*, NewDelhi:Cengage Learning.
5. Terry and Franklin (2011), *Principles of Management*. New Delhi: AITBSPublishers.
6. Robert Kreitner (2012), *Principles of Management*. New Delhi: CengageSouth-Western12 E.

### **JOURNALS**

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA
4. Indian Management, AIMA, New Delhi
5. IJBMT Global Business Innovation, SPIRI
6. GITAM Journal of Management, GIM, GITAM (Deemed to be University)

## **BBA(FM) - II SEMESTER**

### **MBA102: SELF AWARENESS AND PERSONALITY DEVELOPMENT**

#### **COURSE DESCRIPTION**

Self-awareness and personality development is going to build upon the students' basic understanding of intelligence, learning and personality. The course would help in relating their learning to its importance in the present industry context in a dynamic and complex environment where stress is on "HUMAN CAPITAL" The main aim of this course is to equip the students with the required theoretical knowledge to gain insight in personality development and self-awareness which would result in better motivation of self and group (team), implementing the same to bring about a cohesive development in their decision making process.

#### **COURSE OBJECTIVES**

- 1) To enable the Student to gain an insight into the self and the process of Personality Development
- 2) To enable the student to explain the factors that determine personality.

#### **SYLLABUS**

**UNIT-I:** Personality, Nature and Importance, Individuality, Character, Determinants of Personality, Hereditary Potentials, Environmental Influences, Situational Factors

**UNIT-II:** Self Esteem, Know Yourself, Develop Self Esteem, Face and Accept Reality, Accept Yourself, Self Improvement, Plan to improve yourself, Visualize your best self, Long term goals, Short term objectives, Action Plans,

Developing Positive Attitudes, Development of Attitudes, Learning Attitudes, Improve your attitudes, Coping with other people's negative attitudes,

**UNIT-III:** Self Motivation, Sources of Motivation, Willingness to work, Unpleasant tasks, Responsibility, Dependability, Self Management, Efficient work habits, Time Management, Resource Management, Stress Management, Thinking Skills, Thinking Defined, Higher-order thinking abilities, Critical thinking, Creative thinking, Decision Making, Problem Solving,

**UNIT-IV:** Transactional Analysis, Nature and Importance, Ego States, Life Positions, Transactions, Johari Window, Nature and Importance, Johari Window as a Model of Interpersonal Interactions,

**UNIT-V:** Emotional Intelligence: Nature and Importance, IQ versus EQ, Components of Emotional Intelligence, Self-regulation, Self-Awareness, Motivation, Empathy, Social Skills.

Case Analysis (**Not Exceeding 200 words**)

#### **COURSE OUTCOMES**

- 1) The student will be able to understand the other's personality too and interact positively.
- 2) The student will be able to understand his/her personality and the process of self-development.

#### **TEXT BOOK**

Wallace and Masters (2012), *Personal Development for Life and Work* 10<sup>th</sup> Edition, New Delhi: Cengage Learning

#### **REFERENCE BOOKS**

1. Robbins, Stephen & Sanghi.S. (2013), *Organizational Behavior*, New Delhi : Pearson Education.
2. Clegg, Brian(2012), *Personal Development*, New Delhi: Kogan Page Ltd.,
3. McGrath E H.(2011), *Basic Managerial Skills for All* 6<sup>th</sup> Edition India, Prentice Hall.

#### **JOURNALS**

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam.
2. Harvard Business Review.
3. ICFAI Journal of HRM.
4. HRM Review.

## BBA(FM) - II SEMESTER

### MBA 104: COST AND MANAGEMENT ACCOUNTING COURSE DESCRIPTION

**Cost Accounting:** In the initial stages cost accounting was merely considered to be a technique for ascertainment of cost of products or services on the basis of historical data. In course of time due to competitive nature of the market, it was realized that ascertainment of cost is not as important as controlling costs. Hence, cost accounting started to be considered more as a technique for cost control as compared to cost ascertainment. Due to technological development in all fields, now cost reduction has also come within the ambit of cost accounting. Cost accounting is thus concerned with recording, classifying and summarizing costs for determination of costs of products or services, planning, controlling and reducing such costs and furnishing of information to management for decision-making

**Management Accounting:** Management accounting is concerned with the provision of information to people within the organization to help them make better decisions and improve the efficiency and effectiveness of existing operations

### COURSE OBJECTIVES

- 1) To enable the students to acquaint themselves with the various methods of ascertainment of cost and management accounting.
- 2) To acquaint them with various techniques of cost and management control.

### SYLLABUS

**UNIT-I: Cost and Management Accounting:** Meaning of costing, cost accounting and management Accounting-Nature and Scope of Cost Accounting and Management Accounting – Importance of cost centre and cost unit -Cost Accounting vs. Management Accounting vs. Financial Accounting - Significance of Cost Accounting and Management Accounting.

**UNIT-II: Elements of Different Costs:** Direct and Indirect - Material Cost- Issue of Materials- Pricing Methods (LIFO, FIFO, Simple and Weighted Average) - Labour cost- Direct and Indirect Labour Cost- Systems of Payment of Wages(Halsey & Rowan Plans) - Overheads-Classification, Allocation and Apportionment of Overheads.(NP)

**UNIT-III: Preparation of Cost Sheet:** Classification of costs – prime cost – works cost – cost of production – cost of sales – Profit Margin - Preparation of Cost sheet for special work orders (NP)

**UNIT-IV: Managerial Applications of Cost-Volume-Profit and Break Even Analysis:** Analysis and Classification of different Costs- Fixed Cost- Variable Cost- incremental Cost- Differential Costs- Opportunity Cost and Cost- Volume-Profit Analysis- Margin of Sales and Break Even Point- Decisions involving alternative choices – Make or Buy Decision- determination of sales mix – addition or deletion of a product (NP)

**UNIT-V: Budgeting:** Meaning of a Budget- Budget, Budgeting and Budgetary control – Essentials of a Budgetary Control- Master Budget- Flexible Budget- Production and Sales Budget- Zero Based Budgeting. (NP)

### COURSE OUTCOMES

1. Understand the concepts of Job, Batch, Contract and Process Costs and Preparation of the relevant documents.
2. The student will be able to –
3. Understand the elements of cost
4. Understand the preparation of cost sheet
5. Understand management accounting concepts in managerial decision making.

## **TEXT BOOK**

S.P. Jain & K.L. Narang (2013), *Cost and Management Accounting*, New Delhi: Kalyani Publishers.

## **REFERENCE BOOKS**

1. Khan & Jain (2012), *Cost Accounting*, New Delhi: Tata Mc-Graw Hill Publishing House.
2. Sharma & Shashi K.Gupta (2014), *Management Accounting*, New Delhi: Kalyani Publishers.
3. S.N.Maheswari (2012), *Management Accounting*, New Delhi: S.Chand Publications.

## **JOURNALS**

1. GITAM Journal of Management. GITAM (Deemed to be University).
2. The Chartered Accountant, New Delhi.
3. The Management Accountant, Kolkata,
4. Journal of Management Accounting and Research, Jaipur.
5. Indian Journal of Commerce, IGNOU, New Delhi

## **BBA(FM) - II SEMESTER**

### **MBG112: BUSINESS STATISTICS**

#### **COURSE DESCRIPTION**

The course is designed to understand and acquire knowledge and skills in statistics for solving business problems.

#### **COURSE OBJECTIVES**

- 1) To familiarize the students with the basic concepts of statistics
- 2) To provide them statistical techniques which are useful in business decisions

#### **SYLLABUS**

**UNIT-I:** Social & Economic Surveys - Meaning, Definition and Need - Techniques of Conducting Surveys - Survey Design - Sources of Data - Methods of Primary Data Collection - Sampling - Different types of Sample Design - Data Analysis and Presentation.

**UNIT-II:** Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Dispersion, Coefficient of Variation, Combined Arithmetic Mean and Combined Standard Deviation.

**UNIT-III:** Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient : Karl Pearson and Spearman's Rank; Meaning of Regression, Types of Finding the Regression Equations : Least Square Principle and Using Regression Coefficient Methods, Prediction Using the Regression Equations.

**UNIT-IV:** Probability: Introduction, Definitions of Various Terms, Definition of Probability and Basic Problems in Probability. Index Numbers: Definition, Uses of Index Numbers Types of Index Numbers – Laspyre, Paasche's, Fisher's, Cost of Living Index Numbers.

**UNIT-V:** Time Series Analysis: Definition, Components of Time Series, Measurement of Trend: Least Square Method, Moving Average Method, Report writing - Significance of Report Writing - Steps in Report Writing - Layout of the Research Report.

**Note:** Proofs of theorems and derivations of problems and distributions are excluded.

#### **COURSE OUTCOMES**

- 1) Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data.
- 2) Student will be able to make data-driven decisions.

#### **TEXT BOOK**

J.K Sharma (2013), *Business statistics*, New Delhi: Pearson Education.

#### **REFERENCE BOOKS**

1. S.C. Gupta & Indra Gupta (2012), *Business Statistics*, Hyderabad: Himalaya Publishing House.
2. David M. Levine, David Stephan Timothy C. Krehbiel, Mark L Berenson (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Amir D. Aczel, Jayavel Sounderpandian (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. S.P. Gupta & M.P. Gupta (2012), *Business Statistics*, New Delhi: Sultan Chand & Sons.

#### **JOURNALS**

1. American Statistician, American Statistical Association, USA.
2. Journal of the American Statistical Association, American Statistical Association, USA

## **BBA(FM): SEMESTER II**

### **HFM102: Introduction to Mutual Funds**

#### **COURSE DESCRIPTION**

All investors aim to achieve a higher RoI by investing in financial instruments such as mutual funds to beat inflation and increase their wealth of the long-term. Mutual funds have greater prospects of potentially providing high returns over time as one can invest in a diverse range of sectors and industries

#### **COURSE OBJECTIVES**

- To introduce basic concepts of Mutual Fund
- To introduce various types of Mutual Fund as option for investment

#### **Syllabus**

##### **Unit 1 Introduction and Structure of MF**

Concept, Advantages , Disadvantages and Structure of MF. Role of AMC , NFO and procedure for investing in NFO . Rights and Obligation of investor.

##### **Unit 2 Equity Funds**

Open ended and close ended Funds,

Equity funds

- Equity funds introduction
- Index Funds – Introduction
- Large , Mid and Small CAP Funds Understanding
- Sectorial Funds
- ELSS – Equity linked saving schemes and other tax saving mutualfund
- Other Equity Funds

Scheme related and Information documents (SID and SAI)

NAV (concept) , Expenses in relation to scheme , Expense ratio and Exitloads

##### **Unit 3 Debt Funds**

Features , Credit and Interest Risk Various Schemes

Fixed Maturity Plans Capital Protection Funds Gilt Funds

Balanced Funds

##### **Unit 4 ETF and Liquid Funds**

Introduction and features of ETF , Introduction to Gold ETF, Sovereign Gold Bonds

##### **Liquidity Schemes**

- Features
- Valuation of Securities (very basic)
- Floating rate scheme

##### **Unit 5 Taxation , Regulations and others Taxation**

- Indexation – Capital gain tax (Concept)
- Indexation benefits
- Dividend Distribution Tax (Basic)

##### **Regulations and others**



- Objectives of AMFI
- What is
  - Systematic Investment Plan (SIP)
  - Systematic Transfer Plan (STP)
  - Systematic Withdrawal Plan (SWP)
- Choosing an Option
  - Growth Option
  - Dividend payout option
  - Dividend reinvestment option
- KYC requirements (Basic)
- NAV applicability

### **Learning Outcomes**

- Students will be able to understand concept of mutual fund as an option of investment

Text Books : Mutual Funds Beginners Module – NSE India

**Course Code:** VDC111

**Course Title:** Venture Discovery

**Semester:** II

**Course Type:** Internal

**Credits:** 2

**Program:** BBA (FM)

**Course Leader:** Venture Discovery Centre

## **COURSE DESCRIPTION**

India as part of its Make in India initiative has been focusing on creating incubation centers within educational institutions, with an aim to generate successful start-ups. These start-ups will become employment creators than employment seekers, which is the need of the hour for our country.

This common course for all the disciplines is a foundation on venture development. It is an experiential course that lets students venture and find out what is a business, financial and operating models of a business are. How to design and prototype a solutions that meets their customers' needs and generate revenue for the business.

