



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
**JNANASAGARA CAMPUS, BALLARI-583 105**

**Department of Studies in Business Administration**

**V Semester Syllabus**

**BACHELOR OF BUSINESS ADMINISTRATION**  
Programme as per New Education Policy 2020

**With effect from 2023-24 and onwards**

## Semester V

SL NO	Category of Course	Course Code	Title of the Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	DSC 13	21BBA5C13PM	Project Management	4+0+0	60	40	100	4
32	DSC 14	21BBA5C14IT1	Income Tax-I	3+0+2	60	40	100	4
33	DSC 15	21BBA5C15BL	Banking Law and Practice	4+0+0	60	40	100	4
34	DSE 1	21BBA5E1	Elective -1 ((Paper 1) (FN1\MK1\HRM1\DA1\RM1\LSCM1)	3+0+0	60	40	100	3
35	DSE 2	21BBA5E2	Elective-2 (Paper 1) (FN1\MK1\HRM1\DA1\RM1\LSCM1)	3+0+0	60	40	100	3
36	VC 1	21BBA5V1 (Any one to be chosen)	A. Information Technology for Business (Excel & DBMS) B. Digital Marketing	3+0+2	60	40	100	4
37	SEC3	21BBA5S3	Cyber Security	1+0+2	30	20	50	2
<b>SUB TOTAL (E)</b>					<b>390</b>	<b>260</b>	<b>650</b>	<b>24</b>

**Students have to choose Two Electives in V Semester and Continue with the same Elective Combination in VI Semester.**

### ELECTIVE GROUPS AND COURSES:

Sl.No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
Course Code	FN1	MK1	HRM1	DA1	RM1	LSCM1
Paper - 1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Fundamentals of Retail Management	Freight Transport Management

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### DSC 13: PROJECT MANAGEMENT

Course Title: Project Management	Course Code: 21BBA5C13PM
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

1. Demonstrate an understanding of various concepts of Project Management.
2. Identify investment opportunities.
3. Conduct feasibility studies of a project.
4. Demonstrate an understanding of various means of project financing
5. Draft detailed project report
6. Apply network techniques in determining project completion time.

### DSC 13: PROJECT MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	<b>Conceptual Framework of Project Management:</b> Project- meaning and definition, characteristics, classification, elements of a project, the project life cycle; Project manager- meaning, functions, role of a project manager; project management: definition, nature and scope of project management, benefits of project management, evolution of project management.	06
2	<b>Project Identification and Technical Analysis:</b> Project Identification-meaning, generation of project ideas: meaning, sources-creative thinking, scanning the environment, corporate appraisal, scouting for project ideas; screening of project ideas: meaning, preliminary screening, project rating index. Technical Analysis: meaning, analysis of technical and engineering aspects-manufacturing technology, technical arrangements, material inputs, product mix, plant capacity, location, machineries, civil works.	10
3	<b>Market and Demand Analysis:</b> Market and Demand Analysis: meaning, process – situational analysis, collection of secondary data, conduct of market survey, characterisation of the market, demand forecasting-meaning, methods and simple problems on demand forecasting; marketing plan.	12
4	<b>Financial Analysis:</b>	16

	Financial Analysis: meaning, cost of project, Means of Finance-sources, concept of project financing, features of project financing, role of financial institutions in project financing; estimates of sales and production, estimation of cost of production, estimation of working capital requirements, profitability projections[simple problems], projected cash flow statement[simple problems], projected balance sheet[simple problems]. Project cash flows- elements and basic principles. Project appraisal techniques-theory and application oriented problems.	
5	<b>Project Implementation and control:</b> Detailed Project Report [DPR]- meaning, contents. Network techniques – meaning, terms used, CPM and PERT, simple problems on determination of critical path and project completion time. Pre-requisites for successful project implementation, Project quality management, project time management, project control.	12
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Projects-Planning, Analysis, Selection, Financing, Implementation and Review – Prasanna Chandra, Tata Mc Graw Hill.</li> <li>2. Project Management &amp; Control – PCK Rao – Sultan Chand &amp; Sons, New Delhi.</li> <li>3. Essentials of project Management – Kamaraju Ramakrishna, PHI</li> <li>4. Project Management – Bhavesh M Patel.</li> <li>5, Project Management – Vasant Desai, Himalaya Publications.</li> </ol>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### DSC 14: INCOME TAX-I

