

# BACHELOR OF BUSINESS ADMINISTRATION (Total Credits-140)

## Programme Structure-2023-2026

### FIRST SEMESTER

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>12</b>
MGM2101	Principles of Management	3	0	0	3
MGM2102	Marketing Management	3	0	0	3
MGM2103	Microeconomics	3	0	0	3
MGM2104	Financial Accounting	2	1	0	3
<b>Ability Enhancement Courses</b>					<b>2</b>
AEXXXXX	Ability Enhancement Course	-	-	-	2
<b>Multidisciplinary Courses</b>					<b>2</b>
MDXXXXX	Multidisciplinary Course	-	-	-	2
<b>Skill Enhancement Courses</b>					<b>2</b>
SEXXXXX	Skill Enhancement Course	-	-	-	2
<b>Value Added Courses</b>					<b>2</b>
VAXXXXX	Value Added Course	-	-	-	2
<b>Minor Course</b>					<b>4</b>
XXXXXXX	Minor Course	-	-	-	4
<b>TOTAL CREDITS</b>					<b>24</b>

### SECOND SEMESTER

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>12</b>
MGM2201	Organizational Behavior	3	0	0	3
MGM2202	Operations Research	2	1	0	3
MGM2203	Business Statistics	2	1	0	3
MGM2204	Business Environment	3	0	0	3
<b>Ability Enhancement Courses</b>					<b>2</b>
AEXXXXX	Ability Enhancement Course	-	-	-	2
<b>Multidisciplinary Courses</b>					<b>2</b>
MDXXXXX	Multidisciplinary Course	-	-	-	2
<b>Skill Enhancement Courses</b>					<b>2</b>
SEXXXXX	Skill Enhancement Course	-	-	-	2
<b>Value Added Courses</b>					<b>2</b>
VAXXXXX	Value Added Course	-	-	-	2
<b>Minor Courses</b>					<b>4</b>
XXXXXXX	Minor Course	-	-	-	4
<b>TOTAL CREDITS</b>					<b>24</b>

**Project/Internship/Workshop/ Vocational Training after completion of Semester II**

**THIRD SEMESTER**

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>9</b>
MGM2301	Management and Cost Accounting	3	0	0	3
MGM2302	Macro Economics	3	0	0	3
MGM2303	Human Resource Management	3	0	0	3
<b>Ability Enhancement Courses</b>					<b>2</b>
AEXXXXX	Ability Enhancement Course	-	-	-	2
<b>Multidisciplinary Courses</b>					<b>2</b>
MDXXXXX	Multidisciplinary Course	-	-	-	2
<b>Skill Enhancement Courses</b>					<b>2</b>
SEXXXXX	Skill Enhancement Course	-	-	-	2
<b>Value Added Courses</b>					<b>2</b>
VAXXXXX	Value Added Course	-	-	-	2
<b>Minor Course</b>					<b>4</b>
XXXXXXX	Minor Course	-	-	-	4
<b>Project/Internship/Workshop/ Vocational Training</b>					<b>4</b>
MGM2384	Summer Internship	-	-	-	4
<b>TOTAL CREDITS</b>					<b>25</b>

**FOURTH SEMESTER**

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>12</b>
MGM2401	Business Research Methods	3	0	0	3
MGM2402	Production and TQM	3	0	0	3
MGM2403	Business Law	3	0	0	3
MGM2404	Financial Statement Analysis	3	0	0	3
<b>Ability Enhancement Courses</b>					<b>2</b>
AEXXXXX	Ability Enhancement Course	-	-	-	2
<b>Multidisciplinary Courses</b>					<b>2</b>
MDXXXXX	Multidisciplinary Course	-	-	-	2
<b>Skill Enhancement Courses</b>					<b>2</b>
SEXXXXX	Skill Enhancement Course	-	-	-	2
<b>Value Added Courses</b>					<b>2</b>
VAXXXXX	Value Added Course	-	-	-	2
<b>Minor Course</b>					<b>4</b>
XXXXXXX	Minor Course	-	-	-	4
<b>Project</b>					<b>2</b>
MGM2481	Mini Project	-	-	-	2
<b>TOTAL CREDITS</b>					<b>26</b>

Summer Internship after completion of Semester IV

**FIFTH SEMESTER**

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>15</b>
MGM2501	Financial Management	2	1	0	3
MGM2502	Business Strategy	3	0	0	3
MGM2503	Business Analytics	3	0	0	3
MGM2504	Logistics and Supply Chain Management	3	0	0	3
MGM2505	Project Management	3	0	0	3
<b>Multidisciplinary Courses</b>					<b>2</b>
MDXXXX	Multidisciplinary Course	-	-	-	2
<b>Skill Enhancement Courses</b>					<b>2</b>
SEXXXXX	Skill Enhancement Course	-	-	-	2
<b>Minor Course</b>					<b>4</b>
XXXXXXXX	Minor Course	-	-	-	4
<b>Project/Internship/Workshop/ Vocational Training</b>					<b>4</b>
MGM2584	Summer Internship	-	-	-	4
<b>TOTAL CREDITS</b>					<b>27</b>

**SIXTH SEMESTER**

Course Code	Course Title	Lectures (L)	Tutorials (T)	Practical (P)	Total Credits
<b>Major Core</b>					<b>3</b>
MGM2601	International Business Management	3	0	0	3
<b>Minor Course</b>					<b>4</b>
XXXXXXXX	Minor Course	-	-	-	4
<b>Seminar/Workshop</b>					<b>2</b>
MGM2681	Workshop	0	0	0	2
<b>Project</b>					<b>5</b>
MGM2683	Research Project	-	-	-	5
<b>TOTAL CREDITS</b>					<b>14</b>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – I**

**MGM2101**

**Principles of Management**

Pre-requisites: NA

**Major Core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To identify the contemporary issues and challenges in the field of management
- To identify ethical workplace practices

**Course Outcomes**

	Course Outcome	Level*
<b>CO1</b>	<b>Demonstrate an understanding of the role of managers in an organization</b>	<b>2</b>
<b>CO2</b>	<b>Summarize the elementary concepts, principles and theories of management</b>	<b>1</b>
<b>CO3</b>	<b>Examine the managerial functions having an impact on the organizational effectiveness</b>	<b>3</b>
<b>CO4</b>	<b>Identify the contemporary issues and challenges in management</b>	<b>1</b>
<b>CO5</b>	<b>Identify ethical workplace practices</b>	<b>1</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: INTRODUCTION TO MANAGEMENT**

Definition – nature, process and significance of management – Role of managers – Managerial Skills and Roles - Evolution of Management Thought: Classical Management Approaches, Behavioural Management Approaches, Quantitative Management Approach, Modern Management Approaches - Management as a Science or Art - Management as a profession- Administration and Management- Functions of Management – Functional Areas of Management.

**Module II: PLANNING AND DECISION MAKING**

Planning - Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) – Management By Exception (MBE) - Policy and Strategy- Forecasting and Decision Making - Nature of decision making - Types of decisions – Decision-Making Process – Rational Perspectives and Behavioural Aspects of decision making

**Module III: ORGANIZING**

Organizing - Nature and purpose - Principles of Organization - Types of Organization - Organisational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Departmentation - Span of control – Authority, Responsibility, and Accountability - Principles of Delegation - Steps - Centralization

Vs Decentralization – Factors determining the degree of Decentralization of authority.

**Module IV: STAFFING**

Staffing - Nature and Purpose of staffing – Importance of staffing – Components of Staffing - Manpower planning - Recruitment and Selection - Training and Development - Performance Appraisal.

**Module V: DIRECTING, CONTROLLING AND SUPERVISION**

Directing – Nature of Directing function, Effective Communication skills for directing – Barriers of communication. Controlling - Concept, Nature and Importance - Essentials of Control - Requirements of an Effective Control System, Position of a supervisor – Qualities of a good– Essential requirements of effective supervision.

**Examination Scheme: Total – 100 marks**

<b>Components</b>	<b>Continuous Internal Assessment* (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

**Text & Reference Books:**

- Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
- Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning.
- Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
- Williams. Management, (International edition) South-western Cengage Learning.

**Web Links:**

- [Introduction to Principles of Management – Principles of Management \(umn.edu\)](http://www.umn.edu)
- [ncert.nic.in/textbook/pdf/lebs102.pdf](http://ncert.nic.in/textbook/pdf/lebs102.pdf)
- [14 Principles of Management by Henri Fayol - GeeksforGeeks](http://www.geeksforgeeks.com/14-principles-of-management-by-henri-fayol/)

# Sir Padampat Singhania University, Udaipur

## BBA

### Detailed Syllabus

Semester – I

MGM2102

Marketing Management

Pre-requisites NA

Major Core

L	T	P	C
3	0	0	3

#### Course Objectives:

- To introduce basics of marketing and develop an appreciation of its pervasive role in business, political and social life.
- To enable the students to think strategically about marketing function and approaches.
- To use key frameworks to analyze situations and make decisions sustainable for business.
- To understand how to create a strong marketing plan.
- To identify factors and processes essential for designing marketing strategy.

#### Course Outcomes:

	Course Outcome	Level*
CO1	Understand the nature, scope of marketing function and differences between selling and marketing.	1
CO2	Apply the understanding of information on consumers and competitors to design marketing strategies and grow and maintain relationships.	2
CO3	Analyse and Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms	3
CO4	Formulate a marketing plan that will meet the needs or goals of a business or organization.	4
CO5	Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.	4

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

#### Course Contents:

##### Module I: Introduction

Nature, scope & importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, & components (Economic, Demographic, Technological, Natural, Socio-Cultural & Legal).

##### Module II: Understanding Customers & Segmentation

Consumer Behaviour: Nature & Importance, Consumer buying decision process; Factors influencing consumer buying behaviour. Market segmentation: concept, importance & bases;

Target market selection; Positioning concept, importance & bases; Product differentiation vs. market segmentation.

### **Module III: Creating an Offering & Pricing**

Product: Concept & importance, Product classifications; Concept of product mix; Branding, packaging & labelling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process. Pricing: Significance. Factors affecting price of a product. Pricing policies & strategies.