## **COURSE OBJECTIVES**

1. Discover who you are – Values, Skills, and Contribution to Society.
2. Gain experience in actually going through the innovation process.
3. Conduct field research to test or validate innovation concepts with target customers.
4. Understand innovation outcomes: issues around business models, financing for start-ups, intellectual property, technology licensing, corporate ventures, and product line or service extensions.

### **Course outline and indicative content Unit I (6 sessions)**

**Personal Values:** Defining your personal values, Excite & Excel, Build a Team, Define purpose for a venture. Four stages: Personal Discovery, Solution Discovery, Business Model Discovery, Discovery Integration.

### **Unit II (6 sessions)**

**Solution Discovery:** Craft and mission statement, Experience design, Gaining user insight, Concept design and positioning, Product line strategy, Ideation & Impact.

### **Unit III (6 sessions)**

**Business Model Discovery:** Prototyping solutions, Reality Checks, Understand your industry, Types of business models, Define Revenue Models, Define Operating Models

### **Unit IV (6 sessions)**

**Discovery Integration:** Illustrate business models, Validate business models, Define company impact

### **Unit V (6 sessions)**

**Tell a Story:** Can you make money, Tell your venture story.

On successful completion of this course, students will be able to:

## **Course Outcomes**

- 1 Understand conceptual framework of the foundation of a venture
- 2 Understand the concept of purpose, mission and value-add service offered by a venture
- 3 Analyze design and positioning of the product
- 4 Demonstrate prototyping

## **Learning and teaching activities**

Mixed pedagogy approach is adopted throughout the course. Classroom based

face to face teaching, directed study, independent study via G-Learn, case studies, projects and practical activities (individual & group)

**Teaching and learning resources**

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyze cases and evaluate projects. Some of these reference books given below will be available in our library.

***Prescribed Modules:***

Access to NU-IDEA online modules will be provided.

***Referential text books and journal papers:***

Personal Discovery Through Entrepreneurship, Marc H. Meyer and ChaewonLee, The Institute of Enterprise Growth, LLC Boston, MA.

***Suggested journals:***

Vikalpa, Indian Institute of Management, Ahmedabad

Journal of General Management, Mercury House Business Publications, Limited

Harvard Business Review, Harvard Business School Publishing Co. USA

**SEMESTER – III**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG201	Indian Heritage & Culture	FC	2	-	2	40	60	100
2.	MBG203	Business Communication	PC	2	-	2	40	60	100
3	MBG231	MS Excel	FC	2	1	3	100		100*
4	MBG205	Human Resource Management	PC	3	-	3	40	60	100
5.	HFM201	Capital Market Operations	PC	3	-	3	40	60	100
6.	MBG207	Marketing Management	PC	3	-	3	40	60	100
7.	MBA291	Social Project/Rural Project	PC	-	1	1	50	-	50
8.	MBA293	Semester End Viva	PC			1	50	-	50
<b>TOTAL.....</b>				<b>15</b>	<b>02</b>	<b>18</b>	<b>400</b>	<b>300</b>	<b>700</b>

## **BBA(FM) - III SEMESTER**

### **MBG201: INDIAN HERITAGE AND CULTURE**

#### **COURSE DESCRIPTION:**

In a broad sense culture means anything physical or non-physical which we produce and cultivate. Heritage is something, which we receive from our ancestors. Culture is a product of great forces. This is the peculiarity of Indian culture. It is unique in the world and we Indians are proud of it.

#### **COURSE OBJECTIVES**

- 1) To enable the students to have an insight into and understanding of the great heritage and culture of India.
- 2) To sensitize them towards preservation and progression of the same.

#### **SYLLABUS**

**UNIT-I:** Fundamental Unity of India-Harappan and Vedic Culture- Evolution of Caste System- Political unification of India under Mauryas and Guptas - Cultural achievements. Cultural conditions under the Satavahanas. Contribution of Pallavas and Cholas to art and letters.

**UNIT-II:** Influence of Islam on Indian Culture- The Sufi, Bhakti and Vishnavite Movements. Cultural achievements of Vijayanagar rulers. Contribution of Shershah and Akbar to the evolution of administrative system in India-Cultural Developments under Mughals.

**UNIT-III:** Western Impact on India- Introduction of Western Education- Social and Cultural awakening and Social reform movements- Raja Ram Mohan Roy- Dayanand Saraswati Theosophical Society- Ramakrishna Paramhansa and Vivekananda – Ishwarchander Vidyasagar and Veeresalingam. Rise of Indian Nationalism- Mahatma Gandhi- Non violence and satyagraha.

**UNIT-IV:** Nature and meaning of Culture, the Vedic culture- Upanishadic Culture, ArthaSastra, Culture in Ramayana and Mahabharata.

**UNIT-V:** The culture of Jainism and Buddhism, Vedanta and Indian culture. Religion and ethical practices.

#### **COURSE OUTCOMES**

This course helps students to –

- 1) equip themselves with knowledge about the heritage and culture of India
- 2) apply the same to the managerial sphere.

#### **TEXT BOOK**

Madanlal Malpani & Shamsunder Malpani (2009), *Indian Heritage and Culture*, New Delhi: Kalyani Publishers.

#### **JOURNALS**

1. GITAM Journal of Management, GITAM Institute of Management, Visakhapatnam.
2. Harvard Business Review, Harvard Business School Publications, US.
3. International Journal of Cross Culture Management, Sage Publication, New Delhi

## BBA(FM) - III SEMESTER

### MBG203: BUSINESS COMMUNICATION

#### Course Description:

Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

#### COURSE OBJECTIVES:

- To develop written and verbal communication skills for effective business communication.
- To identify various communication skills involved in the business organization.
- To develop business communication skills among the students.
- To improve language skills – reading, writing and listening

Unit	Topics	Focus
I	Introduction to Business Communication - Characteristics of Effective Organizational Communication- Basic Forms of Communication - Process of Communication - Principles of Effective Business Communication - 7C's.	Conceptual
II	Academic Vocabulary and English for Business - Creative Writing Critical Thinking : Introduction to critical thinking – Benefits - Barriers – Reasoning — Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision –Relevance.	Conceptual
III	1. Business letters – layout of Business letters - types - Business enquiries and replies – offers – quotations – orders –complaints and adjustments – collection letters – circular letters – status enquiries. 2. Email Writing - The Process of Writing EMail, breaking it Down – The PAIBO Technique, Structuring an E-Mail –The 3T's–Introduction, Body and Conclusion, Effective Subjectlines, Salutation and Signing off -Tele conferencing, video conferencing	Analytical
IV	1. Communication in Business Environment : Business Meetings, Notice, Agenda, Minutes - Press Releases - Corporate Communication : Internal and External, Group Discussion, Seminars, Presentations - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release 2. Listening : Active listening – Barriers to listening – Listening and note taking – Listening to announcements–Listening to news on the radio and television.	Analytical
V	1. Reports and Presentations - Business reports and Proposals, Format, visual aids and contents, Oral Business presentations. 2. Job Application and Resume Writing	Analytical

#### COURSE OUTCOMES:

- Expose learners to variety of texts to interact with them
- Capability to increase learners to visualize texts and its reading formulas
- Develop critical thinking.
- Develop a more humane and service-oriented approach to all forms of life around them.
- Improvement in their communication skills for larger academic purposes and vocational purposes

- Critical participants in their everyday business life

Text & Reference Books:

1. R.C.Bhatia. Business Communication.
2. R.K. Madhukar. Business Communication.
3. Shraf Ravi. Effective Technical Communication.
4. Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking,
- 5 Lesikar R.V & Flatly MV, Basic Communication Skills for empowering the internet generation, Tata-Mc Graw Hill, 2009.2.
6. Sharma RC & Mohan K, Business Correspondence & Report Writing, TMH, 2009.





## BBA (FM) III Semester

### MS Excel

#### COURSE DESCRIPTION

Excel is an electronic spreadsheet program that is used for storing, organizing and manipulating data. It is usually used in performing a large variety of computations on the data and thus helping the companies to maximise the value of their data. With features provided by Excel, many business firms see it as a vital tool for administration and effective running of a business.

#### COURSE OBJECTIVES

- 1) To acquaint the students with Excel
- 2) To provide hands on experience with Excel skills related to business modeling.

#### SYLLABUS

**UNIT-I:Excel Range and Formulae** -Range – Naming range, Building basic formulae, Creating advanced formulae, Using range names in formulae, Troubleshooting formulae

**UNIT-II:Functions:** Text Functions, Logical and Information Functions, Lookup Functions, Date and Time Functions, Math and Statistical Functions, Database Functions.

**UNIT-III:Pivot Tables and Charts:** Creating PivotTables, manipulating PivotTable, Changing calculated value fields, PivotTable Styles, Grouping, sorting and filtering PivotTables, Working with PivotCharts

**UNIT-IV:What – IF Analysis:** Using Data Tables, Using Scenario Manager, Using Goal Seek

**UNIT-V:Working with Solver:** Using Solver, Marketing Mix problem, Transportation Problem, HR scheduling, Investment Decision. COURSE OUTCOMES

The student will be able to -

1. Understand the concept of range and use it in building excel formulas
2. Understand the usage of different functions in MS Excel
3. Perform multidimensional and what-if analysis using MS Excel
4. Solve basic optimization problems with solver add-in

#### TEXT BOOK

Paul McFedries (2013), *Excel 2013 Formulas and Functions*, New Delhi: Pearson Education.

#### REFERENCE BOOKS

1. Guy Hart Davis (2010), *How to do everything with Microsoft Office Excel*, New Delhi: Tata McGraw Hill.
2. Kathleen Stewart (2010), *Microsoft Excel: A Professional Approach*, New Delhi: Tata McGraw Hill.
3. Bill Jelen (2013), *Excel 2013 PivotTable Data Crunching*, New Delhi: Pearson Education.
4. Frey Curtis (2010), *Microsoft Excel 2007 Plain & Simple*, New Delhi: Prentice Hall of India.

#### JOURNALS

GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam

## **BBA(FM) - III SEMESTER**

### **MBG205: HUMAN RESOURCE MANAGEMENT**

#### **COURSE DESCRIPTION:**

The purpose of this course is to provide the students with the basic understanding of the concepts, systems of human resource development in organizations. The turbulent business climate, caused by increased global price competitiveness, changing technologies, changing employment legislations and challenging work force composition is challenging managers to utilize their employees more effectively to gain competitive advantage. In recent years, there have been significant practical developments with increasing numbers of private and public sector organizations adopting HRM initiatives alongside downsizing and reengineering the organization.

#### **COURSE OBJECTIVES**

- 1) To provide an understanding of the strategic importance of managing human resources within an organization.
- 2) To provide an overview of the various functions of the HR management and a range of practices employed by organizations across the globe for building a competitive advantage.

#### **SYLLABUS**

**UNIT-I:** Introduction: Nature, scope and significance of HRM - Evolution of HRM – Recent trends in HRM – Functions of HRM – Challenges of HR managers

**UNIT-II:** Procurement: Human Resource Planning – HR Forecasting methods  
- Job analysis and Job design – Recruitment - Selection – Induction

**UNIT-III:** Development: Identification of training needs - designing the training program – Methods of training – Difference between Training & Development

**UNIT-IV:** Compensation and Integration: Introduction - Basic factors in determining pay rates – Basic, Supplementary and Executive Remuneration  
– types of employee benefits and services - Quality of work life – Collective Bargaining.

**UNIT-V:** Separation and Maintaining: Communication and Counseling - Safety and Health – Internal mobility - Retirement and Retirement benefits.

Case Let (Not Exceeding 200 Words)

#### **COURSE OUTCOMES**

After completion of this course students will be able to –

- 1) understand the various HRM initiatives
- 2) understand and apply these to help in building loyal and committed employees to achieve organizational success in a competitive environment.

#### **TEXT BOOK**

Snell, Bohlander and Vohra(2012), *Human Resource Management – A South Asian Perspective*, New Delhi: Cengage Learning.

#### **REFERENCE BOOKS**

1. Edwin B Flippo(2010), *Personnel Management*, New Delhi: TataMcGraw Hill Publishing.

2. Gary Dessler & Biju Varkkey (2011), *Human Resource Management*, New Delhi: Pearson.
3. P Subbarao (2012), *Human Resource Management*, New Delhi: Himalaya Publishing House.
4. Seema Sanghi (2011), *Human Resource Management*, New Delhi: Macmillan publishers India Ltd. JOURNALS
  1. Gitam Journal of Management, GIM, GITAM (Deemed to be University), Visakhapatnam
  2. Harvard Business Review, Harvard Business School Publication Co. USA
  3. Human Capital, HR Information Services, New Delhi
  4. Vikalpa, Indian Institute of Management, Ahmedabad

## **BBA(FM) - III SEMESTER**

### **HFM201: Capital Market Operations**

#### **COURSE DESCRIPTION**

Capital markets are composed of primary and secondary markets. The most common capital markets are the stock market and the bond market. Capital markets seek to improve transactional efficiencies. These markets bring suppliers together with those seeking capital and provide a place where they can exchange securities.

