



**Department of Commerce and Management – BBA II Year**

S. No.	Course Title	Course Type
1.	Human Resource Management	Major
2.	Organizational Behaviour	Major
3.	Marketing Management	Minor
4.	Marketing Management	Major
5.	Marketing Research	Major
6.	Financial Management	Major
7.	Financial Markets and Financial Services	Major
8.	Organizational Behaviour	Minor
9.	Basic Concepts of Economics	Elective
10.	Principal of Management	Elective
11.	Financial Markets and Financial Services	Elective
12.	Financial Services & Insurance	Vocational
13.	Retail Management	Vocational
14.	Salesmanship	Vocational
15.	Basics of Business Management	Bridge Course
16.	Financial Modelling	Value Added Certificate
17.	Event Planning	Value Added Certificate
18.	Modern E-Marketing	Value Added Certificate



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## Part A Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
Subject: HUMAN RESOURCE MANAGEMENT			
1	Course Code	BB-201	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/General Elective/Vocational/.....)	Group I Paper I - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"><li>• Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations.</li><li>• Formulate human resources policies and practices that help promote the organization's strategic goals.</li><li>• Students will understand how organizations link training programs to organisational needs.</li><li>• Students will learn how organizations evaluate jobs and design salary structure based on that.</li><li>• Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.</li><li>• Demonstrate an understanding of key terms, theories, concepts and practices within the field of Human Resources Management</li><li>• Demonstrate competence in development and problem solving in the area of Human Resources Management.</li></ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Marks:35

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## Part B Content of Course

Total No. of Lectures' (in hours per week): 6 hours

Total Lectures: 90 Hours

Unit	Topics	No. of Lectures
1	Concept and functions of Human Resource Management, Structure & Role of Personnel Management in an Organization, implementation of Personnel policy, The Future Challenges of HRM, International HRM.	18
2	Strategic Management of Human resource, Staffing Policy, and process; Management Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, remotion, and transfer.	18
3	Manpower Training & Development. Employment training and Development, Employee training, performance appraisal and Potential appraisal. Employee morale and Productivity.	18
4	Wage & Salary Administration, Job evaluation & designing, Salary Structure. Compensation management and benefits.	18
5	Management of organizational climate & Industrial relations, Industrial disputes and participative management, grievance Vs dispute, Grievance handling procedure, Disciplinary Action, conflict management and negotiation.	18

## Part C Learning Resources

Text Books, Reference Books, Other resources

### Suggested Readings:

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Himalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo & Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13<sup>th</sup> Edition)
- Gary Dessler & Biju Varrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, Kailash Pustak Sadan, Bhopal

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Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
<b>Internal Assessment:</b>	Class Test	30
Continuous Comprehensive	Assignment/Presentation	
Evaluation (CCE):30	E-quize	
<b>External Assessment:</b>	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025- 2026
1	Subject	ORGANISATIONAL BEHAVIOUR	
2	Course Code	BB-202	
3	Course Title	BBA	
4	Course Type	Group I Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none"><li>1. Understand organizational behavior, its significance, and key theories, enabling students to compare various management frameworks and develop essential managerial skills for effective leadership in local and global workplaces.</li><li>2. Examine leadership, power, and politics, analyzing real-world scenarios where these concepts impact organizations both positively and negatively, preparing students for leadership roles in diverse business environments.</li><li>3. Analyze stress management techniques and coping strategies, equipping students with skills to enhance personal well-being and workplace productivity, improving employability across industries.</li><li>4. Compare different organizational cultures, explore their local and global implications, and assess strategies for creating and sustaining a positive work environment, fostering adaptability and cultural intelligence for global career opportunities.</li><li>5. Understand the concept of Organizational Behaviour, demonstrate an understanding of key terms, theories, concepts and practices of Organizational Behaviour</li><li>6. Analyze the key issues related to administering the human elements such as perception, learning, motivation, leadership, team building and others.</li></ol>	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30 Min. Passing Marks: 35	

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): 6 Hours-

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Concept of Organizational Behavior, Contributing disciplines to Organizational Behavior; Background/historical perspective and framework of OB.	18
II	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement.	18
III	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
V	International dimensions of organizational behavior, New trends in employment, equal employment opportunities, organizational culture, managing cultural diversity, learning organization.	18
Note	<ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list</li></ul>	

## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010- International Edition)
2. Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18th Edition)
3. Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
4. French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
5. K. Chitale, Avi nash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

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## Suggested Digital Platforms, Web Links:

1. <https://www.economicsdiscussion.net/management/organisational-behaviour/31869>
2. <https://openstax.org/books/organizational-behavior/pages/3-1-the-perceptual-process>
3. <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group>
4. <https://www.globalswasthyam.com/blog/what-is-stress-management-in-organizational-behaviour/>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	Marketing Management	
2	Course Code	BB-208	
3	Course Title	BBA	
4	Course Type	Group I Minor	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ul style="list-style-type: none"><li>• Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.</li><li>• Differentiate between categories of consumer criteria for determining value.</li><li>• Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.</li><li>• List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.</li><li>• The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.</li><li>• Understand the dynamics of Marketing in Business Related Marketing concepts to practical situation</li></ul>	
	Expected Job Role/ career opportunities	Job roles include Marketing Manager, Brand Manager, Sales Executive, Market Analyst, Digital Marketing Specialist, Retail Manager, Service Marketing Executive, Public Relations Officer, and E-commerce Strategist. Scope in India includes in all sector FMCG, banking, healthcare, hospitality, education, logistics, and startups.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6 Hours