### **Module IV: Physical Distribution & Marketing Channels**

Distribution Channels &: Channels of distribution - meaning & importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling & retailing; Types of Retailers; e-tailing, Physical Distribution.

### **Module V: Communicating The Value Proposition**

Promotion: Nature & importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, & their distinctive characteristics; Promotion mix & factors affecting promotion mix decisions; Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- **Kotler Philip & Keller Kevin Lane - Marketing Management, Pearson education, 14th edition, 2015.**
- **Kotler, Keller, Koshy, Jha- Marketing Management, A south Asian Perspective, 12th Edition. Intl ed. US: Prentice Hall, 2002.**
- **Kotler, Philip- Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002.**
- **Kotler and Armstrong- Principles of Marketing, Pearson, 12th edition 2008.**

### **Web Links:**

- <https://www.marketingsherpa.com/>
- <https://martech.org/>
- <https://www.ama.org/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – I**

**MGM2103**

**Microeconomics**

Pre-requisites: Knowledge on basic statistics and derivative is required to understand the concepts better.

**Major Core**

**L T P C**

**3 0 0 3**

**Course Objectives:**

- To make students understand the basic concepts of Microeconomics.
- To let them know where these concepts used in business decision making.
- To familiarize students with the basic tools of demand forecasting.
- To make them understand various concepts pertaining to production and cost.
- Try to discuss with them various pricing strategies followed by companies pertaining to different market structures.

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Students can remember the concepts of microeconomics and also be able to understand various microeconomic principles for better managerial decision making.</b>	<b>1</b>
<b>CO2</b>	<b>They must understand the law of demand, law of supply, different types of elasticities, basic tools of demand forecasting, and their application in business.</b>	<b>1 &amp; 2</b>
<b>CO3</b>	<b>Students can understand the production concept and how the production output changes with the change in inputs.</b>	<b>1</b>
<b>CO4</b>	<b>Students are able to analyze the effect of cost while studying the balance sheet and their relation to calculate break-even output &amp; price of the product.</b>	<b>3</b>
<b>CO5</b>	<b>Students would understand and analyze the pricing strategies followed by different companies in different market structures.</b>	<b>1 &amp; 3</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Basic Concepts and Principles**

Definition, Nature and Scope of Economics, Difference between Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions; Fundamental Principles of Managerial Economics such as Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle (Present Value calculation); Utility Analysis, Cardinal Utility Analysis (Law of Diminishing Marginal Utility); Cardinal Utility Analysis (Law of Equi-Marginal Utility Principle); Ordinal Utility Analysis (Indifference Curve Analysis: Properties of Indifference Curve and Budget Line, Slope of Indifference Curve and Budget Line); Ordinal Utility Analysis (Consumer's equilibrium or maximization of satisfaction condition as per Indifference Curve approach

**Module II: Demand and Supply Analysis**

Theory of Demand, Types of Demand (Individual, Market), Determinants of Demand, Demand Function, Demand Schedule, Demand Curve, *Case Study: BMW Marketing Experience about*



*Rover Car (D M Mithani, Text Book, Chapter-32, HPH)*; Law of Demand, Exceptions to the Law of Demand, Shifts and Movements in Demand Curve; Elasticity of Demand and its Measurement (Point and Arc Method), Price Elasticity of Demand and its different types, *Mini-Case: Demand Elasticity for Breakfast Cereals (D M Mithani, Text Book, Chapter-32, HPH)*; Income Elasticity of Demand, Cross Price Elasticity of Demand, Advertisement Elasticity of Demand, Uses of Elasticity of Demand for Managerial Decision Making, Application Problem: Meaning of Demand Forecasting, Significance and Methods of Demand Forecasting

### **Module III: Production Analysis**

Production Concepts and Analysis; Production Function; Types of Production Function (Short- and Long-Run); Laws of Production (Short-Run: Law of Diminishing Returns/ Law of Variable Proportions); Laws of Production (Long-Run: Law of Returns to Scale)

### **Module IV: Cost Analysis**

Cost Concepts and Analysis; Cost, Types of Costs; Identification of Different Costs from the Balance Sheet of a particular company and calculation of Break-Even output (Guest Lecture to be delivered by a Corporate Professional); Cost Output relationship in the Short-Run; Cost Output relationship in the Long-Run; Estimation of Revenue (Total Revenue, Average Revenue, Marginal Revenue); Numerical Exercises: Calculation of Total Revenue, Average Revenue and Marginal Revenue of a particular company by collecting data from Balance Sheet of a specific company; Numerical Exercises: Calculation of Break-Even output of a particular company by collecting data from Balance Sheet of that company

### **Module V: Market Structures**

Perfect and Imperfect Market Structures; Perfectly Competitive Market (Features, Determination of Price under a Perfectly Competitive Market in Short-Run); Perfectly Competitive Market (Features, Determination of Price under a Perfectly Competitive Market in Long-Run); Monopoly Market (Features, Determination of Price under a Monopoly Market Structure in Short- and Long-Run); *Mini-Case: Monopoly Pricing (D M Mithani, Text Book, Chapter-32, HPH)*; Price Discrimination under Monopoly (First-, Second- and Third-Degree Price Discrimination); Monopolistic Competitive Market (Features, Determination of Price under a Monopolistically Competitive Market Structure in Short- and Long-Run), Product Differentiation; *Case: The Detergent Market in India (S Prusty, Reference Book, Chapter-11, PHI Eastern Publication)*; Non-Price Competitive Strategies followed by Corporates to increase Sales Revenue (Guest Lecture to be delivered by a Corporate Professional); Oligopoly Market (Features, Types: Collusive and Non-Collusive; Features); *Case: Steel Industry in India (S Prusty, Reference Book, Chapter-12, PHI Eastern Publication)*; Oligopoly Market (Price and Output Determination by Cartel for member Firms under Collusive Oligopoly); *Mini-Case: The OPEC: Cartel in the Global Economy (D M Mithani, Text Book, Chapter-32, HPH)*; Oligopoly Market (Price Determination under 'Price Leadership' model)

### **Examination Scheme: Total – 100 marks**

<b>Components</b>	<b>Continuous Internal Assessment* (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Principles of Microeconomics, Prof (Dr) N Gregory Mankiw, Cengage Learning, 2015, 7<sup>th</sup> Edition. (*Text Book*)
- Managerial Economics: Theory and Applications, Prof (Dr) D M Mithani, Himalaya Publications, 2022, 9th Revised Edition. (*Text Book*)

- Managerial Economics and Business Strategy, Prof (Dr) Michael R. Baye, McGraw-Hill Education, 2017. (*Reference Book*)
- Managerial Economics, Prof (Dr) Sadananda Prusty, PHI Eastern Publication, 2010, 1st Edition. (*Reference Book*)
- Managerial Economics, Prof (Dr) D N Dwivedi, Vikas Publication, 2016, 9th Edition. (*Reference Book*)

**Web Links:**

- For HUL Annual Report: <https://www.hul.co.in/investor-relations/annual-reports/hul-annual-report-related-documents/>
- For Infosys Balance Sheet: <https://www.infosys.com/investors/reports-filings/quarterly-results/2021-2022/q4/ind-as.html>
- For Video Lecture of Managerial Economics by Dr. Trupti Mishra, Department of Management, IIT Bombay  
(<https://www.youtube.com/playlist?list=PLbMVogVj5nJRTAVF4-tueujAFiLKIV3Mo>)

**Sir Padampat Singhanian University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – I**

**MGM2104**

**Financial Accounting**

Pre-requisites      NA

**Major Core**

L	T	P	C
2	1	0	3

**Course Objectives:**

- This paper aims to help students acquire conceptual knowledge of financial accounting & to impart skills for recording various kinds of business transactions.
- To prepare, understand and analyze the financial statements as per the Schedule VI of the Companies Act 2013 and Fund flow & Cash flow statements of the business entity.
- To prepare financial transactions and preparation of financial statements.
- To familiarize the students with GAAP, IFRS, and Ind. AS Accounting Standards and concepts used in accounting.
- To equip the students with the analysis tools such as ratio analysis, comparative and common size statement analysis, and Du Pont analysis. They will also learn about the current issues in Accounting.

**Course Outcomes**

	Course Outcome	Level*
CO1	Understand accounting concepts, cycle, and double-entry system. Apply GAAP, IND AS, IFRS, and prepare trial balances.	2
CO2	Create financial statements, including P&L accounts, balance sheets, and depreciation accounting.	5
CO3	Understand cash flow and fund flow statements, calculate free cash flows, and comprehend their significance.	2
CO4	Analyze financial statements using comparative, common size, trend, and ratio analysis.	3
CO5	Interpret corporate financial reports, analyze annual reports, audit reports, and explore creative accounting, governance, and current practices.	4

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Accounting and an overview of Financial Statements** Basic Concepts of Accounting: objectives of business; Features, objectives, and scope of accounting. Purpose of financial statements. Accounting cycle. Overview of GAAP, IND AS and IFRS, Accounting Concepts and Conventions, Capital and Revenue Expenditure, Accounting Mechanics- Accounting equation - double entry system. Books of Entry- Recording of transactions in a Journal. Posting- Relationship between Journal and Ledger. Problem Exercises. Posting- Relationship between Journal and Ledger- balancing of accounts- trial balance.

**Module III: Preparation of Financial Statements with Adjustment:**

Understanding of various items in Schedule III of Final Accounts as per, Companies Act

2013. Preparation of Trading and P & L Account, Preparation of Balance sheet with no adjustments Preparation of Balance sheet with adjustments, Accounting for Depreciation.

### **Module III: Cash Flow and Fund Flow Statement**

Statement of Cash flows –Introduction and importance. Statement of Cash flows – preparing a CFS, Calculating Free Cash Flows, CFS Accounts. Statement of Fund Flow Statement- Introduction and Importance. Statement of Fund Flow Statement- preparation.