#### **COURSE OBJECTIVES**

- 1) To understand the capital market trading operations of NSE.
- 2) To understand the clearing, settlement and risk management processes.
- 3) To know about the eligibility criteria for seeking membership at NSE.
- 4) To learn the other important regulatory aspects

#### **SYLLABUS**

##### **1. An Overview of the Indian Securities Market**

Market segments, Key indicators of securities market, Products and participants, Market segments and their products, Reforms in Indian securities markets

##### **2. Trading Membership and Trading**

Stock brokers, NSE membership, Surrender of trading membership, Suspension & expulsion of membership, Declaration of defaulter, Authorized person, Sub-brokers, Broker-clients relations, Sub-broker-clients relations, Investor service cell and arbitration, Code of Advertisement

Introduction, NEAT system, Market types, Trading system users hierarchy, Local database, Market phases, Logging on, Log off/exit from the application, Neat screen, Invoking an inquiry screen, Order management, Trade management, Limited physical market, Block trading session, Retail debt market (RDM), Trading information downloaded to members, Internet broking, Wireless application protocol (wap), Computer to computer link (ctcl) facility

##### **3. Clearing and Settlement**

Introduction, Key terminologies used in clearing and settlement process, Transaction cycle, Settlement agencies, Clearing and settlement process, Securities and funds settlement, Shortages handling, Risks in settlement, Risk management, International securities identification number, Data and report downloads

##### **4. Legal Framework Introduction :**

Introduction to various legal framework such as SEBI (intermediaries) regulations, 2008, SEBI (prohibition of insider trading) regulations, 1992, SEBI (prohibition of fraudulent and unfair trade practices relating to, Securities market) regulations, 2003.

##### **5. Fundamental Valuation Concepts :**

- Time value of money
  - Future Value of Single Cash Flow
  - Future Value of Annuity
  - Present Value of Single Cash Flow
  - Present Value of Annuity
- Ratio Analysis (Basic)
  - Current Ratio

- Acid Test Ratio
- Earnings Per Share (EPS)
- Return on Equity
- 

### **COURSE OUTCOMES**

1. understand the capital market trading operations of NSE.
2. explain the clearing, settlement and risk management processes.
3. eligibility criteria for seeking membership at NSE.
4. Explain other important regulatory aspects

### **Reference**

Book : Capital Market Dealers Module – NSE India Ltd (NCFMModule)

## **BBA(FM) - III SEMESTER**

### **MBG 207: MARKETING MANAGEMENT**

#### **Course: MBG 207- Marketing Management**

#### **COURSE DESCRIPTION:**

Marketing as a subject primarily caters to the consumerist instincts of an individual. The markets are driven by consumer behaviour, which has evolved over time and is much more demanding these days. Consumer satisfaction takes primacy for a business to be successful. This calls for managers to adopt creative and unique marketing strategies to gain competitive advantage. Marketing Management equips managers with the required theoretical knowledge and practical skills to gain insights into the dynamic nature of the markets and then devise ways and means to effectively manage them.

#### **COURSE OBJECTIVES**

1. To explain the principles of marketing
2. To analyse real-world marketing issues
3. To apply concepts of marketing to address problems and opportunities in the new marketing environment

#### **Content Outline**

**Unit I:** Introduction to Marketing – Definition, Nature, Scope, and Importance of Marketing – Core Concepts -Need, Want, Desire, Demand, Value, Exchange; philosophies of Marketing- Product – Production - Sales – Marketing – Societal – Relational marketing Concept of Marketing Myopia. Product Vs service

**Unit II:** Buyers behavior -Factors influencing buyer behavior –five-step buyers decision process - Segmenting, Targeting and Positioning - Concept of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Positioning (P) Value Proposition and USP

**Unit III:** Marketing mix: Elements of the marketing Mix – four P's, extended three Ps of services. Product Decisions: Product Concept -Classification of Products – Product Life Cycle Stages, New Product Development

**Unit IV:** Pricing and Channels of Distribution: Pricing Objectives – Factors Influencing the Pricing Policy – Pricing Methods, Channels of Distribution: Definition – Nature – Types-Functions and levels of distribution channels

**Unit V:** Promotion Mix – Importance of Promotion – Managing Advertising –Sales Promotion – Personal Selling and Direct Marketing– Publicity and Public Relations. Integrated Marketing Communication (IMC), Social Marketing

#### **Learning and teaching activities**

Case Analysis Situation Analysis Brainstorming

Group Discussion Research Project Chalk and Talk

Student Presentations

#### **Course Outcomes**

1. Describe the various concepts of Marketing.
2. Examine the importance of Marketing in customer-oriented strategies
3. Applying marketing concepts to real-time marketing problems

#### **References:**

1. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018
2. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson India, Global Edition, 17th

Edition. New Delhi: 2017

3. Rajan Saxena, Marketing Management, Tata-McGraw Hill, Fifth Edition New Delhi :2015
4. Ramaswamy and Namakumari -Marketing Management- IndianContext with Global Perspective McGraw Hill Education; India, Fifth Edition, 2017
5. Ramaswamy and Namakumari -Marketing Management- Indian Context -Global Perspective, Sage Publications India Pvt Ltd; Sixth Edition 2018
6. C. B. Gupta and Dr. N. Rajan Nair, Marketing Management: Text andCases 15th Edition, S. Chand and Sons 2012
7. N Rajan Nair and Sanjith R Nair, Marketing – Revised Edition, SultanChand & Sons – Tb, 2017
8. Indian Journal of Marketing
9. GITAM Journal of Management, GIM, GITAM University, Visakhapatnam

**SEMESTER – IV**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBG202	Environmental Science	FC	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	PC	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	PC	3	-	3	40	60	100
4.	HFM202	Stock Market Operation	PC	2	1	3	40	60	100
5.	MBA206	Business Laws	PC	4	-	4	40	60	100
6.	MBG206	Financial Management	PC	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	PC	-		1	50	-	50
<b>TOTAL....</b>				<b>19</b>	<b>1</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>



## BBA(FM) - IV SEMESTER

### MBG202: ENVIRONMENTAL SCIENCES

#### COURSE DESCRIPTION:

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forests, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

#### COURSE OBJECTIVES

- 1) To sensitize students to environmental issues
- 2) To mobilize them to adopt environment conservation strategies as management professionals.

#### SYLLABUS

##### UNIT-I: Multidisciplinary nature of environmental studies

Definition, Scope and importance, need for public awareness

##### UNIT-II: Natural resources and associated problems

- a) *Forest resources*: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) *Water resources*: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) *Mineral resources*: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) *Food resources*: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) *Energy resources*: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) *Land resources*: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources  
Equitable use of resources  
for sustainable lifestyles

##### UNIT-III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems :-

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

From Unsustainable to Sustainable development, Urban problems related to energy, Water

conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

*Environmental ethics*: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness

#### **UNIT-IV: Biodiversity and its conservation**

*Introduction* – Definition: genetic, species and ecosystem diversity, Biogeographical classification of India

*Value of biodiversity*: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.

*Threats to biodiversity*: habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **UNIT-V: Environmental Pollution**

Definition, Cause, effects and control measures of :-

Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards

*Solid waste Management*: Causes, effects and control measures of urban and industrial wastes

Role of an individual in prevention of pollution Pollution case studies

*Disaster management*: floods, earthquake, cyclone and landslides.

Population growth, variation among nations, Population explosion – Family Welfare Program, Environment and human health, Human Rights, Value Education, Women and Child Welfare, Role of Information Technology in Environment and human health.

#### **FIELD WORK**

1. Visit to a local area to document environmental assets river/ forest/ grassland/hill/mountain
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc.

#### **COURSE OUTCOMES**

- 1) Creating environmental consciousness among students
- 2) Enabling them to identify potential environmental hazards and to provide management solutions to such problems

#### **TEXT BOOK**

Erach Bharucha (2013), *Textbook of Environmental Studies for Undergraduate Courses* Second Edition, Hyderabad: Universities Press.

#### **REFERENCE BOOKS**

1. Townsend C.R., Begon, M & Harper J.L (2008), *Essentials of Ecology* Third Edition, United

Kingdom, Oxford: Blackwell Publishing.

2. Jadhav H.V & Bhosale V.M (2006), *Environmental Protection & Laws*, Mumbai: Himalaya Publishing House.
3. \*Latest Available editions

## **JOURNALS**

1. GITAM Journal of Management, GITAM University, Visakhapatnam
2. The ICFAI Journal of environmental economics
3. The ICFAI Journal of Environmental Law
4. Indian Journal of Environmental Protection
5. Journal of Environmental Research and Development
6. Down to Earth magazine, Society for Environmental Communications, New Delhi

## **BBA(FM) - IV SEMESTER**

### **MBG204: BANKING THEORY & PRACTICE**

#### **COURSE DESCRIPTION**

The significance of banking sector in India is continuously in upward direction for several decades. The sector is playing a role of a catalyst in development of three pillars of the economy i.e., agriculture, industry and services. The change process began with a passing of Banking Regulation Act, 1949. The Act was considered as a Land Mark in the history of commercial banking in India as it provided consolidation and regulation of banking system in India. Nationalization of 14 Banks in 1969 is another land mark. The Banks started playing a critical role in social development process and became a partner in Government's welfare schemes and policies. The third land mark in the development of Banking Sector in the country is the liberalization policies introduced by the Government of India in 1991. The course aims to equip the student with the historical background of Banking in India, growth of commercial Banks in India and the regulations of Indian Banks.

#### **COURSE OBJECTIVES**

- 1) To make the student to know about the banking theory
- 2) To give the student adequate exposure to banking practice.

#### **COURSE SYLLABUS**

**UNIT-I:** Introduction: Origin of banking – Definition- Banker and Customer - relationship – General and special types of customers – Types of customer – Types of deposits – Origin and growth of commercial Banks in India.

**UNIT-II:** Modes of Credit Delivery : Cash Credit – Loans – Overdrafts – Bills Finance – Pricing of loans – Types of Securities – Pledge, Hypothecation, Assignment, Lien and Mortgage.

**UNIT-III:** Banking Practices: Obligations, Duties of a banker, Rights of banker, Clayton's Rule, guidelines for writing cheques, endorsements, Banking Ombudsman Scheme, 2006

**UNIT-IV:** Banks' Financial Statements : Bank Liabilities – Bank Assets – Contingent Liabilities – Income Statement – CAMELS Ratings

**UNIT-V:** Banking Innovations : Banking Services and Innovations – Product centric Innovations – Process centric Innovations – Marketing Innovations – Pricing Innovations - E-Payment Systems and Electronic Banking

#### **TEXT BOOK**

Padmalatha Suresh and Justin Paul (2013), *Management of Banking and Financial Services*, New Delhi: Pearson Education.

#### **COURSE OUTCOMES**

- 1) Student acquires knowledge about theoretical aspects of banking and relationship between banker and customer
- 2) Student learns about the practicalities of banking and the latest trends in banking.

#### **REFERENCE BOOKS**

1. Shekhar & Shekhar (2010), *Banking Theory and Practice*, New Delhi: Vikas Publishing House.
2. P.K. Srivastav (2011), *Banking Theory and Practice*, New Delhi: Vikas Publishing House.
3. Sundaram & P.N. Varshney (2010), *Banking Theory, Law and Practice*, New Delhi: S.Chand & Co.

