

Credit Based IV SEMESTER B.B.A. Degree

Papers offered for study

| Sl.No | Course Subjects | Course Code | No. Of hrs per week | Marks | | Max Marks |
|-------|--------------------------------------|-------------|---------------------|-------|--------|-----------|
| | | | | IA | Theory | |
| 1 | Business Statistics | BBABMC257 | 4 | 20 | 80 | 100 |
| 2 | Modern Banking Management | BBABMC258 | 4 | 20 | 80 | 100 |
| 3 | Computer Application in Management | BBABMC259 | 5 | 30 | 120 | 150 |
| 4 | Fundamentals of Financial Management | BBABMC260 | 5 | 30 | 120 | 150 |
| 5 | Human Resource Management | BBABMC261 | 5 | 30 | 120 | 150 |
| 6 | Corporate Accounting-II | BBABMC262 | 5 | 30 | 120 | 150 |
| 7 | Co & Extra Curricular Activities | | | | | 50 |

Code: BBABMC257

Credit Based IV Semester BBA

Course: BBA
Course Paper: Business Statistics
Number of Modules: 04
[4 hours per week. Max Marks: 100]

Objective of the Course:

To acquaint the students with the use of statistical tools and techniques to analyse business and managerial data and facilitate managerial decision - making.

Unit 1: Introduction to statistics:

12 Hours

Definitions and limitations- primary data- methods of collection, secondary data and sources- classification- types- tabulation- blank tables- Diagrammatical presentation- bar diagrams- pie diagram- frequency graphs- histogram and ogives.

Course Outcome:

1. Definitions, Functions & limitations of statistics.
2. Methods of collecting primary data.
3. Classifications & tabulation & diagrammatical presentation of data.

Unit 2: Measures of central tendency:

12 Hours

Mean , median, mode, geometric mean & harmonic mean- their merits, demerits & uses; measure of dispersion- range , quartile deviation, mean deviation and standard deviation- their relative measure (coefficients) – exploratory data analysis- the stem and leaf chart- box chart.

Course Outcome:

1. Mathematical applications of mean, median, mode, GM & HM in business.
2. Measure of variations.

Unit 3: Correlation analysis:

12 Hours

Meaning and types- Karl Pearsons Correlation coefficient and Spearman's Rank correlation coefficient(with and without ties) –Regression analysis- Meaning- regression equations- properties of regression coefficients- estimation using regression equations.

Course Outcome:

1. Types of correlation and regression analysis & properties.

P.T.O.

Unit 4: Time series:

12 Hours

Components- studying trend by moving averages and method of least squares (linear trend only) merits & demerits of these methods, index numbers- price index number- Laspeyres formulation- solving LPP by graphical method.

Course Outcome:

1. Application of Time services in business.
2. LPP Formulation.

Books for Reference:

- | | | |
|----------------------------------------|---|------------------------------------------------|
| 1. Statistical Methods | - | S P Gupta |
| 2. Business Statistics | - | Rajmohan |
| 3. Text book of statistics vol 1 &2 | - | Rajmohan |
| 4. Statistics for Beginners | - | Bhat B R, Srivenkataramana and K S Madhava Rao |
| 5. Business Statistics | - | Indra Gupta & S C Gupta. |
| 6. Business Statistics in Practice | - | Boweman, O’Connell, Murphree. |
| 7. Statistics | - | R S N Pillai, V Bagavathi |
| 8. Statistics for Business & Economics | - | Anderson, Sweeney, Willams. |
| 9. Business Statistics | - | R S Bharadwaj |
| 10. Quantitative Methods in Management | - | R Selvaraj, C Loganathan. |

Student Evaluation Components:

| SL.NO | TYPE OF ASSESSMENT | WEIGHTAGE |
|-------|------------------------------------------|------------|
| 1. | Internal assessment:2 tests & assignment | (20 Marks) |
| 2. | University Examination of 3 Hrs duration | (80 Marks) |

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Code: BBABMC258

Credit Based IV Semester BBA Degree
Course : Modern Banking and Management
Number of Chapter : 04
(4 hours per week. Max.Marks : 100)

Objectives of the Course :

To provide basic knowledge about the working of the banking and financial systems of the country and expose the students of management to the modern banking system.

- To study the meaning of banking. Explain the importance of banks in a modern economy.
- Explain the meaning and function of commercial banks.
- Explain the credit control methods of central bank.
- To study the ancillary services of a banker.
- To study the relationship between banker and customer.

Chapter 1 : Commercial banking :

Meaning, nature, structures and functions of commercial banks in India, credit creation. New trend in commercial banking, merchant banking, risk management- risk perception- management and mitigation- changing role of commercial banks as service providers, bank marketing.