### **Module IV: Analysis of Financial Statements and Bank Reconciliation**

Statement Financial Analysis 1- Comparative, common size statements and trends, Financial Analysis II- Ratio Analysis, Financial Analysis II Du Pont Analysis.

### **Module V: Corporate Financial Reporting and Basics of Cost and Management Accounting:**

Financial Analysis and Case Study-Sandra Corporation, Reading of Annual Report (Students should be exposed to reading of Annual Reports of standalone and cumulative), Presentation and analysis of audit reports and directors report, Creative Accounting and Governance. Current Issues in Accounting. Corporate Governance and Accounting. Case Study-Vasan Video Limited.

### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Modern Accountancy. Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai. 3rd edition, 2018.
- Ramachandran, N. & Kakani, R, Financial Accounting for Management, Tata McGraw Hill and Co. Ltd., Mumbai. 4th edition, 2017.
- Charles T. Horngren, Gart L. Sundem, John A. Introduction to Financial Accounting Elloitt (9th Edition), 2018.
- Maheshwari, S.N. and. Maheshwari S. K. Accounting for Management, Vikas Publishing House, New Delhi. Edition 3rd. 2018.
- Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi, 2020.

### **Web Links:**

- <https://finance.aknowledgequest.com/>
- <https://www.accountingtools.com/>

# Sir Padampat Singhania University, Udaipur

## BBA Detailed Syllabus

Semester – II

MGM2201

Organizational Behaviour

Major core

L	T	P	C
3	0	0	3

### Course Objectives:

- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.
- To enable students to understand organizational culture and its impact on performance.
- To enable students to understand conflict management techniques in an organizational setting.

### Course Outcomes

	Course Outcome	Level*
CO1	Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.	1 & 2
CO2	Demonstrate the applicability of analyzing the complexities associated with the management of individual behaviour in the organization	1 & 2
CO3	Analyze the complexities associated with management of the group behaviour in the organization	3
CO4	Demonstrate how the organizational behaviour can integrate into understanding the motivation (why) behind the behaviour of people in the organization and the role of leadership.	1 & 2
CO5	Analyze the complexities associated with managing change and culture in an organization	3

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

### Course Contents:

#### Module I: Introduction & Foundations of Individual Behaviour

Introduction-Meaning, Fundamental concepts, Disciplines contributing to the OB field, Challenges and Opportunities for OB, Developing an OB Model. Foundations of Individual Behaviour,

#### Module II: Perception, Attitudes & Personality

Perceptions: Definition, Features, factors affecting perception, Process. Perceptual errors, Managerial Implications of Perception. Attitude: Definition, Features, Organizational Attitude, Managerial Implications of Attitude. Personality: Definition, Features, Big five model,

Psychoanalytic theory, Managerial Implications of Personality. Values, linking an individual's personality and values to the workplace.

### **Module III: Learning & Motivation**

Learning: Definition, Features, Classical and operant conditioning, Motivation: Concept, Definition, Features, Types of Motivation, theories, Managerial Implications of Motivation.

### **Module IV: Leadership & Group Behaviour**

Leadership: Concept, Definition, Leadership Styles, Theories. Groups and Teams: Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams. Teambuilding.

### **Module V: Conflict Management , Organizational Culture & Change**

Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Global Implications: Conflict and Culture. Organizational Change: Understanding the issues and managing change, Approaches to organizational change. Organization culture. Creating and sustaining organizational culture.

### **Examination Scheme: Total – 100 marks**

For courses with Theory Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Stephen P. Robbins, Timothy A. Judge, Neharika Vohra. Organizational Behavior (18th ed.). Pearson. 2018.
- Newstrom J. W. Human Behavior at Work. 12th ed. Tata McGraw Hill. 2011.
- Pareek. U. Understanding Organizational Behavior (2nd ed.). Oxford University Press. 2010.

### **Web Links:**

- [https://onlinecourses.swayam2.ac.in/cec20\\_mq03/preview](https://onlinecourses.swayam2.ac.in/cec20_mq03/preview)
- <https://theintactone.com/2018/12/20/kmb105-organisational-behaviour/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – II**  
**MGM2202**  
**Operations Research-SM**

**Major Core**  
**L T P C**  
 2 1 0 3

Pre-requisites Know the Basic concept of Mathematics

**Course Objectives:**

- To facilitate the students to understand the scientific methods available to take proper decisions in the allocation of scarce resources
- The objective of this course is to enable the student to understand and analyze managerial and engineering problems to equip him to use the resources such as capitals in a more effective way
- To have a proper understanding about the optimum use of resources.
- To understand the methodology of OR problem solving and formulate linear programming problem
- To understand the basics in the field of transportation and assignment problems.

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Understand how to translate a real-world problem, given in words, into a mathematical formulation.</b>	<b>1</b>
<b>CO2</b>	<b>How to use different models of OR to solve real life problems</b>	<b>2</b>
<b>CO3</b>	<b>How the scarce resources can be utilized in an efficient manner.</b>	<b>3</b>
<b>CO4</b>	<b>Find the ways to achieve the organization objectives: minimizing cost &amp; maximizing profit/output.</b>	<b>4</b>
<b>CO5</b>	<b>Critically analyze and interpret results</b>	<b>5</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to operation Research**

Operations Research: Meaning, Models – Scope – Phases – Limitations – Operation Research and Decision-making – Linear Programming Problem: Formulation of L.P.P. – Solution to an L.P.P. – Graphical Method, simplex method, BIG – M Method.

**Module II: Transportation Problem**

Transportation Problem: Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method, Modi method.

**Module III: Inventory Management**

Inventory Control: Categories of Inventory – Reasons for carrying inventory – costs and terms associated with Inventory – Deterministic and Probabilistic Inventory Problem

**Module IV: Assignment Problem**

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method, Game Theory.

**Module V: Network analysis**

Replacement Decisions: Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly – PERT, CPM.

**Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

**Text & Reference Books:**

- R. Panneerselvam, Operations Research , PHI Publications-New Delhi. 2020.
- Kanti Swaroop, P. K. Gupta and Man Mohan, Operation Research , Sultan Chand. 2020.
- P.R. Vittal &V. Malini, Operative Research, Margham Publications, Chennai. 2017.
- P. K. Gupta & Man Mohan, Problems in Operations Research, Sultan Chand & Sons, New Delhi
- V. K. Kapoor, Introduction to Operational Research Sultan Chand & Sons, New Delhi. 2021.
- Hamdy A Taha, Operation Research – An Introduction, Prentice Hall of India- New Delhi.

**Web Links:**

- <https://youtu.be/1CnFjNOewEU>
- <https://youtu.be/ILWbaWrigU4>
- <https://youtu.be/-aV14ZLqOM>



**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – II**

**MGM2203**

**Business Statistics**

**Major Core**

**L T P C**

**2 1 0 3**

Pre-requisites: Set theory, permutation and combination, 12th level mathematics

**Course Objectives:**

- To develop the student's ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical, and algebraic techniques wherever relevant.
- To properly understand Statistical applications in Economics and Management.
- To Analyze the relationship between two variables of various managerial situation.
- To help the students for summarizing data sets using Descriptive statistics.

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis</b>	<b>1</b>
<b>CO2</b>	<b>Critically evaluate the underlying assumptions of analysis tools</b>	<b>4</b>
<b>CO3</b>	<b>Understand and critically discuss the issues surrounding sampling and significance</b>	<b>2</b>
<b>CO4</b>	<b>Discuss critically the uses and limitations of statistical analysis</b>	<b>5</b>
<b>CO5</b>	<b>Conduct basic statistical analysis of data</b>	<b>3</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Statistics**

Statistics as a Subject of Study, Describing Characteristics by numbers, Information and Data, Processing information and use of statistical procedures, Statistical variables: Qualitative and Quantitative. Frequency, Stem and Leaf Display, Frequency Distributions, Data Grouping: Discrete and Continuous, Introduction to Graphs, Graph for Qualitative variables, Graph for

Quantitative variables, Various types of graphs and diagrams: pictographs, bar diagram, scatter diagram, histogram, pie chart, frequency curve and frequency polygon

### **Module II: Measures of Central Tendency**

Mean, Median and Mode, Weighted Average, Geometric Mean, Harmonic Mean, Relative merits of Mean, Median and Mode in a distribution, Mean of two or more means

### **Module III: Measures of Dispersion, Skewness and Kurtosis**

Measures of Dispersion, Range, Co-efficient of Range, Quartiles, Inter-Quartile Range and Quartile Deviation, Coefficient of Quartile Deviation, Mean Deviation, Coefficient of Mean Deviation, Standard Deviation, Coefficient of Variation, The Lorentz Curve, Skewness and Kurtosis; Measures of Skewness: Absolute and Relative; Co-efficient of Skewness: Karl Pearson's, Bowley's and Kelly's; Moments and Moments based measures of Skewness ( $\beta_1$ ) and Kurtosis ( $\beta_2$ )

### **Module IV: Correlation and Regression**

Introduction to Correlation, Karl Pearson's product moment Co-efficient of Correlation, Positive, negative and zero correlation, Correlation through Scatter diagrams, Interpretation of Correlation Co-efficient, Simple and Multiple Correlation; Regression and the criterion for the Line of Best Fit, Explained and Unexplained Variation, Multiple Regression

### **Module V: Probability and Probability Distributions**

Sample space and Events, Simple and Compound Events, Probability and Probability distributions: Normal Distribution, Binomial and Poisson Distribution

### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Roger E. Kirk Statistics: An Introduction, Fifth Edition, Thomson-Wadsworth Publication, 2008
- Mc Clave, Benson and Sincich, Statistics for Business and Economics, Eleventh Edition, Prentice Hall Publication, 2005
- Jack Levin, James Alan Fox, Elementary Statistics in Social Research, Pearson Education, 2013
- S.P. Gupta, Statistical Methods, S. Chand Publication, 2012

### **Web Links:**

- [https://onlinecourses.nptel.ac.in/noc21\\_mg07/preview](https://onlinecourses.nptel.ac.in/noc21_mg07/preview)

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – II**

**MGM2204**

**Business Environment**

Pre-requisites      Basics of Trade and Business

**Major Core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- To develop an understanding and teach management students about the business environment.
- To promote a basic understanding of the concepts of internal business environment.
- To promote a basic understanding of the concepts of external business environment.
- To analyze macro policies and their impact on the business environment.
- To appraise the students on the LPG (Liberalization, Privatization, and Globalization) and Corporate Social Responsibility (CSR) policies and their influence on national and international business decisions.