#### **JOURNALS**

1. GITAM Journal of Management, Visakhapatnam.
2. The journal of Banking Studies, Mumbai.

## **BBA(FM) - IV SEMESTER**

### **MBA202: ORGANIZATIONAL BEHAVIOR**

#### **COURSE DESCRIPTION**

Practicing managers have long understood the importance of interpersonal skills to managerial effectiveness. Till about three decades ago, most business schools focused on the functional aspects of management – specifically finance, accounting and quantitative techniques. Though Organizational Behavior was a core course right from the inception of the BBA program, the focus was essentially on gaining a psychologically understanding of human behavior, and not on acquiring usable skills. In the last two decades, academia has come to realize the importance that an understanding of human behavior to managerial effectiveness. The course focuses majorly on conceptual knowledge, with emphasis on analytical and presentational skills

#### **COURSE OBJECTIVES**

- 1) The objective of the course is to give to the students a foundation in understanding human behaviour at work.
- 2) This is done in a three stage process. Stage one deals with individual behavior, stage two with group behaviour and stage three gives an overview of the organizational and performance related factors

#### **SYLLABUS**

**UNIT-I:** Introduction Nature and Importance of Organizational Behavior - Management Functions, Roles and Skills – People Skills.

**UNIT-II:** Foundations of Individual Behavior - The Perception process – Factors, Person Perception - Learning – Theories of Learning, Principles of Learning - Motivation – Primary and General Motives, Theories of Motivation  
– Maslow, Herzberg, Equity Theory, Goal-Setting Theory – Expectancy Theory

**UNIT-III:** Foundations of Group Behavior - Nature of Groups – Structure, Types, Stages of Group Development - Group Decision-Making – Groups vs. Individual, Groupthink, Group shift, Group Decision-Making Techniques.

**UNIT-IV:** Managing Group Behavior - Leadership – Nature and Importance, Theories-Trait theories, Behavioral Theories, Contingency Theories - Understanding Work Teams – Nature of Teams, Types of Teams, Effectiveness of Teams, Team Building - Conflict – Intra-personal and Interpersonal Conflict.

**UNIT-V:** Foundations of Organizational Behavior - Organizational Structure

- Work Specialization, Departmentalization - Span of Management, - Organizational Culture: Nature – Creating and Maintaining a Culture.

**Case Analysis (Not exceeding 250 words).**

#### **COURSE OUTCOMES**

This course will -

- 1) Equip students with an ability to identify, explore and examine factors impinging on individual and group behaviour in organizations in the new millennium.
- 2) Explain the terminology associated with organizational behaviour.
- 3) Incorporate and apply the predominant organizational behaviour theories to work with real life organizational issues concerned with Human Behaviour at work place.

#### **TEXT BOOK**

Robbins S., Judge T.A. Vohra N (2013), *Organizational Behavior*, New Delhi: Pearson Education.

## **REFERENCE BOOKS**

1. Moorehead and Griffin (2013), *Organizational Behavior*, New Delhi: AITBS.
2. Archana Tyagi (2011), *Organisational Behaviour*, New Delhi: Excel Books.
3. Gangadhara Rao, V.S.P. Rao & Narayana (2001), *Organisational Behaviour*, New Delhi: Konark Publishers. (latest edition)
4. Newstrom & Keith Davis (2012), *Organisational Behaviour*, New Delhi: Tata Mc-Graw Hill Publishing Co.Ltd.

## **JOURNALS**

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi.
3. Indian Journal of Industrial Relations, New Delhi.
4. South Asian Journal of Management, Hyderabad.
5. Human Capital, New Delhi.
6. Productivity, New Delhi.

## **BBA(FM): SEMESTER IV**

### **MBA345: STOCK MARKET OPERATIONS**

#### **COURSE DESCRIPTION**

The course is designed to impart the knowledge on basic aspects of stock markets and their operations.

#### **COURSE OBJECTIVES**

- To make the student understand the significance of stock markets and nature of stock markets

**UNIT-I:** Structured Markets -Stock Exchange – Introduction – History of BSE, NSE – SCRA,1957 – SEBI Act – Guidelines – Functions – Emerging role of SEBI Departments and Amendments – Dhanuka Committee Report – Recent amendments in the Capital market.

**UNIT-II:** Investors – Types – Interests – QFI – NRI Investment – Speculative traders Vs. Genuine Investors – Types of Speculators – OTCEI – IPF-Specified Groups

**UNIT-III:** Listing on a Stock Exchange – Introduction – Listing requirements – Eligibility – Listing agreements – SEBI guidelines on listing Department.

**UNIT-IV:** Stock Market Operations & Functions – NSE Operations – Trading & Settlement – Brokers Charges – delivery/payment – Customers' Orders –J.S.Varma Report.

**UNIT-V:** Trading ring – Contract Note – National trade comparison and reporting system – Central Depository System – NSDL – Depository Participants.

#### **COURSE OUTCOMES**

On completion of this course, student should be able to

1. Understand the structured secondary markets
2. To analyze various types of investors and their approach
3. Understand the listing criteria and requirements of the companies
4. Understand various National level and regional level stock exchanges
5. Understand the regulations over the Capital market and various departments of SEBI
6. Understand the procedure of operations and settlement

#### **TEXT BOOKS**

Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi, 2010

#### **REFERENCE BOOKS**

Dr. V.A. Avadhani, Security Analysis and Portfolio Management, Himalaya Publishing House, Mumbai, 2010

#### **JOURNALS**

1. GITAM Journal of Management, College of Management Studies, GITAM
2. Finance India, Indian Institute of Finance, New Delhi.
3. Vikalpa, IIM, Ahmedabad.
4. Finance and Development, Washington
5. Chartered Financial Analyst, ICFAI, Hyderabad
6. Journal of Accounting and Finance, Jaipur
7. Journal of Financial Management and Analysis, Mumbai
8. The Journal of Applied Finance, ICFAI, Hyderabad.



Websites for reference: [www.yahoofinance.com](http://www.yahoofinance.com)

[www.moneycontrol.com](http://www.moneycontrol.com) [www.rbi.org.in](http://www.rbi.org.in)

[www.sebi.org.in](http://www.sebi.org.in) [www.bseindia.com](http://www.bseindia.com) [www.nseindia.com](http://www.nseindia.com)

[www.Investorswordsglossary.com](http://www.Investorswordsglossary.com)



**BBA (FM) IV Semester**  
**MBA 206: Business Laws**

**COURSE DESCRIPTION:**

Ignorance of law is no excuse and everyone is supposed to know the law of the land. Law controls and regulates the external behavior of human beings. Human conduct must conform to legal rules and regulations. Business law is a branch of general law and it controls and regulates commercial transactions involving businessmen, traders, importers, exporters, consumers, etc. The present business laws consist of the general principles of Contract (Contract Act), Law of Agency, Sales of Goods Act, Partnership and Company Law.

**COURSE OBJECTIVES**

1. To understand the basic concepts of Contracts, Sale of goods, Agency etc.
2. To acquaint with special legislations dealing with business transactions
3. To elucidate the process of formation and winding up of a company

**COURSE SYLLABUS**

**UNIT-I:** Importance of Contract Act: Meaning and kinds of Contracts, essentials of a Contract, Offer and Acceptance, free consent, capacity of the parties, lawful consideration, legality of object, performance of Contract, discharge of Contract, quasi Contract.

**UNIT-II:** Sale of Goods Act: Sale and Agreement to sell, conditions and warranties, transfer of property, Rights of unpaid seller.

**UNIT-III:** Law of Agency: Definition - kinds of agents - creation of Agency- rights and duties of agent and principal - termination of Agency.

**UNIT-IV:** Partnership Act 1932: Meaning and scope of partnership, formation of partnership, registration of partnership, kinds of partners, dissolution of a partnership firm, limited liability partnership (LLP).

**UNIT-V:** Company Law: Definition and kinds of companies - formation and advantages of incorporation of a company - Memorandum of Association- Articles of Association - Prospectus - winding up of a company.

Case let (not exceeding 200 words)

**COURSE OUTCOMES**

After completion of the course the student

1. Would Learn the importance of contracts in Business Transactions
2. Would be able to know different legislations dealing with business and commerce like Sales of Goods Act, Partnership Act and an elementary knowledge of Company Law.

**TEXT BOOK**

Avatar Singh, "Business Laws", Eastern Book Company, Lucknow, 2014

**REFERENCES**

1. Maheswari & Maheswari, "Business Laws", Himalaya Publishing Company, New Delhi, 2013
2. Akhileshwar Pathak, "Legal Aspects of Business", Pearson, New Delhi, 2014

**JOURNALS**

1. Business Law Reports
2. Journal of Institute of Management Accountant

## **BBA(FM) - IV SEMESTER**

### **MBG206: FINANCIAL MANAGEMENT**

#### **COURSE DESCRIPTION**

Finance is the life blood of the business. Financial Management is one of the key areas of management. This Course helps in understanding of the fundamentals of financial management in terms of investment; financing and dividend policy. This course is designed to familiarize the students with the basic concepts and practices of Financial Management.

#### **COURSE OBJECTIVES**

- 1) To familiarize the students with the basic concepts of Financial Management.
- 2) To give thorough understanding of the practices of basic Financial Management.

#### **SYLLABUS**

##### **UNIT-I: Financial Management - An Introduction**

Meaning and Definition of financial Management, Goals of Financial Management, Finance Functions, Organization of finance function, Interface between Finance and other business functions, Financial Planning, Steps in Financial Planning, Factors Affecting Financial Plans, Time Value of Money.

##### **UNIT-II: Investment Decisions**

Introduction to Capital Budgeting, Importance of capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting - Accounting Rate of Return, Pay Back Period, Net Present Value, Internal Rate of Return and Profitability Index.

##### **UNIT-III: Financing Decisions**

Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares, Cost of Retained Earnings, Weighted Average Cost of Capital; Leverages – Introduction – Types of Leverages – Measurement of Operating Leverage, Financial Leverage and Combined Leverage ; Capital Structure – Introduction, Features of Ideal Capital Structure, Factors affecting Capital Structure, Theories of Capital Structure - Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach and Traditional Approach

**UNIT-IV: Working Capital Management** - Introduction – Concepts of Working Capital, Objective of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Estimation of Working Capital.

**UNIT-V: Dividend Decisions** - Introduction, Forms of Dividends, Types of Dividend Policies, determinants of Dividend Policy -Theories of Dividend Policy - Walter Model, Gordon Model, Modigliani and Miller Model – Bonus Shares and Stock Split – Legal, procedural and Tax Aspects of Dividend Policy.

#### **COURSE OUTCOMES**

After completing this course the students should be able to –

1. make optimum decisions pertaining to raising funds, making investments and managing the assets of a corporation, big or small.
2. Learn to manage finances with the ultimate goal of creating value

#### **TEXTBOOK**

R.K. Sharma & Shashi K. Gupta(2014), *Financial Management*.  
Ludhiana: Kalyani Publications.

#### **REFERENCE BOOKS**

1. I.M. Pandey (2010), *Financial Management*, New Delhi: Vikas Publications.

2. M.Y. Khan & P.K. Jain. (2013), *Financial Management*. New Delhi: Tata McGraw Hill.

## **JOURNALS**

- 1 Chartered Financial Analyst - ICFAI – Hyderabad
- 2 GITAM Journal of Management, Visakhapatnam.
- 3 Journal of Financial Management and Analysis - Centre for Financial Management Research.

**SEMESTER – V**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBA301	Business Plan Preparation	PC	3	-	3	40	60	100
2.	MBG301	Production & Operations Management	PC	3	-	3	40	60	100
3.	HFM301	Commodities Market Analysis	PC	3	-	3	40	60	100
4.	HFM 303	Fundamental Analysis	PC	3	-	3	40	60	100
5.	MBG 345	Derivative Market Operations	OE	3	-	3	40	60	100
6.	MBG 347	Indian Financial System	OE	3	-	3	40	60	100
7.	HFM 305	Simulation of Equity Shares	PC	-	2	2	100	-	100
8.	MBA393	Semester End Viva	PC	-	1	1	50	-	50
<b>TOTAL ...</b>				<b>18</b>	<b>03</b>	<b>21</b>	<b>390</b>	<b>360</b>	<b>750</b>

## BBA(FM) – V SEMESTER

### MBA301: BUSINESS PLAN PREPARATION

**Course Code:** MBA-301  
Semester V

**Course Title:** Business Plan Preparation

**Course Type:** Core

**Credits:** 3

**Home Programme(s):**

**Course Leader:**

#### COURSE DESCRIPTION

Business Plan Preparation course is designed for students to integrate all other courses taken in Entrepreneurship - New Venture Creation, together it should serve as background to become entrepreneur or to use entrepreneurial thinking and structures in their personal career choices. First and foremost, BPP serves as the road map for the students to embark on the entrepreneurial journey.

