

**VANITA VISHRAM WOMEN'S UNIVERSITY**  
**JYOTI DALAL SCHOOL OF COMMERCE AND**  
**MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT**



**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 3**  
**Core Courses (CC), Skill Enhancement Courses (SEC),**  
**Generic Elective Courses (GE)**

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

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11050**  
**B.B.A. (Hons.) Semester: III**  
**Core Course: Quantitative Techniques for Managers**  
**(w.e.f. the Academic Year 2022-2023)**  
**Credit: 6 (Theory-4 and Practical-2)**

**Course Objectives:**

To help learners to

- To familiarize students with the concepts of statistics.
- To aware that how these techniques are applicable in the field of business management.
- To acquaint the students with the practical utility of the subject with special reference to business and commerce

**Course Content:**

Module	Content	Weightage
1	<b>Introduction to Statistics</b> <ul style="list-style-type: none"> <li>• Introduction to Statistics, Statistics in Business, Data Measurement, Charts and Graphs.</li> <li>• Descriptive Statistics, Measure of central tendency, measure of variability.</li> </ul>	17%
2	<b>Probability and probability Distribution</b> <ul style="list-style-type: none"> <li>• Basics of probability</li> <li>• Meaning of Probability Distribution</li> <li>• Discrete Probability Distributions, Probability Mass Function, Binomial Distribution, Poisson Distribution</li> </ul>	25%
3	<b>Co-relation</b> <ul style="list-style-type: none"> <li>• Definition, Meaning, Properties, Types, Importance, Correlation Coefficient</li> <li>• Karl Pearson's Product Moment Method and assumptions,</li> <li>• Spearman's Rank Correlation</li> </ul> <b>Regression</b> <ul style="list-style-type: none"> <li>• Meaning and Importance,</li> <li>• Regression Line, Regression Coefficients, Properties and uses, Equation, Practical</li> </ul>	25%
4	<b>Hypothesis testing</b> <ul style="list-style-type: none"> <li>• Introduction to hypothesis testing, Null and Alternative hypothesis,</li> <li>• Type-I and Type-II error,</li> <li>• Different types of t-test and ANOVA.</li> </ul>	25%
5	<b>Practical:</b> Software exposure to the above concepts – (by use of EXCEL or any other available software)	8%

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1.	Business Statistics	J.K.Sharma	Vikas
2.	Fundamentals of statistics	S.C.Gupta	Himalaya Publication House
3.	Statistics for management	Richard I. Levin and David S.Rubin	Pearson
4.	Business Statistics for Contemporary Decision Making	Ken Black	Wiley
5.	Complete Business Statistics	Amir D. Aczel and Jayavel Sounderpandian	McGrawHill
6.	Statistics for Management	Anand Sharma	Himalaya Publication house

**Course Outcome(s):**

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

- Understand basic concepts of statistics.
- Formulate these techniques in the field of business management.
- Learn how these methods and techniques can be used in practical world.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**B.B.A. (Hons.) Semester: III**  
**Core Course: Financial and Wealth Management**  
**(w.e.f. the Academic Year 2022-2023)**  
**Credit: 6 (4 Theory + 2 Practical)**

**Course Objectives**

To help learners to:

- Comprehend the financing decisions and functions of a firm.
- Develop an understanding on time value of money.
- Acquaint students with the techniques of capital budgeting.
- Comprehend the concept of leverages.
- Understand the concept of wealth management.

**Course Contents**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
1	<b>Introduction of Financial Management</b> <ul style="list-style-type: none"> <li>• Nature &amp; Scope</li> <li>• Functions and Objectives of Financial Management.</li> <li>• Basic Financial Decisions</li> <li>• Time Value of Money: Concept of present value, future value (Lump sum, simple annuity, and growing annuity)</li> </ul>	20%
2	<b>Capital Budgeting</b> <ul style="list-style-type: none"> <li>• Capital Budgeting concept</li> <li>• Computation of Cash Flows</li> <li>• Techniques of Capital Budgeting (Payback Period, ARR, IRR, NPV, Profitability Index)</li> </ul>	20%
3	<b>Leverage</b> <ul style="list-style-type: none"> <li>• Concept of Leverage in Finance</li> <li>• Operating Leverage</li> <li>• Financial Leverage</li> <li>• Combined Leverage</li> </ul>	20%
4	<b>Introduction of Wealth Management</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Services</li> <li>• Advantages and Limitations</li> <li>• Indian Concern (case study)</li> </ul>	20%
5	<b>Practical</b> Practical cases, presentations, discussions, numerical etc.	20%

