



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

BBA IV Semester Session 2026-27



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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. IV Semester

Subject- Financial Management

Paper- Core

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Summarize the motives behind financial decision making.	K
CO 2	Interpret the relevant theories and concepts of various practices of financial management	K,L
CO 3	Analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business.	An
CO 4	Evaluate projects using various techniques.	E

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	06	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Bhartiya Views on Ethics in Finance: Definition of Ethics and The Importance of Ethics in Finance. Ethics of Thrift & Balanced Living - Cost Consciousness, Sustainability in Financial Decisions. Dharma and Niti in Financial Conduct. Purusharthas (Dharma–Artha–Kama–Moksha) and Financial Priorities. Panchamahabhuta (Five Elements) and Sustainable Resource Use. Behavioral Finance from Guna Theory (Sattva–Rajas–Tamas). Financial Management – Meaning, Objective and Scope. Financial Decisions, Functions of Finance Manager, Agency Cost. Profit Vs Wealth Maximization	10
II	Sources of Finance – Long Term Sources – Equity, Debentures/Bonds, Preference Shares, Hybrid Instruments, Venture Capital, Internal Financing, Short Term Sources of Finance. Startup Finance - Bootstrapping, Series Funding. Indigenous Instruments: Hundi, Community Financing, and Bahi-Khata Discipline. Capitalization (Over and Under)	10
III	Capital Budgeting – Meaning, Importance, Need, Discounted and Non-discounted Methods of Capital Budgeting. Kautilya's Arthashastra's Views on Time Value of Money	10
IV	Cost of Capital – Meaning, Significance & Computation. Capital Structure – Meaning, Theories, Optimum Capital Structure. Leverage – Meaning, Types. Leverage as Yukti (Strategic Skill) in Traditional Business Practices.	10
V	Working Capital - Meaning, Types, Working Capital Cycle, Determinants of Working Capital, Determining Working Capital Based on Ritu-Charya (Seasonal Regimen) and Market Cycles Estimation of Working Capital. Dividend Policy - Meaning, Kinds, Theories, Determinants of Dividend Policy.	10



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REFERENCE

1. R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi (2021)
2. I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
3. P. Chandra, Financial Management - Theory and Practice, Tata McGraw Hill, New Delhi (2019)
4. M. Y. Khan & P. K. Jain, Financial Management: Text, Problems and Cases McGraw Hill, New Delhi (2018 -- 8th Edition)
5. C. Paramasivan & T. Subramanian: Financial Management and Policy, New Age International Publishers, New Delhi (2018)
6. Books published by Madhya Pradesh Hindi Granth Academy.





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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. IV Semester

Subject- Business Environment

Paper- Minor

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the nature, significance, and dimensions of the business environment.	U
CO 2	Analyse the impact of economic, social, political, and cultural factors on business decisions.	An
CO 3	Evaluate the role of LPG reforms, FDI, WTO, IMF in shaping Indian business.	E
CO 4	Interpret the objectives and effects of key public policies.	K
CO 5	Apply knowledge of environmental and policy factors to address challenges like unemployment, poverty and regional imbalances.	App
CO 6	Examine emerging business trends such as e-commerce, digital economy, BPO, KPO and franchising in the Indian context.	L,K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	04	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Theoretical Framework of Business Environment in ancient Bharat: Concept, Significance and Nature of the Business Environment. Dharmashastra rules guiding fair trade and taxation in ancient Bharat. Arthashastra as an Early Model of Business Environment. Political & Legal Environment in Ancient Bharat. Behavioral & Psychological Environment in Ancient Indian Business. Micro and Macro Dimensions. Major Challenges of Business Environment.	10
II	Introduction to the Global Business Environment: Definition and Scope, Historical Evolution. Key Drivers of Globalization: Technology, Trade Policies, Transportation Communication. Overview of PESTEL Framework. Global Framework: EPRG Framework, Liberalization, Privatization & Globalization (LPG) and their Impact on the Indian Economy. Coins and standardized weights of the Gupta period enabling cross-border trade.	10
III	Public Policy: Background, Meaning and Importance, Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy and Banking Sector Reforms in India. Village councils (Sabhas and Panchayats) as early local economic governance systems.	10
IV	Problems and Challenges in the Growth of Economy: Unemployment, Poverty, Regional Imbalance, Inflation and Price Instability, Parallel Economy. Traditional grain storage practices in villages for food security during famines.	10
V	Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's. Traditional weekly markets (Haats and Melas) as platforms for local entrepreneurship.	10



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REFERENCE

1. Aswathappa, K. (2022). Essentials of business environment. Himalaya Publishing House.
2. Cherunilam, F. (2020). Business environment. Himalaya Publishing House
3. Fernando, A. C. (2019). Business environment. Pearson.
4. Sankaran, S. (2021). Business environment. Margham Publications.
5. Murali Krishna, V. (2020). Business environment. Spectrum Publications.
6. Gopal, N. (2021). Business environment. McGraw Hill.
7. Dhingra, I. C. (2021). Indian economy and business environment. Sultan Chand & Sons.
8. Ruddar Datt, & Sundaram, K. P. M. (2022). Indian economy. S. Chand Publishing.
9. Charles Hill (14th Edition), International Business: Competing in the Global Marketplace, McGraw Hill.
10. Peng, M, (3rd Ed.), Global Business. Cengage Learning.
11. Books published by Madhya Pradesh Hindi Granth Academy.