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Students would be acquainted with business objectives, dynamics of business and environment, various types of business environments and its analysis.</b>	<b>1</b>
<b>CO2</b>	<b>Identify and analyze various components of internal environment.</b>	<b>2</b>
<b>CO3</b>	<b>Identify and analyze various components of internal environment.</b>	<b>2</b>
<b>CO4</b>	<b>Evaluate and understand economic environment, economic system, and global integration.</b>	<b>2</b>
<b>CO5</b>	<b>Understand and analyze Liberalization, Privatization, and Globalization, and analyze the doctrine of social responsibilities.</b>	<b>3</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Business Environment**

Business – Meaning, Definition, Nature & Scope, Objectives of Business, Types of Business Organizations, Business Environment: Meaning, Characteristics, Scope and Significance, Components/ Types of Business Environment, SWOT analysis of Amazon & Blue Tea Company.

**Module II: Introduction to Internal Environment**

Introduction to Micro-Environment – Internal Environment: Value System, Mission, Objectives, Management/ Organizational Structure and Nature, Human Resources of the Organization,

Company Image and Brand Value/ Equity, Physical Assets, Facilities, Research & Development, Intangibles, Competitive Advantage.

### **Module III: Introduction to External Environment**

External Environment: Micro Environment (Suppliers, Customers, Market Intermediaries such as Distributors), Macro Environment (Demography, Natural, Legal & Political, Technological, Economic).

### **Module IV: Economic System and Economic Policy**

Economic Environment - Economic System (Capitalism, Socialism, and Mixed Economy), Economic Policies (Credit Policy: Instruments: Bank Rate, CRR, SLR, Repo Rate, Open Market Operation; Fiscal Policy overview, Fiscal Policy Instruments; Foreign Trade Policy), Socio-Cultural & International Environment – Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Business Environment regarding Global Integration; Comparative Analysis of Business Environment: India and Other Countries.

### **Module V: Concept of LPG and Corporate Governance**

Liberalization, Privatization, and Globalization (LPG) Model & International forces in business, social responsibility of business: rationale of the concept of social responsibility, significance, Emerging concepts in the doctrine of social responsibilities, is profit maximization an object of business? Introduction to corporate governance: need and significance.

### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Francis Cherunilam Business Environment: Text and Cases, Himalaya Publishing House, 28th Edition. 2019.
- V. Neelamegam, Business Environment, Kindle Edition, Vrinda Publications, 2nd Edition. 2014.
- Rimpi Mehani Ne'e Chopra & Jyotsna Khanna, A Textbook of Environmental Sciences, Khanna Publishing House, 1st Edition, 2017.
- Justin Paul, Business Environment: Text and Cases, McGraw Hill Education, 4th Edition, 2019.
- Shaikh Saleem, Business Environment, Pearson, 3rd Edition. 2020.
- Faisal Ahmed and M Absar Alam, Business Environment: Indian and Global Perspective, PHI Eastern Economy Edition, 2nd Edition. 2020.
- Ian Brooks, Jamie Weatherstom and Graham Wilkinson, the International Business Environment: challenges and changes, Kindle Edition, Financial Times/ Prentice Hall, 2nd Edition. 2019.

### **Web Links:**

- [https://www.wto.org/english/tratop\\_e/envir\\_e/envir\\_e.htm](https://www.wto.org/english/tratop_e/envir_e/envir_e.htm)
- <https://www.worldbank.org/en/cpf/india/what-we-work/competitiveness-jobs/business-environment>.

# Sir Padampat Singhania University, Udaipur

## BBA

### Detailed Syllabus

Semester – III

MGM2301

Management and Cost Accounting

Pre-requisites NA

Major Core

L	T	P	C
3	0	0	3

#### Course Objectives:

- Introduce the students to different cost and management accounting concepts and procedures.
- Teach students how cost accounting information is developed and used for various purposes in different business entities.
- Develop their problem-solving and decision-making skills.
- To provide knowledge of material and labour cost.
- To provide knowledge of overheads, standard costing and cost-volume-profit analysis.

#### Course Outcomes

	Course Outcome	Level*
CO1	Understand the nature, scope, and differences between cost and management accounting. Prepare cost sheets and classify cost components.	1
CO2	Analyze material and labor costs, including pricing methods, inventory management, remuneration systems, and labor turnover ratios.	3
CO3	Comprehend overheads, activity-based costing, and cost allocation methods.	1
CO4	Apply standard costing, perform variance analysis, and conduct cost-volume-profit analysis.	2
CO5	Evaluate relevant costs for decision-making, implement budgeting techniques, and apply responsibility accounting using the balanced scorecard.	4

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

#### Course Contents:

##### Module I: Basics of Cost and Management Accounting

Nature and Scope, Meaning, Difference between Cost and Management Accounting. Cost Components & Cost Classifications, Preparation of Cost Sheet.

##### Module II: Material Cost and Control

Material Cost and Control, Methods of Pricing Material, Techniques of Inventory Management. Labor Cost & Control, Remuneration systems, Incentive Schemes, Labor Turnover Ratios.

##### Module III: Overheads

Overheads, Types, Apportionment, Allocation & Absorption of Overheads. Activity-Based Costing, Elements & Steps Involved.

#### **Module IV: Standard Costing & Variance Analysis**

Standard Costing & Variance Analysis, Material, Labor & Overhead Variances. Cost Volume Profit Analysis - Contribution Margin, Break Even Analysis, Margin of Safety, Composite Break Even & Cash Break Even Points, Key Factor Analysis, Optimal Product Mix under Constraints.

#### **Module V: Relevant Cost**

Relevant Costs and Decisions under Alternatives, Make or Buy, Operate or Shut Down, Special Order, Sell or Process Further. Budgeting, Fixed vs. Flexible, Different Types of Operational Budgets, Master Budget, Capital Expenditure Budget, Cash Budget, Zero Based Budgeting. Responsibility Accounting. Balanced Scorecard.

#### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

#### **Text & Reference Books:**

- Maheshwari & Mittal, Cost Accounting - Theory & Principles, Mahavir Publications, 2020.
- Vij M., Management Accounting, Excel Books, Latest Edition.
- Horngren, Datar, Rajan, Cost Accounting – A Managerial Emphasis, Pearson, 10th Edition, 2018.

#### **Web Links:**

- <https://www.accountingtools.com/>
- <https://finance.aknowledgequest.com/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – III**

**MGM2302**

**Macroeconomics**

Pre-requisites: Basic knowledge on national income, inflation, unemployment, Union Budget, Credit Policy, and Trade Policy are needed.

**Major Core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- To acquaint students with basic concepts and techniques of macroeconomic analysis and their applications to managerial decision-making to sustain the business in long-run.
- To assist students in developing their creativity and innovative thinking to make good decisions in a complex global environment by correctly identifying problems and opportunities, analyzing alternatives properly, and making the best choices in a given condition.
- To critically analyze situations for forward thinking through innovation.
- To analyze macroeconomic stabilization policies for unemployment & inflation and their impact on Business.
- To analyze IS-LM framework for simultaneous equilibrium in Goods and Money Market.

**Course Outcomes**

	Course Outcome	Level*
<b>CO1</b>	Develop understanding and fundamental knowledge on macroeconomic data and theory.	<b>1</b>
<b>CO2</b>	Comprehend an understanding on the concepts of money and inflation.	<b>1</b>
<b>CO3</b>	Analyze the understanding on IS-LM framework, credit policy/ monetary policy and the impact of different instruments of credit policy on business.	<b>3</b>
<b>CO4</b>	Analyze the constituents of fiscal policy and try to understand their impact on business.	<b>3</b>
<b>CO5</b>	Analyze the open economy theories and issues of international trade and their influence on business decisions.	<b>3 &amp; 4</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Overview of Macroeconomics & Basics**

Macroeconomics Concepts, Background of Macroeconomics, Need and Limitations of Macroeconomics; Macroeconomics in developed and developing nations; Difference between micro and macroeconomics; Circular flow of aggregate income and expenditure (two sector closed economy); Circular flow of aggregate income and expenditure (three sector closed & four sector open economy); Quiz-1

**Module II: National Income and its Determination**

The Measurement of national product: Meaning and Importance, Components of GNP and NNP; National Income aggregates, Measurement of National Income; Measuring inflation:

Real income, money income, consumer price index: concept and practical problems; Case Study: Impact of Oil prices on Inflation in India; Mathematical Illustrations on National Income; The Classical Model of Income Determination: Introduction; The Classical Model of Income Determination: Say's Law; The Classical Model of Income Determination: Output and Employment in the classical model; Keynesian Model of Income Determination: Aggregate Demand in a Two Sector Economy; Consumption Function, Saving Function; Keynesian Model of Income Determination: Shifts in Aggregate Demand and The Multiplier; Applicability of the multiplier to less Developed countries; Mathematical Illustrations on National income Determination and Multiplier; Quiz-2

### Module III: Analysis of the Monetary Sector

Money: Introduction; Supply of Money, Theory of Money Supply in India; The process of Credit Creation and the deposit multiplier; Demand for Money and rate of interest: Classical Approach; Demand for Money and rate of interest: Keynesian Approach; Mathematical Illustrations; Quiz-3

### Module IV: Monetary and Fiscal Policy

Monetary/ Credit Policy: Introduction; Instruments of Credit Policy; Meaning of Fiscal Policy; Instrument of Fiscal Policy; Structure of Government Budget; Different concepts of Budget Deficit; Mathematical Illustration on Budget; Guest Lecture on "Monetary Policy in India: Objectives, Targets and Framework"; Quiz-4

