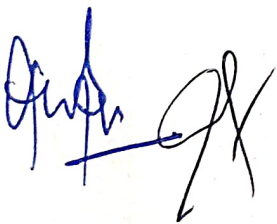


Department of Management

BBA V & VI Semester

Syllabus

Session 2025-26

A handwritten signature in blue ink, appearing to be 'Anshu K', is located in the bottom left corner of the page.

BBA – V SEM.
GROUP - A
Subject - Human Resource Development
Paper – Core

Credit Value -6 Credit

Max Marks-100
(Internal 30+External 70)

Learning Outcomes :

The Students will come to :-

- Understand the Concept of Human Resource Management
- Understand the Human Resource Planning
- Understand the Human Resource Development Process
- Understand the Importance of Learning and Human Resource Development
- Understand the Process of Human Resource Development Activities

UNIT – I

Introduction to Human Resource Development – Concept and Evaluation , Relationship between Human Resource Management and Human Resource Development . Human Resource Development Mechanism , Process and Outcomes .

UNIT – II

Human Resource Planning – Introduction , Meaning , Definition , Features , Need , Objectives , Importance of Human Resource Planning , Methods of Human Resource Planning , Factors Affecting Human Resource Planning .

UNIT – III

Human Resource Development Process – Assessing Human Resource Development Needs , Designing and Developing effective Human Resource Development Programmes , Implementing Human Resource Development Programmes , Evaluating Human Resource Development Programmes .

UNIT – IV

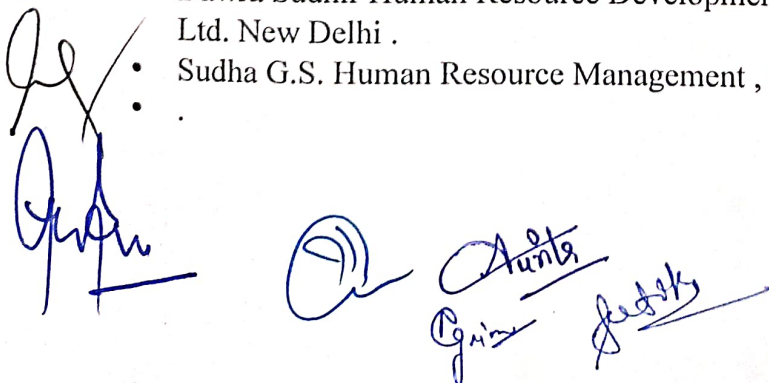
HRD and Learning ; Maximizing learning , Individual differences in Learning process ; Learning Strategies and Styles ; Principles of Learning ; Learning and Motivation ; Human Resource Development Culture and Climate .

UNIT – V

HRD Activities and Applications : Human Resource and Development for Workers ; Human Resource Development Mechanisms for Workers ; Role of Trade Unions ; Employee Coaching , Counselling and Performance Management , Career Management and Development .

Reference Books:

- Dawra Sudhir Human Resource Development , Indica Publishers & Distributors Pvt. Ltd. New Delhi .
- Sudha G.S. Human Resource Management , RBD Publishing House Jaipur .



BBA – V SEM.
GROUP - A
Subject - Personnel Management and Industrial Relations
Paper – DSE I

Credit Value - 4 Credit

Max Marks-100
(Internal 30+External 70)

Learning Outcomes :

The Students will come to :-

- Get a Comprehensive understanding of the elements of Personnel Management .
- Derive the Utility of key principles of Personnel Management .
- Understanding the Industrial Relation and their environmental framework .
- Understand the evolution of industrial relation and their modern applicability .
- Understanding the job duties and responsibilities of Personnel Manager and to gain practical understanding of Personnel Audit .

UNIT – I

Personnel Management : Meaning and Definition , Nature , Objectives . Functions of Personnel Manager. Structure of Personnel Department. The modern Philosophy of Personnel Management .

UNIT – II

Performance Appraisal and Promotion : Need , Principles and Methods of Performance Appraisal . Concept of Promotion , Promotion Policy , Types of Promotion , Transfer Policy , etc.

