

## **RPA FIRST GRADE COLLEGE**

### **Course: BBA**

#### **VISION**

To provide academic excellence with commitment in quality education in management for better life and society

#### **MISSION**

1. To develop tomorrow's business leaders, entrepreneurs and managers through:
2. An education based on ethical values resulting in knowledge and skills valued by employers and leaders to graduate employability.
3. Application oriented research relevant to business and management that flows into the teaching-learning process.
4. Inspirational and creative teaching which encourages students to assimilate and apply relevant knowledge.

#### **PROGRAM OBJECTIVES:**

1. To develop ethical managers with inter disciplinary knowledge
2. To develop entrepreneurs.
3. To prepare students to take the responsibility of full line of Finance function of a company with special reference to SME sector
4. To prepare students to take the responsibility of full line of Marketing function of a company with special reference to SME sector
5. To function prepare students to take the responsibility of full line of Human Resource of a company with special reference to SME sector.
6. To develop IT enabled global middle level managers for solving real life business problems.
7. To develop business analysts for companies, capital markets and commodity markets.
8. To prepare students to take up higher education to become business scientists, researchers consultants and teachers, with core competencies.
9. Also to develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission, etc.

## **FUNDAMENTALS OF ACCOUNTING**

**TOTAL HRS-56**  
**SEMESTER –I**

**HRS/WEEK-4**  
**Credit-2**

### **COURSE OBJECTIVE**

1. The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.
2. To impart the basic knowledge about accounting-meaning, concepts and conventions, golden rules of accounting.
3. To make them aware about importance of accounting needs of accounting and cycle of accounting.
4. To make them understand how to maintain books of accounts
5. To make them learn journalising the transactions and post them to different ledger accounts.
6. To teach them about preparation of different subsidiary books and preparation of financial account.

### **COURSE OUTCOME**

1. Students can explain the basics of accounting.
2. They have learnt concepts and conventions.
3. They are able to journalise the transactions and post them to different ledgers.
4. They can write about preparation of different subsidiary books.
5. Students are able to prepare final accounts.
6. Students are able to rectify the errors of accounting

## **BUSINESS ORGANISATION AND ENVIRONMENT**

**TOTAL HRS-56**  
**SEMESTER –I**

**HRS/WEEK-4**  
**Credit-2**

### **COURSE OBJECTIVE**

The objective is to familiarize the students with aspects of Business Organization and its Environment.

1. To study the basic concepts of business and its classifications
2. To study about types of business organization
3. To study about joint stock company and its features.
4. To study about Business environment and its type(Internal and External)
5. Impact of government policy on business and industry

### **COURSE OUTCOME**

1. The student will know about the types of industries in detail.
2. The student knows different of types of business organizations such as sole trading concern, Partnership, HUF, limited liability partnership etc.,
3. The student know how joint stock is formed, its capital requirement, about members, about government rules and regulations related to formation of joint stock
4. Students are aware of external and internal environment and its impact on company

## QUANTITATIVE METHODS FOR BUSINESS – I

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –I**

**Credit-2**

### COURSE OBJECTIVE

This course enables the students:-

1. To identify the types of numbers like rational numbers, integers, prime numbers etc and the concepts of LCM and HCF.
2. To understand the theory of equations is the analysis of the nature and algebraic solutions of algebraic equations.
3. To understand the concept sequence of real numbers and different types of progressions.
4. To study about the algebra of matrices and application of matrices and determinants to find the solution of system of linear equations
5. To understand the concepts related to commercial arithmetic like simple interest, profit, loss, discount, annuities etc.,

### COURSE OUTCOMES

On successful completion of this course the students will be able

1. To find the number of devisors, sum of devisors, LCM and HCF of numbers.
2. To solve the types of equations in different methods and solve simultaneous equations in different methods and application problems.
3. To solve problems on AP ,GP and the sum of AP ,GP and the difference between arithmetic and geometric means and application problems.
4. To solve problems of Matrices and Determinants, properties of determinants, solution of linear equations and some application problems to commerce.
5. To calculate simple interest, compound interest, percentage, annuities, discount and some application problems.

