

**BBA (Regular)**

<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA 4.1</b> <b>Name of the Course: BANKING LAW &amp; PRACTICE</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
<b>4 CREDITS</b>	<b>4 HOURS</b>	<b>56 HOURS</b>
<b>Pedagogy:</b> Class rooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Out comes:</b> On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> <li>a. Summarize the relationship between Banker &amp; customer and different types of functions of banker.</li> <li>b. Analyze the role, functions and duties of paying and collecting banker.</li> <li>c. Make use of the procedure involved in opening and operating different accounts.</li> <li>d. Examine the different types of negotiable instrument &amp; the irrelevance in the present context.</li> <li>e. Estimate possible developments in the banking sector in the upcoming days.</li> </ol>		
<b>Syllabus:</b>		<b>HOURS</b>
<b>Unit.1: Introduction to Banking</b>		<b>12</b>
Banking-Meaning, Need and Importance; Primary, Secondary & Modern functions of banks; Origin of banking; Banker and Customer Relationship (General and special relationship); Types of Banks in India, RBI- History, Role & Functions. Banking Laws (Amendment) Bill-2024		
<b>Unit.2: Paying and Collecting Banker</b>		<b>12</b>
Paying banker- Introduction, Meaning, Duties and Responsibilities, Precautions and Statutory Protection and rights; Dishonor of Cheques – Grounds of Dishonor, Consequences of wrongful dishonor of Cheques. Collecting Banker- Introduction, Meaning, Legal status of collecting banker- Holder for value, Holder in due course, Duties & Responsibilities, Precautions and Statutory Protection to Collecting Banker.		
<b>Unit.3: Customers and Account Holders</b>		<b>10</b>
Introduction-Types of Customers and Account Holders; Procedure and Practice in opening and operating accounts of different customers- Minors, Joint Account Holders, Partnership Firms, Joint Stock Companies, Executors and Trustees, Clubs and Associations and Hindu Undivided Family.		

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<b>Unit.4: Negotiable Instruments</b>	<b>12</b>
Negotiable Instruments- Meaning, Definition & Features; Types of Negotiable Instruments- Promissory Notes, Bills of Exchange, Cheques; Crossing of Cheques- Types of Crossing; Endorsements- Meaning, Types and Essentials of Valid Endorsement.	
<b>Unit.5: Recent Trends in Banking Practices</b>	<b>10</b>
Introduction-New technology in Banking– E-services–Debit and Credit cards-Internet Banking - Electronic Fund Transfer- MICR– RTGS- NEFT– ECS-Small banks-Payment banks-Digital Wallet-Crypto currency-KYC norms–Basel Norms- Mobile banking-E- payments - E-money. Any other recent development in the banking sector.	
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>1. Refer RBI website and identify the different types of banks operating in India.</li> <li>2. Visit any Public sector bank &amp; discuss with the branch manager about the role and functions as a paying and collecting banker.</li> <li>3. Collect and fill dummy account opening forms as different types of customer.</li> <li>4. Draft specimen of Negotiable instruments: bill of exchange Promissory Notes and Cheques.</li> </ol>	
<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Nagarajan.G, Sudesh and Raju.G.S(2021); Law and Practice of Banking, Jayvee Publications, Bangalore.</li> <li>2. Gordon &amp; Natarajan, Banking Theory Law and Practice, HPH, 24th Edition</li> <li>3. S.P.Srivastava (2016), Banking Theory &amp; Practice, Anmol Publications</li> <li>4. Maheshwari.S.N.(2014), Banking Law and Practice, Kalyani Publishers, 11 edition</li> <li>5. Shekar.K.C(2013), Banking Theory Law and Practice, Vikas Publication, 21st Edition.</li> <li>6. Dr.AliceMani (2015), Banking Law and Operation, SBH.</li> </ol>	

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 4.2</b> <b>Name of the Course: FINANCIAL MANAGEMENT</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> <li>a. Understand the Role of Financial Managers effectively in an organization</li> <li>b. Apply the compounding &amp; discounting techniques for time value of money.</li> <li>c. Take investment decision with appropriate capital budgeting techniques for investment proposals.</li> <li>d. Understand the factors influencing the capital structure of an organization.</li> <li>e. Understand the factors influencing the working capital requirements of an organization</li> </ol>		
<b>Syllabus:</b>		<b>HOURS</b>
<b>Unit.1: Introduction to Financial Management</b>		<b>10</b>
<b>Financial Management:</b> Meaning and definition of Financial Management- Goals of Financial Management-Scope of Financial Management-Functions of Financial Management Role of Finance Manager. <b>Financial planning:</b> Meaning –Need – Importance -Steps in financial Planning – Principles of a sound financial plan and Factors affecting financial plan. Source of funds – Long and Short term sources of funds ( A brief overview)		
<b>Unit-2: Capital Structures and Leverages</b>		<b>12</b>
Introduction-Meaning and Definition of Capital Structure, Factors determining the Capital Structure, Concept of Optimum Capital Structure, EBIT-EPS Analysis. Leverages: Meaning and Definition, Types of Leverages- Operating Leverage, Financial Leverage and Combined Leverages. ( Theory and Problems)		
<b>Unit.3: Time Value of Money</b>		<b>10</b>
Introduction – Meaning of time value of money-time preference of money- Techniques of time value of money: Compounding Technique-Future value of Single flow. Multiple flow and Annuity – Perpetuity-Discounting Technique-Present value of Single flow, Multiple flow – and Annuity. (Theory and Problems)		