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing. Market segmentation, Marketing Mix, Marketing Environment, Marketing System.	18
II	Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion mix: Advertising, publicity, Selling, Sales Promotion and Public Relations.	18
III	Pricing decision, methods of setting prices, pricing strategies, product promotion Rural marketing. Steps for taking lead in Startups, Trends in marketing, Modern Marketing, Social Media Marketing Strategies, Omnichannel Marketing, future marketing.	18
IV	Service marketing - Introduction, Growth of service sector, Concept, Characteristics, Classification of service designing, Developing Human Resources. Marketing of services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels, and tourism 4. Professional services 5. Public utility service 6. Educational services.	18
V	Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Nonprofit Marketing.	18
Keywords/ Tags	Marketing, Distribution Services, Channel of distribution, Logistics, Product Mix, Promotion Mix,	
<b>Note:</b> <ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list.</li></ul>		

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## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Saxena Rajan, Marketing Managemet; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019- 6<sup>th</sup> Edition)
2. S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
3. Philip Kotler, Marketing Management Pearsons Education (2015).
4. Krishna K. Havaldar & Shailendra Dasari B2B Marketing Text & Cases Mc Graw, New Delhi. (2021- 5th Edition)
5. Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018)

### Suggested Digital Platforms, Web Links:

1. [study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html](https://study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html)
2. <https://study.com/learn/lesson/the-promotional-mix-elements-examples-what-is-promotion-mix.html>
3. <https://egyankosh.ac.in/bitstream/123456789/11481/1>
4. <https://www.techtarget.com/searchitchannel/definition/distribution-channel>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
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Evaluation (CCE):30	E-quiz	
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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	Marketing Management	
2	Course Code	BB-203	
3	Course Title	BBA	
4	Course Type	Group II Paper I - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ul style="list-style-type: none"><li>• Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.</li><li>• Differentiate between categories of consumer criteria for determining value.</li><li>• Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.</li><li>• List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.</li><li>• The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.</li><li>• Understand the dynamics of Marketing in Business</li><li>• Relate Marketing concepts to practical situation</li></ul>	
	Expected Job Role/ career opportunities	Job roles include Marketing Manager, Brand Manager, Sales Executive, Market Analyst, Digital Marketing Specialist, Retail Manager, Service Marketing Executive, Public Relations Officer, and E-commerce Strategist. Scope in India includes in all sector FMCG, banking, healthcare, hospitality, education, logistics, and startups.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

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III	Pricing decision, methods of setting prices, pricing strategies, product promotion Rural marketing. Steps for taking lead in Startups, Trends in marketing, Modern Marketing, Social Media Marketing Strategies, Omnichannel Marketing, future marketing.	18
IV	Service marketing - Introduction, Growth of service sector, Concept, Characteristics, Classification of service designing, Developing Human Resources. Marketing of services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels, and tourism 4. Professional services 5. Public utility service 6. Educational services.	18
V	Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Nonprofit Marketing.	18
Keywords/ Tags	Marketing, Distribution Services, Channel of distribution, Logistics, Product Mix, Promotion Mix,	
<b>Note:</b> <ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list.</li></ul>		

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## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Saxena Rajan, Marketing Managemet; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019- 6<sup>th</sup> Edition)
2. S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
3. Philip Kotler, Marketing Management Pearsons Education (2015).
4. Krishna K. Havaldar & Shailendra Dasari B2B Marketing Text & Cases Mc Graw, New Delhi. (2021- 5<sup>th</sup> Edition)
5. Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018)

### Suggested Digital Platforms, Web Links:

1. [study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html](https://study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html)
2. <https://study.com/learn/lesson/the-promotional-mix-elements-examples-what-is-promotion-mix.html>
3. <https://egyankosh.ac.in/bitstream/123456789/11481/1>
4. <https://www.techtarget.com/searchitchannel/definition/distribution-channel>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive	Assignment/Presentation	
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University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	MARKETING RESEARCH	
2	Course Code	BB-204	
3	Course Title	BBA	
4	Course Type	Group II Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none"><li>1. Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.</li><li>2. Provide a detailed overview of the stages in the market research process.</li><li>3. Develop research questions and objectives that can be addressed in a research design.</li><li>4. Develop an appropriate market research design for the clients.</li><li>5. Manage the data collection process .Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data Interpret data analysis in the context of the identified business problem.</li><li>6. Communicate research results in written report and oral presentation formats.</li><li>7. Develop data collection instruments according to underlying theoretical framework</li><li>8. Understand the steps of conducting Marketing Research and preparing the Research Report</li></ol>	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30 Min. Passing Marks: 35	

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Definition, Concept and Objectives of Marketing research, Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18
II	Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research, Digital Marketing Research, Big Data Analytics in Market Research, Sustainable & Green Marketing Research, Ethical Issues & Data Privacy in Marketing Research	18
III	Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research, and experimental research designs. Decision Theory and decision Tree.	18
IV	Methods of data collection - observational and survey methods. Questionnaire, Design attitude measurement techniques.	18
V	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	18
Note	<ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list</li></ul>	

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## PART C- Learning Resources

### Textbooks, Reference Books, Other resources

1. Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4<sup>th</sup> Edition)
2. Cooper DR and Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi latest edition
3. Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
4. Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019<sup>th</sup> Edition)
5. Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
6. G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

### Suggested Digital Platforms, Web Links:

1. <https://www.yourarticlelibrary.com/marketing/marketing-research-concept-objective-advantages-and-limitations/22286>
2. <https://egyankosh.ac.in/bitstream/123456789/93287/1/Unit-2.pdf>
3. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
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University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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**St. Paul Institute of Professional Studies, Indore**  
Autonomous Institute Affiliated to Devi Ahilya Vishwavidhyalaya, Indore  
Accredited by NAAC with 'A' Grade  
Phone No. 0731-2499911, 49661355, 4961356  
E-mail: [info@spipsindore.ac.in](mailto:info@spipsindore.ac.in), Website: [www.spipsindore.com](http://www.spipsindore.com)



**PART A- Introduction**

<b>Program: Diploma</b>		<b>Class: BBA II Year</b>	<b>Session: 2025- 26</b>
<b>Subject: FINANCIAL MANAGEMENT</b>			
1	Course Code	<b>BB-205</b>	
2	Course Title	<b>BBA</b>	
3	Course Type (Core Course/Elective/Generi c Elective/Vocational/ ....)	<b>Group III Paper I - Major</b>	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"><li>• Students will have the awareness about the various types of support rendered by the institutions to the entrepreneurs.</li><li>• The students will be able to do the financial analysis and interpretation of any business concern independently.</li><li>• The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. They will be also able to design the combination of debt and equity used to finance a firm.</li><li>• The students will learn to make decisions regarding the purchase of long-term assets or the start of a business project.</li><li>• The students will be able to differentiate between the different models of dividend payout policy and their calculations.</li><li>• Understand Financial Management, sources of finance and describe basic financial decisions</li><li>• Analyze the investment decisions by using various financial tools and understanding of working capital</li></ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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## PART B- Content of the Course

Total No. of Lectures-Tutorials-Practical (in hours per week): 6 hours L-T-P: 90		
Unit	Topics	No. of Lectures
1	Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.	18
2	Ratio analysis: Meaning, Interpretations of ratios, classification of ratio, funds flow and cash flow analysis.	18
3	Working capital management: Classification of working capital. factors determining the adequate working capital. Requirement management of working capital, Cost of capital- Types of Sources of Capital. Leverage Analysis - operating, financial and combined leverage.	18
4	Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation, dividend payment Venture Capital and valuation of firms, dividend policy of the firm, Determinants of dividend policy & Types of dividend policy. Hire Purchase and venture capital.	18
5	Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, Net Present Value Method - discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.	18
<b>Note:</b> <ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list.</li></ul>		

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### PART C- Learning Resources

#### Textbooks, Reference Books, Other resources

##### Suggested Readings:

- R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi (2021)
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019)
- M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 — 8<sup>th</sup> Edition)
- C.Paramasivan (Author), T. Subramanian (Author): Financial Management and Policy, New Age International Publishers, New Delhi (2018)

##### Suggested web links:

##### Suggested equivalent online courses:

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
<b>Internal Assessment:</b>	Class Test	30
Continuous Comprehensive	Assignment/Presentation	
Evaluation (CCE):30	E-quiz	
<b>External Assessment:</b>	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	FINANCIAL MARKETS AND FINANCIAL SERVICES	
2	Course Code	BB-206	
3	Course Title	BBA	
4	Course Type	Group III Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none"><li>1. To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.</li><li>2. They will be able to know various money market and capital market instruments.</li><li>3. They will be able to understand the functions and organisation of capital market and money market in India.</li><li>4. They will be able to know about various financial services provided in the financial market.</li><li>5. They will understand various financial institutions and their role in financing of the business.</li><li>6. Describe the role and structure of Indian Financial System and Financial Markets</li><li>7. Understand the core concept of various Financial Services</li></ol>	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: -90

Unit	Topic	No. of Lectures
I	Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system. Financial Inclusion.	18
II	Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market — An overview Capital Markets — functions, organisation, and instruments. Indian debt market; Indian equity market — primary and secondary markets; Role of stock exchanges in India.	20
III	Financial Institutions: Commercial banking — introduction, its role in project finance and working capital finance; Development Financial Institutions (DFIs) — An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds — Introduction and their role in capital market development, Types of Mutual Funds. Non-banking financial companies (NBFCs), its type and their role in economic development.	20
IV	Financial Services: Overview of financial services industry: Merchant banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	10
V	Leasing and hire—purchase, Consumer, and housing finance; Angel Investor, Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counselling.	22

### Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.
- References from Updated Journals in UGC Care list

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## PART C- Learning Resources

### Textbooks/ Reference Books:

1. L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
2. Phathak. Indian Financial System, Pearsons Education. (2014)
3. Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11th Edition)
4. Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
5. Pathak Bharti Indian Financial System, Pearsons Education (2018)
6. Annual Reports of Major Financial Institutions in India.

### Suggested Digital Platforms, Web Links:

1. <https://www.investopedia.com/terms/f/financial-system.asp>
2. <https://www.shiksha.com/online-courses/articles/financial-institutions-types-roles-and-advantages/>
3. <https://egyankosh.ac.in/bitstream/123456789/91372/1/Unit-2.pdf>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive	Assignment/Presentation	
Evaluation (CCE):30	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24
		Total 70

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## PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025- 2026
1	Subject	ORGANISATIONAL BEHAVIOUR	
2	Course Code	BB-207	
3	Course Title	BBA	
4	Course Type	Group Marketing/Finance Minor	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none"><li>1. Understand organizational behavior, its significance, and key theories, enabling students to compare various management frameworks and develop essential managerial skills for effective leadership in local and global workplaces.</li><li>2. Examine leadership, power, and politics, analyzing real-world scenarios where these concepts impact organizations both positively and negatively, preparing students for leadership roles in diverse business environments.</li><li>3. Analyze stress management techniques and coping strategies, equipping students with skills to enhance personal well-being and workplace productivity, improving employability across industries.</li><li>4. Compare different organizational cultures, explore their local and global implications, and assess strategies for creating and sustaining a positive work environment, fostering adaptability and cultural intelligence for global career opportunities.</li><li>5. Understand the concept of Organizational Behaviour, demonstrate an understanding of key terms, theories, concepts and practices of Organizational Behaviour</li><li>6. Analyze the key issues related to administrating the human elements such as perception, learning, motivation, leadership, team building and others.</li></ol>	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Concept of Organizational Behavior, Contributing disciplines to Organizational Behavior; Background/historical perspective and framework of OB.	18
II	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement.	18
III	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
V	International dimensions of organizational behavior, New trends in employment, equal employment opportunities, organizational culture, managing cultural diversity, learning organization.	18
Note	<ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list</li></ul>	

## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill. (2010- International Edition)
2. Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18th Edition)
3. Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
4. French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
5. K. Chitale, Avi nash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

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## Suggested Digital Platforms, Web Links:

1. <https://www.economicsdiscussion.net/management/organisational-behaviour/31869>
2. <https://openstax.org/books/organizational-behavior/pages/3-1-the-perceptual-process>
3. <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group>
4. <https://www.globalwasthyam.com/blog/what-is-stress-management-in-organizational-behaviour/>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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## Part A: Introduction

<b>Program: Certificate</b>		<b>Class: II Year</b>	<b>Session: 2025-26</b>
<b>Subject: Economics</b>			
Course Code:	<b>EL-213</b>		
Course Title:	<b>Basic Concepts of Economics</b>		
Course Type:	<b>Elective</b>		
Pre-requisite:	<b>Certificate course with Economics as Generic Elective Subject</b>		
Course Learning Outcomes	After completing this course, students will be able to understand the basic concepts of economics. They will be able to explain the consumer's and producer's behavior. Students will be able to know about the firms, industries, markets and theory of distribution. They will be able to understand macro-economic variables, national income, classical and Keynesian approaches of employment and also be able to explain the concept of inflation and trade cycle.		
Credit Value	<b>6</b>		
Total Marks	<b>Max. Marks 30+70</b>	<b>Min. Passing Marks 35</b>	

## Part B: Content of the course

<b>Total No. of Lectures 90 (in hours per week)- 6</b>		
<b>Unit</b>	<b>Topic</b>	<b>No. of lectures</b>
1	<b>Introduction of Economics:</b> 1. Definition and Nature of Economics 2. Interrelationship between Micro Economics and Macro Economics 3. Problem of Scarcity 4. Methods of Economic Analysis -Inductive and Deductive Methods 5. Production Possibility Curve 6. Demand, Supply and Equilibrium	18
2	<b>Consumer Behavior and Production:</b> 1. Utility Analysis- Total Utility and Marginal Utility 2. Consumer's Equilibrium in Indifference Curve Analysis 3. Consumer's Surplus. 4. Elasticity of Demand 5. Short Term and Long Term Production Function 6. Internal and External Economies 7. Concepts of Cost and Revenue	18
3	<b>Determination of Price and Production:</b> 1. Meaning and Classification of Market 2. Meaning and Characteristics of Perfect Competition and Monopoly 3. Meaning and Characteristics of Monopolistic Competition and Oligopoly 4. Marginal Productivity Theory of Distribution 5. Concept of Rent and Wage 6. Concept of Interest and Profit 7. Ancient Indian Concept of income, debt and charity (Market failure and Charity)	18

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4	<b>Macro Economic Variable and National Income</b> 1. Macro Economic Variable- Stock and Flow 2. Circular Flow of Income 3. Meaning and Importance of National Income 4. Different Concepts of National Income 5. Consumption Function and Investment Function 6. Concept of Multiplier and Accelerator	18
5	<b>Theories of Employment and Trade Cycle:</b> 1. Say's Law of Market 2. Classical Theory of Employment 3. Keynesian Theory of Employment 4. Definition of Trade Cycle and Different Phases of Trade Cycles-Prosperity, Recession, Depression, Recovery 5. Inflation-Meaning, Causes and Effects 6. Role of Monetary and Fiscal Policy 7. Trade in Ancient India- Routes(Land Routes and Ports), Goods.	18
<b>Keywords/Tags:</b> Micro Economics, Macro Economics, Inductive and Deductive Methods, Consumer Behavior, Production Function, Perfect Competition, Monopoly, Monopolistic Competition, Marginal Productivity, Stock, Flow, National Income, Consumption Function, Investment Function, Multiplier, Accelerator, Keynesian Theory of Employment, Inflation, Trade Cycle, Monetary Policy, Fiscal Policy		
<b>Part C learning Resources</b>		
<b>Text Books, Reference Books, Other Resources</b>		
<b>Suggested Readings:</b> 1. Ahuja H.L. (Latest Addition). Principles of Micro Economics, (Hindi and English Versions). 2. Barla C.S. (Latest Addition), Micro Sultan Chand and Company, New Delhi and English Versions). 3. Jhingan M.L. (Latest Addition), Micro Economic, Vrinda Publication, New Delhi (Hindi and English) USA. 4. Misra S. K. and Puri V. K. (2001)-Advanced Micro Economic Theory, Himalaya Publishing House, Bombay (Hindi and English Versions). 5. Shapiro E. Macro Economic Analysis, Galgotia Publications, New Delhi 6. Jhingan M.L.-Macro Economies, Vrinda Publications, New Delhi 7. Allen R.G.D.- Macro Economic Theory-A Mathematical Treatment, Macmillan Press, London 8. Schaum's Series-Macro Economic Theory, McGrall Hill, Singapore 9. Vaish M.C.-Macro Economic Theory, Vikas Publishing House, Pvt. Ltd., New Delhi 10. Mithani D.M. Macro Economics, Himalaya Publishing Company, Mumbai 11. Billington, R. (1997) Understanding Eastern Philosophy P.43, Routledge. 12. Ganguli k (1896) Mahabharat, Shanti Parv. 13. Ganguli k (1896) Mahabharat, Sabha Parv. 14. Griffiths R (1886) Hymns of the Rigveda.		