## MANAGEMENT PROCESS

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –I**

**Credit-2**

### COURSE OBJECTIVES

The objective is to familiarize the students with concepts and principles of management

1. Attempt to provide the students with through understanding of management concepts.
2. To impart knowledge about Social responsibility in different areas.
3. To familiarize the students with motivation concepts
4. Understand leadership styles and know about communication in management process.
5. To make them understand about the control and its methods of controlling.

### COURSE OUTCOME

On successful completion of this course the students will be able

1. Understand management and its principles

2. Know about social responsibility
3. Ability to recognize the problems and find solutions of the management with motivation and leadership concepts
4. Apply the process of staffing in the organisation
5. Apply different types of controls in the organisation
6. Apply the process of planning to take decision.

## **FINANCIAL ACCOUNTING**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –II**

**Credit-2**

### **COURSE OBJECTIVES**

1. The objective of this subject is to acquaint students with the accounting concepts, tools and Techniques influencing Business Organizations.
2. To study about insurance claim and steps for ascertaining fire insurance claims.
3. To make them aware about hire purchase and its importance and also about instalment system
4. To facilitate the concept royalty accounts and its importance and also preparation of different ledger accounts.
5. To enable the students to understand partnership & importance, limited company & its importance
6. To impart knowledge about issue of shares it's types & importance; preparation of journal entries bank account; balance sheet.

### **COURSE OUTCOME:**

1. Student gained the practical knowledge about insurance claim
2. Are quite confident about calculation of hire purchase & instalment system
3. Students are able to prepare an accounts relating to sale of partnership to limited company
4. Students are able to calculate issue of shares at par, premium & discount
5. They are quite confident about preparation of royalty accounts; related ledgers.

## **QUANTITATIVE METHODS FOR BUSINESS - II**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –II**

**Credit-2**

### **COURSE OBJECTIVES**

1. The objective is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.
2. To understand the statistical concepts such as mean, median and mode.
3. The course deals with statistical concepts including Central tendency, dispersion, correlation and regression
4. To know the significance of index number
5. To provide the basic knowledge about statistics and to know how to apply them in business

6. Decisions
7. To enable the students to know about dispersion

#### **COURSE OUTCOME**

1. Student are quite confident about graphs & diagram
  2. They gain practical knowledge how to calculate correlation & regression
  3. They got practical knowledge about how to demonstrate dispersion
- They are confident in solving practical problems on index number

### **ORGANISATIONAL BEHAVIOUR**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –II**

**Credit-2**

#### **COURSE OBJECTIVES**

The objective is to enable the students.

1. To understand the organisational behaviour and organizational change and dynamic of groups.
2. Explain personality attributes influencing OB.
3. Explain learning and behaviour modification and reward system.
4. Developing communication, group dynamics to meet the goals or organization.
5. To familiarize students with leadership styles,

#### **COURSE OUTCOME**

1. Have understood OB concept and application in management.
2. Know about personality, perception and attitudes
3. Understood about learning concept and its application
4. Know about communication which helps to maintain healthy environment in working place.
5. Able to list various leadership styles.

### **PRODUCTION AND OPERATIONS MANAGEMENT**

**TOTAL HRS-60**

**HRS/WEEK-4**

**SEMESTER –II**

**Credit-2**

#### **COURSE OBJECTIVES**

The objective of the subject is to make the students understand the concepts of production and operations management of an industrial undertaking and the benefits of automation.

1. To study the basic concept related to the production and operations
2. To study factors affecting plant location and physical facilities
3. To study principles related to materials management
4. To study production planning and quality control in production department
5. To study factors affecting productivity
6. To study how to manage and maintain waste, scrap, salvage etc.

#### **COURSE OUTCOME**

1. The student will be aware of basic concept related to production department such as

automation and its advantages and disadvantage

2. The student will be aware of the factors affecting location such as building, sanitation, lighting, air conditioning, closeness to raw materials
3. The student will be aware of material management in production department such as purchasing, selection of suppliers, inventory management etc.
4. The student Know how to manage and maintain waste in organisation

### **SOFT SKILLS FOR BUSINESS**

**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

#### **COURSE OBJECTIVES**

The objective is

1. To develop both oral and written communication skills relating to organizational and Business issues
2. To know about basics of communication and concepts of verbal and non verbal communication.
3. To know about public speaking, speeches and use of technology.
4. To know about interviews and different concepts like types of interviews.
5. To know about meeting, types, e-meetings and their pros and cons.
6. To know about communication in business like letters, circulars, quotations, bio-data, memos.

#### **COURSE OUTCOMES:**

1. Students come about what is communication and its concepts, and aware about verbal and non verbal communication concepts.
2. Student understood about public speaking, usage technology.
3. Students are aware how to attend interview and their concepts.
4. Students are aware of what is meeting and their types, e-meetings.
5. Students know about usage of communication in business and its usage

### **CORPORATE ACCOUNTING**

**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

#### **Course OBJECTIVE**

The objective of this subject is to enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts.

1. To enable the students to have a comprehension understanding of the Companies Accounts according to the provision.
2. To make students in preparation of final accounts in analytical manner.
3. To know the financial position by comparing the financial statements.
4. To understand how goodwill is a positive aspect and to calculate the Goodwill.

5. For better understanding of Share values and how shares are calculated.

#### **COURSE OUTCOMES:**

1. To make the students understand the corporate accounts maintained.
2. Know the difference between financial Accounts and corporate accounts.
3. Knowing the students how the corporate sector makes profits and how they raise capital in form of shares.
4. . The practical aspects of calculating the goodwill of the firm.
5. To calculate the financial statements and analysing the same statements for knowing the financial position of the company.

### **HUMAN RESOURCE MANAGEMENT**

**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

#### **COURSE OBJECTIVE**

The objective is to familiarize the students with concepts and principles of Human Resource Management.

1. To understand the meaning and importance of HRM.
2. To learn the process of HRM planning. in detail .
3. To make them understand the selection and recruitment process.
4. To teach about training methods, induction its benefits and objectives.
5. To familiarize with different Methods of performance appraisal and its importance.
6. To make them aware about promotions.
7. To have knowledge on human resource development and knowledge management.

#### **COURSE OUT COMES**

1. Students are able to answer about the concept of HRM.
2. Students are able to analyse HR planning.
3. They learn about different recruitment and selection process of HRM
4. They learn about basis of promotions and transfers.
5. Students are able to answer HRD, knowledge management.

### **SERVICES MANAGEMENT**

**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

## **COURSE OBJECTIVE**

The objective is to familiarize the students with different services and prepare them with requisite skills to manage services

1. To make the students aware of service industry which is been playing an important role in the country.
2. For making understand the different types of services in detail of the businesses.
3. To make them understand the impact of service sector in the country through Tourism and Hospitality services.
4. For enabling the students to know the Service sectors impacts on business.
5. To make understand of Banking, financial, Tourism, and Hospitality services.
6. To make them know how service sector contributes major revenues for business and countries development.

## **COURSE OUTCOMES:**

1. Students know about service industry and its importance.
2. Learnt about different types of services in detail
3. Know about tourism and hospitality services.
4. Students know about banking and insurance services
5. Have knowledge of evolution of health industry.

## **CORPORATE ENVIRONMENT**

**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

## **COURSE OBJECTIVE**

The objective is to enable the students to get familiarized with the existing Company Law and Secretarial Procedure.