### Module V: IS-LM Framework: Equilibrium in the Goods and Money Market

The IS-LM Model for a Two Sector Economy: Introduction; The Goods Market Equilibrium in a Two Sector economy: IS Curve; The Money Market Equilibrium in a Two Sector economy: LM Curve; Equilibrium in Two markets: Goods Market and Money Market; Quiz-5

### Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### Text & Reference Books:

- Macroeconomics: Theory and Policy, D N Dwivedi, McGraw Hill Education, 3rd & 5th Edition, 2015 & 2020. (*Text Book*)
- Macroeconomics: Theory and Policy, Vanita Agarwal, Pearson Education, 1st Edition, 2010. (*Text Book*)
- Business Environment: Test and Cases, Justin Paul, McGraw Hill Education, 4th Edition, 2019. (*Reference Book*)
- Business Environment, Shaikh Saleem, Pearson, 3rd Edition, 2015. (*Reference Book*)
- Business Environment: Indian and Global Perspective, Faisal Ahmed and M Absar Alam, PHI Eastern Economy Edition, 2nd Edition, 2020. (*Reference Book*)
- Business Environment, Mathur, Dayal, Shrivastva, RBD Profession Publication, 2018. (*Reference Book*)

### Web Links:

- [www.rbi.org.in](http://www.rbi.org.in)
- [www.finmin.nic.in](http://www.finmin.nic.in)
- [www.mospi.nic.in](http://www.mospi.nic.in)
- <https://www.indiabudget.gov.in/economicssurvey/>



- Macroeconomics Principles and Examples (<https://study.com/academy/lesson/what-is-macroeconomics-definition-principles-quiz.html>)
- <https://www.youtube.com/watch?v=uC9VJIWe4xo> ('Business Environment' class video)
- <https://www.youtube.com/watch?v=MKO1icFVtDc> (Macroeconomics-Everything You Need to Know)

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – III**

**MGM2303**

**Human Resource Management**

**Major Core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- To understand the concept of human resource management.
- To identify and understand the functions of Human Resource Management.
- To understand the international context of Human Resource Management.
- To develop the ability to understand the concept of industrial relations.
- To understand the role of ethical HR practices and CSR.

**Course Outcomes**

	Course Outcome	Level*
CO1	Understand and apply Human Resource Management Perspective	1 & 2
CO2	Ability to recruit Select and interview job candidates	1 & 2
CO3	Competency to train, and appraise the performance of employees	3
CO4	Rational design of compensation and salary administration	1 & 2
CO5	Ability to implement Employee safety and Health Measures	3
CO6	Ability to understand Industrial relations, ethics & CSR, international perspective of HR	

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction of HRM**

Human Resource Management -Basics of HRM; Process and problems with Human Resource Practices; Nature and scope of Human Resource Management, Problems/challenges with Human Resource Practices, HRM Models. Human Resource Planning, Process of HRP.

**Module II: Job Analysis**

Job Analysis: Process of Job-analysis, Job Design: Concept and Importance, Job Description: Concept, nature, and Importance, Job Specification, Job Evaluation, Job counselling and Mentoring

**Module III: Recruitment & Selection**

Recruitment & Selection; Recruitment, Sources of Recruitment, Factors affecting Recruitment, Process of Recruitment, Recruitment in the connected world, Selection, Process of Selection-Stages.

**Module IV: Training, Performance Appraisal, Compensation Management**

Introduction, Difference between training and development, Types of training, Training Methods & Techniques, HRD: Concept and Importance. Performance Appraisal, Methods of Performance Appraisal. Introduction to compensation management, Objective of Compensation Planning

### **Module V: Employee Safety and Health, IHRM, Ethics**

Employee Safety and Health, Career, and succession Planning, Meaning and nature of employee relation and industrial relations. International Human Resource Management, Basic principles governing International Human Resource Management and the role of culture. Ethics and CSR- Flexible work organizations, Basics of ethics and fair treatment at work, Corporate Social Responsibility.

### **Examination Scheme: Total – 100 marks**

For courses with Theory Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M Wright, Human Resource Management, The McGraw Hill Pub, 2007
- Flippo, Edwin B., Personnel Management, Tata McGraw Hill Publishing Co, 2007, New Delhi.
- H. John Bernardin, Human Resource Management, McGraw Hill Pub, 2007.
- John M Ivancevich, Human Resource Management, McGraw Hill Pub, 2007.
- Louis & Gomitz Mejia et. al: Managing Human Resources, Pearson Education, 2007.
- K.Aswathappa, Human Resource Management, Tata McGraw Hill, 2009.
- T.V.Rao, Appraising and developing managerial performance, Excel,2001.

### **Web Links:**

- <https://archive.nptel.ac.in/courses/110/105/110105069/>
- <https://archive.nptel.ac.in/courses/122/105/122105020/>

## **SUMMER INTERNSHIP**

Course Code: MGM2384

L T P C

0 0 0 4

As a part of the curriculum a student undergoes an internship in an organization for a duration of 6-8 weeks.

# Sir Padampat Singhania University, Udaipur

## BBA Detailed Syllabus

Semester – IV

MGM2401

Business Research Methods

Pre-requisites NA

Major Core

L	T	P	C
3	0	0	3

### Course Objectives:

- Acquaint students with analytical abilities and basic concepts important for performing research activities.
- Develop skills for data collection and analysis under research.
- Understand the methods to analyze and interpret the collected data.
- Develop the ability to convert research into a well-structured report.

### Course Outcomes

	Course Outcome	Level*
CO1	Develop a comprehensive understanding of research methodologies and concepts in research.	2
CO2	Understand the concept of research design and the meaning of sampling and methods of sampling including non-probability sampling and probability sampling.	3
CO3	Demonstrate knowledge of various types of data and sources, including primary and secondary data sources, as well as methods of collecting primary data using different techniques.	3
CO4	Understand the concept of the processing, analysis, and interpretation of data and testing of hypotheses using the Chi-square test and Z-test.	1
CO5	Develop effective report writing skills, knowing the essentials of a good report and understand the importance of ethical considerations in research.	1

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

### Course Contents:

#### Module I: Meaning and Objectives of Research

Meaning and objectives of research; Types of research a) Pure, Basic, and Fundamental b) Applied, c) Empirical, d) Scientific & Social, e) Historical, f) Exploratory, g) Descriptive, h) Causal. Concepts in Research: Variables, Qualitative and Quantitative Research, Stages in the research process; Characteristics of Good Research. Hypothesis-Meaning, Nature, Significance, Types of Hypotheses, Sources.

#### Module II: Research Design & Sampling

Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types- Descriptive, Exploratory and causal.

Sampling: meaning of sample and sampling, methods of sampling i) Non-Probability Sampling: Convenient, Judgment, Quota, Snowball; ii) Probability Sampling: Simple Random, Stratified, Cluster, Multi-Stage.

### Module III: Data Sources

Types of data and sources-Primary and Secondary data sources Methods of collection of primary data.

- a) Observation-i) Structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)
- b) Experimental i) Field ii) Laboratory
- c) Interview – i) Personal Interview, ii) focused group, iii) in-depth interviews - Method,
- d) Survey– Telephonic survey, Mail, E-mail, Internet survey, social media, and Media listening.
- e) Survey instrument– i) Questionnaire designing.
- f) Types of questions– i) structured/ close-ended and ii) unstructured/ open-ended, iii) Dichotomous, iv) Multiple Choice Questions.
- g) Scaling techniques i) Likert scale, ii) Semantic Differential scale.

### Module IV: Data Processing

Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation. Analysis of data-Meaning, Purpose, types. Interpretation of data: Essentials, importance, and Significance of processing data, Multivariate analysis: concept only. Testing of hypothesis: concept and problems– i) Chi square test, ii) Zandt-test (for large and small samples).

### Module V: Report Writing

Report writing – i) Meaning, importance, functions of reports, essentials of a good report, content of the report, steps in writing a report, types of reports, Footnotes and Bibliography Ethics and research, Objectivity, Confidentiality, and anonymity in Research Plagiarism.

### Examination Scheme: Total – 100 marks

For courses with Theory and/or Tutorial Components

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### Text & Reference Books:

- Donald R Cooper, Pamela Schindler. Business Research Methods. Tata McGraw Hill. 2017.
- Naresh K Malhotra. Marketing Research and Applied Orientation. Pearson. 2019.
- Levin R., Reuben D., Siddiqui M., Rastogi S. Statistics for Management. Pearson. 2017.
- S Shajahan. Research Methods for Management. Jaico Publishing. 2000.

### Web Links:

- [https://onlinecourses.swayam2.ac.in/cec20\\_mg14/preview](https://onlinecourses.swayam2.ac.in/cec20_mg14/preview)
- [https://www.physio-pedia.com/Types\\_of\\_Research](https://www.physio-pedia.com/Types_of_Research)
- <https://courses.lumenlearning.com/suny-hccc-research-methods/chapter/chapter-5-research-design/>
- <https://bbamantra.com/methods-of-data-collection-primary-and-secondary-data/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

Semester – IV

MGM2402

Production & TQM

Pre-requisites NA

Major Core

L	T	P	C
3	0	0	3

**Course Objectives:**

1. To introduce basic concepts and statistical methods employed to ensure quality in products, processes, and systems in an industrial environment.
2. Choose appropriate statistical techniques for improving processes.
3. Develop organizational, competitive, and economic potential of quality.
4. Integrate biblical principles with the practice of total quality management.
5. Elaborate the concept of Total Quality Management.

**Course Outcomes**

	Course Outcome	Level*
CO1	Understand the manufacturing systems and the production layout.	1
CO2	Apply the managed materials in an organization	2
CO3	Understand the basic concept of production & TQM	3
CO4	Evaluate the Statistical Process Control of an organization	5
CO5	Evaluate the various forms of Quality Improvement Strategies & Certifications	5

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction of production management:**

- Production Management: Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, and types of layout.
- Importance of purchase management.