Course Title: Income Tax-I	Course Code: 21BBA5C14IT
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

### COURSE OUTCOMES (CO's):

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

1. Comprehend the procedure for computation of Total Income and tax liability of an individual.
2. Understand the provisions for determining the residential status of an individual.
3. Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
4. Compute the income house property for different categories of house property.
5. Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

### DSC 14: INCOME TAX-I

UNIT	DESCRIPTION	HOURS
1	<b>Basic Concepts of Income Tax :</b> Introduction –Meaning of tax-, types of taxes, canons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.	12
2	<b>Residential Status and Incidence of Tax:</b> Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.	10
3	<b>Income from Salary:</b> Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred	14

	balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.	
<b>4</b>	<b>Income from House Property:</b> Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.	<b>10</b>
<b>5</b>	<b>Tax Deduction at Sources &amp; Advance TaxRuling:</b> Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates. <b>Deductions</b> under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as per old regime. (Individuals only).	<b>10</b>
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.</li> <li>2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.</li> <li>3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.</li> <li>4. Bhagawathi Prasad, Direct Taxes.</li> <li>5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. NewDelhi.s</li> <li>6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.</li> </ol> <p><b>Note: Latest edition of text books may be used.</b></p>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### DSC 15: BANKING LAW AND PRACTICE

Course Title: Banking Law And Practice	Course Code: 21BBA5C15BL
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

1. Gain conceptual understanding of banker and customer
2. Develop the ability to open the different types of deposits account.
3. Gaining the knowledge of current banking operations and innovations.
4. To draft the different types of crossing of cheques and endorsement.

### DSC 15: BANKING LAW AND PRACTICE

UNIT	DESCRIPTION	HOURS
1	<b>Banker and Customer:</b>  <b>Banker and Customer Relationship</b> Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer).  <b>Customers and Account Holders</b> Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.	16
2	<b>Collecting Banker:</b>  Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.	08
3	<b>Paying Banker:</b>	12

	Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor.	
<b>4</b>	<b>Lending Operations:</b> Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.	<b>12</b>
<b>5</b>	<b>Banking Innovations:</b> New Technology in banking, Core Banking, Universal Banking and Offshore Banking; E-Services – Debit and Credit Cards - Internet Banking – ATM - Electronic Fund Transfer (NEFT, RTGS, IMPS), DEMAT, E-Wallet – Meaning, Types of E-Wallet's & Procedure of making E-Payments: BHIM, PAYTM, GOOGLE PAY (TEZ), PHONE PE (Concepts only)	<b>08</b>
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Gordon &amp; Natarajan: Banking Theory Law and Practice, HPH</li> <li>2. S. P Srivastava ; Banking Theory &amp; Practice, Anmol Publications</li> <li>3. M. Prakhas, Bhargabhi R: Banking law &amp; Operation, Vision Book House.</li> <li>4. Tannan M.L: Banking Law and Practice in India, Indian Law House</li> <li>5. Sheldon H.P: Practice and Law of Banking.</li> <li>6. K. Venkataramana, Banking Operations, SHBP.</li> <li>7. Kothari N. M: Law and Practice of Banking.</li> <li>8. Neelam C Gulati: Principles of Banking Management.</li> <li>9. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication</li> <li>10. Shekar. K.C: Banking Theory Law and Practice, Vikas Publication.</li> <li>11. S. Vipradas &amp; j. K Syan: Bank Lending</li> <li>12. Gajendra&amp;Poddar : Law and Practice of Banking</li> <li>13. Dr. Alice Mani: Banking Law and Operation, SB</li> </ol>		



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### FINANCE ELECTIVE

#### DSE: ADVANCED CORPORATE FINANCIAL MANAGEMENT

Course Title: Advanced Corporate Financial Management	Course Code: 21BBA5FN1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

1. Understand and determine the overall cost of capital.
2. Comprehend the different advanced capital budgeting techniques.
3. Understand the importance of dividend decisions.
4. Evaluate mergers and acquisition.
5. Enable the ethical and governance issues in financial management.