1. To study the process of establishing new company
2. To study about share and its types
3. To know the different types of meetings in the organization
4. To study about rights, duties and qualifications of company secretary and the procedure of removal of company secretary in case if fraud is found
5. To study about procedure of winding up of companies

## **COURSE OUTCOME**

1. Students know about rules, regulations, policies, procedure which is to be known during establishment of new company
2. Students will be aware of basic concepts of shares, share capital and its types such as equity and preference which company is dealing in
3. The students will be aware of different type of meetings held in the organization such as statutory, annual , extraordinary, board and emergency meetings
4. Students will be aware of circumstances when the company can wind up and its basic rules

## **BUSINESS REGULATIONS**



**TOTAL HRS-56**  
**SEMESTER –III**

**HRS/WEEK-4**  
**Credit-2**

### **COURSE OBJECTIVE**

The objective is to introduce the students to various regulations affecting business and to familiarize the students with such regulations.

1. Identify and interpret sources of law affecting business.
2. To make the student to understand the of contract laws
3. To familiarise students to apply the various laws like consumer act, environment act
4. To introduce the students to various regulations like COPRA, IT Act and competition ACT affecting business.

### **COURSE OUTCOME**

1. Student able to understand the nature and sources of law.
2. To state the law relating to Indian Contract Act and define the concept of contract
3. To understand the different elements of contract, performance of contract and different modes of discharge of contract
4. To explain the concept of special contracts
5. To analyse the dimensions of IT Act and elaborate their contents
6. Student have understood the concept in consumer Act and environment Act

## **BUSINESS RESEARCH METHODS**

**TOTAL HRS-**  
**SEMESTER –IV**

**HRS/WEEK-4**  
**Credit-2**

### **OBJECTIVE**

The objective is to create an awareness of the Process of Research, the tools and techniques of research and generation of reports

### **COURSE OBJECTIVE:**

1. To familiarise students in research and its types.
2. To make them understand about primary data and secondary data.
3. To familiarise the students with the techniques of hypothesis and tests like anova and chi square.
4. To enable the students to gain practical knowledge of report writing
5. Students will gain the practical knowledge about questionnaire by undergoing assignments.

### **COURSE OUTCOME:**

1. Students are aware of the concept of research and types of research.
2. Students understood how to develop a research design and method including ethical implication.
3. Students have knowledge about literature review and research proposal.
4. Students learned practical knowledge of hypothesis and tests by taking sample size

of their own.

5. They learn how to prepare reports in technical academic and bibliography.

## **MARKETING MANAGEMENT**

**TOTAL HRS- 60**  
**SEMESTER –I**

**HRS/WEEK-4**  
**Credit-2**

### **COURSE OBJECTIVE**

The objective is to enable students to understand the concept of marketing and its applications and the recent trends in Marketing.

1. To study basic concepts of market, marketing and marketing management
2. To study the marketing environment and its influence on business
3. To study in detail 4P's of marketing i.e. Marketing mix
4. To study the consumer behaviour towards product
5. To study the role of CRM in business

### **COURSE OUTCOME**

1. The students aware of market, marketing, marketing management and its functions.
2. Know about micro and macro environment which is also called internal and external environment ( political, economic, technological, natural and its effects)
3. Student knows in detail about the 4P's (Product, Price, Place and Promotion) and how the entire business depends on the 4P's.
4. The outcome will be that student will be aware of the consumer behaviour towards different Products.
5. Students learnt the importance of good relations between the consumer/customer and the organization.

## **FINANCIAL MANAGEMENT**

**TOTAL HRS-56**  
**SEMESTER –IV**

**HRS/WEEK-4**  
**Credit-2**

### **COURSE OBJECTIVE**

The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.

1. Students to understand the basic concepts of Financial Management
2. The role of Financial Management in decision-making.
3. To develop the skill needed to apply for the time value of money concept
4. To evaluate alternative technique on capital budgeting
5. To understand the time value of money concept.
6. To over view the concept of working capital management which is used for day to day business?

### **COURSE OUTCOME**

1. Define the fundamental concepts of FM.

2. Student got practical knowledge about present and future value of money
3. Student acquired practical skills on capital budgeting
4. Describe factors influencing dividend policies
5. Analyse the capital structure and appraise its influence on risk and growth.
6. Differentiate and apply various method and techniques to analyse investment decision.
7. Explain the concept of leverage and benefits and cost associated with debt financing.
8. Define and identify the concepts of Working capital management.