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15. Heim, M (2004) Theories of the Gift in South Asia, Hindu, Buddhist and Jain Refection on Dana. pp 4-5  
Routledge
16. Kangle, R. (1965) The Kautilya's Arthashastra I Edition, part 1 to part III Motilala Banarsidas
17. Knapp, S (2006) The Power of the Dharma, an Introduction to Hinduism and Vedic Culture, Universe New York
18. Spengler, J.J. (1971) Indian Economic Thought. Duke University Press, Durham.
19. Swami, S. (2012) "Hindutwa Principle of Economics development", The oxford handbook of Hindu Economy and Business, Chapter 21 oxford University Press

## Suggestive Digital Platform:

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
2. <https://vidyamitra.inflibnet.ac.in/index.php/search?subject%5B%5D=&course%5B%5D=Fundamentals+of+microeconomic+theory&domain%5B%5D=Social+Sciences>
3. <https://www.swayamprabha.gov.in/index.php/channel profile/profile/7>
4. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
5. <https://vidyamitra.inflibnet.ac.in/index.php/search?subject%5B%5D=&course%5B%5D=Fundamentals+of+microeconomic+theory&domain%5B%5D=Social+Sciences Education 5D-Fundamentals>
6. <https://www.swayamprabha.gov.in/index.php/channel profile/profile/7>

## Suggested equivalent online courses:

1. <http://www.mcafee.cc/Introecon/IEA2007.pdf>
2. <https://nptel.ac.in/courses/109/104/109104073/>

## Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) 70 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation - E-quize	30
External Assessment: University Exam Section: 70 Time: 03.00 Hours	Section(A) : Six Objective Questions Section (B) : Five Short Questions Section (C) : Two Long Questions	06 x 01 = 06 05 x 08 = 40 02 x 12 = 24 <b>Total 70</b>
Any remarks/ suggestions:		

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## PART A - INTRODUCTION

Program: Diploma		Class: B.COM. II Year	Session :2025-2026
Subject:		Commerce	
1	Course Code	EL-201	
2	Course Title	Principle of Management	
3	Course Type	Elective for Commerce	
4	Pre-requisite	Not required	
5	Course Learning Outcomes	<p>On having completed this course student should be able to:</p> <ol style="list-style-type: none"><li>1. Demonstrate understanding of the role of managers in an organization</li><li>2. Summarize the elementary concepts, principles and theories of management</li><li>3. Examine the managerial functions having an impact on the organizational effectiveness</li><li>4. Identify the contemporary issues and challenges in management</li><li>5. Develop ethical workplace practices</li><li>6. Appraise the sources of influence to inspire the actions of other organizational members and evaluate the best control methods.</li></ol>	
6	Credit Value	6	
7	Total Marks	Maximum Marks :	30 + 70 Minimum Passing Marks : 35

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## PART B: CONTENT OF THE COURSE

Total lecture – 90 Hours

Unit	Topic	No. of lectures
1•	<b>Management</b> : Concept/meaning, Definition, Nature Functions, Process, Scope and Importance of Management. <b>Role of Vedic values and ethics in Management</b> , Difference between Management and Administration, Evolution of Management though Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Managerial Ethics. <b>Social Responsibility of Management.</b>	15
2.	<b>Planning</b> - Meaning, Nature, Scope, Objective, Functions and Significance of Planning, Elements and Steps of Planning, Strategies and Policies, <b>Origination</b> - Meaning, Definition, Types, Scope, Principles, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Staffing <b>Decision</b> - Meaning, Definition, Types, Scope, Principles, decision making,	15
3.	<b>Direction and Coordination</b> - Meaning and definition of direction, importance and principles of direction, techniques of direction, meaning of supervision, meaning of coordination, elements and features of coordination, importance of coordination, cooperation and coordination. steps for effective coordination, management of conflicts.	15
4.	<b>Motivation and Leadership</b> - Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation. Meaning and Functions of a Leader, Characteristics of effective Leadership, types and theories of leadership and Leadership Styles.	15
5.	<b>Controlling</b> - Definition, meaning, elements, Importance, controlling procedure, Types of control, control techniques, requirements of good control system. responsibility accounting PERT and CPM, use of Computers and IT in Management control. <b>Emerging trends in management</b> — Basic concept of-Total Quality Management, Crisis Management, Global Practices, Change Management, Logistic Management	30

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## PART C : LEARNING RESOURCES

S.N.	Author	Book title	Publisher
1.	Koontz Harold & Weihrich	Essentials of management	Tata McGraw Hill New Delhi.
2.	Ramasamy, T.	Principles of Management	Himalaya Publishing House Pvt. Ltd. Nagpur
3	Durai, P	Principles of Management, Text and Cases	Pearson Education New Delhi
4 .	Prasad, L.M	Principles and Practice of Management	S chand & Company Ltd New Delhi
5 .	Gupta R.N.	Principles of Management	Vikash & S chand Company Ltd New Delhi
6	Neeru Vasishth	Principles of Management	Kitab Mahal Publishers, New Delhi
7	Boddy	Management: An Introduction	Pearson Education New Delhi

### Suggestive digital platforms, web links:

1. <https://ncert.nic.in/textbook/pdf/lhbs102.pdf>

2. [https://www.tutorialspoint.com/management\\_tutorial.pdf](https://www.tutorialspoint.com/management_tutorial.pdf)