UNIT – III

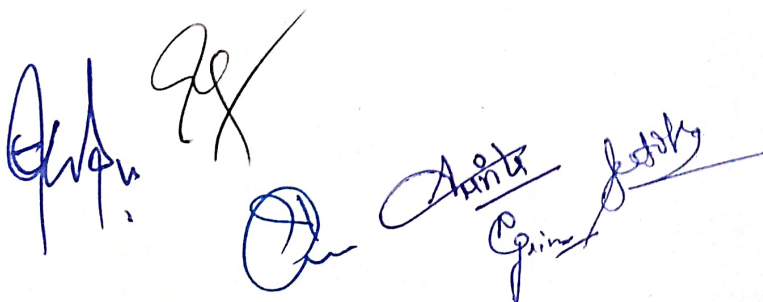
Industrial Relation : Concept , Nature , Objective , Scope & Parties to Industrial Relation , Factors affecting Industrial Relation, System Approach to Industrial Relation , Environmental Framework of Industrial Relations.

UNIT – IV

Evolution of Industrial Relation : Stages in Evolution of Industry , Machine Age and Modern Factory System , Beginning of Industrialization , Role of Management Thinkers , Growth of Trade Unionism , Approaches to Industrial Relations .

Reference Books:

- R.C. Agrawal and Fauzdar – Personnel Management , SPD Publications Agra.
- C.B. Mamoria – Personnel Management , Himalaya Publishing House .
- P.C. Tripathi – Personnel Management and Industrial Relations , Sultan Chand and Sons N. Delhi



BBA -V Semester
Group - B
Subject – Advertising and Sales Management
Paper – Core

Credit Value: 6 Credit

Maximum Marks: 100
(Internal 40+External 60)

Course Learning Outcome:

- With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills .
- Student will be aware of developing and managing dynamic customers and business relationships.
- Students will be groomed with customer centric creative thinking
- Open up to the numerous future possibilities of higher education

UNIT -I

Advertising- Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising

UNIT-II

Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal

UNIT-III

Message Design and Development-Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness - Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness

UNIT -IV

Personal Selling -Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling.

Control process- Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.

UNIT-V

Sales Organization -Setting up a sales organisation, planning process, principles of determining sales organization.

Sales Planning- Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.

Reference Books :

- Philip Kotler, Kevin Lane Keller, Alexander Chervov, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
- C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
- Pillai R. S. N., Marketing Management, S Chand & Co Ltd.

BBA - V Semester
Group - B
Subject – Consumer Behaviour
Paper – DSE I

Credit Value: 4 Credit

Maximum Marks: 100
(Internal 40+External 60)

Course Learning Outcome:

The Students will come to:

- Create understanding about basic concepts and models of consumer behaviour.
- Understand the process of consumer decision making
- Analyze the effects of psychological processes on consumer decision making.
- Determine how marketing strategies can be adapted to meet the ways in which consumers perceive, select, and buy.
- Understand the Opinion leadership and reference group influence.
- Familiarize with the consumer protection mechanism.

UNIT -I

Introduction to Consumer Behaviour, Concept, Scope and their applications, Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction.

UNIT-II

Consumer Decision Making Process, Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making Nicosia Model.

UNIT -III

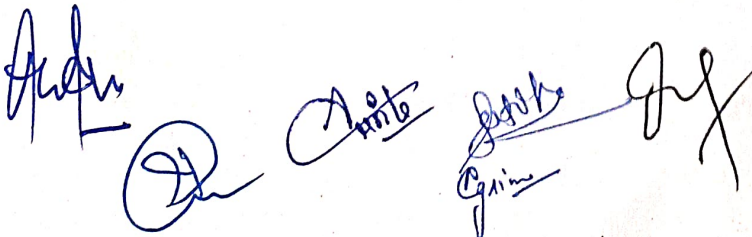
Consumer attitude and change, Influence of personality and self- concept on buying behavior, Diffusion of innovations, Diffusion Process, Adoption Process

UNIT-IV

Reference group influence, Opinion leadership, Industrial buying behavior, CRM and Consumer Protection.

Reference Books :

- Consumer Behaviour, Schiffman L.G., Kanuk
- Chunnawala: Consumer Behaviour, S. Chand Publications, New Delhi
- Kazami and S. Batra Satish: Consumer Behaviour Excel Book, New Delhi
- Consumer-behaviour- Michael R Soloman



BBA V Semester
Group - C
Subject- Working Capital Management
Paper – Core

Credit Value -6 Credit

Max Marks-100
(Internal 30+External 70)

Course Learning Outcome:

The students will come to: -

- Equip themselves with the conceptual 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, needs and objectives, of working capital, Determinants of working capital, 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, Determinants of optimum cash balance, Cash management models, Management of marketable securities.