### Reference Books

Sr. No.	Title	Author/s	Publication
1	Financial Management	I. M. Pandey	Vikas Publishing House
2	Financial Management	Khan & Jain	Tata McGraw Hill Publication
3	Financial Management	Prasanna Chandra	Tata McGraw Hill Publication
4	Fundamentals of Financial Management	James Van Horne	Pearson
5	Financial Management with New Approach	Suwendu Narayan Roy	Himalaya Publishing House

### Course Outcomes

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

- Understand the basic concepts of financial decisions.
- Compute time value of money.
- Comprehend the various techniques used in capital budgeting.
- Compute and analyse various leverages.
- Apply capital budgeting and leverage concepts in decision making.
- Comprehend the basic concept of wealth management.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11070**  
**B.B.A. (Hons.) Semester: III**  
**Core Course: Principles of Marketing Management**  
**(w.e.f. the Academic Year 2022-2023)**  
**Credit: 6 (4 Theory + 2 Practical)**

**Course Objectives:**

To help learners to

- Learn basic concepts of marketing related to 4P's of marketing.
- Learn basics about how manufacturing business and service enterprise, challenges faced by manufacturing business and service enterprise etc.
- Apply concepts related to emerging trends in the world of marketing.
- Use marketing concepts in business decision making.

**Course Content:**

Module	Content	Weightage
1	<p><b>Introduction to Marketing Management:</b></p> <ul style="list-style-type: none"> <li>• Understanding Marketplace &amp; Consumer Needs</li> <li>• Meaning &amp; Definition of Marketing &amp; Marketing Management</li> <li>• Importance of Marketing</li> <li>• Marketing Management Orientations</li> <li>• Holistic Marketing &amp; its Components</li> <li>• Ten entities to be Marketed</li> <li>• Key Customers Market</li> <li>• Marketing Environment: Internal &amp; External</li> <li>• Introduction of 4P's of Marketing</li> </ul>	20%
2	<p><b>Analysing Consumer Market:</b></p> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Consumer buying behaviour</li> <li>• Types of Consumers buying behaviour</li> <li>• Consumer buying Process</li> <li>• Features of Consumer behaviour</li> </ul> <p><b>Analysing Industrial Market:</b></p> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Industrial buying behaviour</li> <li>• Process of Industrial Buying Behaviour</li> <li>• Characteristics of Industrial Buying Behaviour</li> <li>• Difference between CBB &amp; IBB</li> </ul> <p><b>Segmenting, Targeting &amp; Positioning:</b></p> <ul style="list-style-type: none"> <li>• Identifying the Market Segment and its bases</li> <li>• Target Market Strategies, Criteria for Target Market</li> <li>• Product Positioning</li> </ul>	20%

	<ul style="list-style-type: none"> <li>• Service Positioning</li> </ul>	
3	<p><b>Setting Product Strategies:</b></p> <ul style="list-style-type: none"> <li>• Product Levels: The Customer-Value Hierarchy</li> <li>• Classification of Products</li> <li>• Levels of Products</li> <li>• Product Service Differentiation</li> <li>• Product Life Cycle – Features &amp; Strategies</li> <li>• Product System &amp; Mixes</li> <li>• Packaging, Labelling, Warranties &amp; Guaranties</li> </ul> <p><b>Designing and Managing Services:</b></p> <ul style="list-style-type: none"> <li>• The Nature of Services</li> <li>• Distinctive Characteristics of Services</li> </ul> <p><b>Developing Pricing Strategies &amp; Programs:</b></p> <ul style="list-style-type: none"> <li>• Setting the Price</li> <li>• Pricing Strategies</li> </ul>	20%
4	<p><b>Marketing Channels:</b></p> <ul style="list-style-type: none"> <li>• The Role of Marketing Channels – Functions and Flow of Channels</li> <li>• Channel Levels – Consumer &amp; Industrial Market</li> <li>• Private Labels</li> </ul> <p><b>Integrated Marketing Communication:</b></p> <ul style="list-style-type: none"> <li>• Communication Platform</li> <li>• Steps in Developing Effective Communication</li> <li>• Marketing Communication Mix</li> </ul>	20%
5	<p><b>Practical:</b> Case Studies &amp; Assignment and Presentation on Practical Topics given to the students</p>	20%