3. <https://d3bxv9euw4e147.cloudfront.net/media/documents/PrinciplesofManagement-dP.pdf>

4. <https://www.lsracheia.org/wp-content/uploads/2019/09/FYBMS-Principles-of-magt.pdf>

5. [https://faculty.mercer.edu/jackson\\_r/Ownership/chap02.pdf](https://faculty.mercer.edu/jackson_r/Ownership/chap02.pdf)

6. <https://www.freebookcentre.net/business-books-download/Introduction-to->

7. [Management.html. https://www.mhhe.com/2018/07/12/business-12-1.html](https://www.mhhe.com/2018/07/12/business-12-1.html)

## Part D- Assessment and Evaluation

### Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks

<b>Internal Assessment:</b>	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
<b>External Assessment:</b>	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24
		Total 70

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## PART A- Introduction

Program: <b>Diploma</b>		Class: BBA II Year	Session: 2025-26
1	Subject	<b>FINANCIAL MARKETS AND FINANCIAL SERVICES</b>	
2	Course Code	<b>EL-210</b>	
3	Course Title	<b>BBA</b>	
4	Course Type	<b>Elective</b>	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none"><li>1. To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.</li><li>2. They will be able to know various money market and capital market instruments.</li><li>3. They will be able to understand the functions and organisation of capital market and money market in India.</li><li>4. They will be able to know about various financial services provided in the financial market.</li><li>5. They will understand various financial institutions and their role in financing of the business.</li></ol>	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30 Min. Passing Marks: 35	

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: -90

Unit	Topic	No. of Lectures
I	Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system. Financial Inclusion.	18
II	Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market — An overview Capital Markets — functions, organisation, and instruments. Indian debt market; Indian equity market — primary and secondary markets; Role of stock exchanges in India.	20
III	Financial Institutions: Commercial banking — introduction, its role in project finance and working capital finance; Development Financial Institutions (DFIs) — An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds — Introduction and their role in capital market development, Types of Mutual Funds. Non-banking financial companies (NBFCs), its type and their role in economic development .	20
IV	Financial Services: Overview of financial services industry: Merchant banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	10
V	Leasing and hire—purchase, Consumer, and housing finance; Angel Investor, Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counselling.	22
<b>Note:</b> <ul style="list-style-type: none"><li>Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.</li><li>References from Updated Journals in UGC Care list</li></ul>		

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## PART C- Learning Resources

### Textbooks/ Reference Books:

1. L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
2. Phathak. Indian Financial System, Pearsons Education. (2014)
3. Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11th Edition)
4. Sidharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
5. Pathak Bharti Indian Financial System, Pearsons Education (2018)
6. Annual Reports of Major Financial Institutions in India.

### Suggested Digital Platforms, Web Links:

1. <https://www.investopedia.com/terms/f/financial-system.asp>
2. <https://www.shiksha.com/online-courses/articles/financial-institutions-types-roles-and-advantages/>
3. <https://egyankosh.ac.in/bitstream/123456789/91372/1/Unit-2.pdf>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive	Assignment/Presentation	
Evaluation (CCE):30	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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## PART A- Introduction

Program: Certificate		Class: II Year	Session:2025-26
1	Subject	FINANCIAL SERVICES AND INSURANCE	
2	Course Code	VO-208T/VO-208 P	
3	Course Title	PERSONAL FINANCE AND PLANNING	
4	Course Type	Vocational	
5	Pre-Requisite	Not Required	
6	Course Learning Outcomes	After completion of this course, students shall be able to -: 1.Set financial goals and develop a financial plane which for the management of cash and savings and the appropriate use of credit 2.Understand the meaning and appreciate the relevance of Financial Planning. 3.Familiarize with regard to the concept of Investment Planning and its methods. 4.Select appropriate types of insurance policy for specific needs 5.Develop an investment plane for the future which may include savings for retirement, and estate planning 6 Explain the time value of money	
7	Expected Job Role / career opportunities	Banking and Finance, Wealth and Money Management, Income Tax Planning, Funds Management, Portfolio Management, Investment Banking and Consultancy, Retirement, Planning, Insurance	
8	Credit value	2 (Theory) + 2 (Practical) = 04	
9	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 4

Total Lectures: -60

Unit	Topic	No. of Lectures
I	Introduction to Financial Planning -: Financial goals, Time value of money, steps in financial planning, Banking Structure – Clearing Houses -Reserve Bank of India - Asset Liability Management and Non-Performing Assets. Introduction to savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, and skimming.	08
II	Investment planning -: Process and objectives of investment, Concept, and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brownfield Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India. Mutual fund schemes including SIP; International investment avenues.	08
III	Insurance Planning: -Need for Protection planning. Risk of mortality, health, disability, and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies.	08
IV	Mergers and Acquisitions – Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers and the legal aspects governing mergers, acquisitions and takeovers in India.	06
Practical	1. Perform electronic fund transfer through net-banking and UPI. 2. Identify certain Ponzi schemes in the market during the last few selected years. 3. Prepare tax planning of a hypothetical individual. 4. Visit some financial institution and prepare a report 5. Practical exposure to develop skills for a financial planner. 6. Calculation of EMI for various types of loans. 7. Safeguards against Online Frauds and ways to identify a possible fraud. 8. Choosing the right insurance plan and how to identify the best insurance cover. 9. Personal Finance and Investment avenues for a young graduate	30
	Project/ Field trip	

