

BBA III Year (Session 2023-24)

GROUP C – FINANCE

SUBJECT – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER – DSE I

Code- M3-BBAC1D

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

Course Learning Outcome :

- Understanding the basic knowledge of investment management and available opportunities in India.
- Learning and analyzing investment and portfolio management options with risk and return concepts.
- Undertake the economic analysis with the help of different theories.
- Understand the stock exchange in India and their interconnection.
- Analyzing the emerging trends and their implementation in capital market and study the responsibilities of the portfolio manager.

UNIT -I

Investment : Concept , Objective , and types , Investment and Speculation , Factors of Sound Investment , Financial market : Meaning , and types , Investment Opportunities available in India .

UNIT -II

Concept of Return and Risk: Sources and types of Risk, Measurement of Risk, Concept of Portfolio Management, Portfolio selection, Markowitz Model, capital Asset Pricing Model.

UNIT -III

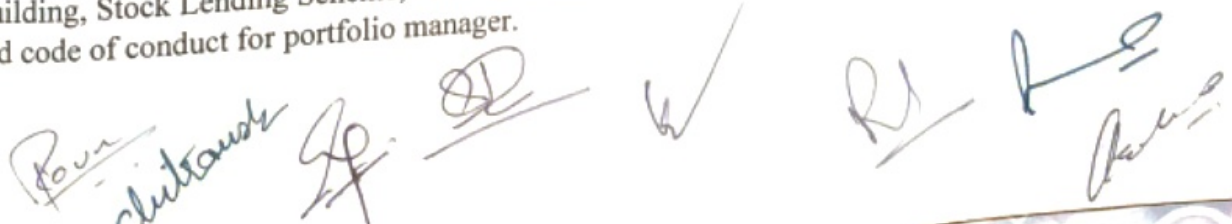
Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis, Technical Analysis: Dow Theory, Elliott Wave Theory, Charting, Efficient Market Hypothesis.

UNIT-IV

Stock Exchange in India : BSE, NSE, OTC, Interconnected Stock, Exchange in India, Stock Indices and their computation, SEBI: Their powers and functions.

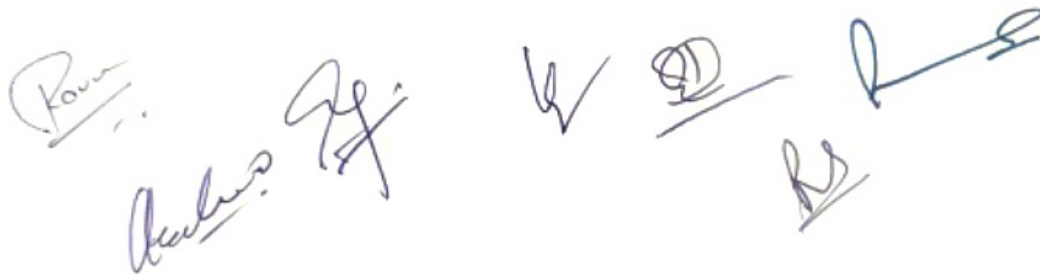
UNIT-V

Emerging Trends in Indian Capital Market: Depositories and script less trading, Book Building, Stock Lending Scheme, Rolling Settlement, Green Shoe Option, Responsibilities and code of conduct for portfolio manager.

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REFERENCES BOOKS-

- Chandra Prasanna, 'Investment Analysis and Portfolio Management, McGraw Hill, 2017, Fifth Edition.
- New Bhat Sudhindra, 'Investment Analysis and Portfolio Management. Excel Books, New Delhi, 2011, Second Edition.
- Bhalla V.K., Investment Management: Security Analysis and Portfolio Management, S. Chand Publishing, New Delhi, 2008, Nineteenth Edition.
- Dr. Singh Preeti. Investment Management. Himalaya Publishing House, 2010.
- Haugen Robert H., 'Modera Investment Theory'. Pearson Education. 2017, Fifth edition. 6.
- Khatri Dhanesh Kumar, Investment Management And Security Analysis'. Trinity Press Pvt.Ltd ., 2012, Second Edition .
- Rosy Joshi ' Security Analysis and Portfolio Management.

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BBA III Year
GROUP C – FINANCE
SUBJECT –INTERNATIONAL FINANCE
PAPER – DSE II
Code-M3-BBAC4D

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

COURSE OUTCOME:

- Elaborating students with the methods and procedures involved in the financing of international trade.
- Understand the application of balance of payment and principles of disequilibrium.
- Analyzing and evaluating the forex market structure and participants in the market .
- Applying the exchange rate determination and factors affecting the purchasing power.
- Evaluating the instruments available in international market and international financial institution.

UNIT-I

Introduction: International Trade, Its Importance, Principles of International Trade- Theory Comparative Costing, Classical Theory, Absolute Advantage. Heckscher-Ohlin Theory, Free Trade Vs. Security Barriers to Foreign Trade, Tariffs and Non- tariff Barriers.

UNIT-II

Balance of Payments: Meaning of BOP, Components of BOP Importance of BOP, Meaning of Deficit and Surplus, Balance, Disequilibrium and Adjustment, Methods of correcting disequilibrium, Accounting principles in BOP.

UNIT-III

Forex Market: Defining the Forex market, structure, settlement system, understanding exchange rates, participants, spot and forward rates, Forex quotations, premiums and discounts in the forward market, cross rates, inverse rates and arbitrage.

UNIT-IV

Exchange Rate Determination: Determination under Gold Standard and Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory, Demand and Supply Theory, Equilibrium Rate of Exchange, Volatile V/S Fixed Exchange Rate, Exchange Control, Exchange Control purpose.