#### Reference Books:

Sr. No.	Title	Author/s	Publication
1	Marketing Management	Philip Kotler, Kevin Keller	Prentice Hall
1	Case Studies in Marketing	Ramendra Singh	Management Pearson Latest edition
2	Marketing Management	Kotler & Keller	Pearson Latest edition
3	Essentials of Marketing	Paul Baines	Oxford University Press Latest edition
4	MKTG - Principles of Marketing	Lamb, Hair, Sharma & McDaniel	CENGAGE Learning South Asian Edition - 2016

#### Course Outcome(s):

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

- Understand fundamental marketing concepts, theories and principles in areas of marketing policy of market and consumer behaviour, of product, distribution, promotion and pricing decisions.
- Understand the role of marketing as a fundamental organizational policy process.
- Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM15010**  
**B.B.A. (Hons.) Semester: III**  
**Skill Enhancement Course: Computer Skills for Managers**  
**(w.e.f. the Academic Year 2022-2023)**  
**Credit: 4 (3 Theory+1 Practical)**

**Course Objectives:**

To help learners to

- To create awareness about computer skill
- To develop IT skills among students
- To develop IT software skills related to business among students
- To develop analysis skills using software

**Course Content:**

Module	Content	Weightage
1	<p><b>Introduction to Computer</b></p> <ul style="list-style-type: none"> <li>• What is Computer?</li> <li>• Characteristics Of Computer System</li> <li>• Basic Applications of Computer</li> <li>• Components of Computer System</li> <li>• Input devices</li> <li>• Output devices</li> <li>• Computer Memory</li> </ul> <p><b>Concept of Hardware and Software</b></p> <ul style="list-style-type: none"> <li>• Hardware</li> <li>• Software (Application Software, Systems Software)</li> </ul>	30%
2	<p><b>Introduction to GUI based operating system</b></p> <ul style="list-style-type: none"> <li>• Basics of Operating System</li> <li>• Operating system</li> </ul> <p><b>Basics of popular operating systems (LINUX, WINDOWS)</b></p> <ul style="list-style-type: none"> <li>• The User Interface</li> <li>• Task Bar</li> <li>• Icons</li> <li>• Start Menu</li> </ul> <p><b>Operating System Simple Setting</b></p> <ul style="list-style-type: none"> <li>• Changing System Date And Time</li> <li>• Changing Display Properties</li> <li>• To Add or Remove Windows Component</li> <li>• Changing Mouse Properties</li> <li>• Adding and removing Printers</li> </ul> <p><b>File and Directory Management, Types of files</b></p>	20%
3	<p><b>Computer communication and the internet:</b></p> <ul style="list-style-type: none"> <li>• Basics of Computer Networks</li> </ul>	15%



	<ul style="list-style-type: none"> <li>Local Area Network (LAN)</li> <li>Wide Area Network (WAN)</li> </ul> <b>Internet</b> <ul style="list-style-type: none"> <li>Concept of Internet</li> <li>Basics of Internet Architecture</li> </ul> <b>Services on Internet</b> <ul style="list-style-type: none"> <li>World Wide Web and Websites</li> <li>Communication on the Internet</li> <li>Internet Services</li> </ul>	
4	<b>Www and Web browser</b> <ul style="list-style-type: none"> <li>WWW</li> <li>Popular Web Browsing Software</li> <li>Popular Search Engines / Search for content</li> <li>Accessing Web Browser</li> <li>Using Favorites Folder</li> <li>Downloading Web Pages</li> <li>Printing Web Pages</li> </ul>	20%
5	<b>Communication and collaboration</b> <b>Basics of E-mail</b> <ul style="list-style-type: none"> <li>What is an Electronic Mail?</li> <li>Email Addressing</li> </ul> <b>Using E-mails</b> <ul style="list-style-type: none"> <li>Creating and sending a new E-mail</li> <li>Replying to an E-mail message</li> <li>Forwarding an E-mail message</li> <li>Sorting and Searching emails</li> </ul>	15%

