



**Program:** BBA  
**Semester:** Fourth  
**Course:** FINANCIAL MANAGEMENT II  
**Course Code:** 11.251

L	T	P	C
4	0	0	4

**Course Objective:**

- Easily analyze complicated scientific and professional problems and view a situation
- Critically, address the current financial management issues of a company
- Take decisions, complete highly qualified professional functions

**Unit I**

**Cost of Capital:** Significance of cost of capital, calculating cost of debt, Preference shares, Equity Capital & retained earning, weighted average cost of capital, Margin cost of capital.

**Unit II**

**Dividend policies;** Forms of dividend, and stability in dividend, determinant of dividend policies, Issues in dividend policies, walter's model, Gordon's model, MM hypothesis.

**Unit III**

**Sources of Finance:** Short term sources of Finance, long term source of finance, innovative source of finance, venture capital.

**Unit IV**

**Management of working capital:** Nature of working capital, significance of working capital, operating cycle and factors determining working capital, estimation of working capital.

**Inventory management:** Concept, objective of inventory Management, needs for the inventory management, control techniques

**Suggested Reading:**

1. Financial Management ,I.MPandey: Vikas Pub.
2. Financial Management ,Prasanna Chandra: TMH.
3. Financial Management - R P Rustagi ,(Galgotia, 2000, 2nd revised ed)
4. Financial Management – Khan.M.Y and Jain P.K ,(Tata McGraw Hill, 3rd Ed.)
5. Corporate Finance –Theory & Practice – Damodaran,Aswath ( John Wiley, 1st Ed)



**Program:** BBA  
**Semester:** Fourth  
**Course:** QUANTITATIVE TECHNIQUES OF BUSINESS

L	T	P	C
4	0	0	4

**Course Code:** 11.252

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**Course Objective:**

- For the analysis and interpretation of *quantitative* information. An understanding of the basic ideas underlying statistical *methods* at an introductory level.
- An understanding of certain mathematical tools of *business* decision making.

**Unit I**

Probability: Probability, Axioms of Probability, Conditional Probability, Baye's Theorem. Probability Distributions: Random Variables, Probability Distribution, Binomial Distribution, Poisson Distribution, Continuous Random Variables, Normal Distribution, Mathematical Expectation, Moments, Moment generating function and Characteristic function.

**Unit II**

Measurement of Central tendencies, