

BBA IV Sem

Group C - Finance

Subject: Financial Markets & Financial Services

Paper: Major

Code- M2-BBAC2T

Credit Value : 6

Max. Marks: 100

(External:60, Internal:40)

Course Learning Outcomes:

- To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.
- They will be able to know various money market and capital market instruments.
- They will be able to understand the functions and organisation of capital market and money market in India.
- They will be able to know about various financial services provided in the financial market.
- They will understand various financial institutions and their role in financing of the business.

UNIT - I

Financial system and its components: Financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system

UNIT - II

Financial markets: Money market: function, organization, and instruments. Role of central bank in money market; Indian money market - An overview. Capital markets - functions, organization, and instruments. Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India.

UNIT-III

Financial Institutions: Commercial banking - Introduction, its role in project, finance and working capital finance; Development Financial institutions. (DFIs) - An overview and role in Indian economy ; Life and non-life insurance companies in India ; Mutual funds - Introduction and their role in capital market development . Non-banking financial companies (NBFCs).

UNIT-IV

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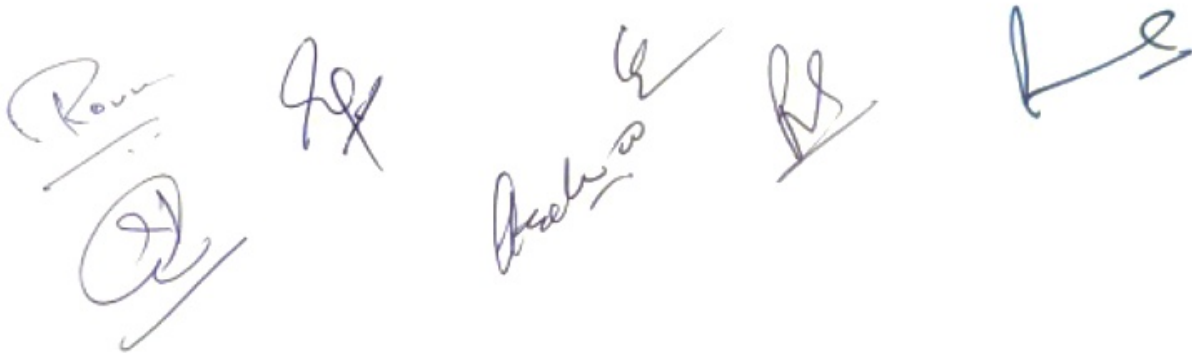
Financial services : Overview of financial services industry : Merchant banking - pre and post issue management , underwriting . Regulatory framework relating to merchant banking in India .

UNIT-V

Leasing and hire-purchase , consumer , and housing finance ; venture capital finance ; Factoring services , bank guarantees and letter of credit ; Credit rating ;Financial counselling .

Reference Books

- LM Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019-11th Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)
- Annual Reports of Major Financial Institutions in India.

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BBA IV Sem
Group C - Finance
Subject: Marketing Management
paper: Minor
Code- M2-BBAB1T

Credit Value: 6

Max. Marks: 100

(External:60+ Internal:40)

Course Learning Outcomes:

- Students will be able to identify the marketing process and its applicability in business operations. List best practices for responsible marketing and how to manage marketing efforts.
- Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.

Unit I

Nature and Scope of Marketing, Selling V/s Marketing, Marketing Management philosophies, Market segmentation, Marketing Mix, Marketing Environment

Unit II

Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication, -Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations

Unit III

Pricing Decision- Pricing Strategies, Rural Marketing, Modern & future Marketing –Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing

Unit IV

Service marketing – Introduction, growth of service sector, concept, characteristics, classification of service designing, marketing of services with special reference to –(1. Financial Services 2. Health Services 3. Hospitality Services (travel, hotel, tourism) 4. Professional Services 5. Public Utility Services 6. Educational Services)

Unit V

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Channel of Distribution, Types of intermediaries and their roles, Factors affecting choice of channel, Introduction to Logistics Supply Chain Management, Retail Management (Definition, types)

Reference Books:

- Saxena Rajan, Marketing Management ; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019-6th Edition)
- S.A. Sherlekar , Marketing Management, Himalya Publishing House (2015)
- Philip Kotler, Marketing Management , Pearson Education (2015)
- Krishna K. Havaladar & Shailendra Dasari B2B , Marketing Text & Cases , Mc Graw , New Delhi (2021-5th Edition)
- Nair Rajan Gupta C.B, Marketing Management , Sultan Chand & Sons, New Delhi (2018)

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BBA IV Sem
Group C - Finance
Subject-Human Resource Management
Paper: Elective
Code- M2-BBAA1T

Credit Value: 4

Max. Marks: 100

(External:60+ Internal:40)

Course Learning Outcomes:

- Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.
- Students will understand how organizations link training programs to organizational needs.
- Students will learn how organizations evaluate jobs and design salary structure based on that.
- Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

Unit 1

Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM

Unit II

Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer

Unit III

Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity

Unit IV

Management Of Organizational Climate & Industrial Relations, Industrial Disputes Employee Relations and Participative Management, Grievance Vs Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict

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Reference Books

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Hiomalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo & Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13th Edition)
- Gary Dessler & Biju Varrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, Kailash Pustak Sadan, Bhopal

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