UNIT- III

Concept and definition of receivables, concept of maintain receivables, factors influencing the size of receivables, forecasting of receivables, Objectives of receivables 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 working capital – Kamnan committee, Marathe committee.

Reference 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., Raj C., 'Corporate Financial Management.' Tata McGraw Hill, New Delhi, 1995

BBA V Semester
Group - C
Subject- Security Analysis and Portfolio Management
Paper – DSE I

Credit Value -4 Credit

Max Marks-100
(Internal 30+External 70)

Course Learning Outcome :

The Students will come to :

- Understand the fundamental concepts of derivative markets.
- Understand the concept of security and various kinds of investments.
- Develop understanding regarding Indian capital market, saving patterns, and Indian stock market.
- Understand the roles of various market intermediaries.
- Learn the concept of fundamental analysis and efficient market theory.

UNIT-I

Investment: concept, objectives and types, Investment and speculation, Factors of sound investment, financial markets: meaning and types, Investment opportunities in India

UNIT-II

Stock exchange in India: BSE, NSE, OTC – *functions and process*, Interconnected stock exchange in India, Stock Indices and their Computation, SEBI: Their powers and functions.

UNIT -III

Fundamental analysis: Economic analysis, Industry analysis, and Company analysis, technical analysis, Dow theory, Elliot wave theory, Charting, Efficient market hypothesis.

UNIT -IV

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.

Reference Books :

- Chandra Prasanna, 'Investment Analysis and Portfolio Management' McGraw Hill, New Delhi, 2017, Fifth Edition
- 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.' Himalayan Publishing House, 2010
- Haugen Robert H. 'Modern Investment Theory 'Pearson Education, 2017, Fifth Edition.
- Agarwal O.P., 'Security Analysis and Investment Management, Himalayan Publishing House, 2011.

BBA – VI SEM.
GROUP - A
Subject - Functional Management
Paper – Core

Credit Value -6 Credit

Max Marks-100
(Internal 30+External 70)

Learning Outcomes :

The Students will come to :-

- Understand the Concept of Financial Management
- Understand the Concept of Personnel Management
- Understand the Concept of Production Management
- Understand the Concept of Marketing Management
- Understand the Concept of Digital Marketing

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 Decision .

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 Product Development , Concept of Product Diversification , Standardisation , Simplification and Specialisation .

UNIT – IV

Marketing Management : Concept , Nature and Scope , Marketing Environment , Marketing Information and Research . Marketing Mix , Advertising Management , Media of Advertising . Sales Promotion – Meaning , Importance , Methods and Limitations .

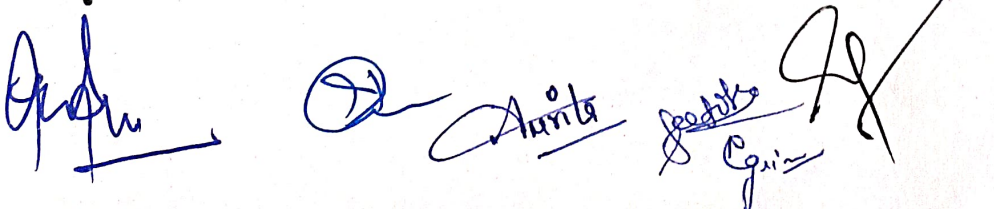
UNIT – V

Digital Marketing : Introduction , Digital Vs. Real Marketing , Digital Marketing Channels , Creating Initial Digital Marketing Plan .

Business Ethics : Nature , Characteristics and Need . Ethical Practices in Management Fair Trade Practices .

Reference Books:

- Motihar M. – Functional Management
- Pandey I.M – Financial Management
- Chary S.N. – Production and Operations Management



BBA – VI SEM.
GROUP - A
Subject -Wages and Salary Management
Paper – DSE I

Credit Value -4 Credit

Max Marks-100
(Internal 30+External 70)

Learning Outcomes :

The Students will come to :-

- Get the basic logic and design characteristics of Wages and Salary Management
- Recognize how wages & salary decisions help the organization to solve wages & salary related problems
- Understanding the facts of wages and salary fixation , Structure and rational payment
- Understand the various rules and regulations regarding wages and salary management
- Get the basic knowledge of e-record for wages and salary payment

UNIT - I

Introduction to Wages and Salary Management: - Concept, Objective, Needs, Characteristics and challenges of Wages and Salary Management, General concept of Wages and Salary- Definition, Meaning and characteristics of Wages and Salary, Difference between Wages and Salary.