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## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Personal Financial of Banking & Finance Introduction to Financial Planning. New Delhi
2. Indian Institute Taxmann Only Financial Planning: Network 18 Publications Ltd. Publication, Mumbai
3. Pandit, A. The Planning: A Ready Reckoner. New York: McGraw Hill Education.
4. Sinha, M. Financial Personal Financial Planning- Susan M. Tillery, Thomas N. Tillery- Wiley

### Suggested Digital Platforms, Web Links:

1. [https://www.jenksps.org/pages/uploaded\\_files/chapOtpdf](https://www.jenksps.org/pages/uploaded_files/chapOtpdf)
2. [https://ebooks.lpude.in/management/mba/term\\_4/DMGT515\\_PERSONAL\\_FINANCIAL](https://ebooks.lpude.in/management/mba/term_4/DMGT515_PERSONAL_FINANCIAL)
3. <https://www.studocu.com/row/document/university-of-nairobi/personal-finance/dfi-201-notes-pdf/3913172>
5. <https://carleton.ca/profbrouard/wp-content/uploads/noteTaxPersonalFinancialPlanning.pdf>
6. [https://www.sebi.gov.in/sebi\\_data/investors/financial\\_literacy/College%2OStudents.pdf](https://www.sebi.gov.in/sebi_data/investors/financial_literacy/College%2OStudents.pdf)

PART-D : ASSESSMENT AND EVALUATION	
<b>Suggested Continuous Evaluation Method:</b> <b>Maximum Marks – 100 Theory + 100 Practical</b> <b>Continuous Comprehensive Evaluation (CCE): 30 Marks</b> <b>University Exam (UE) – 70 Marks</b> <b>VIVA VOCA (Practical)- 100 Marks</b>	
<b>Internal Evaluation</b> Continuous Comprehensive Evaluation (CCE): 30 Marks Common Class Test, Assignment/Presentations, E-Quiz, etc.	CCT Assignment/Presentation 30 Marks E-quiz
<b>External Evaluation</b> Term End Exam – 70 Marks Time – 2 Hours	Section A – Very Short Answer Questions – 4 Question x 2 Marks = 8 Marks Section B –Short Answer Questions – 4 Question x 8 Marks = 32 Marks Section C – Long Answer Questions – 2 Question x 15 Marks = 30 Marks

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## PART A- Introduction

Program: <b>Certificate</b>		Class: BBA II Year	Session: 2025-26
1	Subject	<b>Retail Management</b>	
2	Course Code	<b>VO-204T/ VO-204P</b>	
3	Course Title	<b>Supply Chain and Retail Management</b>	
4	Course Type	<b>Vocational</b>	
5	Pre-Requisite	<b>Certificate Course</b>	
6	Course Learning Outcomes	<b>After completion of course, students will be able to</b> <ol style="list-style-type: none"><li>1. Understand the fundamental concept of Supply Chain Management</li><li>2. Understand the importance of Supply Chain Management</li><li>3. Understand the fundamental concept of Logistics System</li><li>4. Understand the fundamental concept of Warehousing</li><li>5. Understand the working procedure of Warehousing &amp; Logistics System</li><li>6. Discover the aspects of Retail Market Strategy</li></ol>	
7	<b>Expected Job Role/ career opportunities</b>	<b>Job roles include Supply Chain Manager, Logistics &amp; Distribution Manager, Retail Store Manager, E-commerce Analyst, Procurement Manager, Sustainability Expert, Warehouse Manager, and Transport &amp; Fleet Manager. The job scope in India is expanding across FMCG, e-commerce, retail, and manufacturing sectors.</b>	
8	Credit value	<b>2 (Theory) + 2 (Practical) = 04</b>	
9	Total Marks	<b>Mix. Marks: 70+30</b>	<b>Min. Passing Marks: 35</b>

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - 4

Total Lectures: - 30 L+ 30 P (60 Hrs)

Unit	Topic	No. of Lectures
I	<b>Supply Chain Management (SCM)</b> Introduction to Supply Chain Management; Concepts, Definition, nature and scope of SCM; Components of SCM. The distribution across centres. Collaboration between retailers and vendors in SCM.	8
II	<b>Logistics System, Warehousing, Transportation Systems</b> Conceptual framework of Logistics System, Logistics system analysis and design, Warehousing and distribution centers, their location; Modes and Characteristics of Transportation Systems, facilities and services, Key issues and practices involved in SCM.	8
III	<b>Retail Market Strategy</b> Retail Market Strategy: Concept, Sustainable Competitive Advantage Building through Customer Loyalty, Location, Human Resource Management, Distribution and Information System, Vendor Relations.	8
IV	<b>Future of SCM &amp; Retail</b> Study of Growth Strategies like Market Penetration, Market Expansion, Retail Format Development. Diversification & integration. Supply chain risk management- Introduction and types of risks, and strategies to overcome risk.	6
	<b>Practical</b> Order Processing, Warehouse Management Supplier Management Demand Forecasting Analytics and Reports Transportation and Logistics tools Compliance and Auditing Transaction Cost Analysis Case Studies	30

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## PART C- Learning Resources

### Text Books, Reference Books, Other resources

1. B.S. Sahay. Supply Chain Management. New Delhi (Latest Edition)
2. Christopher, M. Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services, London: Pitsman. (Latest Edition)
3. Suja Nair. Retail Management, Mumbai: Himalaya Publishing House (Latest Edition)
4. M.V. Kulkarni. Retail Marketing Management . Everest publishing house
5. James C.J. and Wood, Donald F. Contemporary Logistics. New York: Macmillan. (Latest Edition)