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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. IV Semester

Subject- Banking and Insurance

Paper- DSE-I

Group: –Finance

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Develop understanding of fundamental principles and functioning of banking in India.	U
CO 2	Explain concepts and general principles of insurance in relation with risk and its management.	L
CO 3	Expand knowledge of various products & services and latest technologies used in banking and insurance sector.	K
CO 4	Know the latest developments in banking & insurance	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)



Content of the Course

Theory



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No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Banking in Ancient Times. Indigenous Banking Systems of Ancient & Medieval India. Artha shastra's Banking & Money Lending Regulations. Dharmashastra Rules for Ethical Lending. Bahunjana Hitaya - Welfare Orientation in Finance. Evolution of Currency & Monetary Systems. Overview of Banking Industry: - Banking structure in India- RBI, Commercial, Rural and Cooperative Banks: SLR, CRR: Concepts, Banking Ratios. Introduction to Negotiable Instruments, Parties of the Bill of Exchange, Types of Advances: Secured & Unsecured, Loans: Short, Medium and Long Term, Methods of Granting Advances, Remittance through Bank Drafts, E-Banking.	10
II	Retail Banking: Account Opening Process and Documentation of Different Types of Accounts. Retail Products Overview. Description of Liability Products, Description of Asset Products. Credit Scoring and CIBIL. Delivery Channels - Branch, Extension counters, Universal Banking. Customer Relationship Management, Stages in CRM Process. Reputation and Character-Based Lending in Ancient Indian Guilds (Shrenis)	10
III	Introduction to Insurance: Evolution, Structure, Development of insurance in India. Definition of Insurance and Assurance. Fundamental Principles of Life insurance. Purpose and Need of Insurance - Risk Meaning, Risk and Uncertainty, Chances of loss- Peril and Hazard. Classification of Risks. Techniques of Managing Risk, Risk Transfer Methods. Insurance Regulatory and Development Authority (IRDA): Duties, Powers and Function. Swadeshi Insurance Movement.	10
IV	Life Insurance: Basic Features of Life Insurance Contracts. Life Insurance Products. Types Of Life Insurance Policies. Mortality Table, Different Types of Premiums, Premium Payment Options. Assignment Nomination and Surrender of Policy. Policy Lapse and Revival, Paid Up Policy. Insurance Application and Acceptance Procedure. Policy Claims. Concept of Raksha (Protection) and Ashraya (Support) in Vedic Philosophy.	10
V	General Insurance: Meaning, Evolution and Growth of general Insurance. Insurance. Fire Insurance, Marine Insurance, Motor Insurance, Health Insurance and Mediclaim Policies, Personal Accident Insurance, Liability Insurance, Burglary Insurance, Rural Insurance Covers, Agricultural Insurance and Other Miscellaneous Insurances. Settlement of Claims: Claim Procedure, TPAs, Claim Forms, Investigation /Assessment. Maritime and Caravan Trade Risk Sharing in Arthashastra and Jataka Tales.	10



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REFERENCE

- Indian Institute of Banking and Finance; Risk Management. Macmillan India Ltd. (Latest Edition)
- Koch, T. W., & MacDonald, S. S.; Bank Management. Cengage Learning. (Latest Edition)
- Rose, P. S., & Hudgins, S. C. Bank; Management and Financial Services. McGraw Hill. (Latest Edition)
- Indian Institute of Banking and Finance; Principles & Practices of Banking. Macmillan Indian Ltd. (Latest Edition)
- Indian Institute of Banking and Finance; Banking Products & Services. Taxman Publications Pvt. Ltd. (Latest Edition)
- Trieschmann, J. S., Hoyt, R. E., & Sommer, D. W; Risk Management & Insurance. Cengage Learning. (Latest Edition)
- Insurance Institute of India; Principles of Insurance. Mumbai. (Latest Edition)
- Insurance Institute of India; Practice of Life Insurance. Mumbai. (Latest Edition)
- Insurance Institute of India; Practice of General Insurance. Mumbai. (Latest Edition)
- Books published by Madhya Pradesh Hindi Granth Academy.