#### DSE : ADVANCED CORPORATE FINANCIAL MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	<b>Cost of Capital and Capital Structure Theories:</b>  <b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. <b>Theories of capital structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.	11
2	<b>Risk Analysis in Capital Budgeting:</b>	10

	Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .	
<b>3</b>	<b>Dividend Theories:</b> Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.	<b>10</b>
<b>4</b>	<b>Mergers and Acquisitions:</b> Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS ,Market Price and Market capitalization.	<b>08</b>
<b>5</b>	<b>Ethical and Governance Issues:</b> Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.	<b>06</b>
<b>Books for References:</b>		
<ol style="list-style-type: none"> <li>1. I M Pandey, Financial management, Vikas publications, New Delhi.</li> <li>2. Abrish Guptha, Financial management, Pearson.</li> <li>3. Khan &amp; Jain, Basic Financial Management, TMH, New Delhi.</li> <li>4. S N Maheshwari, Principles of Financial Management, Sulthan Chand &amp; Sons, NewDelhi.</li> <li>5. Chandra &amp; Chandra D Bose, Fundamentals of Financial Management, PHI, NewDelhi.</li> <li>6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, NewDelhi.</li> <li>7. Ravi M Kishore, Financial Management, Taxman Publications</li> <li>8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.</li> </ol>		
Note: Latest edition of Reference Books may be used		



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### MARKETING ELECTIVE

### DSE: CONSUMER BEHAVIOUR

Course Title: Consumer Behaviour	Course Code: 21BBA5MK1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

### COURSE OUTCOMES (CO's):

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

1. Identify the major influences in consumer behaviour.
2. Distinguish between different consumer behaviour influences and their relationships.
3. Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
4. Implement appropriate combinations of theories and concepts.
5. Recognise social and ethical implications of marketing actions on consumer behaviour.
6. Use most appropriate techniques to apply market solutions.

### DSE: CONSUMER BEHAVIOUR

UNIT	DESCRIPTION	HOURS
1	<b>Introduction:</b> Introduction to Consumer Behaviour - The Indian Consumer – Characteristic Features, Need to study Consumer Behaviour; Applications of Consumer Behaviour Knowledge; Current Trends in Consumer Behaviour; Market Segmentation & Consumer Behaviour.	08
2	<b>Individual Determinants of Consumer Behaviour:</b> Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude Formation and Change.	10
3	<b>Environmental Determinants of Consumer Behaviour:</b> Family Influences; Influence of Culture; Subculture & Cross-Cultural	10

	Influences; Group Dynamics and Consumer Reference Groups; Social Class: Reference group, Family role. Personal : Age, Life cycle stage, Occupational and economic circumstances.	
4	<b>Consumer's Decision-Making Process:</b> Problem Recognition; Search & Evaluation; Purchase Processes; Post-Purchase Behaviour; Personal Influence & Opinion Leadership Process; Diffusion of Innovations; Models of Consumer Behaviour; Researching Consumer Behaviour (Nicosia Model, Howard sheth Model, Angle Blackwell Model; Consumer Research Process	10
5	<b>Consumer Satisfaction &amp; Consumerism:</b> Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.	07

**Books for References:**

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi,1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P)Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### HUMAN RESOURCE ELECTIVE

#### DSE: COMPENSATION AND PERFORMANCE MANAGEMENT

Course Title: Compensation and Performance Management	Course Code: 21BBA5HRM1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

1. Understand the concepts of Compensation management and factors affecting the strategy.
2. Understand the concept of job evaluation and its methods.
3. Evaluate the different methods of wages.
4. Understand the importance of performance management.
5. Understand the issues in performance management.

#### DSE: COMPENSATION AND PERFORMANCE MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	<b>Introduction to Compensation Management:</b>  Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees.  Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.	10

2	<p><b>Job Evaluation:</b></p> <p>Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>	06
3	<p><b>Wage and Salary Administration:</b></p> <p>Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll</p>	10
4	<p><b>Performance Management:</b></p> <p>Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal</p>	10
5	<p><b>Issues In Performance Management:</b></p> <p>Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.</p>	09
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education</li> <li>2. Michael Armstrong &amp; Helen Murlis: Hand Book of Reward Management – Crust Publishing House.</li> <li>3. Milkovich &amp; Newman, Compensation, Tata McGraw Hill</li> <li>4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education, 5. Thomas. P. Plannery, David. A. Hofrichter &amp; Paul. E. Platten: People, Performance &amp; Pay – Free Press.</li> <li>5. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi. 7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer., 8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep &amp; Deep, New Delhi.</li> <li>6. BD Singh, Compensation &amp; Reward Management, Excel Books</li> <li>7. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi. 10. Goel Dewkar, Performance Appraisal and Compensation Management: A, 11. Modern Approach, 2 nd Edition, 2008, PHI, New Delhi. 12. Sarma A.M, Performance Management System, 1st Edition, 2008, HimalayaPub, Mumbai.</li> </ol>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### DATA ANALYTICS ELECTIVE