UNIT – II

Facts of Wages: - Wages Structure, Type of Wage, Theories of Wage, Fixation and Payment of wage, Payment of overtime.

UNIT – III

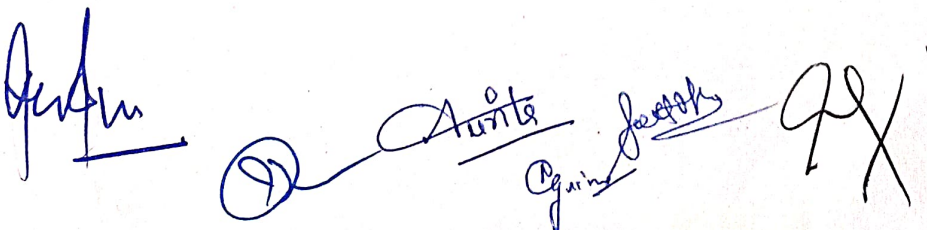
Salary Structure: - Meaning and description of basic pay, Dearness allowance, House Rent Allowance and Other Allowance. Salary Fixation- Principles, Increment of Salary and Bonus. Incentive Plans – Individual and group incentive plans, Profit Sharing Scheme, Employee stock ownership plan and Fringe benefits. Retirement benefits – Description of Provident Fund, Gratuity and pension.

UNIT – IV

Regulations of Wages and Salary Administration in India: - Brief description of Labour Act, Wage board and Pay Commission, Implementation of Minimum Wage Act in India. Relation between Trade union and industries in the light of Wage revision and Labour welfare.

Reference Books:

- Mamoria , C.B. & Gurka , S.V. – Personnel Management , Tata McGraw – Hill , New Delhi
- Singh , B.D. Compensation and Reward Management , Excel Publication
- Sharma , A.M. Understanding wage system , Himalaya Publications New Delhi
- Pramod Verma – Labour Economics and Industrial Relations

The bottom of the page features several handwritten signatures and initials in blue ink. From left to right, there is a signature that appears to be 'Gurka', a circular stamp or initial, a signature that looks like 'Amita', another signature that seems to be 'Gurka', and a large, stylized 'X' or 'R' mark.

BBA VI SEM.
GROUP - A
Subject - Employee Relation and Compensation Management
Paper – DSE II

Credit Value -4 Credit

Max Marks-100
(Internal 30+External 70)

Learning Outcomes:

The Students will come to:

- Understand the Concept and Importance of Employee Relation
- Understand the Strategies and Policies of Employee Relation
- Understand the Objectives and Principles of Compensation Management
- Understand the Compensation Planning
- Understand Designing of Compensation System

UNIT – I

Introduction to Employees Relation: - Meaning, Definition of Employees Relation Nature of Work and Importance of Employees Relationship, Challenges and Barriers of Employee Relationship.

UNIT – II

Employee Relation and Role of Employment: - Determining shape of the Employee Relationship, Significance, Strategies and Policies of employee relations, Individualism and Collectivism, Joint and Unilateral regulation of Employment, Centralised and Decentralised approaches to Employment relation, Role of Government in Employment relations.

UNIT – III

Introduction to compensations Management: - Definition, Objectives, Principles, Importance of Compensation Management, Types of Compensation, Compensation Approaches.

UNIT – IV

Compensation Planning: - Level, Structure and System, Decisions of Compensation level and planning, Factors influencing Compensation Planning, Employee Benefit Program, Nature and Types of Benefits.

Reference Books:

- VK Kharbanda & Vipul Kharbanda ,Law Publishing House Handbook Of Employee's Compensation Act, 1923 , Edition 2020
- Dipak Kumar Bhattacharyya , Compensation Management , Second Edition

BBA -VI Semester
Group - B
Subject – Retail Management
Paper – Core

Credit Value: 6 Credit

Maximum Marks: 100
(Internal 40+External 60)

Course Learning Outcome:

- Understand the Fundamental Concept of Retail Management.
- Understand the shopper's behaviour.
- Understand merchandise Management, visual merchandising
- Understand E- Retailing system E- Payment system.

