

Fourth Year- (U.G. Honors with Research)

Entry requirement	(After completing requirements of a 3-year bachelor's degree (120 credits) and 2 additional credits under SSD, candidates who meet a minimum CGPA of 7.5 will be allowed to continue studies in the fourth year of the undergraduate programme leading to the four years bachelor's degree (Honours with Research).						
Course Type	Semester-VII			Course Type	Semester-VIII		
	Subject/Title	Name of paper	Credits		Subject /Title	Name of paper	Credits
Core Subject (One)	Core Course - I	1	4	Core Subject (One)	Core Course-I	1	4
	Core Course –II	1	4				
	Core Elective-I	1	4		Core Elective –I	1	4
Minor Course-(Research Based)	SOM/BBA/MC-1-705	1	6		SOM/BBA/D-806	1	12
	Research Methodology				Dissertation with Viva		
	SOM/BBA/MC-2-706	1	2				
	Research Writing & Ethics						
Total		5	20			3	20
NHEQF Level- 6	<i>Student on exit after successfully completing four years (i.e., securing minimum required 160 credits along with securing additional 2 credits under SSD course work) will be awarded “Four years Bachelor’s Degree (Honours with research)”.</i>						
<i>Note: The Departments may bifurcate the total credits of a course between theory and practical. If the major or minor course is offered with a practical component, the department must allocate credits to the theory component and practical component respectively.</i>							

BBA VII and VIII Syllabus (Old Course)

Title: Strategic Management

Course Code: SOM/BBA/CC-701

AIM OF THIS COURSE

To equip students with the necessary inside into designing strategies for an organization and linking the organization strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

LEARNING OUTCOMES:

After successful completion of this course, the students are expected to be able to:

- Develop a clear understanding about the concepts of Strategies Governing Business Organisation
- Focus will be on understanding techniques, uses and applications of Strategic Management

COURSE CONTENT:

Unit I: Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

Unit II: Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Unit III: Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

Unit IV: Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership: Implementing

& operationalizing strategic choice, Diversity and Business, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance, Strategy in the Global Environment

Readings:

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH

Supplementary Readings

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Azhar Kazmi -Business Policy

Title: Retail Management

Course Code: SOM/BBA/CC-702

Course Objective: Identify the most dramatic change in *food retailing* today; Assess the variety and Define a *target* market; Explain why a retailer would want to meet the needs of a Customer. Describe the steps to recruiting top talent; Identify selection and *training*.

Course outcomes: Study a short *course* in *Retail Management* to learn how to run a retail store or department efficiently and to introduce you to key issues and concepts associated with the *retail* environment. Topics covered in the *course* typically include business administration, visual merchandising, and marketing.

Unit-I: Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit-II: Retail purchasing and pricing: Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit-III: Retail marketing: Nature and scope:-relationship marketing, market strategies, retail research Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behaviour.

Unit-IV: Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

Unit-V: Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system.

Recommended Readings:

1. Retail Management: A Strategic Approach by Swapna Pradhan,
2. Retail Management: Concepts and Techniques by Piyush Kumar Sinha and Dwarika Prasad Uniyal, and

3. Retailing Management by Levy, Weitz, Grewal, and Kapoor

Title: Cross Cultural Human Resource Development

Course Code: SOM/BBA/CC-703

Course Objective:

The course is designed to help students understand the evolving role of Human Resources in international organizations that operate numerous subsidiaries across diverse countries and cultures, in contrast to those functioning solely within domestic settings.

Course outcomes:

- Demonstrate an understanding of the key issues, opportunities, and challenges associated with Cross-Cultural Human Resource Management (CCHRM).
- Build the skills and competencies necessary to effectively navigate and manage cross-cultural situations.
- Analyze the role of cross-cultural leadership in managing and leading multicultural teams successfully.
- Examine the influence of external factors such as globalization, sociocultural evolution, and political and economic shifts on Cross-Cultural HRM.
- Gain insights into diverse cultural frameworks and appreciate the dynamics of cross-cultural differences.