**Module II: Materials Management**

- Materials Management: Concept, Objectives and importance of materials management various types of Material Handling Systems. • Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock

**Module III: Basics of Productivity & TQM**

- Basics Of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen, P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL Characteristics of

Quality, Quality Assurance, Quality Circle: Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity

#### **Module IV: Statistical Process Control**

Statistical Process Control: Pareto Diagram, Process Flow Diagram, Cause and Effect Diagram, Histograms, Control Charts, State of Control, Process Capability, Scatter

#### **Module V: Quality Improvement Strategies & Certifications**

• Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor Methodology of problem-solving, Sigma features, Enablers, Goals, DMAIC/DMADV. TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize

#### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

#### **Text & Reference Books:**

- Dale H. Besterfield et al. Total Quality Management Prentice Hall Publishing House. 2020.
- N, Logothetis. Managing of Total Quality, Prentice Hall of India Private Limited. 2021.
- J. Bicheno and M. R Gopalan. A Management Guide to Quality and Productivity, Wiley-Dreamtech, New Delhi. 2019.
- Janakiraman, B and Gopal, R.K. Total Quality Management – Text and Cases, Prentice Hall (India) Pvt. Ltd. 2019.
- Chawla, D., & Sondhi, N. Research Methodology: concept and cases, Vikas Publishing House Pvt Ltd. New Delhi. 2020.
- Gupta, S. P., & Gupta, M. P. Business Statistics, Sultan Chand & Sons. New Delhi. 2020.
- N. K., & Dash, S. Marketing Research: An Applied Orientation, Malhotra, Pearson India Education Services Pvt. Ltd, New Delhi. 2016.
- Lieber, R. L. Statistical Significance and Statistical Power in Hypothesis Testing. Journal of Orthopedic Research, 1990. 8 (2), 304-309.

#### **Web Links:**

1. <http://www.stat.yale.edu/Courses/1997-98/101/sigttest.htm>
2. <https://web.csulb.edu/~msaintg/ppa696/696stsig.htm>
3. [http://www.statsdirect.com/help/default.htm#basics/p\\_values.htm](http://www.statsdirect.com/help/default.htm#basics/p_values.htm)
4. <http://www.davidmlane.com/hyperstat/A72117.html>
5. <http://www.surveysystem.com/signif.htm>
6. <http://www.support.minitab.com/en-us/minitab/17/topic-library/basic-statistics-and-graphs/introductory-concepts/p-value-and-significance-level/significance-level/>
7. <http://www.statisticshowto.com/what-is-an-alpha-level/>



8. <http://www.statistics.about.com/od/Inferential-Statistics/a/What-Level-OfAlphadetermines-Statistical-Significance.htm>
9. <http://www.statistics.about.com/od/Inferential-Statistics/a/What-Is-The-DifferenceBetween-Alpha-And-P-Values.htm>
10. [https://www.researchrundowns.files.wordpress.com/2009/07/rrsignificancetest\\_71709.pdf](https://www.researchrundowns.files.wordpress.com/2009/07/rrsignificancetest_71709.pdf)

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – IV**

**Major core**

**MGM2403**

**L T P C**

**Business Law**

**3 0 0 3**

Pre-requisites Basics of Business and Trade

**Course Objectives:**

- To equip the students with the legal framework for operating any business conforming to legal parameters.
- To help students understand how to comply with statutory requirements in the compliance process of Indian contract act.
- To help students understand different types of business law, including sales of goods act and partnerships act.
- To get students to understand the basics of company law and the rules governing the same.
- To acquaint the students with the importance of abiding by laws and reducing litigation within the organization.

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Identify the fundamental legal principles behind contractual agreements.</b>	<b>1</b>
<b>CO2</b>	<b>Understand the consequences of the applicability of various laws on business situations.</b>	<b>2</b>
<b>CO3</b>	<b>Know the application of sale of goods act and its implications.</b>	<b>2</b>
<b>CO4</b>	<b>Understand the application and need of partnership act and its implication.</b>	<b>2</b>
<b>CO5</b>	<b>Understand the nature of the Company, its Characteristics, and various types of Company.</b>	<b>2</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Law**

Importance of Law and its Application: Indian Constitution: Significance and objective; Preamble, features. Indian Constitution: Fundamental Rights & Duties.

**Module II: Indian Contract Act**

Indian Contract Act, 1872: Contract – meaning; essentials of a valid contract; classification of contract. Indian Contract Act, 1872: Void, Voidable, illegal & unlawful agreements. Indian Contract Act, 1873: Offer, Acceptance, consensus-ad-idem. Indian Contract Act, 1873: Consideration & quasi-contracts. Major contracts under Indian Contract Act, 1874.

**Module III: Sale of Goods Act**

Sale of Goods Act, 1930: Essentials of a contract of sale. Sale of Goods Act, 1930: Sale distinguished from agreement to sell, Types of goods, contract for work and labor, and hire – purchase. Sale of Goods Act, 1931: Conditions and warranties; transfer of title by non-owners;

doctrine of caveat emptor. Sale of Goods Act, 1931: performance of the contract of sale; unpaid seller- his rights against the goods and the buyer. Negotiable Instruments Act, 1881.

#### **Module IV: Partnership Act**

Partnership Act,1932: Nature of partnership and certain similar organization- co-ownership. Partnership Act,1932: Joint Hindu Family; partnership deed. Partnership Act,1932: rights and liabilities of partners including those of newly admitted partners; kind of partners. Limited Liability Partnership: Comprehensive overview, nature.

#### **Module V: Elements of Company Law**

Elements of Company Law (1956 and 2013): Evolution of company law, meaning, and nature of the Company. MOA and AOA, pre-incorporation contract. Doctrine of Lifting of Corporate Veil. Corporate Social Responsibility.

#### **Examination Scheme: Theory Total – 100 Marks**

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

#### **Text & Reference Books:**

- P.C. Tulsian & Bharat Tulsian, Business Law, McGraw-Hill Education; 4th Edition. 2020.
- N.D. Kapoor, Elements of Mercantile Law, Publisher: Sultan Chand & Sons. 2020.
- R L Nolakha, Business Law, Ramesh Book Depot, Jaipur. 2020.
- M.C. Kuchhal and Vivek Kuchhal, Business Law, S Chand Publishing. 2018.
- V Balachandran, S Thothadri, Business Law, Mc-Graw Hill Education. 2019.

#### **Web Links:**

- <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
- [https://en.wikiversity.org/wiki/Business\\_Law](https://en.wikiversity.org/wiki/Business_Law)

# Sir Padampat Singhania University, Udaipur

## BBA

### Detailed Syllabus

Semester – IV

**MGM2404**

**Financial Statement Analysis**

Pre-requisites Basic knowledge of Accounting

Major Core

L	T	P	C
3	0	0	3

#### Course Objectives:

- **Comprehensively understand financial statements and their role in decision-making.**
- **Enable students to analyze financial statements to evaluate an organization's financial performance and health.**
- **Provide students with practical skills and knowledge to interpret and analyze financial statements.**
- **Enhance students' ability to use financial statement analysis to make informed business decisions.**
- **Equip students with the knowledge of ethical and legal considerations related to financial statement analysis**

#### Course Outcomes

	Course Outcome	Level*
CO1	Understand the purpose and importance of financial statement analysis.	1
CO2	To analyze financial statements.	3
CO3	Evaluate the valuation of companies using various methods.	4
CO4	Comprehend financial reporting and disclosure requirements.	2
CO5	Consider ethical and legal aspects in financial statement analysis.	1

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

#### Course Contents:

##### Module I: Introduction to Financial Statement Analysis

Introduction to Financial Statement Analysis, Purpose and importance of financial statement analysis, understanding financial statements including Balance sheet, Profit and loss account, and Cash flow statement, Limitations and challenges of financial statement analysis.

##### Module II: Analyzing Financial Statements

Analyzing Financial Statements, Ratio analysis and its importance in financial statement analysis, Liquidity, Profitability, and solvency ratios, Common Size and Comparative Analysis,

DuPont analysis and its application in financial statement analysis, interpreting financial ratios to assess financial performance and financial health of company.

### **Module III: Valuation of Companies**

Valuation of Companies, Techniques of valuing companies such as discounted cash flow, price-earnings ratio, and market-to-book ratio, Relative valuation, and its application in the valuation of companies

### **Module IV: Financial Reporting and Disclosure**

Financial Reporting and Disclosure, Financial reporting and disclosure requirements for companies, Principles of financial reporting and disclosure, including the role of Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS), Importance of financial reporting and disclosure in financial statement analysis.

### **Module V: Ethics and Legal Considerations**

Ethics and Legal Considerations, Ethical and legal considerations related to financial statement analysis, corporate governance and its importance in financial statement analysis, Legal considerations such as insider trading and securities fraud.

### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Wild, J., Subramanyam, K. R., & Halsey, R. F. (2020). Financial Statement Analysis, McGraw-Hill Education, 12th Edition. 2020.
- Leopold, Allen, and Jae K. Shim. Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports. Barron's Educational Series, 2014.
- Ashok Banerjee, Essentials of Financial Statement Analysis, PHI Learning, 2nd Edition, 2021.
- Ravi Kanth Miriyala, Financial Statement Analysis and Valuation, Vikas Publishing House, 2nd Edition, 2020.
- Easton, P., McAnally, M., Sommers, G., Zhang, X., & Hartgraves, A. (2020). Financial Statement Analysis and Valuation, Cambridge Business Publishers, 6th Edition. 2020.
- Damodaran, A. Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, Wiley, 4th Edition, 2020.
- 

### **Web Links:**

- <https://finance.ck12.org/>
- <https://investopedia.com>

## **MINI PROJECT**

Course Code: MGM2481

L T P C  
0 0 0 2

Students are required to develop a new idea of product/service and a project report to be prepared on that idea.

# Sir Padampat Singhania University, Udaipur

## BBA

### Detailed Syllabus

Semester – V

Major Core

Financial Management

L T P C

MGM2501

2 1 0 3

Pre-requisites NA

#### Course Objectives:

- To build knowledge and understanding of financial management among the students.
- To provide knowledge about business finance and investment decisions.
- To provide knowledge about financing and dividend decisions.
- To give an overview of working capital management.
- To give an overview of leverage analysis.