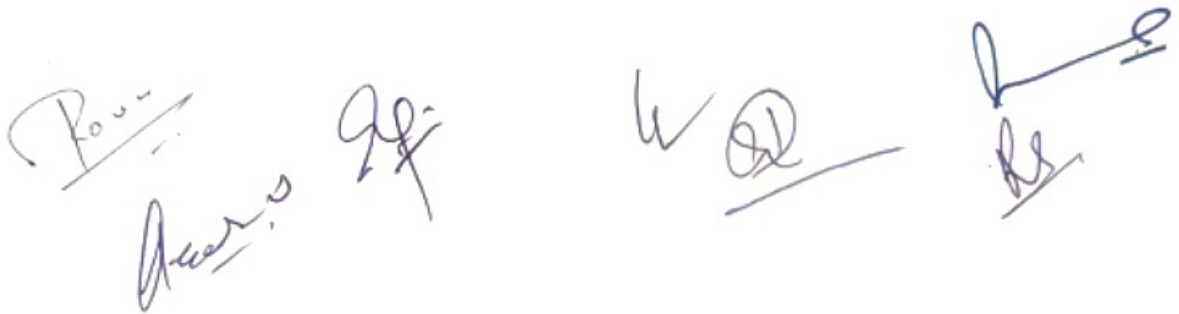
UNIT -V

Instruments: ADR, GDR, Euro Currency, International Commercial Papers.

International Financial Institutions: Introduction to IMF, Its Importance, Functions and Significance.

REFERENCES BOOKS –

- Baker, HK, & Riddick, LA (2013). International Finance: A Survey. Oxford: Oxford University Press.
- Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2017). International Finance: Theory and Policy, Global ed. (Vol. Eleventh ed.). Boston: Pearson
- Terra, c. (2015). International finance and the principles of the open economy Macroeconomics: principles, applications and policies. London: Academic Press.

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BBA III Year
GROUP C – FINANCE
SUBJECT – WORKING CAPITAL MANAGEMENT
PAPER – MINOR
Code- M3-BBAC2T

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

COURSE OUTCOME :

- Equip the knowledge of management of Working Capital.
- Understand the importance of cash management.
- Acquaint themselves with the concept of credit policy and credit management.
- Learn to apply sound techniques for managing inventory.
- Acquaint themselves with various tools of short-term financing, debt financing and bank financing.

UNIT-I

Working Capital: Concept, Definition, types, Importance, Need and Objectives of Working Capital, Determinants of working capital, Excess working capital and inadequate working Capital, Disadvantages of Excess working capital and inadequate working Capital, Operating cycle-Concept.

UNIT -II

Meaning, definition and nature of cash, Motives for holding cash, Cash Management, Meaning of Cash Flow, Determination of optimum cash balance, Cash Management Models, Management of Marketable Securities.

UNIT-III

Concept and definition of receivables, cost of maintaining receivable, factors influencing the size of receivables, forecasting of receivables, objectives of receivable management, factoring and receivable management, types of factoring.

UNIT-IV

Meaning and nature of inventory, purpose and benefit of holding inventory, risk and cost of holding inventories, objectives of inventory management, tools and techniques of inventory management.

UNIT-V

Financing of working capital, determining the working capital financing mix, new trends in financing of working capital by banks, latest committees regarding working capital- Kannan Committee, Marathe Committee



REFERENCES BOOKS –

- Kuchhal S.C., 'Financial Management', Chaitanya Publishing House, Allahabad, 1988.
- Khan M.Y. & Jain P.K., 'Financial Management', Tata McGraw-Hill Publishing Company Limited, New Delhi, 1984.
- Pandey I.M., 'Financial Management' Vikas Publishing House, New Delhi. 2016. Eleventh edition.
- Besant A., Raj C., 'Corporate Financial Management', Tata McGraw Hill, New Delhi, 1995, Second edition.
- Chandra Prasanna, 'Financial Management, Theory and Practice', McGraw Hill, New Delhi, 2019, Tenth Edition.
- Bhattacharya, Hrishikes, 'Working Capital Management: Strategies and Techniques', PHI, Fourth Edition.
- Sharma & Gupta, Kalyani Publishers, New Delhi, 2020

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BBA III YEAR
GROUP C – FINANCE
SUBJECT – Functional Management
PAPER – Elective
Code-M3-BBAA2T

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

Course Learning Outcomes:

- Explaining the students regarding financial management tools and techniques in financial decision making and investments .
- Demonstrate carrier planning and management of students through managerial style, their assumptions and belief about people.
- Knowledge for strategic thinking and decision making to analyse the enterprise as a whole with a specific focus on production planning process.
- Demonstrate an understanding of fundamental concepts of marketing and marketing research.
- Acquire the knowledge , concepts and tools of digital marketing decisions and practice the ethics in performing the management activities.

UNIT – I

Financial Management : Concept , Nature , Scope , Characteristics of sound financial plan , Objectives of sound financial plan , consideration of formulation of financial plan , steps in financial plan . **Finance Decision :** Financing decisions , Investment decisions , Working capital decisions , Dividend decisions .

UNIT – II

Personnel Management : Concept , Duties of Personnel Manager , Scope and Importance , Career Planning: Introduction , Meaning and objectives , Career planning v/s Manpower planning , Individual career planning , Self -awareness career management meaning and elements , career models . Benefits of career planning and development , success in career.

UNIT – III

Production Management: Concept , Importance, Scope and Functions. Types of Production Systems, Production Planning, Procedure of Production Control, Process of New