The course accomplishes its goal by teaching students how to develop their implementation plan. The primary goal is to help the students design and create a successful venture or to become part of an entrepreneurial team managing an emerging business. The course focuses on developing a proactive and effectual way for individuals to determine and pursue their goals. We train individuals to act and iterate on thought through implementation plans rather than optimization.

The process of creating a Business Plan for an entrepreneurial venture and then executing it is our primary focus. Implementation planning, writing and presenting the business plan is the central core of this course.

#### COURSE OBJECTIVES

The course intent to enable students to

- 1 Describe the process of business plan.
- 2 Identify different sources of idea generation and importance of innovation.
- 3 Apply Marketing skills, Industry knowledge and environmental analysis in business planning.
- 4 Distinguish different elements a business plan.
- 5 Develop a business model for a given business unit.

#### Course outline and indicative content

**Unit I: Business Planning and Business Plan:** Conceptual framework of business plan, need and importance of business plan- step by step process of business plan.

**Unit II: Business Idea generation:** Sources of an Idea-Idea brainstorming- Invention and Innovation-Idea possibility and Feasibility-Incubation centre-opportunity and need evaluation-value proposition-business model-competitive advantage and sustenance of the business- Innovation and Systematic Innovation.

**Unit III: Market and Industry Analysis:** Market analysis-market segmentation and selecting the target market- market size and trends-buyer behavior-competitive analysis and market share; Industry analysis-industry size and growth rate-sales projection-industry trends-environmental trends- business trends.

**Unit IV: Functional Aspects of Business Plan:** Financial Plan-Financial Modeling- Venture Financing Process - Operational Plan-Marketing Plan- Human Resource Plan.

**Unit V: Business Plan Models:** Software Company Business Plan- Manufacturing firm Business plan- Mobile Application firm Business plan- Ecommerce firm business plan- Restaurant firm business Plan-Retail outlet Business Plan.

## **COURSE OUTCOMES (CO)**

**By the end of the course, students should be able to:**

- 1 Define and Relate the importance of business plan in today's dynamic business environment and list the process of writing business plan
- 2 Interpret sources for Idea generation and need evaluation.
- 3 Infer market and industry trends.
- 4 Prepare the Outline of different elements of a business plan.
- 5 Generate a business model for Software Company, Manufacturing Unit, Mobile Application, Ecommerce, Restaurant or Retail outlet.

### **TEXT BOOK:**

Bruce R Barringer (2019), Preparing effective Business Plan-an Entrepreneurial Approach,

New Delhi: Pearson Publication.

### **REFERENCE BOOKS:**

1. Matthew Record 2019, Writing a Winning Business Plan, New Delhi: Viva Books
2. Lawrence and Moyes, Writing a Successful Business Plan, University of Colorado publication, Latest Edition.
3. Jeffrey A Timmons, New Venture Creation, New Delhi: Irwin publishers, Latest Edition.
4. Vasant Desai (2019), Dynamics of Entrepreneurial Development and Management, New Delhi: Himalaya Publishing House.
5. Poornima M. Charantimath (2019), Entrepreneurship Development – Small Business Enterprises, New Delhi: Pearson.
6. The Standout Business Plan: Make It Irresistible—and Get the Funds You Need for Your Startup or Growing Business, Vaughan Evans and Brian Tracy, AMACOM Publications, 2019.

### **JOURNALS AND NEWS PAPERS:**

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. Daily News Papers : The Mint/ The Economic Times/ Business Standard/ Business Line.



## **BBA(FM) – V SEMESTER**

### **MBG301: PRODUCTION AND OPERATIONS MANAGEMENT**

#### **COURSE DESCRIPTIONS:**

The concept of production is the process through which goods and services are created. We can include both manufacturing and service organizations within the purview of production management. Thus the essential features of the production function are to bring together people, machines and materials to provide goods or services thereby satisfying the wants of the people. The scope of the production enables us to look at the problem of production management in a much wider perspective. This paper indicates the general applications of the techniques of management, machines and materials

#### **COURSE OBJECTIVES**

- 1) To enable the students to understand the basic principles of Production Management
- 2) To help them apply techniques of Production Management

#### **SYLLABUS**

**UNIT-I:** Production and Operations Management - Production and Operation Functions - Manufacturing Systems – Differences Between Manufacturing and Service Operations - Functions of Production and Operations Manager.

**UNIT-II:** Production Planning and Control: Steps in PPC - Techniques of Production Planning and Control

**UNIT-III:** Plant Location and Layout Planning: Location of Service Facilities - Location Decision - Types of Layout – Factors Affecting Plant Location.

**UNIT-IV:** Productivity: Factors Affecting Productivity - Job Design - Process Flow Charts - Methods Study - Work Measurement.

**UNIT-V:** Materials Management: Costs Associated with Inventory - Economic Order Quantity - ABC Analysis – Just in-time Production. Quality Management: Acceptance Sampling - Control Charts – Quality Circle.

#### **COURSE OUTCOMES**

- 1) This course aids in understanding the role of operations in achieving various competitive capabilities.
- 2) The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

#### **TEXT BOOK**

Aswathappa & Bhat (2013), *Production and Operations Management*, New Delhi: Himalaya Publishing House.

#### **REFERENCE BOOKS**

1. Everett E. Adam, Jr. and Ronald J. E. Ebert (2012), *Production and Operations Management: Concepts, Models and Behavior*, New Delhi: Prentice Hall of India.
2. S.N. Chary (2011), *Production and Operations Management*, New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd.

#### **JOURNALS**

1. GITAM Journal of Management, Visakhapatnam.
2. Productivity.
3. Laghu Udyog.
4. Economic & Political Weekly, New Delhi.

**BBA(FM) SEMESTER V**  
**HFM301: COMMODITIES MARKET ANALYSIS**

**COURSE DESCRIPTION**

The course is designed to impart the knowledge on derivate market operations,different types of derivative contracts etc.,

**COURSE OBJECTIVES**

To make the students understand significance of derivatives and derivative market operations.

Unit –I: Introduction to Derivatives, Introduction to Derivatives; types, Products, participants and functions; Exchange–traded versus OTC derivatives.

Unit-II: Application of Futures & Options, Types of instruments (future, options)-Basics and Payoffs; Pricing commodity derivatives; Hedging, Speculation and Arbitrage

Unit-III: Commodity Derivatives, Difference between commodity andfinancial derivatives; Global and Indian commodities exchanges; Evolution ofcommodity market in India.

Unit-IV: NCDEX Platform, Structure of NCDEX; Exchange membership; Capital requirements; Commodities traded on NCDEX platform; Instruments available for trading; Pricing of commodity futures; Trading; Clearing, Settlement and Risk Management; Use of commodity futures in hedging, speculation and arbitrage.

Unit-V: Regulatory Framework & Taxation aspect, Rules governing commodityderivatives exchanges; Intermediaries, Investor grievances and arbitration, Implications of sales tax.

**COURSE OUTCOMES**

On completion of this course, student should be able to

1. Understand the commodities derivative markets,
2. Understand different commodity derivative contracts.
3. To analyze various types of commodity derivative contracts.
4. Understand the trading of commodity derivative contracts.
5. Understand the clearing and regulatory framework of commodityderivative markets.

**TEXT BOOK**

S. L. Gupta, Financial Derivatives : Theory, Concepts And Problems, 2017,Prentice Hall India.

**REFERENCE BOOKS**

1. Rajeev Srivastava (2014), *Derivatives and Risk Management*, New Delhi, Oxford Publishing.
2. Jayanth Varma (2008), *Derivatives and Risk Management*, NewDelhi:The Mc-Graw Hill Publishing Co. Ltd.

**JOURNALS**

1. GITAM Journal of Management, Visakhapatnam.
2. Derivatives Journal.

## **BBA(FM)SEMESTER V**

### **HFM303: FUNDAMENTAL ANALYSIS**

#### **COURSE DESCRIPTION**

The course is designed to impart the knowledge on fundamental analysis, evaluation techniques and various valuation methods.

#### **COURSE OBJECTIVES**

- To make the students understand significance of fundamental analysis and financial statement analysis.

Unit-I: Fundamental Analysis: An introduction, Efficient Market Hypothesis (EMH), Arguments against EMH, Does fundamental analysis work, Steps in Fundamental Analysis

Unit-II: Brushing up the Basics, Concept of “Time value of Money”, Interest Rates and Discount Factors – Opportunity cost, Risk-Free Rate, Equity Risk Premium, the Beta, Risk Adjusted Return (Sharpe Ratio)

Unit-III: Understanding Financial Statements, The Director’s Report, The Auditor’s Report, and Financial Statements- Balance Sheet, Income Statements, Schedules and Notes to the Accounts, Cash Flow Statement.

Unit-IV: Financial Statement Analysis and Forensic Accounting, Comparative and Common- size financial statements, Financial Ratios, Du- Pont Analysis, Cash Conversion cycle, The Satyam case and need for forensic accounting.

Unit-V: Valuation Methodologies, Top-Down valuation (EIC Analysis)  
– Economy, Industry, Company, Discounted Cash Flow (DCF ) Models, Dividend Discount Model (DDM), Free Cash Flow to Firm (FCFF) and Free Cash Flow to Equity (FCFE) based DCF, Sum of the part (SOTP), Price-to- Earnings (PE) ratio, Price-to-Book value (PB) ratio, EV / EBITDA, Price to Sales ( /S) ratio.

Special cases of valuation – IPOs, Financial Services firms, Net interest margin (NIM), Firms with negative cash flows, Acquisition valuation, Distressed companies

#### **COURSE OUTCOMES**

On completion of this course, student should be able to

- 1 Understand the fundamental analysis,
- 2 Understand financial statement analysis.
- 3 To analyze financial information various ratios.

#### **REFERENCES:**

1. NSE module on Fundamental Analysis

## **BBA(FM) – V SEMESTER**

### **HFM202: Derivatives Market Operations COURSE DESCRIPTION**

The course is designed to impart the knowledge on derivative market operations, different types of derivative contracts etc.,

#### **COURSE OBJECTIVES**

- To make the students understand significance of derivatives and derivative market operations.

UNIT-I: Introduction to Derivatives - Types of Derivative Contracts, History of Financial Derivatives Markets, Participants in the Derivative Market, Economic Function of the Derivative Market.

Unit – II: Understanding Interest Rates and Stock Indices, Understanding Interest rates, Understanding the Stock Index, Economic Significance of Index Movements Index Construction Issues, Desirable Attributes of an Index, Applications of Index.

Unit –III: Futures Contracts, Mechanism and Pricing Forward Contracts, Limitations of forward markets, Introduction to Futures, Distinction between Futures and Forwards Contracts, Futures Terminology, Trading Underlying vs. Trading Single Stock Futures, Futures Payoffs, Pricing Futures, Pricing Stock Futures. Application of Futures Contracts, 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.

Unit – IV: Pricing of Options Contracts and Greek Letters, Variables affecting Option Pricing, The Black-Scholes, Merton Model for Option Pricing (BSO), The Greeks, Trading of Derivatives Contracts.

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, Margining System.

Unit- V: Regulatory Framework, Securities Contracts (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Regulation for Derivatives Trading, Adjustments for Corporate Actions. Accounting for Derivatives, Accounting for futures, Accounting for options, Taxation of Derivative Transaction in securities.

#### **COURSE OUTCOMES**

On completion of this course, student should be able to

1. Understand the derivative markets and different derivative contracts.
2. To analyze various types of derivative contracts.
3. Understand the trading of derivative contracts.
4. Understand the clearing and regulatory framework of derivative markets.

#### **TEXT BOOK**

John C Hull and Sankarshan Basu , Options, Futures, and other Derivatives 9/e, Pearson.

#### **REFERENCES**

Sundaram Das, Derivatives Principles and Practice, 2017, McGraw Hill.

#### **JOURNALS**

4. Chartered Financial Analyst - ICFAI - Hyderabad.
5. GITAM Journal of Management, Visakhapatnam.

## BBA(FM) – V SEMESTER

### MBA347: INDIAN FINANCIAL SYSTEM

#### COURSE DESCRIPTION

The economic development of a nation is reflected by the progress of the various economic units, broadly classified into corporate sector, government and household sector. There are areas or people with surplus funds and there are those with a deficit. A financial system or financial sector functions as an intermediary and facilitates the flow of funds from the areas of surplus to the areas of deficit. A Financial System is a composition of various institutions, markets, regulations and laws, practices, money manager, analysts, transactions and claims and liabilities. Financial system comprises of set of subsystems of financial institutions, financial markets, financial instruments and services which helps in the formation of capital. It provides a mechanism by which savings are transformed to investment.