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<b>Unit-4: Capital Budgeting</b>	<b>16</b>
<p>Introduction-Meaning and Definition of Capital Budgeting, Features, Significance – Steps in Capital Budgeting Process. Techniques of Capital budgeting: Traditional Methods – Pay Back Period, and Accounting Rate of Return – DCF Methods: Net Present Value- Internal Rate of Return and Profitability Index- (Theory and Problems).</p>	
<b>Unit-5: Working Capital Management</b>	<b>08</b>
<p>Introduction- Meaning and Definition, types of working capital, Operating cycle, Determinants of working capital needs-Sources of working capital- Merits of adequate working capital - Dangers of excess and inadequate working capital. (Theory only).</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Prepare the list of Functions of Finance Manager.</li> <li>2. As a finance manager of a company, design an appropriate Capital Structure.</li> <li>3. Evaluate a capital investment proposal by using NPV method with imaginary figures.</li> <li>4. Calculate EBIT and EPS with imaginary figures.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. 1.IM Pandey, Financial management, Vikas publications, New Delhi.</li> <li>2. 2.Abrish Guptha, Financial management, Pearson.</li> <li>3. 3.Khan &amp; Jain, Basic Financial Management, TMH, New Delhi.</li> <li>4. 4.S N Maheshwari, Principles of Financial Management, Sulthan Chand &amp; Sons, New Delhi.</li> <li>5. Chandra &amp; Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.</li> <li>6. 6.Ravi M Kishore, Financial Management, Taxman Publications</li> <li>7. 7.Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.</li> </ol>	

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<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA 4.3</b> <b>Name of the Course: Research Methodology</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work, WBL, literature reviews etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to <ol style="list-style-type: none"> <li>a. Explain the fundamental concepts, scope, and methodologies of business research.</li> <li>b. Apply appropriate research problem formulation, hypothesis development, and sampling techniques to real-world business scenarios.</li> <li>c. Analyse collected data using statistical tools and techniques to derive meaningful business insights.</li> <li>d. Critically evaluate research findings and test hypotheses using appropriate statistical methods.</li> <li>e. Design and develop a well-structured research report with proper interpretation, visualization, and ethical considerations.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit 1: Introduction to Business Research</b>		<b>10</b>
Research: Meaning, Purpose, Scientific method, types of research; scope of business research. Review of literature: need, purpose, notes taking.		
<b>Unit 2: Research Design</b>		<b>12</b>
Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques. Research Design: Meaning, nature, process of preparation, components of research design.		
<b>Unit 3: Data Collection and Processing</b>		<b>12</b>
Data: Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metric, check list; pre-testing of tools, pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.		

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<b>Unit 4: Tools for Data Analysis</b>	<b>12</b>
<p><b>Statistical Techniques:</b> Descriptive Statistics -Mean, Median, Mode, Standard Deviation, Mean Deviation and Quartile Deviation; Inferential Statistics -t-test, Chi-square test and ANOVA &amp; Regression analysis [Meaning and application of each in Business Research].</p> <p><b>Data analysis tools for Social Science Research:</b> Python, R, SPSS, Tableau and Excel (Concepts and application only)</p>	
<b>Unit 5: Research Reports</b>	<b>10</b>
<p>Research Reports- Characteristics of good Research Report, types of reports, style of report writing, Steps in drafting the Report.</p>	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. Design a questionnaire for a research study</li> <li>2. List the different types of sampling techniques with suitable examples.</li> <li>3. List the statistical software tools used in social science research.</li> <li>4. Write a sample research report outline with an introduction, methodology, and conclusion.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Dr. M. Ranganatham, O R Krishnaswami, P N Harikumar: Research Methodology , Himalaya Publishing House.</li> <li>2. C.R. Kothari, Research Methodology: Methods and Techniques, New Age International Publishers 3<sup>rd</sup> Edition.</li> <li>3. Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, Joseph Bizup, and William T. Fitzgerald, "The Craft of Research", University of Chicago Press, Fourth Edition.</li> <li>4. Ingeman Arbnor and Björn Bjerke, Methodology for Creating Business Knowledge, Sage Publications, 3<sup>rd</sup> Edition.</li> <li>5. Krishna G. Palepu and Paul M. Healy, Business Analysis and Valuation: Using Financial Statements, Cengage Learning, 5<sup>th</sup> Edition.</li> <li>6. Joseph F. Hair Jr., Mary Celsi, Arthur H. Money, Phillip Samouel, and Michael J. Page, Essentials of Business Research Methods, Routledge 5<sup>th</sup> Edition.</li> <li>7. Satyaprasad and D. R. Satya Raju, Business Research Methods, Himalaya Publishing House 2<sup>nd</sup> edition.</li> <li>8. Navdeep Kaur and Dr. Pawan Kumar Taneja, Business Research Methods: A South-Asian Perspective, Kalyani Publishers 1<sup>st</sup> Edition.</li> </ol>	