UNIT – I

Fundamentals of Retail Management: Basic concept of Retailing, Types of Retailer, Multi-Channel Retailer organize retailability organized Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy Consumer behaviors, Determinants of consumer Marketing strategy, consumer decision making Process, Organizational consumers Behavior, Post purchase behavior Service Retailing-Importance of service retailing and its Challenges. Consumer Behavior in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation.

UNIT – II

Merchandise Management: Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of Visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Planograms .

UNIT - III

E-Retailing: Introduction: The concepts of E-Commerce, E Business and E-Marketing Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. ECommerce applications: Consumer Applications, Organization Applications, Procurement—Online Marketing and Advertisement, Online Interactive Retailing E-Commerce--Business Models: B2B, B2C, C2C, B2 Government, Government to Government.

UNIT - IV

E-Marketing: Information Based Marketing, E-Marketing Mix — Cost, Connectivity, Convenience, Customer, interface, Speed of delivery—Web retailing, Process of website development. E-Retailing / reverse marketing. Electronic Payment Systems: Introduction to payment systems, On-line payments.

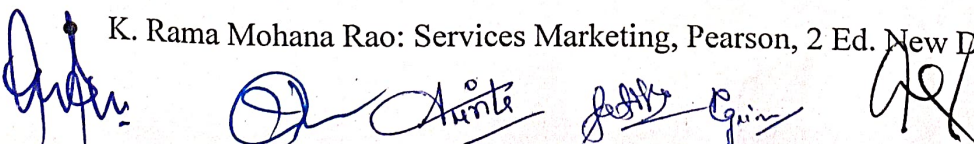
UNIT – V

Electronic payment systems- Prepaid E-payment systems, Post—paid E-payment systems, E-Cash or Digital Cash, E-Cheque, Credit cards. Smart Debit Cards.

Reference Books:

- Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt.Ltd New Delhi.

K. Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi.



BBA – VI Semester
Group - B
Subject – Marketing of Services
Paper - DSE I

Credit Value – 4 credits

Max. Marks - 100
(Internal 40+External 60)

Course Learning Outcome :

The Students will come to :

- Improve knowledge about marketing of services.
- Understanding of the concept of service consumer behaviour.
- To impart knowledge about strategic- issues.
- In service marketing and challenges.

UNIT-I

Introduction to Service Marketing : Meaning, definition, characteristics, components, Classification of Service Marketing, Factors leading to a Service Economy.

UNIT-II

Service Consumer Behaviour : Understanding the service Customer as a Decision maker, Customer purchase is Associated with risk, How service customers Evaluate the service. The service customer Decision process and the Decision making process in the service sector, Components of customer expectations, service Expectations. Service Quality dimensions.

UNIT-III

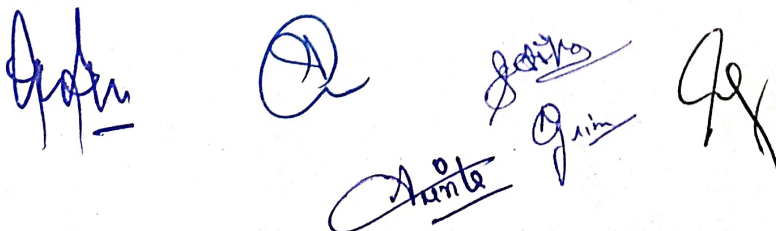
The Service Delivery Process: Managing Service Encounters, Common encounter situations for satisfactory Outcomes, Service Failure, Service Recovery, Customer Retention and Benefits.

UNIT-IV

Strategic Issues In Service Marketing : Market Segmentation in the Marketing Of Services, Target Marketing, Positioning of Services- How to Create a Positioning Strategy. Developing and Maintaining Demand and Capacity. Challenges Of Service Marketing: Marketing planning for Services, Developing and Managing the Customer Service Function, .Developing and Maintaining Quality of Services.

REFERENCE BOOKS :

- Balaji Dr. B- “ Service Marketing & Management ” S. Chand Publication, New Delhi.
- Ravishanker “Service Marketing & Management in India Perspective” Excel book Publication.