#### COURSE OBJECTIVES

- 1) To enable the student to know the basics of a financial system
- 2) To enable the student to understand the structure of the Indian Financial System.

#### SYLLABUS

**UNIT-I: Introduction** - Financial System and the Economy – Role of Financial System in Economic Development, Economic Growth and Capital Formation  
– Financial Deepening and Financial Widening - Structure of Indian Financial System - Reforms in Indian Financial Sector

**UNIT-II: Financial Markets** – Money Market and Capital Market – Primary Market and Secondary Market – Constituents of Money market and Capital Market - New Financial Instruments.

**UNIT-III: Regulators of Financial Markets** – Role of Financial regulators – SEBI – Functions, Objectives and Regulatory approach - RBI – Organization and Management, Functions of RBI, Roles of RBI, Monetary policy of RBI – Regulatory framework of IRDA – Regulatory framework of PFRDA.

**UNIT-IV: Financial Institutions:** Intermediaries and non-intermediaries; the role of Banking – Commercial banks, RRBs, Co-operative banks, Development banks, LIC, NBFCs and Investment banking.

**UNIT-V: Financial Services:** Nature and Importance of Financial Services – Fee Based Financial Services and Asset Based Financial Services

#### COURSE OUTCOMES

- 1) The student will know the role of financial system in economic development of a nation.
- 2) The student will learn about Indian financial markets, regulators of financial markets, financial institutions.
- 3) Enhancement of knowledge about financial services in India.

#### TEXT BOOK

L M Bhole and Jitendra Mahakud (2013), *Financial Institutions and Markets*, New Delhi: McGraw Hill Education (India) Private Limited.

#### REFERENCE BOOKS

1. Gordon and Natarajan (2012), *Financial Institutions and Markets*, New Delhi: Himalaya Publishing House.

2. Jeff Madura (2011), *Financial Institutions and Markets*, New Delhi: Cengage Learning.
3. Anthony Saunders and M M Cornett (2010), *Financial Markets and Institutions*, New Delhi: Tata McGraw Hill.

## **JOURNALS**

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam
2. Chartered Financial Analyst, ICFAI, Hyderabad

**SEMESTER – VI**

<b>S. No.</b>	<b>Code No.</b>	<b>Title of the Course</b>	<b>Level of course</b>	<b>Theory</b>	<b>Practical</b>	<b>Credits</b>	<b>Internal Assessment Marks</b>	<b>External Assessment Marks</b>	<b>Total Marks</b>
1.	MBA302	Contemporary Business Models	PC	3	-	3	40	60	100
2.	MBG304	E-Commerce	PC	3	-	3	40	60	100
3	HFM302	Technical Analysis	PC	3	-	3	40	60	100
4.	MBA342	Customer Relationship Management	OE	3	-	3	40	60	100
5.	MBA344	Advertising and Brand Management	OE	3	-	3	40	60	100
6.	MBA346	Insurance Management	OE	3	-	3	40	60	100
7.	MBA348	Income Tax Law & Practice	OE	3	-	3	40	60	100
8.	MBA350	Industrial Relations	OE	3	-	3	40	60	100
9.	MBA352	Employment Laws	OE	3	-	3	40	60	100
10.	MBA354	Business Simulation (100 % internal)	OE		3	3	100	-	100
11.	MBA356	Families in Business (100% internal)	OE	3	-	3	100	-	100
12.	MBA392	Comprehensive Viva	PC	-		2	100	-	100
<b>TOTAL....</b>				<b>30</b>	<b>03</b>	<b>35</b>	<b>660</b>	<b>540</b>	<b>1200</b>

## BBA(FM) – VI SEMESTER

### MBA 302: CONTEMPORARY BUSINESS MODELS COURSE DESCRIPTION

Business conditions have changed significantly since the advent of new technologies and business started demanding from both CEOs and managers entrepreneurial abilities which are in line with latest and contemporary business models in the era of globalization and disruption. Successful innovative products are no longer a guarantee of success in the market. Integrated innovation that moves to the level of permanent monitoring of the adequacy of the business model changing circumstances and design of its improved version is a determining factor in the success of regional and international competition. Disruptive Innovations improve products or services in ways that the market neither demands, nor expects, but which become rapidly recognised as the optimum consumer choice. This course aims to provide various perspectives on contemporary business practices and models which are useful for millennial entrepreneurs to meet the requirements of millennial consumers. This course includes a description of various concepts and practices like management consultancies, freemium economics, Co-creation and disruptive innovation and its implications on business development.

#### COURSE OBJECTIVES

1. To enable students to learn how to operate business primarily through the analysis of existing organizational problems and the development of plans for improvement.
2. To provide knowledge about conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers
3. To make students realize the need for Co-creation and why it is a management initiative.
4. To understand how to bring customer intelligence into innovation process
5. To know the importance of disruptive technologies and its importance in business development

**UNIT-I: Management Consulting** :Environment Assessment – Elasticity Test, Strategic Segmentation, Success Factors, Competitive Systems; Strategic Positioning –Value Chain and Value Network, Capabilities, Benchmarking, Generic Models of Competitive Strategy, Strategic Options ; Choosing Growth Strategy – Feasibility Test, Granularity Test, Profitability Model, Growth Test; Business Model Re-design.

**UNIT-II: Freemium Economics**: Freemium Business Model – Analytics and Freemium Product Development – Freemium Metrics – Lifetime Customer Value – Freemium Monetization – Virality and Growth.

**UNIT-III: Co-creation** :Collaboration vs. Co-creation – Co-creation Cycle – Strategic Relationship Building Process- Co-creation Framework – Structure, Process, Organizational Alignment – Co-creation as Competitive Advantage.

**UNIT-IV: The Middleman Economy**:The Bridge – The Certifier – The Enforcer – The Risk Bearer – The Concierge – The Insulator.

**UNIT-V: Disruptive Innovation** : Introduction – Key concepts, Disruption Lifecycle; Disruptive Design – Product Features, Segmentation, Positioning, Pricing, Messaging – Disruption and Innovation – Disruptive Paths to Innovation  
– Open Disruption, Structural Disruption, Asset-Based Disruption, Reverse Disruption, Sustainability-driven Disruption, Revival-based Disruption, Data-driven Disruption, Usage-based Disruption, Priced Disruption, Added- service Disruption, Partnership-led Disruption, Brand-led Disruption, Insight-driven Disruption, Business Model Disruption, Anticipation-driven Disruption  
– Disruption Strategy.

#### COURSE OUTCOMES

On completion of this course the students would be able to



1. Students will learn about management consultancies and enable them to gain external and objective advice and access to the consultants' specialized expertise
2. Knowledge about Freemium Economics will provide student an overview on a practical, instructive approach to successfully implementing freemium into business by building analytics into product design from the earliest stages of development.
3. Students will learn the process where brands and consumers work together to create better ideas, products and services. In building the brand why customers have a seat at the in the decision making.
4. Students will learn why every CEO and or manager must consider which disruptive innovations might influence their value chain and plan to respond to them or figure out whether they should use it in their business.

## **REFERENCE BOOKS**

1. Strategic Consulting: Tools and methods for successful strategy missions, Philippe Chereau and Pierre-Xavier Meschi, Palgrave MacMillan, 2018
2. Freemium Economics Leveraging Analytics and User Segmentation to Drive Revenue, Eric Benjamin Seufert, Elsevier
3. The Co-Creation Edge Harnessing Big Data to Transform Sales and Procurement for Business Innovation, Francis Gouillart and Bernard Quancard, Palgrave MacMillan, 2016
4. Collaboration and Co-creation: New Platforms for Marketing and Innovation, Gaurav Bhalla, Springer, 2011
5. The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit, Marina Krakovsky, Palgrave MacMillan, 2015
6. Disruption by Design: How to Create Products that Disrupt and then Dominate Markets, Paul Paetz, Apress Publications, 2014.
7. The Ways to New: 15 Paths to Disruptive Innovation, Jean-Marie Dru, John Wiley and Sons, 2015
8. Creative Destruction and the Sharing Economy: Uber as Disruptive Innovation, Henrique Schneider, Edward Elgar Publishing, 2017
9. Frugal Innovation in Healthcare How Targeting Low-Income Markets Leads to Disruptive Innovation, Aditi Ramdorai and Cornelius Herstatt, Springer, 2015.



## BBA(FM) – VI SEMESTER

### MBG304: E-COMMERCE

#### COURSE DESCRIPTION

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

#### COURSE OBJECTIVES

- 1) To make the students understand the various concepts related to Electronic Business
- 2) To enable them to understand and exploit its role in providing strategic advantage.

#### SYLLABUS

**UNIT-I: Introduction to E-Commerce** – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce  
– Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning

**UNIT-II: B2C and Advertising in Ecommerce** – Retailing in E-Commerce – E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model – Consumer Purchasing Decision Making Process – Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions  
**UNIT-III: B2B E-Commerce** - Characteristics of B2B EC – Models of B2B  
- Purchasing, Logistics and Support Activities, Electronic Data Interchange(EDI), Electronic Supply Chain Management

**UNIT-IV: Electronic Payment Systems and Security**– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection

**UNIT-V: Mobile and Social Commerce:** Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks

#### Internet based Exercises related to different concepts of Ecommerce COURSE OUTCOMES

- 1) Understand the concept of E-Commerce and its significance
- 2) Understand how social media is playing a vital role for the promotion of a business
- 3) Understand the concept and usage of MCommerce

#### TEXT BOOK

Efraim Turban, David King, Jae Lee, Dennis Viehland(2014), *Electronic Commerce: Managerial and Social Networks Perspective*, New Delhi: Pearson Education.

#### REFERENCE BOOKS

1. Hanson Ward (2012), *Internet Marketing and Ecommerce*, New Delhi: Cengage Learning .
2. Elias M Awad(2012), *Electronic Commerce: From Vision to Fulfillment*, New Delhi: Prentice Hall of India.

3. P.T.S.J. Joseph (2012), *E-Commerce: An Indian Perspective*, New Delhi: Prentice Hall India.
4. Karabi Bandopadhyay (2012), *Mobile Commerce*, New Delhi: Prentice Hall India.

## BBA(FM) – VI SEMESTER

### HFM302: TECHNICAL ANALYSIS

#### COURSE DESCRIPTION:

The purpose of technical analysis is to help the investor make a more financially sound investment decision. The price is the key to success in stock market investment. The supply and demand of stocks all depend upon technical analysis.

#### COURSE OBJECTIVES

1. To make the understand the concept of Technical Analysis
2. To make use candle charts in analysis
3. To know the importance of indicators and oscillators in analysis
4. To explain the trading strategies and related theories
5. To understand the trading psychology

#### SYLLABUS

**Unit-I INTRODUCTION TO TECHNICAL ANALYSIS-** What is technical analysis? Price discounts everything, Price movements are not totally random Technical Analysis: the basic assumption Strengths and weakness of technical analysis, Importance of technical analysis Weaknesses of technical analysis.

**Unit-II: CANDLE CHARTS:** The charts Candlestick analysis, one candle pattern, Hammer Hanging man, shooting star and inverted hammer Two candle pattern, Bullish engulfing Bearish Engulfing Piercing, Bearish Harami Bullish Harami, three candle pattern, Evening star Morning star, Doji, PATTERN STUDY-What are support and resistance lines Support Resistance, why do support and resistance lines occur? Support and resistance zone, Change of support to resistance and vice versa Why are support and resistance lines important?, Head and shoulders Head and shoulders top reversal Inverted head and shoulders Head and shoulders bottom Double top and double bottom, Double top Double bottom, Rounded top and bottom, Gap theory Common gaps, Breakaway gaps Runaway/continuation gap Exhaustion gap, Island cluster

**Unit-III: MAJOR INDICATORS & OSCILLATORS-** What does a technical indicator offer?

Why use indicator? Tips for using indicators Types of indicator Simple moving average, Exponential moving average Which is better? Trend following indicator When to use? Moving average settings, uses of moving average, Signals - moving average price crossover Signals - multiple moving averages Oscillators, Relative strength index, What is momentum? Applications of RSI Overbought and oversold Divergence, Stochastic William %R, Real life problems in use of RSI Advanced concepts, Moving average convergence/ divergence(MACD), What is the MACD and how is it calculated MACD Benefits, uses of MACD, Money Flow Index Bollinger Bands, Using multiple indicators for trading signals Price sensitive technique, Volume sensitive techniques Composite methods, How to use tool kit of trading techniques Trading market tool kit applications, Bull market tool kit application Bear market tool kit application, Trading market changing to bull market tool kit application Trading market changing to bear market tool kit application Bull market changing to trading market tool kit application Bear market changing to trading market tool kit application

**Unit-IV: TRADING STRATEGIES-** Day trading, Advantages of day trading, Risks associated with risk day trading Strategies, Strategies for day trading Momentum trading strategies.