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 4.4</b> <b>Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to a. To be aware of the nuances of customer relationship. b. To analyze the CRM link with the other aspects of marketing. c. To impart the basic knowledge of the Role of CRM in increasing the sales of the company. d. To make the students aware of the different CRM models in service industry. e. To make the students aware and analyze the different issues in CRM		
<b>Syllabus:</b>		<b>HOURS</b>
<b>UNIT 1: Evolution of Customer Relationship &amp; CRM Concepts</b>		<b>12 Hrs</b>
<b>Evolution of Customer Relationship:</b> Introduction - CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM. <b>CRM Concepts:</b> Acquiring Customers, Customer Loyalty and Optimizing Customer Relationships; CRM Definition; Success Factors -- The three levels of Service/ Sales Profiling; Service Level Agreements (SLAs), Creating and Managing effective SLAs.		
<b>UNIT 2: CRM in Marketing</b>		<b>12 Hrs</b>
One-to-one Relationship Marketing; Cross Selling & Up Selling; Customer Retention; Behavior Prediction - Customer Profitability & Value Modeling; Channel Optimization; Event-based marketing; CRM and Customer Service - The Call Centre, Call Scripting, Customer Satisfaction Measurement.		
<b>UNIT 3: Sales Force Automation</b>		<b>12 Hrs.</b>
Sales Process, Activity; Contact- Lead and Knowledge Management; Field Force Automation; CRM links in E-Business; E-Commerce and Customer Relationships on the Internet; Enterprise Resource Planning (ERP); Supply Chain Management (SCM); Supplier Relationship Management (SRM); Partner Relationship Management (PRM)		

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<b>UNIT 4: Analytical CRM</b>	<b>12 Hrs.</b>
Managing and Sharing Customer Data; Customer Information Databases - Ethics and Legalities of Data use; Data Warehousing and Data Mining concepts; Data Analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering	
<b>UNIT 5: CRM Implementation</b>	<b>08 Hrs</b>
Defining Success Factors; Preparing a Business Plan Requirements, Justification and Processes; Choosing CRM Tools - Defining Functionalities - Homegrown versus Out-Sourced Approaches; Managing Customer Relationships - Conflict, Complacency; Resetting the CRM Strategy; Selling CRM Internally; CRM Development Team, Scoping and Prioritizing, Development and Delivery, Measurement	
<b>Skill Development Activities:</b> 1.Present any two CRM models in a Diagrammatic form. 2.List out the challenges of CRM implementation in business operations 3.Present the flow-chart of CRM implementation. 4.Develop an imaginary customer database for any product of student's choice	
<b>Books For Reference:</b> 1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited 2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited 3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited 4. Jagdish Seth, et al, Customer Relationship Management 5. V. Kumar & Werner J., Customer Relationship Management, Willey India 6. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015 7. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014. 8. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH 9. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge. 10. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI. 10. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, Pearson Education. 11. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition	

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 4.5</b> <b>Name of the Course: TECHNOLOGY FOR BUSINESS</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
<b>2 CREDITS</b>	<b>3 HOURS</b>	<b>30 HOURS</b>
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> <li>a. Understand the fundamentals of Information Technology (IT) and Information Systems (IS), differentiate between them, recognize their role in business processes and decision-making</li> <li>b. Understand different types of information systems, how they work, and how they help people make better decisions."</li> <li>c. Learn how to use MS Excel to organize, format, protect, and analyze data using charts, formulas, and functions for better understanding and decision-making</li> </ul>		
<b>Syllabus:</b>		<b>HOURS</b>
<b>Unit.1: Information Technology and Information System</b>		<b>10</b>
Introduction to IT, Introduction to IS, Difference be 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; Recent Trends in IT- Cloud computing, Quantum Computing, Internet of Things, Block Chain, Artificial Intelligence, Machine Learning, Cryptocurrency and Account Aggregator (Concepts only)		
<b>Unit.2: Subsystems of Information System</b>		<b>08</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		
<b>Unit.3: Microsoft Excel in Business</b>		<b>12</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 Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, TextFunctions.		

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**Skill Development Activities:**

1. Steps in Creating different types of charts in MS Excel
2. Steps in summarizing data using Pivot Table
3. Steps to create V Lookup and H Lookup functions
4. List the financial functions with syntax and examples.

**Books for References:**

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 Prespective", Galgotia publications Pvt., Ltd., 1998.
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", 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, TATA McGrawHill 3rd Edition. 10
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson 11
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 (English Edition) by Lokesh Lalwani
16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston(Author)