### **BANKING REGULATIONS & OPERATIONS**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –IV**

**Credit-2**

#### **OBJECTIVE**

The objective is to familiarize the students to understand the law and practice of banking.

#### **COURSE OBJECTIVES:**

1. To make the students understand the with real world banking.
2. To make them Identify the relationship between Banker & customer
3. To make student different types of bank accounts and procedures to open bank account
4. Identify the Negotiable instruments used in banks .
5. To familiarise the students to apply for different kinds of borrowing facilities granted by bank

#### **COURSE OUTCOME:**

1. Students understood the concept of banking system and functions in India
2. They gained the practical knowledge on opening of an Bank account by visiting banks
3. They learned about how to use the Negotiable instruments.
4. Students gained the knowledge and skills by undertaking assignments.

### **COST ACCOUNTING**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –IV**

**Credit-2**

#### **COURSE OBJECTIVE**

The objective of this subject is to familiarize students with the various concepts and element of cost.

1. To understand the basic concept and process of costing
2. To enable the students to analyse and understand the concept of inventory management
3. To familiarize with costing methods, material management, inventory
4. management & overhead
5. To develop the practical skill of costing in an organization

6. To gain the knowledge about reconciliation statement.

**COURSE OUTCOME:**

1. Student gained practical knowledge about costing methods
2. Students got extreme knowledge about inventory methods
3. Students are quite confident about calculation of different methods of time rate system
4. They are able to demonstrate how to calculate reconciliation statement
5. They are confident in solving practical problems on allocation & apportionment.

**ENTREPRENEURIAL MANAGEMENT****TOTAL HRS-56****HRS/WEEK-4****SEMESTER –V****Credit-2****COURSE OBJECTIVE**

The objective is to enable students to understand the basic concepts of entrepreneurship and prepare business plan to start a small industry.

1. Enable students to understand the basic concept of entrepreneurship and preparing a business
2. To impart knowledge on how to start small industry.
3. Know about qualities of entrepreneur.
4. Understanding the SSI in the development of Indian economy and its formation.
5. Learn to prepare business plan
6. Better understanding about financial assistance.

**COURSE OUTCOMES**

1. Students will be able to prepare project report.
2. Learn success stories of entrepreneurs.
3. Understand the problems and steps to solve problems.
4. Growth in the entrepreneurship and qualities.
5. Knowledge on SSI
6. Learn to use on financial assistance provided in developing entrepreneurship.

**COMPUTER APPLICATION IN BUSINESS****TOTAL HRS-56****HRS/WEEK-4****SEMESTER –V****Credit-2****COURSE OBJECTIVE**

1. To study the basic principles of computer applications.
2. To understand the fundamentals of business application in computer.
3. To understand the various application business.
4. To understand Data Base Management System, Information System, Microsoft office and E-commerce.

**COURSE OUTCOMES:**

At the end of this course, the students are able to:

1. Conclude the practical and ideal characteristics of E- Business.
2. Explain and design account package problems.
3. Compare the business application into Computer.
4. Explain the process of problem solving in computers

## **MANAGEMENT ACCOUNTING**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –V**

**Credit-2**

### **COURSE OBJECTIVE**

The objective of this subject is to enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.

1. Understand the concept of management accounting
2. To understand the analysis and interpretation of financial statements
3. To make familiarize with the cash flow and fund flow concept.
4. To make students understand various cost concepts.
5. To prepare management reports for decision-making.

