

VANITA VISHRAM WOMEN'S UNIVERSITY
SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT



VANITA VISHRAM
WOMEN'S UNIVERSITY
— SURAT —

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
HONOURS PROGRAMME
In
Specialization in Finance/Marketing/Human Resource
Management
under Learning Outcomes-based Curriculum Framework (LOCF)
for Under Graduate (UG) Education

SEMESTER 4
Core Courses (CC), Skill Enhancement Courses (SEC),
Generic Elective Courses (GE)

Syllabus applicable to the students of the programme of
B.B.A. (Hons.)
w.e.f. the Academic Year 2022-2023

Vanita Vishram Women's University
School of Commerce and Business Management
Course Code: BM11080
B.B.A. (Hons.) Semester: IV
Core Course: Financial Services
(w.e.f. the Academic Year 2022-2023)
Credit: 6 (4 Theory + 2 Practical)

Course Objectives:

- To impart knowledge regarding the different aspects of financial services.
- To provide in depth understanding of different avenues of financial system viz. capital markets: banking, insurance, mutual funds & other related services.
- To enable the students to understand the role & functioning of regulatory bodies in financial sector
- To equip the students with skills required to operate in competitive environment in the financial service sector

Course Content:

Module	Content	Weightage
1	Introduction of Financial Services <ul style="list-style-type: none"> • Meaning of Financial Services • Classification of Financial Services • Financial Intermediaries • Financial Engineering Commercial Banks <ul style="list-style-type: none"> • Banker and Customer • Special types of Banks Customers • Deposits and Lending • Negotiable Instruments • Cheques • Reserve Bank of India 	20%
2	Electronic Banking: <ul style="list-style-type: none"> • Meaning • Electronic Delivery Channels • E-banking Transactions • Truncated Cheque and Electronic Cheque • Mobile Banking • Virtual Currency • IMPS and RTGS • Security Measures 	20%
3	Mutual Fund Services <ul style="list-style-type: none"> • Introduction • Types of Mutual Funds • Unit Trust of India • Net Asset Value • Advantages of Investing in Mutual Funds 	20%
4	Insurance Services: <ul style="list-style-type: none"> • Life Insurance and its Settlement Procedure 	20%

	<ul style="list-style-type: none"> • General Insurance and its Types • Insurance Regulatory and Development Authority of India <p>Other Services:</p> <ul style="list-style-type: none"> • Leasing • Hire Purchase • Venture Capital 	
5	Practical: Case Study, Presentation, Projects, Assignments etc.	20%

Reference Books:

Sr. No.	Title	Author/s	Publication
1.	Financial Markets and Financial Services	Vasant Desai	Himalaya Publishing House
2.	Financial Institutions and Markets	L.M. Bhole Jitendra Mahakud	Tata McGraw Hill Education Pvt. Ltd.
3.	Financial Markets and Services	E. Gordon and K. Natrajan	Himalaya Publishing House
4.	Banking: Theory, Law and Practices	E. Gordon and K. Natrajan	Himalaya Publishing House
5.	Management of Banking and Financial Services	Padmalatha Suresh Justin Paul	Pearson India Education Pvt. Ltd.
6.	Insurance Management (Text and Cases)	Swarup C. Sahoo Suresh C. Das	Himalaya Publishing House

Course Outcome(s):

After completion of the course, the student will be able to understand:

- The benefits of various services offered banks.
- The practical application of electronic delivery channels offered by banks.
- The management of mutual funds.
- The different type of life insurance policies and general insurance policies and their settlement procedure.
- The importance of other financial services like leasing, hire purchase and venture capital.

Vanita Vishram Women's University
School of Commerce and Business Management
Course Code: BM11090
B.B.A. (Hons.) Semester: IV
Core Course: Human Resource Management
(w.e.f. the Academic Year 2022-2023)
Credit: 6 (4 Theory +2 Practical)

Course Objectives:

To help learners to

- To expose students to the dynamic field of HRM and develop in them an understanding of the need for every manager to be a HR manager.
- To enable students to comprehend the key and vital issues of HRM in a dynamic environment.
- To help the students to develop an understanding of the concept & techniques of essential functions of human resource management.

