

**BBA III Sem**

**Group C - Finance**

**Subject: Financial Management**

**Major: Paper**

**Code- M2-BBAC1T**

**Credit Value: 6**

**Max. Marks: 100**

**(External:60+ Internal:40)**

**Course Learning Outcomes:**

- Students will have an understanding of basic of Finance and analysis and interpretation
- Evaluate and interpret the financial system to take major financing decisions.
- The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.

**Unit 1**

Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.

**Unit II**

Ratio analysis: Meaning, Interpretations of ratios, classification of ratio, funds flow Statement (Introduction) and cash flow analysis.

**Unit III**

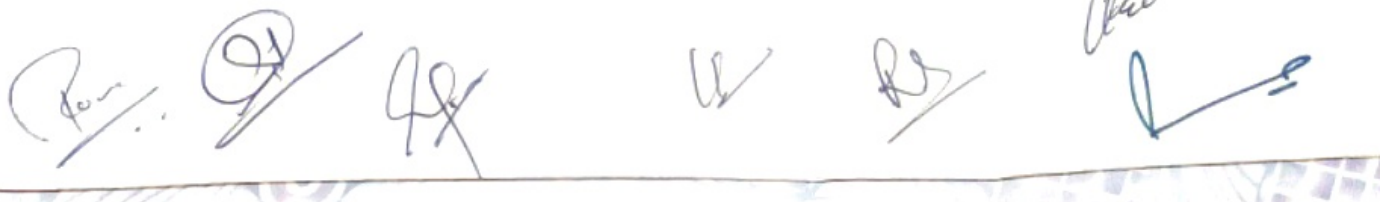
Working Capital Management, Factors determining the adequate working capital. Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage.

**Unit IV**

Capital Structure: Theories of capital structure, Capital structure decision of the firm, dividend policy of the firm, Hire Purchase and Venture Capital.

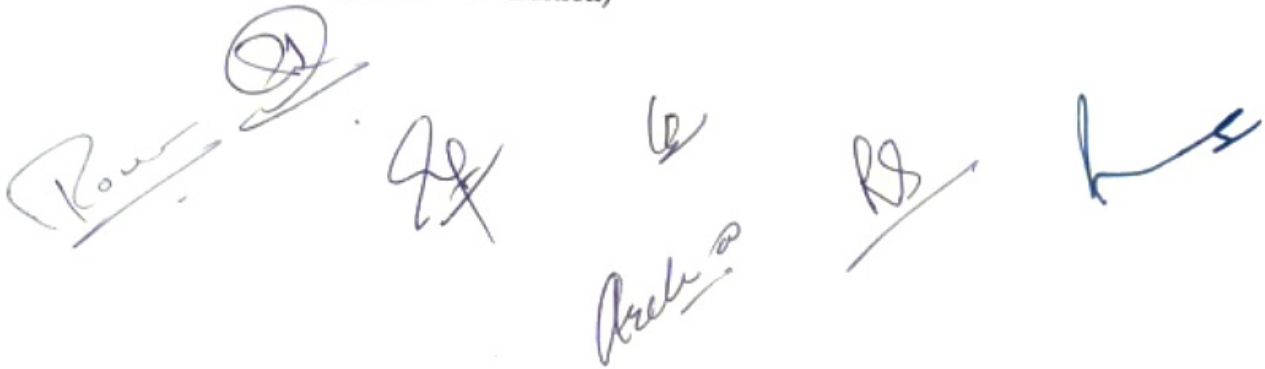
**Unit V**

Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.

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### Reference Books

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

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**BBA III Sem**  
**Group C - Finance**  
**Marketing Research**  
**Paper: Minor**  
**Code- M2-BBAB2T**

**Credit Value: 6**

**Max. Marks: 100**

**(External:60+ Internal:40)**

**Course Learning Outcomes:**

- Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
- Provide a detailed overview of the stages in the market research process.
- Develop research questions and objectives that can be addressed in a research design.
- Develop an appropriate market research design for the clients.
- Interpret data analysis in the context of the identified business problem.
- Communicating research results in written reports and oral presentation formats.

**UNIT I**

Definition, Concepts and objectives of marketing, Advantages and limitations of Marketing Research. Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

**UNIT II**

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.

**UNIT III**

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.

**UNIT IV**

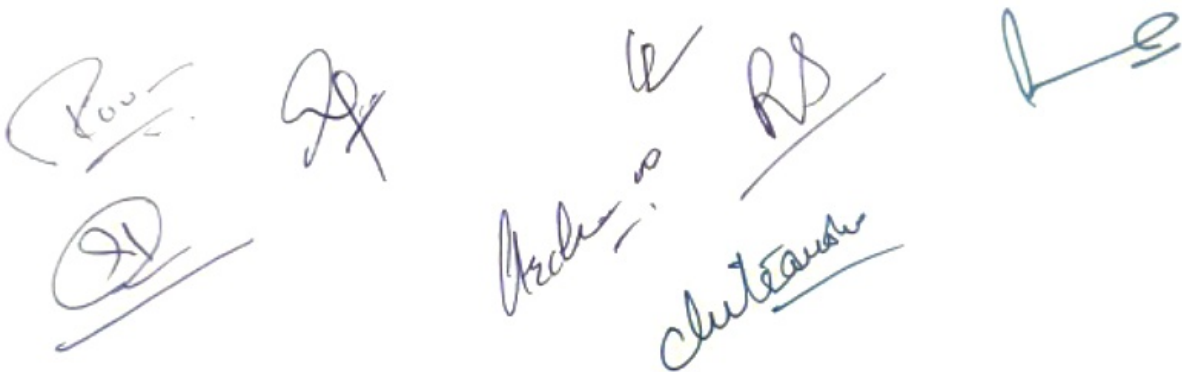
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Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire designing, Design attitude measurement techniques, scaling techniques

## UNIT V

Administration of surveys, sample design,(selecting an appropriate statistical technique), Hypothesis, concepts , need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4<sup>th</sup> Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhama Das Marketing Research Perarsons Education (2019-7<sup>th</sup> Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

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**BBA III Semester**  
**Group C - Finance**  
**Subject-Organizational Behavior**  
**Paper- Elective**  
**Code- M2-BBAA2T**

**Credit Value: 4**

**Max. Marks: 100**

**(External:60+ Internal:40)**

**Course Learning Outcomes:**

- Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers, and manager's jobs.
- Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively
- Analyze various Stress management and coping strategies.
- Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.

**Unit I**

Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB

**Unit II**

Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement

**Unit III**

Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization

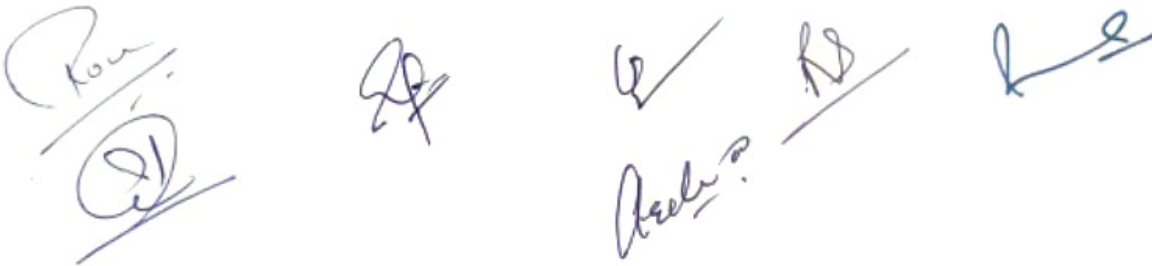
**Unit IV**

Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development

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### Reference Books :

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

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