### **COURSE OUTCOME**

1. Student will be able conversant with need, scope and important concept of management accounting.
2. Student will learn to analyse financial statement with the help of ratios of liquidity, debt.
3. Interpret cash flow and fund flow and its importance and manage funds most efficiently in the business
4. Student will be able to gain knowledge about cost , profit volume and understand the need of cost concepts in organization.
5. Student demonstrate in preparation of management of reports

## **INVESTMENT MANAGEMENT**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –V**

**Credit-2**

### **COURSE OBJECTIVE**

#### **TO make the student**

1. To understand concept of investment, classification of securities, investment strategy, investment avenue.
2. To know security analysis, microeconomic factors, company analysis tow theory, tax aspects of investments.
3. To know about Markowitz models, sharp single index models, capital asset pricing model concept of alpha and beta.
4. To understand about portfolio evaluation and management, methods involved in portfolio revision, treynor and Jensen measure of portfolio evaluation.
5. To know about what is mutual funds, types, investors like life cycle, portfolio

management in banks.

#### **COURSE OUTCOMES:**

1. Students understood what are investment, investment avenues and strategies.
2. Students know about the security analysis, micro-economic factors, theories, tax aspects.
3. Able to understand different models and concepts of alpha and beta.
4. Students understood about different concepts of portfolios.
5. Students are aware about mutual funds and their related concepts.

#### **INTERNATIONAL BUSINESS**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –VI**

**Credit-2**

#### **COURSE OBJECTIVE**

1. To make the students to understand International Business in a multi cultural world.
2. To study about different theories of international trade.
3. To make them aware about different modes of entry into international business.
4. .To study about globalisation.
5. To enable the students to understand international market intelligence and marketing research
6. To impart knowledge about EXIM trade, it's procedure steps and documentation

#### **COURSE OUTCOME**

1. Student gained the knowledge about international businesses
2. Students are able to answer exporting licensing franchising ect
3. Students have understood globalization ,MNCs and TNCs
4. Students gained the knowledge about sources of information for marketing

#### **E-BUSINESS**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –VI**

**Credit-2**

#### **COURSE OBJECTIVE:**

The objective is to expose the students to electronic modes of commercial operations.

1. To expose the students to electronic modes of commercial operations
2. Understanding E-commerce it's types and different models
3. Ability to learn security for e- business.
4. Learn more about E- payments and it's uses
5. Expose the students to marketing technologies.
6. Learning about the legal aspects of E-business

#### **COURSE OUTCOMES**

1. Students have the Ability to improve security in E-business.
2. Understanding online shopping facility.

3. Improve in customer relationship management.
4. Student has understood the Effective use of E-payment systems.
5. Student have understood the legal aspect of E-business

### **INCOME TAX**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –VI**

**Credit-2**

#### **COURSE OBJECTIVE**

The objective of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only.

1. To create awareness about tax structure and tax system in India
2. To make them understand brief history of income tax and Income tax authorities
3. To teach them how to determine residential status and incidence of tax
4. To create awareness about salary, allowances, perquisites and its taxability.
5. To teach taxability of house property its basis of charge exempted incomes from house property and deduction
6. To make the students to learn about income tax slab rate exempted incomes filing of income tax and self assessment
7. To make them understand how to pay tax, mode of payment, refunds etc....

#### **COURSE OUTCOME:**

1. Students learned about Indian tax structure, slab rate, calculation of tax liability, exemptions etc.....
2. They are able to determine residential status and incidence of tax
3. They learned about salary and its contents
4. They are able to calculate taxable income from salary
5. They understood the basis of charge of income from house property and they are able to calculate taxable income form house property.

### **STRATEGIC MANAGEMENT**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –VI**

**Credit-2**

#### **COURSE OBJECTIVE**

The Objective of this subject is to expose the students to the various strategic issues such as strategic planning, implementation and evaluation etc. and preparation of project reports.

1. To understand need and process of strategic management which helps in decision making
2. Develop effective strategies and analyze the impact of external environment and internal environment in the organization..
3. To make students Implement and evaluate a strategic plan.
4. To expose students to the various issues such as strategic planning, implementation and evaluation etc and preparation of project reports.

5. To familiarize the students about the strategy evaluation and control
6. To expose the students to prepare strategic reports.