UNIT –I: Introduction to Cross Cultural Management

Understanding Culture, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision- Making. Influence of National Culture on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures

UNIT-II: Comparing Culture

Cultural and Behavioral Differences in Different Countries, Various Models for Comparing Cultural-Hofstede, Edward T Hall Study, GLOBE, Kluchohm& Stoodbeck, Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

UNIT- III: Cross Cultural Human Resources Management

Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context,

UNIT- IV: Transfer of Knowledge, Transfer of Managerial Know-How, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International

Competitive Advantage; International Strategic Alliances, Cross-Culture Ethics: Ethics Values Across Cultures and Ethics Dilemma.

Recommended Readings:

Thakur, M., Burton & G. E, International Management, Tata McGraw Hill.

Esen D. and Rchildress J., The Secret Of A Winning Culture: Building High Performance Teams, Prentice Hall

Hodgetts, R. and Luthens, F, International Management, McGraw Hill Inc.

Deresky, H., International management: Managing Across Borders And Cultural, 4th Ed, Pearson Publications

Title: International distribution & Supply chain management

Course Code: SOM/BBA/CE-704

Course Objective: To provide students with a comprehensive understanding of the fundamental components of Supply Chain Management. The course will focus on strategic aspects of International Supply Chain Management, including logistics network design, performance assessment, and evaluation methods.

Course outcomes:

- Comprehend and critically evaluate key issues related to operations and supply chain management within an organization.
- Assess the dynamics of the global business environment and its impact on supply chain decisions.
- Understand and apply the principles of business process integration across organizational boundaries.
- Develop and utilize models to optimize supply chain and operational processes, enhance value creation, and support exceptional customer service.

Unit I: Supply Chain Management

Concept, Objectives, Functions and Importance of Supply Chain Management, Issues in Supply Chain Management, Strategic partnership, 3PL, 4PL, managing networks and relationships, Sourcing Internationally, Subcontracting within an International Dimension, Procurement Decisions, Reverse Logistics

Unit II: Integrated Logistics Activities

Integrated Logistics Activities: Integrated Logistics Model, Value Added Concept, Financial Impact of Integrated Logistics on Firm, Emerging Integrated Logistics Concepts, Customer Service, Channels of Distribution, Concept of Distribution Centre
Service Response Logistics: Primary Service response Logistics Activities, Service Response Logistics Functions, Intermediaries in Service Response Logistics

Unit III: Logistics Management

Logistics Management: Concept, Objective and Scope, Major functions of Logistics-Transportation, Warehousing, Inventory Management, Material Handling and Storage, Logistical Packaging, Information flows

Unit IV: Global Logistics and SCM

Global Logistics and SCM: Managing Global Logistics, Components of Global Logistics Management, process and impact of Global Logistics, Environmental Analysis, Global Distribution, channel strategies, logistics strategies, supply chain strategies, Global Sourcing and Purchasing, Outsourced Manufacturing, Global Sourcing, Purchasing and Supplier Relations.

Unit V: Performance Measurement

Performance Measurement: traditional performance measures, global performance measurement systems, Supply Chain performance measurement system, The Balanced Scorecard, The Supply Chain Operations Reference Model (SCOR)

Current Issues in Supply Chain Management: Best Practices in SCM- Tierization of Suppliers, Vendor Managed inventory, Milk Round System, Bar Coding, Hub and Spoke Concept, Postponement Strategy, Cross Docking, Drop Shipping, Risk Pooling, Trans Shipment, RFID, Benchmarking, Reengineering, Virtual Supply Chain, Agile and Lean Supply Chain, Green Supply Chain, Flexible Supply Chain.

Recommended Readings:

1. Chopra Sunil and Meindl Peter: Supply Chain Management, Pearson Education
2. Croucher, P. and Peter Baker: Handbook of Logistics and Distribution Management, Kogan Page Pub
3. Christopher Martin: Logistics and Supply Chain Management, Creating Value-adding Networks, Pearson Education

Title: Security Analysis and Portfolio Management

Course Code: SOM/BBA/M-705

Course Objective:

To equip students with a clear understanding of the concepts and practical techniques used to measure risk and return associated with various security instruments and investment portfolios.