### DSE: FINANCIAL ANALYTICS

Course Title: Financial Analytics	Course Code: 21BBA5DA1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

### COURSE OUTCOMES (CO's):

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

1. Analyze and model financial data.
2. Access the different open-source domains.
3. Evaluate and build model on time series data.
4. Use the most powerful and sophisticated routines in Python for data analysis.
5. Execute the statistical methods using python.

### DSE: FINANCIAL ANALYTICS

UNIT	DESCRIPTION	HOURS
1	<b>Introduction to Financial Analytics:</b> Introduction: Meaning-Importance of Financial Analytics uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	08
2	<b>Access to Financial Data Using Latest Technology:</b> Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	06
3	<b>Introduction to Time Series Modeling:</b> Meaning of Data- types of data- time series, panel, cross sectional- components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).	10



4	<p><b>Introduction to Python:</b></p> <p>Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data.</p>	10
5	<p><b>Python for Finance:</b></p> <p>Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.</p>	11
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Python for finance: Yves hil pisces</li> <li>2. Hands on Data analysis with Pandas: Stefanie molin.</li> <li>3. Hands on Python for finance, Krish Naik, Packt</li> <li>4. Python For Finance, Yuxing Yan, Packt</li> <li>5. Mastering Python for Finance, James Ma Weiming, Pack Publishing</li> <li>6. Financial Reporting and Financial Statement Analysis, M Hanif, A Mukherjee, McGraw Hill</li> <li>7. Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT</li> </ol>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### RETAIL MANAGEMENT ELECTIVE

#### DSE: FUNDAMENTALS OF RETAIL MANAGEMENT

Course Title: Fundamentals of Retail Management	Course Code: 21BBA5RM1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

1. Clarify the concept and related terms in retailing.
2. Comprehend the ways retailers use marketing tools and techniques to interact with their customers.
3. Understand various formats of retail in the industry.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

#### DSE: FUNDAMENTALS OF RETAIL MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	<b>Introduction to Retail Business:</b> Definition, functions and types of retail ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.	08
2	<b>Consumer Behaviour in Retail Business:</b> Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.	09
3	<b>Retail Organization and Functional Management:</b> Business Models in Retailing, Classification of Retailing Formats,	10

	Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.	
4	<p><b>Retail Marketing Mix:</b></p> <p>Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity  - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion  : Setting objectives, communication effects , promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimisation of work force.</p>	10
5	<p><b>Impact of Information Technology in Retailing:</b></p> <p>Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.</p>	08
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Suja Nair; Retail Management, HPH</li> <li>2. Karthic – Retail Management, HPH</li> <li>3. S.K. Poddar &amp; others – Retail Management, HPH.</li> <li>4. R.S.Tiwari ; Retail Management, HPH 18</li> <li>5. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition, PHI/02</li> <li>6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.</li> <li>7. Swapna Pradhan :Retailing Management, 2/e, 2007 &amp; 2008, TMH</li> <li>8. James R. Ogden &amp; Denise T.: Integrated Retail Management</li> <li>9. A Sivakumar : Retail Marketing , Excel Books</li> <li>10.Ogden : Biztantra, 2007</li> <li>11.Levy &amp; Weitz : Retail Management -TMH 5th Edition 2002</li> <li>12.Rosemary Varley, Mohammed Rafiq-: Retail Management</li> <li>13.Chetan Bajaj: Retail Management -Oxford Publication.</li> <li>14. Uniyal &amp; Sinha : Retail Management - Oxford Publications.</li> <li>15. Araif Sakh ; Retail Management</li> </ol>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### LOGISTIC AND SUPPLY CHAIN MANAGEMENT ELECTIVE

#### DSE: FREIGHT TRANSPORT MANAGEMENT

Course Title: Freight Transport Management	Course Code: 21BBA5LSCM1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

1. Understand the different types of transport.
2. Understand the Transport Economics.
3. Understand the transport administration.
4. Understand the terms consolidation, and documentations for Export and Import.
5. Understand the concept of pricing.