Course Outcome:

1. Briefly explain the process of credit creation by Commercial Banks.
2. Briefly explain the functions of Commercial Banks in India.
3. Give an account of Balance sheet of a Commercial Bank.
4. Give an account of various types of service provided by the Commercial Banks.
5. Explain the changing role of Commercial Banks as service providers.

Chapter 2 : Central banking :

Nature, functions, credit control methods- RBI and its monetary policy- Role of RBI. Banking sector reforms- a road map of RBI.

Course outcome :

1. Explain the quantitative credit control methods of Central Banks.
2. Explain the monetary policy of RBI.
3. Discuss the function of Central Bank.

Chapter 3 : Financial Markets :

Money and capital markets – constituents – features – defects – instruments- development banks, SBI, RRB, EXIM bank, NABARD, organisation, functions and performance; NBFI, globalisation versus financial markets- reasons for globalisation of financial markets- benefits and risks.

Course outcome :

1. Explain the functions of EXIM Bank.
2. Briefly explain the instruments dealt in money market.
3. Briefly explain the NABARD.
4. Discuss the importance of capital market.
5. Briefly explain the instruments traded in capital market.

Chapter 4 : Banker and Customer Relationship

General and special customer relationship, Customer Relationship Management – importance and benefits CRM- strategies adopted in banking sector- Ancillary services of a banker, E-Banking –KYC norms and anti- money laundering measures- Recent Developments.

Course outcome :

1. Explain the KYC norms and money laundering.
2. Explain the banker and customer general and special relationship.
3. Explain the benefits of customer relationship management in banking sector.
4. Explain the merits and demerits of E-banking.

Books for reference :

1. Theory and practice of Banking :- S.N. Maheshwari and R.R Pail
2. Banking Law and Practice :- S.N Maheshwari
3. Indian Financial System :- Khan and Jain
4. Money Banking and Foreign Trade :- Mithani D.M
5. Banking Theory and Practice :- Sundaram and Varhsney.
6. Banking Theory and Practice :- Chabra T.N

Student evaluation components:

| SL.NO | TYPE OF ASSESSMENT | WEIGHTAGE |
|--------------|------------------------------------------|------------------|
| 1. | Internal assessment:2 tests & assignment | (20 Marks) |
| 2. | University Examination of 3 Hrs duration | (80 Marks) |

Code: BBABMC259

Credit Based IV Semester BBA Degree
Computer Applications in Management
Number of Units : 05
(5 Hours per week. Max.Marks:150)

Objective:

To familiarize students with the latest developments in the field of computers, give a brief idea application of computers in business and basics of management information systems.

Course Description:

Unit - I

- **Introduction to computer**-Types of computer-characteristics-components of computer with block diagram-computer software and classification-functions of operating system-Accounting packages- Tally.

Unit II

- **Introduction to computer networking**-uses and types of network topology. Introduction to internet and its services. Data Base concept-DBMS facilities and models.

Unit - III

- **Introduction to Management Information Systems**-objectives-characteristics-functions-components-structure of information system-framework for information systems- role and importance of MIS-MIS organization-critical success factor of MIS implementation.

Unit - IV

MIS as a communication process-MIS planning-establishing an MIS-Data-Information-Data processing-Nature of information – manager and information –characteristics of information-sources of information-information system and decision making-phases of decision making process.

Unit - V

- **Office automation Systems**-concept of office automation functions of office- nature of office-virtual office- advantages and disadvantages-measuring for making virtual office- office automation application-role of office automation in problem solving.

Outcome:

Student learning outcome upon completion of this course, the student will be able apply technical knowledge and perform specific technical skills, including:

1. Describe the usage of computers and why computers are essential components in business and society.
2. Utilize the Internet Web resources and evaluate on-line e-business system.

3. Solve common business problems using appropriate Information Technology applications and systems.
4. Identify categories of programs, system software and applications. Organize and work with files and folders.
5. Describe various types of networks network standards and communication software.