• Learning Outcomes:

- Upon successful completion of the course, students will be able to:
- Gain knowledge of different types of investments, financial securities, and capital market operations.
- Understand and assess the risks involved in various investment avenues.
- Calculate and interpret the risk and return of individual securities as well as diversified portfolios.

- Conduct fundamental and technical analysis to evaluate the financial strength of stocks and forecast security price movements, including the valuation of equity and fixed-income instruments.
- Assess and interpret portfolio performance using relevant evaluation metrics.

Unit I: Risk–Return Analysis, Bond Valuation & Fundamental Analysis

Introduces risk and return concepts including standard deviation, beta, alpha, and coefficient of variation. Covers bond valuation techniques such as present value, YTM, YTC, and YTP, along with risks like interest rate and default risk. Fundamental analysis using the EIC framework is included, with macroeconomic indicators, industry life cycle, SWOT analysis, and company evaluation through qualitative and quantitative factors.

Unit II: Equity Valuation & Technical Analysis

Explores equity valuation models including no growth, constant growth (Gordon), and multi-stage DDMs, as well as relative valuation methods (P/E, P/B, P/S, PEG). Covers technical analysis fundamentals, price and volume indicators, Dow Theory, support and resistance levels, and momentum tools like RSI and MACD.

Unit III: Portfolio Theory & Asset Allocation

Covers portfolio risk-return, diversification, covariance, and correlation. Introduces Markowitz Theory, efficient frontier, and optimal portfolio construction. Discusses Sharpe's Single Index Model, CAPM, SML, and APT. Asset allocation strategies include strategic vs. tactical allocation, pyramid model, and life-cycle investing.

Unit IV: Portfolio Evaluation & Performance Measurement

Focuses on evaluating portfolio performance using Sharpe, Treynor, Jensen's Alpha, and Fama's Decomposition. Includes benchmarking techniques, portfolio rebalancing, limitations of traditional metrics, and application of evaluation models for mutual funds and portfolio management services (PMS).

Unit V: Mutual Funds & Contemporary Investment Strategies

Explains mutual fund types (open/closed-ended, equity, debt, hybrid), NAV computation, SIP, SWP, and ELSS. Covers regulatory aspects and explores emerging strategies such as passive vs. active investing, value vs. growth, ESG investing, robo-advisory, fintech models, ETFs, and REITs.

Recommended Readings:

Fisher and Jordan, Security Analysis & Portfolio Management 6e, (2011) Pearson, PHI. 2.

P. Pandian, Security Analysis and Portfolio Management, 1e (2014), Vikas Publishing House Pvt. Limited.

S. Kevin, Security Analysis & Portfolio Management, 2e (2015) Prentice Hall India.

Prasanna Chandra, Investment Analysis and Portfolio Management 3e, (2011) Tata McGraw-Hill Education

Avadhani VA, Securities Analysis & Portfolio Management, 9e (2017) Himalaya Publishing House.

Semester VIII

Title: Financial Modelling & Derivatives

Course Code: SOM/BBA/CC-801

Course Objective:

This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

Course outcomes:

- Understand the foundational concepts
- Construct robust financial models
- Analyze and interpret derivative instruments
- Develop option pricing models
- Apply derivatives for hedging and speculation
- Evaluate financial risk exposure

Unit I – Introduction to Derivatives and Financial Modelling

Introduction to derivatives, evolution/history of derivatives, financial modelling terminology, Overview of financial instruments.

Unit II – Introduction & Derivative Instruments and Markets

Introduction of forwards, futures, options and swaps contract.

Unit III – Derivative Instruments and Excel-Based Modelling OTC vs. Exchange-traded derivatives, Structure of financial models, Market participants and their roles, Need and benefits of hedging, Option Greeks (Delta, Gamma, etc).

Building Excel-based financial models, Applying Black-Scholes & Binomial pricing models, Constructing payoff diagrams

Unit IV – Modelling Risk & Pricing Analysis

Excel forecasting & trend analysis, Hedging through futures/forwards.