**DOW THEORY AND ELLIOT WAVE THEORY-** Introduction-Principles of Dow Theory Significance of Dow Theory Problems with Dow Theory Elliot Wave, Introduction Fundamental Concept After Elliott

## **Unit-V: TRADING PSYCHOLOGY AND RISK MANAGEMENT-**

Introduction, Risk Management, Components of risk management Stop loss, Analyze reward risk ratio Trail stop loss, Booking Profit Uses of stop loss, Qualities of successful trader Golden rules of traders, Do's and don'tsin trading, Rules to stop losing money Choosing the right market to trade, Importance of discipline in trading.

### **COURSE OUTCOMES:**

1. able to conduct Technical Analysis
2. able to make use of candle charts in analysis
3. utilize indicators and oscillators in their analysis
4. frame trading strategies
5. consider Trading psychology according acts

### **TEXT BOOK:**

1. John J. Murphy, Technical Analysis of the Financial Markets
2. Adam Germins, The Art and Science of Technical Analysis

### **3. Martin J. Pring Technical Analysis Explained**

1. Shabbir Bhimami Right –Stock Price Time

### **REFERENCE BOOKS**

## BBA(FM) – VI SEMESTER

### MBA342: CUSTOMER RELATIONSHIP MANAGEMENT

#### COURSE DESCRIPTION

Customer Relationship Management is all the tools, technologies and procedures to manage, improve, or facilitate sales, support and related interactions with customers, prospects, and business partners throughout the enterprise. At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way. The goal of the system is to track, record, store in database, and then determine the information in a way that increases customer relations. At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way.

#### COURSE OBJECTIVES

**This course intends the student to**

1. Know the basic concepts of Customer Relationship Management and study customer loyalty.
2. Examine the process of CRM in varied sectors
3. Learn the analytical tools and techniques useful to maintain CRM
4. Recognize the significance of marketing and communication channels in CRM
5. Study the facets of implementation of CRM

#### COURSE SYLLABUS

##### Unit I: Introduction to CRM

Need for CRM, benefits of CRM, CRM model, Customer life time value, Customer Retention, Determinants of retention.

*Customer Loyalty:* attitudinal VS Behavioural loyalty, types of loyalty, loyalty ladder, loyalty classification on profitability and duration, types of loyalty programmes, Process of designing loyalty programme.

##### Unit II: CRM Process

Process of CRM, CRM process in retailing, CRM in services marketing: Quality dimensions and service gaps. CRM in Business organizations (B2B), Features & advantages of e-CRM; CRM Cycle.

##### Unit III: Tools and techniques in CRM

*Data and its importance in CRM:* Customer database, Passive marketing database and Active marketing database

*Data Warehouse:* Features of Data Warehouse, ETL process, Multidimensional Analysis.

*Data Mining:* Concept of Data Mining, Techniques. Applications in CRM: Customer Segmentation, Customer Churn Prediction, Market Basket Analysis

##### Unit IV: CRM & Marketing channels

*Distribution Channels:* Functions of distribution channels, Factors affecting CRM through distribution channels, Major challenges in facing CRM through distribution channels.

*Communication channels:* Importance of communication channels, Emerging trends of Communication channels in CRM

##### Unit V: Implementation of CRM:

Elements of CRM System, CRM implementation – Barriers and Challenges

**Case Let (Not Exceeding 200 Words) Learning and teaching**

**activities** Case Analysis

Situation Analysis Brainstorming Group Discussion

Software Skills Chalk and Talk

Student Presentations

**COURSE OUTCOMES (CO)**

**On successful completion of this course, students will be able to**

1. Describe the concepts of Customer Relationship Management Classify loyalty in terms of customers, profits, duration, programs
2. Examine the process of CRM in different industries
3. Apply the tools and techniques of CRM in Customer Segmentation, Customer Churn Prediction, Market Basket Analysis
4. Determine the influence of distribution and communication channels on CRM.
5. Explain the issues in implementation of CRM



## **Teaching and learning resources TEXT BOOKS**

1. V. Kumar, and Werner.J.Reinartz, Customer Relationship Management - A Data based Approach, Wiley India Edition.2014
2. Mallika Srivastava, Customer Relationship Management, Vikas Publications, New Delhi, 2015.

## **REFERENCES**

1. Alex Berson, Stephen Smith, Kurt Thearling., Building Data Mining Applications for CRM. Tata McGraw Hill, New Delhi, 2014.
2. Mohammed, H.Peeru and A.Sagadevan, Customer Relationship Management, Vikas Publishing House, New Delhi, 2013.
3. Paul Greenberge, CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill, New Delhi, 2013.

## **JOURNALS**

1. GITAM Journal of Management, GITAM University, Visakhapatnam, India.
2. Harvard Business Review, Harvard Business School Publication Co., USA.
3. Marketing Mastermind, IUP Publications (A Division of the ICFAI Society), Hyderabad, India

## BBA(FM) VI Semester

### MBA 344: ADVERTISING & BRAND MANAGEMENT

#### COURSE DESCRIPTION

Advertising is the dissemination of information concerning an idea, product or service that induces the need in customer, leading to the sale of the product. Advertising is used for communicating business information to the present and prospective customers. Advertising Management is the process of employing various media to sell a product or service. This process begins quite early from marketing research and encompasses the media campaigns that helps to sell the product. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising.

Brand plays a very important role in influencing the minds of the customer. Brand not only creates a distinction from the other competitor brands but also adds value to customer by possessing it. Branding and maintaining brand equity play significant role in marketing of products.

#### COURSE OBJECTIVES

**This course intends the student to**

1. Know the concepts of Advertising and the role of Ad Agencies
2. Realize the significance of creativity in development of Ad.
3. Explain the planning and evaluation of media strategy
4. Identify and establish Brand Positioning and brand equity
5. Discover marketing programmes that enhance brand equity

#### COURSE SYLLABUS

##### **UNIT-I: *Introduction to Advertising:***

*Advertising:* Concept, types and objectives of advertising, social, ethical and economic aspects of advertising

*Advertising budgets:* Factors influencing budgeting decisions, methods of budgeting

*Advertising Agencies:* types, services of Ad Agencies

*Trends in Advertising:* Social media, Mobile, Banner & Video, Search and Display Advertising

##### **Unit II: Advertising Creativity**

*Creativity:* Importance of creativity, creativity process

*Creativity Implementation and Evaluation:* Advertising appeals, Execution styles

*Creative Strategy Development:* Ad campaigns, Creative brief, major selling ideas

*Creative tactics:* In print and electronic media.

##### **Unit III: Media Planning and Strategy**

*Market analysis:* Analysis of market, Company's marketing strategy, Creative strategy

*Establishing Media objectives*

*Developing and Implementing Media strategies:* The Media Mix, Target Market Coverage, Geographic Coverage, Scheduling, creative aspects, Reach and Frequency, flexibility, budget considerations

*Evaluation of Media:* Merits and demerits of Broadcast, Print and Support Media.

##### **Unit IV: Introduction to Branding UG**

Definition, Benefits of branding, Inputs for branding, Model (David Aker's) to develop brand strategy, Brand management process.

*Brand Positioning*: Definition and importance of positioning. *Positioning Strategy*: Target market, Defining competition, Establishing Points of difference and Points of parity, Updating positioning overtime.

*Brand Equity*: Meaning, Relevance of brand equity to business, Brand elements to build brand equity.

## **Unit V: Brand Management UG**

*Designing marketing programme to build brand equity*: Developing Product, Price, Distribution channel and IMC strategy.

*Product and Brand Extensions*: Advantages of Extensions, Disadvantages of Brand Extensions

*Case Let (Not Exceeding 200 Words)*

## **COURSE OUTCOMES (CO)**

- CO On successful completion of this course, students will be able to**
- 1 Describe the concepts and trends in Advertising, examine the methods of budgeting and specify the services of Ad agencies.
  - 2 Understand and present various styles of execution styles and advertising appeals to target customers and provide major selling ideas
  - 3 Analyze and select right media vehicle to achieve advertising objectives.
  - 4 Learn basics of branding, brand Positioning and brand equity.
  - 5 Familiarize with marketing programmes to build brand equity and Product and brand extension strategies to develop brand equity.

## **TEACHING AND LEARNING RESOURCES:**

### **TEXT BOOKS**

1. **Advertising and Promotion**: An Integrated Marketing Communications Perspective, 11th Edition by George **Belch** and Michael **Belch**
2. **Strategic Brand Management**, 4th Edition. **Kevin Lane Keller**.  
©2013 |Pearson |.

### **REFERENCES**

1. Kenneth Clow and Donald Black, "Integrated Advertisements, Promotion and Marketing Communication", 6th Ed., Prentice Hall of India, New Delhi, 2013
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, "Marketing Management", Pearson 14th Edition New Delhi, 2013
3. Larry D. Kelly, Donald W. Jugenheimer, "Advertising Media
4. Planning A Brand Management Approach", PHI, New Delhi, 2013
5. Kirti Dutta, Brand Management –Principles and Practices, Oxford
6. Higher Education, New Delhi, 2012

### **JOURNALS**

1. Indian Journal of Marketing & Journal of Advertising Research
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakahapatnam.
3. Harvard Business Review, Harvard Business School Publication Co.USA
4. Vikalpa, Indian Institute of Management, Ahmedabad

**Learning and teaching activities**

Case Analysis Situation Analysis Brainstorming

Group Discussion Research Project

Student Presentations

## **BBA(FM) – VI SEMESTER**

### **MBA346: INSURANCE MANAGEMENT**

#### **COURSE DESCRIPTION**

Effective insurance management aims at not only optimization of cover at economical cost but also ensuring availability of protection when it is most needed

#### **COURSE OBJECTIVES**

- 1) To understand and acquire basic knowledge about Risk Management
- 2) To understand theory and practice of Life and Non-Life Insurance

#### **SYLLABUS**

**UNIT-I:** Risk Vs Uncertainty-Kinds and Classification of Risk – Methods of Handling Risk – Meaning of Risk Management – Steps in the Risk Management Process - The changing scope of Risk Management.

**UNIT-II:** Definition of Insurance- Basic Characteristics of Insurance – Fundamental Legal Principles of Insurance – Requirements of Insurance Contract – Benefits of Insurance to Society.

**UNIT-III:** Life Insurance- Principles of Life Insurance – Types of Life Insurance – Variation of Life Insurance.

**UNIT-IV:** General Insurance-Principles of General Insurance – Fire, Marine, Motor, Engineering, Miscellaneous, Liability and Agricultural Insurance.

**UNIT-V:** Insurance Company Operations-Rate Making – Underwriting-production – Claim Settlement.

**Case let (Not Exceeding 200 Words)**

#### **COURSE OUTCOMES**

- 1) This paper aims at providing impetus to the students about insurance and banking operations in India.
- 2) It also provides students basic ideas on thrust areas in insurance and banking

#### **TEXT BOOK**

George E. Rejda (2007), *Principles of Risk Management and Insurance* Tenth Edition, New Delhi: Pearson Education.

## **REFERENCE BOOKS**

1. Dr. P. Gupta(2004),*Insurance and Risk Management*, NewDelhi:Himalaya Publications.
2. M. N. Mishra (2002),*Insurance Principles and Practice*, NewDelhi:S.Chand& Co.
3. *Principles of Insurance*,Mumbai: Insurance Institute of India.
4. *Practice of Life Insurance*,Mumbai: Insurance Institute of India
5. *Practice of General Insurance* Mumbai: Insurance Institute of India.

\*Revised and Latest editions

## **JOURNALS**

1. DyanJyothi, National Insurance Academy, Pune.
2. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam.
3. ICFAI Journal of Risk & Management, Hyderabad.
4. Insurance Chronicle, ICFAI, Hyderabad.
5. Insurance Times, Kolkata.
6. Yogakshema, LIC of India, Mumbai.

## **BBA(FM) – VI SEMESTER**

### **MBC106: INCOME TAX LAW AND PRACTICE COURSE**

#### **DESCRIPTION**

The course aims to develop knowledge and skills relating to the Indian tax system as applicable to individuals, single companies and groups of companies.