Books for References-

1. Introduction to computer - Peter Norton 5th & 6th edition
2. Fundamentals of Database Systems - Navate and Elamsri
3. Computers Today - Suresh K Basandra
4. Understanding Computers - R Rajagopalan
5. Implementing Tally - K K Nadhani
6. Management Information System - Robert Schulthes & Mary Sumner
7. Management Information System - Gordon B Davis & Margrethe H Olson
8. Management Information System - C.S.V Murthy
9. Management Information System - James A O'brich & George M Marakas
10. Management Information System - Ashok Arora & Akshaya Bhatia
11. Management Information System - L.M.Prasad
12. Management Information System - W S Jawadeka
13. Management Information System - Laudon Kenneth & Laudon Jane
14. Secretarial practice and Office Management - Prashanth K Ghosh
15. Office Organisation & Management - M.E Thukaram Rao
16. Office Organisation & Management - N Kumar & R Mithal
17. Office Organisation - R K Nai
18. Office Organisation - T N Chabra

Student evaluation components:

| SL.NO | TYPE OF ASSESSMENT | WEIGHTAGE |
|--------------|------------------------------------------|------------------|
| 1. | Internal assessment:2 tests & assignment | (20 Marks) |
| 2. | University Examination of 3 Hrs duration | (80 Marks) |

Code: BBABMC260

Credit Based IV Semester BBA Degree
Course: Financial Management

Course Paper :Fundamentals of Financial Management

Number of Chapters: 05

[5 Hours per Week. Max.Marks:150]

Objective of the course:

To know the financial management of different firms, to check and select various projects on the basis of their profit, and helps to take various financial decisions.

Chapter 1: Financial Management:

12 Hours

Meaning, importance, relationship of financial management and other areas of management, scope, financial decisions, functions, objectives, risk return trade-off, time value of money-meaning and significance.

Course outcome:

1. What is risk return trade off? , what is time value of money?
2. Describe the importance of financial decisions?
3. Explain the role of financial manager

Chapter 2: Capital Budgeting Decisions:

12 Hours

Meaning, definition, importance, process. Types of the projects, cash flow v/s accounting profit. Determination of relevant cash flows, identification of cash flows, investment evaluation techniques, capital rationing.

Course outcome:

1. What is payback period?
2. Explain the capital budgeting process?.
3. Evaluation of projects under i) NPV ii) ARR iii) payback period iv) profitability method.

Chapter 3: Concept And Measurement Of Cost Of Capital: 12 Hours

Meaning, importance, assumptions. Concepts, measurement of specific cost- cost of debentures, preference shares, equity share capital, retained earnings. Computation of cost of capital.

Course outcome:

1. Calculation of weightage average cost of capital
2. Computation of EPS
3. Define Cost Of Capital. Explain Various Cost Concepts And Their Significance.

Chapter 4: Financing Decisions:

12 Hours

Meaning, significance of capital structure, theories of capital structure, approaches, and factors affecting capital structure.

Course outcome:

1. What is financial structure? –Explain the net income approach to capital structure; describe the importance of financing decisions-
2. Define capital structure. Explain the factors influencing capital structure

Chapter 5:

12 Hours

Dividend Decisions: meaning of dividend and dividend policy, theories on dividend policy, Walter’ model, Gordon’s Model, M-M hypothesis, forms of dividend, bonus share-guidelines for issue, merits and demerits.

Course Outcome:

1. Critically evaluate Walter’s model of dividend policy with example.
2. Explain the different forms of dividend policy of a concern
3. Calculate the market price of equity share of the company using Gordon’s model

Books for reference:

1. Financial management- Dr. S.N. Maheshwari.
2. Financial management and policy- V.K.Bhalla.
3. Financial management- M.Y.Khan and P.K.Jain.
4. Fundamentals of Financial management-B.S.Raman.

Student evaluation components:

| SI. No. | Type of assessment | Weightage |
|---------|--------------------------------------------|-----------|
| 1. | Internal assessment: 2 tests & assignment. | 30% |
| 2. | University examination of 3 hours duration | 120% |

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Credit Based IV Semester BBM Degree
Course Paper : Human Resource Management
Number of Units: 05
(05 hours per week, 150 Marks)

Objectives of the Course:

1. To understand the concepts of HRM
2. To know the process of Human Resource Planning
3. To know the sources of Recruitment and process of Selection
4. To analyze the criteria of Promotion and guidelines to make interview effective

Unit-1 Introduction to Human Resource Management 10 Hours

Concepts of HRM-Nature, Scope, Objectives, Significance and functions Of HRM-Evolution of HRM, Differences between HRM and Personnel Management, Qualities, Role, Challenges of HR Manager

HR Policies-Meaning and definition, nature, Importance, types and essentials of sound HR Policy

Course Outcome:

1. Define HRM. Explain the functions of HRM.
2. Explain the Characteristics and Objectives of HRM.
3. Define HR policy. Describe their need and essentials of HR Policy
4. What is the significance of HRM? Distinguish between Personnel Management and Human Resource management.
5. Explain the qualities of an effective HR Manager.

Unit-II HR Planning and Job analysis 10 Hours

HR Planning-Meaning, Objectives, Importance, Process and guidelines to make effective HRP-Meaning and Objectives of Job Analysis-Concept of Job Design, Methods, Recent trends in Job Design

Meaning of Job Specification, Job description, Job enlargement, Job Enrichment, Differences between Job enlargement and Job enrichment.