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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. IV Semester

Subject- Marketing Research

Paper- DSE- II

Group (B) Marketing

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To discuss the scope and managerial importance of market research and its role in the development of marketing strategy.	L
CO 2	To provide a detailed overview of the stages in marketing research process.	K,
CO 3	To develop research questions and objectives that can be addressed in a research design.	E
CO 4	To develop an appropriate market research design for the clients.	U
CO 5	To manage the data collection, calculation and interpretation using statistical packages.	An
CO 6	To communicate research results in written report and oral presentation formats.	E

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	04	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Kautilya's views and Indigenous Approaches to Market Analysis. Artha shastra's Guidelines on Consumer Behaviour & Preferences. Traditional Indian Methods of Data Collection. The Pramanas (Sources of Knowledge): Pratyaksha, Anumana, Upamana, Aptopadesha. Definition, Concept and Objectives of Marketing Research. Advantages and limitations of Marketing Research. Analyzing Competition and Consumer Markets, Market Research Methodology.	10
II	Types of Marketing Research: Consumer Research, Product Research, Sales Research and Advertising Research. Various Issue involved and Ethics in Marketing Research. Applications of Marketing Research. Ethical Trade Practices in Indian Markets.	10
III	Problem Formulation and Statement of Research, Research Process, Research Design - Exploratory Research, Descriptive Research and Experimental Research Designs. Decision Theory and Decision Tree. Community Discussions to Identify Problems.	10
IV	Methods of Data Collection - Observational and Survey Methods. Questionnaire, Design Attitude Measurement Techniques. Learning from Customer Conversations.	10
V	Administration of Surveys, Sample Design, Selecting an Appropriate Statistical Technique. Tabulation and Analysis of Data, Scaling Techniques. Hypothesis, Concept, Need, Objectives of The Hypotheses, Types of Hypotheses and its uses. Report Writing. Ancient Record-Keeping Practices.	10

REFERENCE

- Nargundkar, R. (2019). Marketing research: Text and cases (4th ed.). Tata McGraw-Hill.
- Cooper, D. R., & Schindler, P. S. (n.d.). Business research methods (Latest ed.). Tata McGraw-Hill.
- Kothari, C. R., & Garg, G. (2019). Research methodology: Methods and techniques. New Age International Publishers.
- Malhotra, N. K., & Das, S. (2019). Marketing research (7th ed.). Pearson Education.
- Malhotra, N. C. (2015). Marketing research. Pearson.
- Berry, G. C. (2020). Marketing research. Tata McGraw-Hill.



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B.B.A. IV Semester

Subject- Training and Development

Paper- DSE III

Group(C) Human Resource

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the basic concept of Training and Development.	U,
CO 2	Know the importance and Methodology of Training Needs and Analysis Process.	K
CO 3	Sensitize them to various methods of training and training evaluation.	L
CO 4	Understand the need for Cost Benefits Analysis of Training Programmes.	U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	04	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Guru- Shishya Parampara as the earliest form of structured training and mentoring, learning by doing (Anubava Jnana). Sruti Smriti Learning Traditions, Upanishadic Methods of Inquiry, Panchakosha Based Learning, Yoga and Mindfulness for Learning Enhancement, Indian Ethical Framework in Training and Development Training Introduction: Changing in Training Practice, Development Introduction – Meaning, Significance and Nature	10
II	Training and Learning- two-way Process Knowledge, Skill, Action; Three Phases of Learning, The Learning Spiral for Participants in the Three Phases of Training, Bhartiya Pedagogical Model- Shravan, Manan, Nididhyasan.	10
III	The Needs Analysis Process: Training Needs Assessment Concept, Purpose and Scope; Process of Needs Assessment; Meaning of Skill Gap Assessment, Needs Assessment Techniques: Person Analysis, Task Analysis and Organization Analysis. Gurukul Model of Evaluation	10
IV	Training Process and Evaluating Training and Follow Up Support, Four Training Methods, Trainer and Training Styles, Evaluating Learning Objectives, Determining Return on Investment, Determining Costs and Benefits. Guru Shishya, Shreni Apprenticeship, Sutra Method, Storytelling (Katha)	10
V	Training Method - Technology Based Training Method: Developing Online training Method; Massive Open Online Courses; Blended Learning, Adaptive Learning, Flexible Learning, Learning Management Systems. Gurukul and Remote Learning.	10

REFERENCE

- Mamoria, C.B., & Gurka, S.V. (n.d.) Personnel Management. New Delhi: Tata McGraw Hill.
- Training for Development Part 1 by Rolf P. Lynton and Udai Pareek Sage Publication India Pvt. Ltd., New Delhi, 2011.
- Training for Organisational Transformation, Part 2 by Rolf P. Lynton and Udai Pareek Sage Publication India Pvt. Ltd., New Delhi, 2000.



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- Managing Performance through Training and Development, Eighth Edition Model curriculum for UG Degree in BBA 229 Author(s): Alan M Saks Robert R Haccoun, 2019, Cengage Learning.
- Employee Training and Development, 9th Edition by Raymond A. Noe and Amitabh Deo Kodwani 2019, McGraw Hill.
- Books Published by Madhya Pradesh Hindi Granth Academy.