BBA – VI Semester
Group - B
Subject – International Marketing
Paper - DSE II

Credit Value – 4 credits

Max. Marks - 100
(Internal 40+External 60)

Course Learning Outcome :

- Develop an understanding for basic international marketing concepts, principles.
- Be able to demonstrate an awareness and knowledge of the impact of environmental factors
- Recognize and remember various International pricing strategies and Understand the International Payment Methods.
- Understand and Evaluate International Distribution Channel and be aware of Global Logistic Approach.
- Identify and Analyse EXIM policies of India

UNIT-I

Historical background on International Marketing in India. International Marketing Definition, Nature & Scope of international market, Domestic Marketing v/s International Marketing, Decision Relating Entry in the Foreign Market.

UNIT-II

Product Planning for International Market, Product Designing, Advertising. International Business Environment- Economical, Socio-Cultural and Political. Branding and Packaging.

UNIT-III

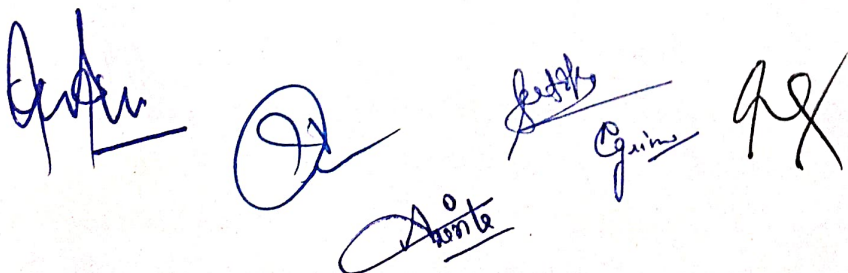
International Pricing- Factors Influencing International Price, Pricing process and methods, International Price Quotation and Payment Conditions. Methods of payment in International market.

UNIT-IV

International Distribution Channels- Functions, Types of channels and Logistics decisions. Selection and appointment of Foreign Agent. Indian Export Import Policy and Practice. Steps of Commencement of an Export business, Export Pricing and Export finance.

REFERENCE BOOKS:

- Dr. P .K Jain: International Marketing.
- Jain S.C.: International marketing CBS Publications, New Delhi.
- Vasudev PK: International Marketing, Excel Books, New Delhi.
- Rathore VS: International Marketing,
- Jain SC : International Marketing, Sahitya Bhawan Publication, Agra.



BBA VI Semester
Group - C
Subject- Merchant Banking and Financial Services
Paper – Core

Credit Value -6 Credit

Max Marks-100
(Internal 30+External 70)

Course Learning Outcome :

The Students will come to :

- Acquire conceptual knowledge about the Management of customer's securities with special reference to India.
- Able to understand the Management of the portfolio.
- Learn about the complex nature the Management of projects and counselling as well as appraisal.
- Understand the Management of underwriting of shares and debentures.
- Learn about the circumvention of the syndication of loans.
- Sharpen information about Management of the interest and dividend etc.

UNIT-I

Merchant banking: nature and scope of Merchant Banking, Regulation of Merchant Banking activity, Overview of current Indian Merchant Banking scene, Structure of Merchant Banking industry, Primary markets in India and abroad, Professional ethics and code of conduct, Current development. SME and IPO Industry.

UNIT-II

Financial Services: Meaning and definition, Role of financial services in a financial system. Leasing: Meaning and features. Introduction to equipment leasing: Types of leases, Evolution of Indian leasing industry. Legal aspect of leasing: Present legislative framework. Hire purchase: Concept and characteristics of Hire purchase, Difference between hire purchase and leasing.

UNIT - III

Factoring: Concept, nature and scope of Factoring, Forms of Factoring, Factoring vis-à-vis bills discounting, factoring vis-à-vis credit insurance, Factoring vis-à-vis forfeiting, Evaluation of a factor, Evaluation of a factoring, Factoring in India's current developments.

UNIT - IV

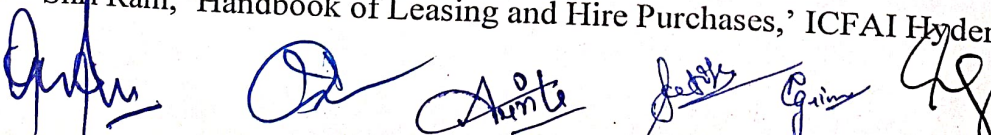
Securitization /Mortgages: Meaning, nature and scope of securitization, Securitization as a funding mechanism, Securitization of real estate, whole loans, Mortgages, Graduated payment.