#### **COURSE OBJECTIVES**

1. Explain and compute the total income of individuals under five heads of income
2. Calculation of Income tax using various deductions and exemptions
3. Filing of returns, payment of taxes and understanding of due dates for payments and filing.

#### **SYLLABUS**

**UNIT-I:**Introduction: Preliminary Concepts, Definitions, Basis of Charge, Residential Status and Exemption u/s 10. Income from Salaries: Salaries, Deduction from Salaries, Perquisites and Profits in Lieu of Salaries

**UNIT-II:**Income From House Properties: Annual Value Determination, Deductions from House Property, Unrealized Rent, Arrears of Rent, Co- ownership; Profits and Gains from Business and Profession: Computation, Deductions allowed with respect to building, machinery, plant and furniture, Depreciation, Investment in new Plant and Machinery.

**UNIT-III:**Capital Gains, Capital Assets, Transactions not regarded as Transfer, Computation of Capital Gains, Cost for certain specified modes of acquisition, Capital gains and cost of acquisition for Depreciable and Non-Depreciable assets, Guideline value v/s full value of consideration, forfeiture of advance received, Exemptions u/s 54, Cost of Improvement, Reference to Valuation Officer; Income From Other Sources: Sources, Deductions, amounts not deductible.

**UNIT-IV:**Basics of Set-Off and Carry Forward; Clubbing of Income of another person in assessee's Total Income; Deductions under Chapter VI-A (Only Payment based deductions i.e. 80C to 80GGC); Comprehensive problem on computing an assessee's total income

**UNIT-V:**Advance Tax – Computation of interest u/s 234A, B and C, Tax Deducted at Source – payments on which TDS is warranted, Rates of Deduction of TDS, Filing of Return – PAN, Tax Returns Prepared, Who should sign the return, due date for filing ITR.

#### **COURSE OUTCOMES**

1. The student should learn to file returns.
2. Learn all deductions in the assessment year.

#### **TEXT BOOK**

T. N. Manoharan and G.R. Hari (2015), *Direct Taxation*, New Delhi: Snow White Publication.

#### **REFERENCE BOOKS**

1. Dr. Vinod K. Singhania, Dr. Kapil Singhania (2015), *Direct Taxes Law and Practice*, New Delhi: Taxmann's Publications.
2. CA Vinod Gupta (2015), *Direct Tax Modules*, New Delhi: VGLearning Destination

#### **JOURNALS**

1. GITAM Journal of Management, GITAM University
2. The Chartered Accountant, New Delhi.
3. The Management Accountant, Kolkata,
4. Journal of Management Accounting and Research, Jaipur.

## **BBA(FM) – VI SEMESTER**

### **MBA350: INDUSTRIAL RELATIONS**

#### **COURSE DESCRIPTION**

The major causes for industrial relationship conflicts are terms of employment (Wages, Dearness Allowance, Bonus and fringe benefits), working conditions (Working Hours, Health, Welfare), non-employment (Lay off, Lock out, Retrenchment and Dismissal), personal issues (Discipline, and Promotion), and recognition of Trade Unions. The means adopted by the parties to achieve their objectives vary from simple negotiation to economic warfare which may sometimes adversely affect the community interest. When the community interest is affected, the State cannot remain a silent and helpless spectator and therefore intervenes in different ways to resolve the conflict within the frame work of law.

#### **COURSE OBJECTIVES**

- 1) To understand the basic concepts like Industrial Relations, Trade Union, Employer's Organizations Industrial Dispute Code of Discipline, Code of Conduct, and harmonious relations.
- 2) To understand the key actors and their role in IR
- 3) To understand the causes for grievance and managing grievance
- 4) To understand the impact of technology and globalization on IR, recent trends in IR

#### **SYLLABUS**

**UNIT-I:** Industrial Relations Concept and Scope: Importance, key actors in IR, approaches to IR, factors affecting IR, prerequisites for successful IR.

**UNIT-II:** Trade Union Concept: Functions of Trade Unions in India, problems of Trade Unions and their role in IR, employers organizations - functions and their role in IR, code of discipline and its objectives, unfair labour practices.

**UNIT-III:** Grievance concept: Causes, managing grievances and grievance redress procedure, Industrial conflicts/disputes, causes and consequences, Concepts of Layoff, Retrenchment, Strike and Lock out.

**UNIT-IV:** Industrial Disputes Settlement Machinery: Mediation, Consideration, Arbitration and Adjudication. Managing Discipline, Process of Domestic Enquiry.

**UNIT-V:** Collective bargaining (CB): Concept, pre-requisites of CB, CB at different levels, workers participation in Management and its objectives, levels and forms of participation, joint management committees and their functions, Tripartism - ILC and SLC.

#### **COURSE OUTCOMES**

- 1) The students will be sensitized and get exposure to critical tasks, functions and issues of industrial relations.
- 2) They will gain insight into the dynamics of employee management relations in different job situations after completing this course.

#### **TEXT BOOK**

VenkataRatnam C. S. (2011), *Industrial Relations*, New Delhi: Oxford University Press.

#### **REFERENCE BOOKS**

1. Singh, B. D (2010), *Industrial Relations - Emerging Paradigms*, New Delhi: EXCEL Memoria &



Memoria(2010),*Dynamics of Industrial Relations*, New Delhi: Himalaya Publishing House.

## **JOURNALS**

1. Indian Journal of Industrial Relations
2. Human Capital
3. GITAM Journal of Management, GITAM Institute of Management, GITAM deemed to be university, Visakhapatnam



## **BBA(FM) – VI SEMESTER**

### **MBA352: EMPLOYMENT LAWS**

#### **COURSE DESCRIPTION**

Since the introduction of economic reforms from 1990, Government has liberalized economic policy to attract both national and international investors in large number. A large number of Multi-National Companies (MNC) have availed this opportunity to capture a share in the Indian markets in this competitive environment. Given this present economic scenario, labour laws assumed great importance and relevance and therefore an in-depth knowledge of labour laws is a Sine-Qua-non for Personnel Management. This sharpens the managerial excellence and enables the Personnel Manager's to take right decisions at appropriate times, to avoid litigations of varied nature and help in maintaining industrial peace and harmony.

#### **COURSE OBJECTIVES**

- 1) To understand the basic concepts of various labour legislations
- 2) To acquire skills in presenting the views during litigations in a court of law
- 3) To acquaint with various formats to be submitted to various labour departments

#### **SYLLABUS:**

**Unit I:** Labour Legislation: Principles of Labour Legislation, role of ILO and Indian Constitution.

**Unit II:** The Factories Act, 1948.

**Unit III:** The Industrial Disputes Act, 1947, The Industrial Employment (Standing Orders) Act, 1946.

**Unit IV:** The Payment of Bonus Act, 1965, The Minimum Wages Act, 1948

**Unit V:** The Employees State Insurance Act, 1948, The Employees Compensation Act, 1923, The Payment of Gratuity Act, 1976

#### **COURSE OUTCOMES**

- 1) The students will be aware of Legal Acts and Rules for smooth and harmonious relations with employees in an organization
- 2) It will make them aware of liaising among employers, government and employees for better administration

#### **TEXT BOOK**

Singh B.D (2014), *Labour Laws for Managers*, New Delhi: Excel Books.

#### **REFERENCE BOOKS**

1. Malik P. L (2012), *Industrial and Labour Laws*, New Delhi: Eastern Book Company,
2. Mishra S.N (2012), *Labour and Industrial Laws*, New Delhi: Central Law Publication.

#### **JOURNALS**

1. Labour Law Reporter
2. Labour Law Journal
3. Indian Journal of Industrial Relations
4. Indian Journal of Training & Development

**BBA(FM) – VI SEMESTER**  
**MBA354: BUSINESS SIMULATION**  
**(100% Internal Assessment)**

**COURSE DESCRIPTION**

Through this course, students get the chance to develop a holistic understanding of basic business principles from the very beginning in an engaging learning experience. Each business discipline has its broad body of knowledge and can be mastered in theory, but experiencing how business works in practice can be the ideal foundation for deep and ongoing learning.

**COURSE OBJECTIVES**

This course is designed to enable students to learn about the private enterprise system and better understand how organizations operate within that environment.

**SYLLABUS**

**Resources:** “Foundation™” Web-based Simulation [www.capsim.com](http://www.capsim.com)

This subscription, web-based simulation offers the experience of making business decisions in a competitive marketplace. By using web based simulation, students learn Business Fundamentals by creating and developing their product line, market their products, manage their production and raise funds to run the company. Also, students learn to read and understand financial statements, the cause and effect between each part of the company and balance competing demands in the changing marketplace. Foundation provides a framework for understanding business processes, decision-making and key financial reports. By giving participants a hands-on opportunity to run a company, students learn the building blocks of business.

**COURSE OUTCOMES**

Through this course, the student will:

- 1) Explore the functional areas of business including management, accounting, product development, marketing, production and operations management, human resource management, and finance.
- 2) Learn the concepts, language, and conversations that have evolved to help manage profit seeking organizations.
- 3) Learn how to be successful in an environment characterized by uncertainty and risk.

## **BBA(FM) – VI SEMESTER**

### **MBA356: FAMILIES IN BUSINESS**

**(100% Internal Assessment)**

#### **COURSE DESCRIPTION**

This is a course that aims at offering learning by doing experience to students. Self-learning about reputed business families offers a load of knowledge and inspiration to the learner.

#### **COURSE OBJECTIVE**

The main intention of this course is to create some flair in enterprise management by utilizing the knowledge, skills, capabilities, creativity and innovation of the family members.

#### **SYLLABUS**

The students shall take at least one-business organization profile (Reputed Families in Business) and understand the business intricacies and must present in the form of independent research paper, Seminar paper, Assignment and innovation in selecting and presenting the topic. The following are some of the leads for selection of topic.

1. Ford Motors Company of USA
2. Sony Corporation of Japan
3. Samsung of Korea
4. Tata companies
5. Bajaj Company
6. Mahindra and Mahindra

#### **COURSE OUTCOMES**

The student shall be able to thoroughly understand reputed business houses and apply this understanding.

#### **TEXT BOOK/REFERENCE**

1. Mohanakrishnan Raman, Family business: Methods and Essentials of Building Business Families, 2020
2. Raju Swamy, Family Business in India: A National Asset that needs to Professionalize, 2020

## **BBA (FM)**

### **MBG354: SOFT SKILLS**

#### **COURSE DESCRIPTION**

Management involves utilising the human capital of an enterprise to contribute to the success of the enterprise. Management is the act of coordinating the efforts of people to accomplish desired goals using available resources efficiently and effectively.

Today's workforce comes from varied social and cultural backgrounds, with differing standards of behaviour. These may not always be in sync with the norms of the organization. The ability to deal with differences, multiculturalism and diversity is needed more than ever. It is important, for students who would be entering the corporate world for the first time, to inculcate behaviour that is appropriate for the workplace. The importance of personal grooming, business etiquette, verbal and non-verbal communication, telephone etiquette and general professional conduct, can never be undermined.

Soft Skills is now recognised as key to making businesses more profitable and better places to work. Increasingly, companies aren't just assessing their current staff and future recruits on their business skills. They are now assessing them on a whole host of soft skill competencies around how well they relate and communicate to others.

It has been found that soft skills can be developed and honed on an on-going basis through good training, insightful reading, observation, and of course, practice, practice, practice.

Students can focus on areas of self-improvement to help improve their behaviour, transform their professional image and create a positive impact in their careers. Greater awareness of grooming and etiquette will help one to develop poise and confidence. This will significantly impact the image that one has in any formal, professional and social situations

#### **COURSE OBJECTIVES**

1. To understand and enhance social skills
2. To help build greater confidence when interacting with people
3. To build on the ability to make a positive first impression
4. To help improve the overall appearance

#### **ACTIVITY STRUCTURE**

Students would be focusing on the following major activities under this Course:

- a) Grooming and etiquette
- b) Introspection, self-awareness and self-introduction
- c) CV writing
- d) Facing interviews

Guidance on the above issues would be given by an Expert and Faculty would be guiding them through one-to-one interaction. Assessing them on their performance would be done by the Faculty.

The assessment would be for 50

#### **COURSE OUTCOMES**

1. Able to apply social skills
2. enhances confidence when interacting with people
3. able to make a positive first impression
4. able to improve the overall appearance