Course Content:

Module	Content	Weightage
1	<p>Human Resource Management</p> <ul style="list-style-type: none"> • Concept of HR & HRM • Objective of HRM • Function of HRM • Difference between HRM and Personnel Management <p>Human Resource Planning:</p> <ul style="list-style-type: none"> • Concept of HRP • Objectives of HRP • HRP at Different Level • Factor Affecting HRP • Process of HRP • Problems in HRP 	20%
2	<p>Recruitment</p> <ul style="list-style-type: none"> • Concept and Objectives of Recruitment • Factor Affecting Recruitment • Sources of Recruitment • Modern Source of Recruitment • Recruitment Techniques <p>Selection</p> <ul style="list-style-type: none"> • Concept of Selection • Process of Selection • Selection Tests • Placement • Induction 	20%
3	<p>Training and Development</p> <ul style="list-style-type: none"> • Concept of Training • Objectives and Needs for Training • Stages in Training • Methods of Training 	20%

	<ul style="list-style-type: none"> • Special Aspects of Training Performance Appraisal <ul style="list-style-type: none"> • Concept of Performance Appraisal • Need and Purpose of Performance Appraisal • Methods of Performance Appraisal • Use of Performance Appraisal • Problems of Performance Appraisal 	
4	Internal Mobility <ul style="list-style-type: none"> • Concept of Internal Mobility • Purpose of Internal Mobility • Concept of Promotion • Types and Purpose of Promotion • Bases of Promotion • Concepts of Transfer • Types and Reason of Transfer • Meaning of Demotion • Reason and Principles of Demotion 	20%
5	Practical <ul style="list-style-type: none"> • Case Study • Assignment • Presentation • Role Play • Job Interview Practice 	20%

Reference Books:

Sr. No.	Title	Author/s	Publication
1	Essentials of Human Resource Management and Industrial Relations	P. Subba Rao	Himalaya Publishing House
2	Human Resource Management	C.B.Gupta	Sultan Chand & Sons
3	Human Resource Management	K.Ashwathappa	McGraw Hill Education
4	Human Resource Management	S. S.Khanka	Sultan Chand & Sons

Course Outcome(s):

After completion of the course, the student will be able to

- Analyse duties, responsibilities and specification required by the organization from candidates.
- Understand different selection tools and will be able to analyse which tool works best for different jobs.
- Understand different types of training and interview methods.
- Understand various performance appraisal techniques.

Vanita Vishram Women's University
School of Commerce and Business Management
Course Code: BM11100
B.B.A.(Hons.) Semester: IV
Core Course: Business Research Methodology
(w.e.f. the Academic Year 2022-2023)
Credit: 6 (4 Theory + 2 Practical)

Course Objectives:

To help learners to

- Enhance knowledge and skills to carry out research for businesses
- Better awareness of business research methods enabling the participant to critically evaluate research, and become more informed scholars of research.
- To familiarize students with basic of research and the research process.
- To help students in conducting research work and making research reports.

Course Content:

Module	Content	Hours	Weightage
1	Introduction of Research Methodology <ul style="list-style-type: none"> • Meaning and definition of research • Objectives of research • Types of research • Research approaches and scientific method • Criteria of good research • Research Process • Research Problem • Research Design 	15	15%
2	Sources of Data Collection: <ul style="list-style-type: none"> • Primary data • Secondary data Measurement and Scaling <ul style="list-style-type: none"> • Meaning of Measurement and Scaling • Primary scales of Measurement • Comparison Scaling Techniques • Non- Comparative Scaling Techniques 	10	25%
3	Sampling <ul style="list-style-type: none"> • Sample and Census • Sampling Process • Classification of sampling techniques Hypothesis <ul style="list-style-type: none"> • Framing of hypothesis • Types of hypotheses 	15	15%
4	Normality Test <ul style="list-style-type: none"> • Parametric Test • Non Parametric Test Report Writing <ul style="list-style-type: none"> • Importance of the report and presentation, • The report preparation and presentation process, 		25%

	<ul style="list-style-type: none"> Report format, Report Writing, Guidelines for tables Guidelines for graphs 		
5	Practical Field work and Data Collection		20%

Reference Books:

Sr. No.	Title	Author/s	Publication
1	Naresh K. Malhotra, Satyabhusan Dash	Marketing Research, an Applied Orientation,	Pearson, New Delhi
2	Donald R Cooper, Pamela S Schindler.	Business Research Methods,	The McGraw-Hill Publishing Company Limited,
3	Zikmund W.G., Babin B.J., Carr J.C., Adhikari A., Griffin M	Business Research Methods	Cengage Learning
4	C R Kothari	Research Methodology, Methods and Techniques	New Age International (P) Ltd.

Course Outcome(s):

After completion of the course, the student will be able to

- Apply basic concepts, methods and research designs of doing research and its importance.
- Evaluate secondary data, identify different sources of secondary data and understand the difference between secondary and primary data. Also, understand the different methods of collecting primary data and its process as well as methods.
- Understand the concepts of measurement and scaling and its implication in research.
- Understand the sampling techniques and its process for selecting sample.
- Discuss the nature and scope of data preparation and the data preparation process.
- Get ideas about report preparation and its importance.