#### Course Outcomes

	Course Outcome	Level*
CO1	Explain key concepts of financial management	1
CO2	Illustrate key concepts of working capital management	2
CO3	Apply modern techniques in capital budgeting analysis.	2
CO4	Analyze foundational finance theories and to analyze a forecast using relevant data and to conduct preliminary measurement of leverage analysis.	3
CO5	Assess dividend policy's impacts on share prices and understand the implications of Dividend decisions in financial decision making	4

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

#### Course Contents:

##### Module I: Introduction to financial management

Concept of financial management, Finance functions, Objectives of financial management- Profitability vs. Shareholder wealth maximization, Time value of money – Compounding and discounting, Investment decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.

##### Module II: Financing Decision

Capitalization concept, Basis of capitalization, Consequences, and remedies of over and under capitalization, Cost of capital, WACC, Determinants of capital structure, Capital structure theories.

##### Module III: Leverage Analysis

Operating and Financial Leverage – Measurement of leverages, Effects of operating and financial leverage on profit, analyzing alternate financial plans, Combined financial and operating leverage (simple problems).

**Module IV: Dividend Decision**

Concept and relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.

**Module V: Management of working capital**

Concepts of working capital, Approaches to the financing of current assets, Management of different components of working capital: Cash, receivables, and inventory.

**Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

**Text & Reference Books:**

- Pandey I. M. Financial Management. Vikas Publishing, 11th Edition. 2017.
- Rustagi R.P. Fundamentals of Financial Management. Taxman, 14th Edition. 2019.
- Kishore, Ravi M. Financial Management. Taxman's, 8th Edition.
- Khan, M.Y., & Jain, P.K. Financial Management: Text, Problems and Cases Mc Graw Hill Publication, 8th Edition. 2018.
- Maheshwari S.N. Financial Management: Principles and Practice Sultan Chand and Sons, 5th Edition. 2019.

**Web Links:**

- [Financial Management: Introduction, Definitions, Scope, Significance \(toppr.com\)](https://www.toppr.com/learn/financial-management-introduction/)
- [Leverage Analysis: Meaning, Concept, Types, Pattern, EBIT-EPS Analysis \(economicdiscussion.net\)](https://www.economicdiscussion.net/leverage-analysis-meaning-concept-types-pattern-ebit-eps-analysis/)



**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – V**

**MGM2502**

**Business Strategy**

Pre-requisites Basics of Business, trade, and SWOT

**Major core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- This course aims to develop students' understanding of strategic management by clearly explaining strategy concepts.
- Critically analyze businesses' internal and external environments and assess their significance for strategic planning.
- Apply to understand the theories, concepts, and tools that support strategic management in organizations.
- Build an understanding of the nature and dynamics of strategy formulation and implementation processes at the corporate and business level.
- Enhanced ability to identify strategic issues and design appropriate courses of action.

**Course Outcomes**

	Course Outcome	Level*
<b>CO1</b>	<b>Understand the nature, scope and dimensions of business policy and strategy management process.</b>	<b>1</b>
<b>CO2</b>	<b>Get exposure to various perspectives and concepts in strategic management and enable the students to understand the principles of strategy formulation.</b>	<b>2</b>
<b>CO3</b>	<b>Know environment analysis, implementation, and control in organizations.</b>	<b>2</b>
<b>CO4</b>	<b>Acquaint with business-level strategy and portfolio analysis.</b>	<b>3</b>
<b>CO5</b>	<b>Organizational Structures and Strategic Change and leadership capabilities.</b>	<b>3</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to strategic management**

Concept and importance of strategic management, importance of strategic decisions, elements of strategic management, Need for strategy, company values, levels of strategy, strategic management process, changes in the approach to strategic management, different perspectives on strategy formulation, concept, and features of strategic planning.

**Module II: Developing strategic vision**

Developing strategic vision, communicating the strategic vision, crafting a mission statement, linking vision and mission with company values, levels of objectives, and crafting objectives.

**Module III: Environment Analysis**

Concept, the general environment; scanning, monitoring, and forecasting the environment, Scenario planning, PEST analysis; The competitive environment- Porter's Five Forces Framework, the value net, strategic groups, hyper-competition, Internal environment analysis-value-chain-analysis, evaluating Value chain, SWOT analysis; concept of internal

environment, the resource-based view of strategy- resources, competencies, core competencies and distinctive capabilities.

#### **Module IV: Business Level Strategy**

Concept, Business level strategy- Generic competitive strategies, a resource-based view to strategy formulation, the industry life-cycle; corporate level strategies- Growth strategies, related and unrelated diversification, implementing growth strategies, portfolio analysis- Boston Consulting Group Matrix and The General Electric-Mckinsey Matrix, strategy evaluation.

#### **Module V: Organizational Structures and Strategic Change**

Concept, organizational structures- the entrepreneurial, functional, divisional, matrix and network, strategic leadership, leadership and management, the learning organization, emotional intelligence and leadership performance, leadership capabilities, impact of leadership on vision, values and culture, corporate culture, and leadership, leading strategic change.

#### **Examination Scheme: Theory Total – 100 Marks**

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

#### **Text & Reference Books:**

- Jauch, L.R. and Glueck, W.F., Business Policy and Strategic Management, McGraw-Hill. 2020.
- Robinson R.B, and Mittal, A, Strategic Management: Formulation, Implementation and Control, McGraw Hill. 2020.
- Kajmi, A., Business Policy and Strategic Management, Tata McGraw Hill Publication, New Delhi. 2021.
- Wheelan, T.L. and Hunger J.D, Strategic Management and Business Policy, Pearson, Delhi. 2021.

#### **Web Links:**

- <https://online.hbs.edu/blog/post/what-is-business-strategy#:~:text=Business%20strategy%20is%20the%20strategic,services%20are%20produced%20or%20delivered.>
- <https://www.imd.org/reflections/business-strategy/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – V**

**MGM2503**

**Business Analytics**

Pre-requisites NA

**Major Core**

L	T	P	C
3	0	0	3

**Course Objectives:**

- **Make students aware of using business analytics for decision-making.**
- **Apply the appropriate analytics and generate solutions.**
- **Model and analyze the business situation using analytics.**
- **Understand data mining for predictive analytics. analysis of predictive analytics.**
- **Know prescriptive analytics and prescriptive modeling.**

**Course Outcomes**

	<b>Course Outcome</b>	<b>Level*</b>
<b>CO1</b>	<b>Explain the importance of business analytics (BA) in organizational decision making and its potential for providing a competitive advantage.</b>	<b>1</b>
<b>CO2</b>	<b>Develop strategies for managing resources and change in the context of Business Analytics (BA).</b>	<b>3</b>
<b>CO3</b>	<b>Apply descriptive analytics techniques and data visualization to gain insights and support decision making.</b>	<b>2</b>
<b>CO4</b>	<b>Apply predictive analytics techniques, including logic and data-driven models, to make accurate predictions and inform decision making.</b>	<b>2</b>
<b>CO5</b>	<b>Apply prescriptive analytics techniques, including prescriptive modeling, non-linear optimization, to optimize decision-making processes and drive business success.</b>	<b>2</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction**

Introduction to business analytics (BA), Business Analytics - Terminologies, Process, Importance, Relationship with Organizational Decision Making, Analytics in Decision Making, BA for Competitive Advantage.

**Module II: Management in Business Analytics**

Managing resources for Business Analytics, Managing BA Personnel, Data and Technology. Organizational Structures aligning BA. Managing Information policy, data quality and change in BA.

**Module III: Descriptive Analytics**

Introduction to Descriptive Analytics, Visualizing and Exploring Data, Descriptive Statistics, Sampling and Estimation, Probability Distribution for Descriptive Analytics, Analysis of Descriptive Analytics.

#### **Module IV: Predictive Analytics**

Introduction to Predictive Analytics, Logic and Data-Driven Models - Predictive Analysis, Modelling and Procedure, Data Mining for Predictive Analytics. Analysis of Predictive Analytics.

#### **Module V: Prescriptive Analytics**

Prescriptive Analytics: Introduction to Prescriptive Analytics, Prescriptive Modelling, Non-Linear Optimization, Demonstrating Business Performance Improvement.

#### **Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

#### **Text & Reference Books:**

- Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey Business Analytics Principles, Concepts, and Applications - What, Why, and How". Pearson Ed. 2014.
- Christian Albright S and Wayne L. Winston. Business Analytics - Data Analysis and Decision Making. Fifth edition, Cengage Learning, 2015.
- James R. Evans Business Analytics - Methods, Models and Decisions. Pearson Ed. 2012.

#### **Web Links:**

- <https://www.managementstudyguide.com/business-analytics.htm>
- <https://www.geeksforgeeks.org/what-is-business-analytics/>
- <https://vitalflux.com/business-analytics-team-structure-roles-responsibilities/>
- <https://www.mygreatlearning.com/blog/introduction-descriptive-statistics/>
- <https://ibm.com/topics/predictive-analytics>
- <https://riverlogic.com/technology-platform/prescriptive-analytics/>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – V**

**MGM2504**

**Logistics and Supply Chain Management**

Pre-requisites      Basics of supply and demand of goods

**Major core**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
3	0	0	3

**Course Objectives:**

- Understand the strategic role of logistics and supply chain management in cost reduction and improving customer service.
- Combining the traditional transportation distribution activity with modern Information Technology, Containerization, and its relevance.
- Acquaint the role of packaging, documentation, and trends in logistics to achieve sustainable competitive advantage for the organization.
- Acquaint with the documentation, green logistics system, the role of Blockchain, and Trends in logistics.
- To understand cold chain logistics, Blockchain, and big data analytics in logistics.