UNIT - V

Depository: Meaning, evolution, Merits and demerits of Depository, Process of dematerialization, Brief description of NSDL and CDSL. Security Brokerage: Meaning of brokerages, types of brokers, Difference between broker and jobber, SEBI Regulations: relating to brokerage business in India.

Reference Books :

- Gurusamy S, 'Merchant Banking and Financial Services,' Vijay Nicole and Tata McGraw Hill, 4th Edition, 2012, New Delhi.
- Kahn M Y, 'Financial Services,' Tata McGraw Hill.
- Shri Ram, 'Handbook of Leasing and Hire Purchases,' ICFAI Hyderabad.



BBA VI Semester
Group - C
Subject- International Finance
Paper – DSE I

Credit Value -4 Credit

Max Marks-100
(Internal 30+External 70)

Course Learning Outcome:
The students will come to:

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social and cultural variables in international business.
- Analyse international business from multi-centric perspective, avoiding ethnocentrism.

UNIT - I

Introduction: International trade, Its importance, Principles of international trade – Theory of comparative costing, Classical theory, Absolute advantage theory, Heckscher-Ohlin theory, Free trade V/s security barriers to foreign trade, Tariffs and non- tariffs barriers.

UNIT - II

Structure and Development: Regulation in financial system, Role and need of regulations in financial system – RBI, SEBI and IRDA. Balance of Payment: 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

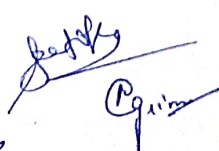
Forex Market: Defining the forex market, it's structure, settlement system, understanding exchange rates, participants, spot and forward rates, forex quotations, premiums and discounts in the forward market, cross rates, inverse rates and arbitrages.

UNIT - IV

Instruments: ADR, GDR, Euro currency, International commercial papers. International Financial Institutions: Introduction to IMF, Its importance, Functions, and significance.

Reference 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. (Volume Eleventh ed.). Boston: Pearson.
- Terra, c. (2015). International Finance And Principles Of The Open Economy. Macroeconomics: Principles, Applications And Policies. London: Academic Press.



BBA VI Semester
Group - C
Subject- Indian Financial System
Paper – DSE II

Credit Value -4 Credit

Max Marks-100
(Internal 30+External 70)

Course Learning Outcome:

The students will come to:

- Acquire conceptual knowledge about the financial system with special reference to India.
- Able to understand the various dimensions of the Indian financial system.
- Learn about the complex nature of the Indian financial system.
- Understanding the working of stock exchanges of India.
- Learn about the role of financial intermediaries in the development of capital markets.
- Sharpen information about RRBs and Insurance organization.

UNIT - I

Structure of Indian Financial System: An introduction of financial system, Meaning, Characteristics, Significance and Components, Evolution of financial system in India, Main functions of these constituents and respective roles, Money Markets: Functions, Players, and instruments in money market, Money market organization.

UNIT -II

Structure and Development: Regulation in financial system, Role and need of regulations in financial system – RBI, SEBI and IRDA.

UNIT - III

Reserve bank of India: Organization, Management, Role and functions, Credit control.
Commercial Banks: Evolution, Management and organization, Setup, Assets and liabilities, Theories of liquidity management, Management of primary and secondary reserve, Management of loans.

UNIT - IV

Development Banks in India: Types, functions, growth, structure and functioning of development banks, non-banking financial companies, Importance, Scope, Characteristics, Functions, Types, Regulation, MBFCs.
Regional Rural Banks: Objectives, Features, RBI, Assistance, Evaluation, Major RRBs.
Insurance Organization: Importance, Rationale, Types, Major players, Important regulations.

Reference Books :

- Machiraju, 'Indian Financial System. 'Vikas Publishing House, Second Edition, 2002
- Varshney P.N. & Mittal D.K., 'Indian Financial System, 'Sultan Chand & Sons, New Delhi, 2002.
- Indian Financial Systems: Financial Markets, Institutions and Services, Second Edition