### Suggested Digital Platforms, Web Links:

1. nptel,
2. swayam
3. <http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>
4. <https://ebooks.lpude.in/mana2ement/mba/term 3/DMGT550 RETAIL MANAGEMENT.pdf>
5. <https://backup.pondiuni.edu.in/sites/default/files/Retail%20Marketin2200813.pdf>
6. <https://vwww.imilac.in/note/18MBA401Arm.pdf>
7. [https://www.academia.edu/14982326/RETAIL\\_SUPPLY\\_CHAIN\\_MANAGEMENT](https://www.academia.edu/14982326/RETAIL_SUPPLY_CHAIN_MANAGEMENT)

PART-D: ASSESSMENT AND EVALUATION	
<b>Suggested Continuous Evaluation Method:</b> <b>Maximum Marks – 100 Theory + 100 Practical</b> <b>Continuous Comprehensive Evaluation (CCE): 30 Marks</b> <b>University Exam (UE) – 70 Marks</b> <b>VIVA VOCA (Practical)- 100 Marks</b>	
<b>Internal Evaluation</b> Continuous Comprehensive Evaluation (CCE): 30 Marks Common Class Test, Assignment/Presentations, E-Quiz, etc.	CCT Assignment/Presentation 30 Marks E-quiz
<b>External Evaluation</b> Term End Exam – 70 Marks Time – 2 Hours	Section A – Very Short Answer Questions – 4 Question x 2 Marks = 8 Marks Section B –Short Answer Questions – 4 Question x 8 Marks = 32 Marks Section C – Long Answer Questions – 2 Question x 15 Marks = 30 Marks

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### BBA II Year

Type	Subject Group	Course Code	Course Title	Credit	Total Credit Hours	Lecture Hours Per Week	Max. Marks		Total marks
							External	Internal	
Major - HR Group	Management	BB-201	Human Resource Management	6	90	6	70	30	100
	Management	BB-202	Organizational Behavior	6	90	6	70	30	100
Major - Marketing Group	Management	BB-203	Marketing Management	6	90	6	70	30	100
	Management	BB-204	Marketing Research	6	90	6	70	30	100
Major - Finance Group	Management	BB-205	Financial Management	6	90	6	70	30	100
	Management	BB-206	Financial Markets and Financial Services	6	90	6	70	30	100
Minor (Marketing & Finance)	Management	BB-207	Organizational Behavior	6	90	6	70	30	100
Minor (HR)	Management	BB-208	Marketing Management	6	90	6	70	30	100
Elective	Business Economics	EL-202	Indian Economy	6	90	6	70	30	100
	Business Economics	EL-204	Entrepreneurship and Family Business	6	90	6	70	30	100
	NCC	EL-205T	NCC Part II	4	60	4	70	30	100
	NCC	EL-205P	NCC Training Part II	2	30	2	100		100
	Physical Education	EL-206T	Physical Education for Healthful Living	4	60	4	70	30	100
	Physical Education	EL-206P	Physical Education for Healthful Living	2	30	2	100		100
	English Literature	EL-208T	Mass media and Communication Skills	4	60	4	70	30	100

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	English Literature	EL- 208P	Experiments with Mass Media and Communication	2	30	2	100		100
	Management	EL-210	Financial Markets and Financial Services	6	90	6	70	30	100
	Economics	EL-213	Basic Concepts of Economics	6	90	6	70	30	100
Vocational	Digital Marketing	VO-201T	E-Commerce	2	30	2	70	30	100
	Digital Marketing	VO-201P	E-Commerce	2	30	2	100		100
	Web Designing	VO-202T	Web Development using PHP and MySQL	2	30	2	70	30	100
	Web Designing	VO-202P	Web Development using PHP and MySQL	2	30	2	100		100
	Personality Development	VO-203T	Personality Development	2	30	2	70	30	100
	Personality Development	VO-203P	Personality Development	2	30	2	100		100
	Retail Management	VO-204T	Supply Chain and Retail Management	2	30	2	70	30	100
	Retail Management	VO-204P	Supply Chain and Retail Management	2	30	2	100		100
	Export and Import management	VO-205T	Foreign Trade -Procedure and Documentation	2	30	2	70	30	100
	Export and Import management	VO-205P	Foreign Trade -Procedure and Documentation	2	30	2	100		100
	E-Acc. & Taxation with GST	VO-206T	E-Filing of Tax Returns	2	30	2	70	30	100
	E-Acc. & Taxation with GST	VO-206P	E-Filing of Tax Returns	2	30	2	100		100
	Accounting and Tally	VO-207T	Computerized Accounting	2	30	2	70	30	100
	Accounting and Tally	VO-207P	Computerized Accounting	2	30	2	100		100
	Financial Services and Insurance	VO-208T	Personal Finance and Planning	2	30	2	70	30	100
	Financial Services and Insurance	VO-208P	Personal Finance and Planning	2	30	2	100		100
	Salesmanship	VO-210T	Customer Relationship Management	2	30	2	70	30	100
	Salesmanship	VO-210P	Customer Relationship Management	2	30	2	100		100
Foundation	English	FC-201	English language and Foundation	2	30	2	50		50
	Hindi	FC-202	Bhasha aur Sanskriti	2	30	2	50		50
	Entrepreneurship Development	FC-203	Entrepreneurship Development	2	30	2	50		50
	Women Empowerment	FC-204	Women Empowerment	2	30	2	50		50
Project	Field Work	PR-201 A	Internship	4	60		100		100
	Field Work	PR-201 B	Apprenticeship	4	60		100		100

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Project	Field Work	PR-201 C	Communality Engagement	4	60	100	100
	Project Work	PR-201 D	Project	4	60	100	100

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