**Course Outcomes**

	Course Outcome	Level*
<b>CO1</b>	To develop an understanding of basic concepts and role of Logistics and supply chain management in business.	<b>1</b>
<b>CO2</b>	To understand how supply chain drivers play an important role in redefining value chain excellence of Firms	<b>1</b>
<b>CO3</b>	To develop analytical and critical understanding & skills for planning, designing and operations of supply chain and logistics.	<b>2</b>
<b>CO4</b>	To understand, appraise and integrate various supply chain strategies for packing and packaging	<b>2</b>
<b>CO5</b>	To analyze the documentation of export and import for SCM.	<b>3</b>

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Logistics Management and Supply Chain Management**

Logistics Management and Supply Chain Management- Definition, Evolution, Importance. The concepts of logistics and Supply Chain Management, Key Drivers of Supply Chain Management, and Logistics relationships. Recent developments in logistics.

**Module II: Transportation Problem**

Basics of Transportation, Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport- Types of Ships

**Module III: Concept Containerization**

Critical Containerization: Genesis, Concept, Classification, Benefits, and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR

**Module IV: Packing and Packaging**

Packing and Packaging: Meaning, Functions, and Essentials of Packing and Packaging, Packing for Storage- Overseas Shipment, Inland-Transportation, Product content Protection, Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging.

**Module V: Export and Import**

Export, and Import Procedures, Documents Related to Export and Import, Instruments and Terms of Payment in Export – Import, and Multilateral transport agreements. Green logistics and trends, Cold chain logistics, Blockchain, and big data analytics in logistics

**Examination Scheme: Theory Total – 100 Marks**

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

**Text & Reference Books:**

- Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India. 2020.
- Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill. 2021.
- Burt, Dobbler, Starling, World Class Supply Management, TMH. 2019.
- Donald J Bowersox, David J Closs, Logistical Management, TMH. 2020.

**Web Links:**

- <https://www.netsuite.com/portal/resource/articles/erp/supply-chain-management-vs-logistics.shtml>
- <https://www.supplychainopz.com/2012/04/what-is-logistics-and-supply-chain-management.html>

**Sir Padampat Singhania University, Udaipur**  
**BBA**  
**Detailed Syllabus**

**Semester – V**  
**MGM2505**  
**Project Management**

**Major Core**  
**L T P C**  
 3 0 0 3

Pre-requisites: Know the concept about the Financial planning

**Course Objectives:**

- To help the students to diagnose and forecast the market for the project
- To enable them to examine operational effectiveness and efficiency of a project
- To classify and appraise multiple sources of financing projects with respect to costs and returns
- To make them understand the concepts of Project Management for planning to execution of projects.
- To make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

**Course Outcomes**

	Course Outcome	Level*
CO1	Acquire the knowledge about the nature, characteristic, taxonomy of projects and project management life cycle.	1
CO2	Understand the concept of project identification, project investment decisions, Technical, Commercial, Economic, Financial and Management appraisal	2
CO3	Familiarize the concept of project financing	3
CO4	Analyze the significance contribution of various financial institutions assisting entrepreneurs and the sources of finance.	4
CO5	Evaluate the causes and remedies of Industrial sickness and Rehabilitation of industrial sickness	5

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Project**

Introduction to project and projects. Characteristics and types of projects. Gaining importance, project life cycle and its phases. Project selection, non-quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.

**Module II: Project cost and Financing**

Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective. Project Appraisal. Financial feasibility with risk. Types of risk, techniques of risk evaluation and its mitigation. Sensitivity analysis, Hiller's model, scenario analysis, simulation

### Module III: Optimization of the Project

Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications. Time cost relationship, crashing for optimum cost and optimum time. Resource leveling

### Module IV: Project Financing

Financial Analysis: Cost of project and means of financing; Major cost components; Planning capital structure; Financing schemes of financial institutions. Profitability and Financial Projections: Cost of production; Breakeven analysis; Projected balance sheet, profit and loss account and cash flow statement

### Module V: Humanitarian aspect of the Project

Human Aspects of Project management: project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.

### Examination Scheme: Total – 100 marks

For courses with Theory and/or Tutorial Components

Components	Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)	External Assessment
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### Examination Scheme: Total – 100 marks

For courses with only Tutorial Components or being taught in workshop mode

Components	Continuous Internal Assessment (A, CA, TP, Q, P etc.)*
Weightage (%)	100

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, P-Project etc.

\*The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### Text & Reference Books:

- Bryce, MC: Industrial Development, McGraw Hill (Int. Ed), New York.
- Chandra, Prasanna: Projects: Planning Analysis, Financing, Implementation, and Review  
Tata
- McGraw Hill, New Delhi,
- Patel, Bhavesh M, Project Management, Vikas publishing House pvt. Ltd., New Delhi
- Chaudhary, S.: Project Management, Tata McGraw Hill, New Delhi,
- I.D.B.I: Manual of Industrial Project Analysis in Developing Countries.
- O.E.C.D: (i) Manual for Preparation of Industrial Feasibility Studies, (ii) Guide to Practical Project
- Appraisal.
- Chandra, P., Project Preparation, Appraisal and Implementation,



**Web Links:**

- <https://nptel.ac.in/courses/105106149>

## **SUMMER INTERNSHIP**

Course Code: MGM2584

L T P C

0 0 0 4

As a part of the curriculum a student undergoes an internship in an organization for a duration of 6-8 weeks.

# Sir Padampat Singhania University, Udaipur

## BBA Detailed Syllabus

Semester – VI

MGM2601

International Business Management

Pre-requisites: Basic knowledge on export, import, exchange rate, import duty, Foreign Direct Investment (FDI) are needed.

Major Core

L T P C

3 0 0 3

### Course Objectives:

- To give the student an exposure to the dynamic environment of International Business.
- To understand the impact of environment on the International Business Operations of the firm.
- To explain the functions and form of the global monetary system.
- To explain the role of international organizations and Regional Trade.
- To discuss the impact of geopolitics on international business.

### Course Outcomes

	Course Outcome	Level*
CO1	To get an overview of the key issues and concepts of International Business.	1
CO2	Analyze the importance of geopolitics on International Business and understand how & why the world's countries differ.	3
CO3	Understand the monetary framework in which international business transactions are conducted.	2 & 3
CO4	Understand the role of International Organizations and Regional Trade Blocks.	2 & 4
CO5	Implement the decisions for international operations in a superior manner.	3 & 4

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

### Course Contents:

#### Module I: Introduction

Meaning, Nature and Scope of International Business Management; Driving and Restraining Forces, Domestic to Transnational Business; Modes of Entry; Globalization - Forces, Meaning, dimensions and stages in Globalization; Characteristics and role of MNCs (Multinational Corporations); International Business Environment - (PESTLE) Political Environment; The Economic Environment; Social and Cultural Environment, Technological Environment, Case Study: Transculturation of Visual Signs: A Case Analysis of the Swastika; Legal and Regulatory Environment, Natural Environment; Quiz-1

#### Module II: International Trade Theories

Mercantilism, Absolute Cost Theory; Comparative Cost Theory, Factor Endowment Theory; International Product Life Cycles Theory, International Investment Theories: Theory of Capital Movements; Market Imperfections Theory; Internationalization Theory; Location Specific Advantage Theory; Eclectic Theory Free Trade: Advantages and Disadvantages; Forms of

Protection: Tariffs, Subsidies; Import Quotas, Voluntary Export Restraints; Administrative Policy, Anti-dumping Policy, Quiz-2

### **Module III: International Marketing**

International Marketing: Nature & Significance; International Marketing Orientations; International Segmentation, International Product Life Cycle; International HRM (Human Resource Management): International Staffing Approaches; Expatriate Management; International Labor Relations; Quiz-3

### **Module IV: Foreign Exchange Determination Systems**

Basic Concepts Relating to Foreign Exchange; Various types of Exchange Rate Regimes (Fixed Exchange Rate System & Flexible Exchange Rate System); Factors Affecting Exchange Rates; Brief History of Indian Rupee; Quiz-4

### **Module V: International Institutions**

Objectives and Functions of WTO (World Trade Organization) WTO – Agreements; Impact of WTO on Indian Economy (Article); IMF (International Monetary Fund), IBRD (International Bank for Reconstruction and Development); UNCTAD (United Nations Conference on Trade and Development), impact of geopolitics on International Business; Regional Economic Integration: Introduction, Levels of Economic Integration, Objectives and Functions of EU (European Union); NAFTA (North American Free Trade Agreement), ASEAN (Association of South-East Asian Nations); (Guest Lecture by Corporate Professional); SAARC (South Asian Association for Regional Cooperation), BRICS (Brazil, Russia, India, China and South Africa), Quiz; (Guest Lecture by Corporate Professional)

### **Examination Scheme: Total – 100 marks**

<b>Components</b>	<b>Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)</b>	<b>External Assessment</b>
Weightage (%)	40	60

\* A-Attendance, CA-Class Assignment, TP-Term Paper, Q-Quiz, MT-Mid Term, CT-Class Test etc. The attendance will carry 5% weightage, for other assessment components and the % weightage may vary.

### **Text & Reference Books:**

- Joshi, R M: International Business, Oxford University Press, 2009, 1st Edition. (*Text Book*)
- Cherunilam, F - International Trade and Export Management, Himalaya Publishing, 2017. (*Reference Book*)
- Daniels et. al.- International Business (Pearson), 2022, 17th Edition. (*Reference Book*)
- Hill - International Business, McGraw-Hill, 2021, 13th Edition. (*Reference Book*)

**Web Links:**

- [www.ibef.org](http://www.ibef.org)[www.cia.gov](http://www.cia.gov).inCourse
- [www.rbi.org.in](http://www.rbi.org.in)
- <https://www.wto.org/>
- [www.imf.org](http://www.imf.org)
- [www.worldbank.org](http://www.worldbank.org)
- [www.unctad.org](http://www.unctad.org)
- [www.europa.eu](http://www.europa.eu)
- <https://www.cbp.gov/trade/nafta>
- [www.asean.org](http://www.asean.org)
- <http://saarc-sec.org/>
- <https://infobrics.org/>

## **RESEARCH PROJECT**

Course Code: MGM2683

L T P C  
0 0 0 5

A student would pursue an industry based project or a survey based project and will be evaluated on the basis of analysis, presentation and report writing.