#### Reference Books:

Sr. No.	Title	Author/s	Publication
1	Computer Application in Management	Ritendra Goel	New Age International
2	Computer Fundamentals	Arora Ashok and Bansal Shefali	Excel Books
3	Information Technology	Sushila Madan	Taxmann
4	How Internet Works	Gralla-Tech Media	QUE

#### Course Outcome(s):

- After completion of the course, the student will be able to
- Get familiar with various input, output, and hardware components of a computer along with storage devices.
- Get familiar with various types of software, and utilities used for computer and mobile apps.
- In-depth Knowledge of Word Processing, their usage, and details of word processing screen.
- Manipulate slides to enhance the look of the slides as well as the whole presentation by inserting a picture, objects, multimedia formatting, etc.
- Get knowledge of device identification on local networks as well as on the Internet for both Desktop and Mobile Devices.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM31030**  
**B.B.A. (Hons.) Semester: III**  
**Generic Elective Course: Entrepreneurship Development**  
**(w.e.f. the Academic Year 2022-2023)**  
**Credit: 6 (Theory-4 and Practical-2)**

**Course Objectives:**

To help the learner's to

- Know about the concept of Entrepreneurship and its development in India.
- Gain an insight about women entrepreneurship.
- Understand the establishment of an entrepreneurial venture
- Recognize the finance avenues available to entrepreneurs

**Course Content:**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
1.	<p><b><u>Introduction</u></b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship - Concept and Evolution</li> <li>• Entrepreneur - Concept and Characteristics of successful entrepreneurs, Classification of entrepreneurs.</li> <li>• Process of Entrepreneurship Development</li> <li>• Entrepreneurship Training Methods</li> <li>• Business Climate in India</li> </ul>	15%
2.	<p><b><u>Women Entrepreneurship in India</u></b></p> <ul style="list-style-type: none"> <li>• Growth of women entrepreneurship in India with examples</li> <li>• Challenges of women entrepreneurship</li> <li>• Institutional Support to women Entrepreneurs in India.</li> </ul>	15%
3.	<p><b><u>Entrepreneurship Development</u></b></p> <ul style="list-style-type: none"> <li>• Identification of a good Business Opportunity</li> <li>• Contents of a Business Plan</li> <li>• Procedure of Setting up an Enterprise</li> </ul>	15%
4.	<p><b><u>Support Ecosystem for Entrepreneurship Development:</u></b></p> <ul style="list-style-type: none"> <li>• Institution support to Entrepreneurs-Central and State level Organisations.</li> <li>• Project Financing-Equity Financing, Angel Financing, Debt Financing and Other Sources</li> </ul>	25%
5.	<p><b><u>Practical</u></b></p> <p>Preparation of Business Plan, Case studies on Women Entrepreneurship, Guest lectures on practical aspects</p>	30%

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Entrepreneurial Development and Small Business Enterprises	Poornima M. Charantimath	Pearson
2	Entrepreneurial Development	Dr. S. S. Khanka	S. Chand
3	The Dynamics of Entrepreneurial Development	Vasant Desai	Himalaya Publishing House
4	Entrepreneurial Development	C. B. Gupta and N. P. Srinivasan	Sultan Chand and Sons
5	Entrepreneurship Development	E. Gordon and K. Natrajan	Himalaya Publishing House

**Course Outcomes:**

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

- ✓ Identify the entrepreneurial qualities and women entrepreneurship.
- ✓ Identify and analyse the current business scenario.
- ✓ Identify the institutions and finance available to aid the entrepreneurs
- ✓ Identify and analyse the business opportunity in current business scenario.
- ✓ Create a business plan for an entrepreneurial venture.