Unit V – Model Evaluation and Strategic Decision-Making

Comparing derivative instruments, Sensitivity analysis under market conditions, Effectiveness of hedging strategies, Decision-making using option Greeks

Recommended Readings:

1. John Hull, Options, Futures and other Derivatives, Pearson Education
2. S.L.Gupta, Financial Derivatives, Prentice Hall.
3. Parameshwaran, Financial Derivatives, Mcgraw Hill.

4. D. C. Patwari, Options and Futures- An Indian Perspective, Jaico Publishing House.
5. Punithavati Pandian, Security Analysis and Portfolio Management, Vikas Publishing House.

Title: Marketing of Services

Course Code: SOM/BBA/CC-802

Course Objective: The course introduces the concept of services, tracing its evolution and growth, while focusing on the service marketing mix and its effective management. It also covers key service marketing techniques used across various sectors.

Course Outcome:

- To enhance students' understanding of key marketing principles specifically relevant to service-oriented organizations.
- To identify and evaluate current strategies and approaches used to tackle service marketing challenges.
- To strengthen students' ability to recognize service-related decision-making problems, explore alternatives, define core issues, perform analysis, make informed decisions, and plan effective implementation.
- To apply foundational knowledge to understand and address challenges within the service distribution process.
- To provide insights into the current landscape of services in organized retail and critically examine prevailing trends.

Unit I: Foundations of Services Marketing

Introduces the concept, scope, and classification of services. Discusses the distinctive characteristics of services—intangibility, inseparability, variability, and perishability—and the growth and role of the service sector in India and globally. Explains the extended services marketing mix (7Ps).

Unit II: Understanding Service Consumers

Covers consumer behaviour in the service context, decision-making processes, and perceived risks. Examines search, experience, and credence qualities and their influence on expectations, satisfaction, and post-purchase evaluation.

Unit III: Service Design and Quality Management

Focuses on service product planning, blueprinting, and managing service encounters. Covers service failure, recovery strategies, and complaint handling. Introduces quality measurement models such as SERVQUAL and the GAP Model.

Unit IV: Segmentation, Targeting, and Positioning in Services

Explores segmentation strategies for service markets, targeting approaches, and positioning techniques. Discusses differentiation, perceptual mapping, and repositioning in competitive environments.

Unit V: Application of Services Marketing in Key Sectors

Applies services marketing concepts to sectors like healthcare, education, retail, e-services, BPO/KPO, and tourism. Discusses CRM, loyalty programs, digital marketing, and relationship-building in high-contact service environments.

Recommended learnings:

1. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
2. S.M. Jha, Services marketing, Himalaya Publishers, India
3. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna.
4. Baron, Services Marketing , Second Edition. Palgrave Macmillan
5. Valerie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
6. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, New Delhi 2011

Title: Performance & Compensation Management

Course Code: SOM/BBA/CC-803

Course Objectives:

The objective of this course is to provide students with a comprehensive understanding of the concepts, tools, and practices of performance and compensation management. It aims to equip learners with the skills to design, implement, and evaluate performance appraisal systems and compensation strategies that align with organizational goals, motivate employees, ensure internal and external equity, and comply with legal and ethical standards.

Course outcomes:

- Understand the dynamics of performance appraisal and performance management to develop criteria and standards for performance assessment.
- Analyze how effective appraisal systems can be linked to managerial objectives and compensation.
- Comprehend the components of executive compensation and understand how jobs are priced to establish compensation levels.
- Understand incentive systems and non-economic rewards.
- Understand International aspects of Performance Appraisal and Compensation.

Unit 1: Concept and objectives of performance management system

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement.

Unit 2: Process of performance appraisal

Process, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counselling, use of technology and e-PMS, Ethical perspectives in performance appraisal.

Unit 3: Compensation – Structure and Strategies

Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4: Performance-Based Pay and Incentive Systems

Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.

Unit 5: Reward Systems and Legal Aspects

Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits. - retirement benefits, perquisites, non-monetary benefits.

Recommended Readings:

Michael Armstrong, Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance

Gary Dessler, Human Resource Management

Bhattacharyya, D.K.: Performance Management systems and strategies

Gary Dessler, Human Resource Management

Title: International trade policy and strategies

Course Code: SOM/BBA/CE-804

Course Objectives: The course provides an overview of the international business environment and economic linkages, focusing on the role of global institutions and regional groups in promoting trade. It also covers the foundations of international trade, strategies of developing countries, and India's trade relations.