### **COURSE OUTCOME**

1. Students have understood the need and process of strategic management
2. Student have understood the concept of environment and it its impact.
3. To make them prepare a strategic plan.
4. Students have understood about strategy evaluation and control.
5. To make students understand about key result area

### **ELECTIVE GROUPS**

#### **1. FINANCE GROUP**

##### **ADVANCED FINANCIAL MANAGEMENT**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –V**

**Credit-2**

#### **COURSE OBJECTIVE**

The objective is to familiarize the students with Advanced Financial Analysis and Decisions.

1. To study about investment. Decision and risk analysis
2. To gain the knowledge on topics cost of capital and capital structure
3. To study about dividend policies.
4. To understand the concept on corporate valuation

#### **COURSE OUTCOME:**

1. Student are able to understand risk and techniques of measuring risk,
2. Are to able to compute problems on capital structure.
3. Are able to solve problems on dividend theories.
4. Have knowledge about working capital and estimate working capital for a concern
5. Have knowledge on corporate valuation and its methods of valuation.

##### **ELECTIVE- FINANCIAL MARKETS & SERVICES**

**TOTAL HRS-56**

**HRS/WEEK-4**

**SEMESTER –V**

**Credit-2**

#### **COURSE OBJECTIVE:**

1. To make students get basic knowledge about primary and secondary market under financial markets.
2. To provide students the information about the non banking financial intermediaries.
3. To provide clear information regarding objectives, functions, powers, roles of SEBI in marketing of securities and protection of investor interest.
4. To create awareness about the concept, growth, function of mutual funds along with



evaluation of its performance.

5. To avail the students the practical exposure of recent trends in financial services.

#### **COURSE OUTCOMES:**

1. Students were able to secure basic knowledge about primary and secondary market under financial markets.
2. Students have learned the non banking financial intermediaries.
3. Students are aware of the objectives, functions, powers, roles of SEBI in marketing of securities and protection of investor interest.
4. Students are able to understand concept, growth, and function of mutual funds along with evaluation of its performance.
5. Students have got practical exposure of recent trends in financial services.

#### **ELECTIVE- INTERNATIONAL FINANCE**

**TOTAL HRS-56**  
**SEMESTER –VI**

**HRS/WEEK-4**  
**Credit-2**

#### **COURSE OBJECTIVES:**

1. To familiarize the students with International Financial environment, instruments and institutions.
2. To make students understand the fundamental terms and concepts and issues involved in international business.
3. To provide students the information about the Forex markets and its intermediaries, components and methods of balance of payments.
4. To create awareness about instruments in the international financial markets.
5. To analyze foreign exchange risk and its efficiency.
6. To provide knowledge about international financial institutions and liquidity.

#### **COURSE OUTCOMES:**

1. Students were able to secure better understanding about fundamental terms and concepts and issues involved in international business.
2. Students have learned the working of Forex markets and its intermediaries, components and methods of balance of payments.
3. Students are aware of the instruments in the international financial markets.
4. Students are able to analyse foreign exchange risk and its efficiency.
5. Students have got an idea about international financial institutions and liquidity along with portfolio management.

#### **6.6 STOCK AND COMMODITY MARKETS**

**TOTAL HRS-56**  
**SEMESTER –VI**

**HRS/WEEK-4**  
**Credit-2**

#### **COURSE OBJECTIVES**

1. The objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionaries in these markets and their mode of trading.

2. To provide comprehensive Knowledge about working pattern of stock and commodity market,
3. To realize the major regulatory authorized stock exchange centres of India.
4. To analyse the concept of speculation and services of depositories in stock market,
5. To realize the trading and settlement pattern of commodity market.

#### **COURSE OUTCOME**

1. Students are able to write the meaning, classification, differentiation of Stock and commodity.
2. Students are capable to analyse the objectives and functions of SEBI BSE ,and NSE Centres.
3. They also able to write about speculation and its types.
4. Students are capable to organize, analyse the different market concepts and differentiations.
5. They understand the settlement pattern of Indian Commodity trading pattern.