Course Outcome:

1. What is HR planning? Explain the objectives, Problems and process of HR planning.
2. What is Job Analysis? Distinguish between Job description and Job Specification. Explain the contents of Job description.
3. What is Job Design? Explain the methods of Job Design.

Unit-III Recruitment, Selection, Placement and Induction 10 Hours

Meaning, Definition, Objectives, Factors, Sources and techniques of Recruitment-Selection-Meaning, Definition, Process, Selection Tests-

Interview-Meaning, Types, Steps, Limitations, Guidelines to make effective interview-Placement-Meaning, Induction-Meaning, Objectives

Course Outcome:

1. Define Recruitment. Explain the Objectives, sources and factors affecting Recruitment.
2. Explain the various steps involved in the selection of employees in an Organization.
3. Explain the different types of selection test.
4. What are the guidelines for an effective interview? Explain the steps involved in interview process.

Unit-IV Transfer, Promotion, Demotion and Separation 10 Hours

Transfer-Meaning, Definition, Objectives, types; Promotion-Meaning, criteria, benefits and Promotion Policies; Demotion-meaning; Separation –Meaning & Types

Course Outcome:

1. What is transfer? Explain the types of transfer?
2. What is promotion? Explain the criteria of promotion.
3. What is Separation? Explain the types of promotion?

Unit-V Job Evaluation and Employee Compensation 10 Hours

Job Evaluation-Meaning, definition, Objectives, Process, merits, demerits, Methods
Employee Compensation-Meaning, definition, Objectives, Essentials, Factors effecting determination of Wage System; Meaning of minimum Wage, Fair Wage, living Wage, Recent Trends.

Course Outcome:

1. What is Job Evaluation? Explain the methods of Job Evaluation.
2. What is compensation? Explain the factors affecting wage system?

Books for Reference:

1. Human Resource Management : C.B.GUPTA
2. Human Resource Management : Dr. P.M. UDAYACHANDRA

Student Evaluation Components:

| SL.NO | TYPE OF ASSESSMENT | WEIGHTAGE |
|--------------|------------------------------------------|------------------|
| 1. | Internal assessment:2 tests & assignment | (30 Marks) |
| 2. | University Examination of 3 Hrs duration | (120 Marks) |

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Credit Based IV Semester BBA Degree
Course: BBA
Course Paper: Corporate Accounting – II
No. of Modules: 5
(Five hours per week. Max.Marks:150)

Objective of the course:

1. To study the concept of amalgamation and absorption.
2. To study the concept of internal and external reconstruction.
3. To prepare liquidators' final statement of accounts
4. To prepare final accounts of banking companies.
5. To prepare final accounts of electricity companies.

Module I- Amalgamation and absorption of Companies: 12 Hours

Meaning and types of amalgamation, Problems on amalgamation and absorption.

Course Outcome:

1. Explain different types of calculation of purchase consideration.
2. Prepare ledger accounts of the companies amalgamated.
3. Calculate purchase consideration.

Module II- Internal and external reconstruction of companies: 12 Hours

Internal and external reconstruction - accounting treatments

Course Outcome:

1. Pass journal entries to show the effect of internal reconstruction.
2. Pass journal entries to show the effect of external reconstruction.

Module III-: Liquidation of Companies: 12 Hours

Meaning and modes of liquidation

Course Outcome:

1. Prepare liquidators final statement of accounts.
2. Explain different modes of liquidation.

Module IV- Final accounts of banking companies: 12 Hours

Calculation of rebate on bills discounted, Preparation of profit and loss account and balance sheet with schedules.

Course Outcome:

1. Calculate rebate on bills discounted.
2. Prepare final accounts of banking companies.

Module V- Final Accounts of electricity companies: 12 Hours

Preparation of revenue account, net revenue account, capital account and general balance sheet.
Accounting standard - 1

Course Outcome:

1. Prepare final accounts of electricity companies.
2. Explain the scope of accounting standards.

Books for reference:

- | | | |
|-----------------------------|---|------------------------------|
| 1. Advanced accounting 1 | - | R.L.Guptha and M Radhaswamy. |
| 2. Corporate accounting | - | K.K.Varma |
| 3. Corporate accounting – 1 | - | B.S.Raman |
| 4. Adavanced account-II | - | S.P.Iyengar |

Student Evaluation Components:

| Sl.No | Type Of Assessment | Weightage |
|-------|------------------------------------------|-------------|
| 1. | Internal assessment:2 tests & assignment | (30 Marks) |
| 2. | University Examination of 3 Hrs duration | (120 Marks) |