Course Learning:

- Gain a detailed understanding of the nature, purpose, and processes of international trade, with a special emphasis on India and current global trade trends.

- Analyze the trade strategies adopted by developing countries and assess their effectiveness.
- Evaluate the relationship between economic growth and other key development indicators.
- Examine the factors influencing international trade and explore the emerging challenges and future outlook.

Unit I: Introduction: Review of Economic Theory on International Trade

Basis for international trade; gains from trade; distributional issues, policy instruments and their impact, political economy. Trends in Global Trade and Balance of Payments with special reference to India: Historical roots of today's international trade, Composition, origin and destination of global exports and imports. Trade in invisibles, Balance of payments: current account and capital account, Capital flows and foreign exchange revenues, External Debt.

Unit 2: Global Trade

Factors behind growth of Global Trade: Labour, Resources, Location, Markets. The Global Institutional Structure: GATT (General Agreement on Trade and Tariffs), WTO (World Trade Organisation), Regional Trade Blocks and Trade Agreements. The case of European Union and then the Brexit episode. Instruments of Trade Policy. Exchange Rates. Support from Development Supporting Institutions such as IMF

Unit 3: India and International Trade

India's Industrialization Strategy and International Trade: Review of Economic planning strategies and issues: early phase; the 1970s and 1980, Policies since 1991, Exim policy, structure of tariffs and restrictions, currency depreciation and convertibility, Export Promotion Zones, various export promotion schemes of Government of India like duty drawback and MEIS. An overview of foreign trade policy. FDI in India

Unit 4: Developing Economies and International Trade:

Experience of Select Developing Countries: Analysis of the trade strategy and the policy framework in two select large countries and comparison with India, Impact of trade on growth, agriculture, inequality, poverty, and other developmental indicators Case Studies on Trade Strategies of Emerging Economics- China, ASEAN (Association of South East Asian Nations) and the four Asian tigers or Asian dragons.

Recommended readings:

1. Singh, Ram: International Trade Operations. Excel Books
2. Krugman, Paul R., Obstfeld, Maurice and Melitz, Marc J.: International Economics – Theory and Practice. Pearson
3. Cherunilam, Francis: International Trade and Export Management. Himalaya Publishing House
4. Debroy, Bibek and Chakraborty, Debasis: The Trade Game – Negotiation trends at WTO and concerns of developing countries. Academic Foundation
5. Nelson, Carl A.: Import/Export – How to Get Started in International Trade. McGraw-Hill

Title: INVESTMENT BANKING AND FINANCIAL SERVICES**Course Code: SOM/BBA/M-805****Course Objectives:**

The objective of this course is to provide students with an in-depth understanding of the structure, functions, and operations of investment banking and financial services. It aims to develop students' knowledge of capital markets, IPOs, mergers and acquisitions, underwriting, trading, portfolio advisory, and regulatory frameworks.

Course Outcomes:

- Understand the structure and functions of investment banks and key players in the financial services industry.
- Analyze the role of investment banks in capital raising activities such as IPOs, FPOs, and private placements.
- Evaluate the process and mechanics of mergers, acquisitions, and corporate restructuring transactions.
- Interpret regulatory frameworks and compliance norms related to SEBI, RBI, and international financial standards.

Unit I Introduction

An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue

Unit II Issue Management

Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option; Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, Bought out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters. De-mat accounts: introduction, merits and limitations.

Unit III Leasing and Hire Purchase

Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems, Hire Purchase interest & Installment, difference between Hire Purchase

& Leasing, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, Practical problems on housing finance.

Unit IV Alternative Investments

Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing, buy-outs.

Real Estate, Private Equities, Commodities: Concepts, Classification, history

Insurance: concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance.

Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology such as Merton Model, KMV, Credit Metrics, etc. International credit rating practices.