#### DSE: FREIGHT TRANSPORT MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	<b>Transport Function:</b> <b>Transport functionality</b> - Transport structure and classification - Principles and participants - Transport service-Traditional carriers, package service, ground package service, Air package service-Intermodal Transportation - Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries; <b>Modes of Transport</b> – Rail, Water, Pipeline, Air, Motor Carriers.	08
2	<b>Transport Economics:</b> The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.	06
3	<b>Transport Administration:</b> Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.	08
4	<b>Transport Documentation:</b> <b>Transport documents:</b> Delivery order, Dock receipt, Bill of Lading,	11

	Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest. <b>Export documents:</b> BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.	
5	<b>Pricing:</b>  Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.	12
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Donald. J. Bowersox &amp; Donald. J. Closs , Logistical Management-The integrated Supply Chain Process , TATA Mc-Graw Hill</li> <li>2. Sunil Chopra &amp; Peter Meindl, Supply Chain Management, PHI</li> <li>3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply ChainLogistics Management- McGraw Hill Education, 3rd Indian Edition.</li> <li>4. Rahul V Altekar, “Supply Chain Management- Concepts and Cases”, Prentice Hall of India Pvt. Ltd.</li> </ol>		

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## SEMESTER-V

### VC 1 (A): INFORMATION TECHNOLOGY FOR BUSINESS (Excel and DBMS)

Course Title: Information Technology for Business (Excel and DBMS)	Course Code: 21BBA5VC1
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

### COURSE OUTCOMES (CO's):

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

- Understand the fundamentals of information technology
- Understand how businesses use information technology
- Learn core concepts of computing and modern systems
- Understand modern software programs and packages for Business.
- Applications of Excel and SQL.

### VC 1(A): INFORMATION TECHNOLOGY FOR BUSINESS (Excel and DBMS)

UNIT	DESCRIPTION	HOURS
1	<b>Information Technology and Information System:</b> Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.	10
2	<b>Subsystems of Information System:</b> Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.	12
3	<b>Database Management System:</b>	14

	Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.	
4	<b>Microsoft Excel in Business:</b>  Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. <b>Logical Functions:</b> IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.	14
5	<b>Recent Trends in IT:</b>  Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	06

**Books for Reference:**

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
2. Uma G. Gupta, "Management Information Systems – A Management Perspective", Galgotia publications Pvt., Ltd., 1998.
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wideWeb", O'Reilly Associates, 2002.
4. C.S.V.Murthy: Management Information Systems, HPH
5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
8. Introduction to Database Systems, CJ Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATAMcGraw Hill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
13. Introduction to Database Systems, C.J.Date Pearson Education
14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.

15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (EnglishEdition) by Lokesh Lalwani

16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston(Author)

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### SEMESTER-V

#### VC 1 (B): Digital Marketing

Course Title: Digital Marketing	Course Code: 21BBA5VC2
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 02 Hours
Semester End Examination Marks: 60	

#### COURSE OUTCOMES (CO's):

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

- Gain knowledge on Digital Marketing , Email marketing and Content marketing.
- Understand Search Engine Optimization tools and techniques
- Gain skills on creation of Google AdWords & Google AdSense
- Gain knowledge on Social Media Marketing and Web Analytics.
- Gain knowledge on YouTube Advertising & Conversions.

#### VC 1 (B): Digital Marketing

UNIT	DESCRIPTION	HOURS
1	Introduction to Digital Marketing Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.	12
2	Search Engine Optimization (SEO) Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based	10



	analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.	
3	<p>Google AdWords &amp; Google AdSense</p> <p>Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign &amp; Ads creation process, Ad approval process, Keyword Match types , Keyword targeting &amp; selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPA based &amp; CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.</p>	12
4	<p>Social Media Marketing (SMM) &amp; Web Analytics</p> <p>Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, Linkedin Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need &amp; importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, GoogleTag Manager, Social Media Analytics, Social CRM &amp; Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make</p>	10
5	<p>Youtube Advertising (Video Ads) &amp; Conversions</p> <p>Youtube Advertising (Video Ads): Youtube advertising? ,Why should one advertise on youtube? , Creating youtube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.</p>	12

**Books for Reference:**

- 1.Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
- 3.. Internet Marketing: a practical approach By Alan Charlesworth
- 4.Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