Vanita Vishram Women's University
School of Commerce and Business Management
Course Code: BM15020
B.B.A.(Hons.) Semester: IV
Skill Enhancement Courses: Data Analysis using Software
(w.e.f. the Academic Year 2022-2023)
Credit: 4 (2 Theory + 2 Practical)

Course Objectives:

To help learners to

- Gain proficiency in using statistical software for data analysis.
- Understand basic theoretical and applied principles of statistics needed to enter the job force.
- Design, analyse and presented an original work of research at the leading edge of the statistics discipline

Course Content:

Module	Content	Hours	Weightage
1	<p>Questionnaire Design Process</p> <ul style="list-style-type: none"> • e-Questionnaire preparation <p>Introduction to SPSS:</p> <ul style="list-style-type: none"> • Introduction • Guide for beginners (Help tool) • Data Entry • The Data View Spreadsheet • The Variable View Spreadsheet • Storing and Retrieving Data Files • The Statistics Menus • Data File Handling • Generating New Variables • Running Statistical Procedures • Constructing Graphical Displays • The Output Viewer • The Chart Editor • Programming in SPSS 	15 Lectures	40%
2	<p>Data Analysis & Interpretation:</p> <ul style="list-style-type: none"> • Data coding & Data editing • Frequencies using descriptive statistics • Ranking Questions • Analysis of Likert scale • Multiple Choice Questions • Two way cross-tabulation • Three way cross-tabulation • Chi-square testing • Parametric test and non-parametric test • Hypothesis testing 	15 Lectures	40%

3	Practical Project and Assignments	10	20%
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Reference Books:

Sr. No.	Title	Author/s	Publication
1	SPSS Statistics for Dummies	Keith McCormick and Jesus Salcedo with Aaron Poh	John Wiley & Sons, Inc.,
2	A Handbook of Statistical Analyses using SPSS	Sabine Landau and Brian S. Everitt	Chapman & Hall/CRC Press LLC

Course Outcome(s):

After completion of the course, the student will be able to:

- Understand basic theoretical and applied principles of statistics.
- Use the research software.
- Analyze the data and improve their decision-making skills.
- Learn the testing of hypothesis.

Vanita Vishram Women's University
School of Commerce & Business Management
Course Code: BM33040
B.B.A.(Hons.) Semester: IV
Generic Elective Course: International Trade
(w.e.f. the Academic Year 2022-2023)
Credit: 6 (Theory-4 and Practical-2)

Course Objective:

To help learners to:

- To understand the functioning of international trade at the macro level
- To realize the importance of the indicators of foreign exchange market.
- To enable the students to understand the theories of international trade.

Course Content:

Module	Content	Weightage
1.	Nature of International Trade <ul style="list-style-type: none"> • Meaning of Internal & International trade • Differences between internal & international trade • Advantages & disadvantages of Foreign Trade • Importance of foreign trade 	15%
2.	Balance of Payments <ul style="list-style-type: none"> • Structure of Balance of Payments • Types of Disequilibrium in Balance of Payments • Causes of Disequilibrium & measures for correcting disequilibrium in the Balance of Payments 	20%
3.	Foreign Exchange Markets <ul style="list-style-type: none"> • Functions of Foreign exchange markets • Determination of rate of exchange • Equilibrium rate of Exchange Purchasing power Parity Theory <ul style="list-style-type: none"> • Introduction of the theory • Two Versions of the theory • Criticisms against PPP 	20%
4.	Fixed & Flexible Exchange Rates & International Financial Institutions <ul style="list-style-type: none"> • Case for fixed exchange rates & flexible exchange rates • IMF 	25%

	<ul style="list-style-type: none"> World Bank 	
5.	Practical & Assignment Group discussion, Presentations, Guest lectures on practical aspects	20%

Reference Books:

Sr. No.	Title	Author/s	Publication
1	International Economics	H. L. Bhatia	S.Chand Publishing New Delhi
2	Money, Banking & International Trade	M. L. Seth	Lakshmi Narain Agarwal
3	Money, Banking & International Trade	- R. R. Paul	Kalyani Publishers
4	Money, Banking, International Trade And Public Finance	D. M. Mithani	Himalaya Publishing House

Course Outcomes:

After completion of the course, the student will be able to

- ✓ Understand the concept of international trade, its effects on the economy & measures adopted by the government to control disequilibrium in the balance of payments.
- ✓ Students will be able to understand the foreign exchange market.
- ✓ Analyze the role & importance of international financial institutions.