Unit V Securitization

concept, securitization as a funding mechanism, Traditional and non-traditional mortgages, Graduated-payment mortgages (GPMs), Pledged-Account Mortgages (PAMs), Centralized Mortgage obligations (CMOs), Securitization of non-mortgage assets, Securitization in India. US 2008 sub-prime mortgage crisis. Cases of Bear Stearn, Lehman Brothers.

Recommended Readings:

1. Khan M.Y. Financial Services
2. Machiraju, H. R .(2019) Indian financial system New Delhi, S.Chand Publishing House
3. Website of SEBI and RBI

U.G. (BBA) Honours with Research

VII-Semester

Syllabus of Core course-I, core course-II and core elective-I will be the same as mentioned in U.G.-Honours (BBA)

Title: Research Methodology

Course Code: SOM/BBA/MC-1-705

AIM OF THIS COURSE

The objective of this course is to expose the learner to the concept and methods of Research. Focus will be on understanding techniques, uses and applications of

LEARNING OUTCOMES:

After successful completion of this course, the students are expected to be able to:

- Understand the concept, objectives, and process of research and its role in business decisions.
- Identify types of research and recognize ethical issues and the importance of research design.
- Apply methods of data collection, scaling techniques, and questionnaire design.
- Understand sampling methods and basics of data analysis.
- Explain hypotheses and develop basic research report writing skills.

Course Content:

(i) Nature, Meaning and Scope and significance of Research and Research Methodology. Problem Formulation and Statement of Research Objectives, Steps in the Research Process; Importance of Marketing Research in Indian Context, Organization Structure of Research

(ii) Research Process, Research Designs- Exploratory, Descriptive and Experimental Research, Research Designs. Sampling Design, Sampling Fundamentals,

(iii) Methods of Data Collection Observational and Survey Methods, Questionnaire Design.

(iii) Measurement and Scaling Techniques, Motivational Research Techniques, Administration of Surveys, Field Work and Tabulation of Data,

(iv) Processing and Analysis of Data, Selection of Appropriate Statistical Technique.

(V) Measurement of Central Tendency and Dispersion, Standard Deviation, Skewness and kurtosis

Suggested Readings

- (1) Kothari, C R -Research Methodology
- (2) Levin, R I and Rubin David S -Statistics for Management
- (3) Stephen KC -Applied Business Statistics
- (4) Emory and Cooper -Business Research Method
- (5) Hair -Marketing Research
- (6) Salkind J -Exploring Research

(7) Fowler, Floyd J Jr. -Survey Methods

Title: Research Writing & Ethics

Course Code: SOM/BBA/MC-2-706

UNIT-I: Types of Research and Study Design, Steps in Research Project, Measures of Variability, Sampling and Sample size, Levels of Significance and Confidence Interval, Tests of Significance, Correlation and Regression, Data Presentation- Tables, Graphs and Plots, Applications, Uses and Limitations.

UNIT-II: Advanced Techniques for Data Analysis, Analysis of Variance, Discriminate Analysis, Factor Analysis, Correlation and Regression Analysis, Time Series Analysis, Measures of Trend and Seasonal Indices. Research Applications.

UNIT-III: Sampling and Sampling Distributions: Probability and Non-Probability Sampling Methods, Sampling and Non-Sampling Errors, Sampling Theory, Sampling Distribution, Hypothesis Testing

UNIT-IV: Research Support -Writing successful Research Proposal, Writing Grant Proposal

UNIT-V: Meaning of Research Paper, Structure of Research paper, Referencing Styles, Ethics in Report Writing and Research Paper Writing

Suggested Readings

- (1) Kothari, C R -Research Methodology
- (2) Levin, R I and Rubin David S -Statistics for Management
- (3) Stephen KC -Applied Business Statistics
- (4) Emory and Cooper -Business Research Method
- (5) Hair -Marketing Research
- (6) Salkind J -Exploring Research
- (7) Fowler, Floyd J Jr. -Survey Methods

VIII-Semester

Syllabus of Core course-I and core elective-I will be the same as mentioned in U.G.-Honours (BBA)

Title: Dissertation with Viva

Course Code: SOM/BBA/D-806

Students will prepare dissertation report and submit it in department after successfully defending viva-voce exam. External for viva-voce will be appointed by the university.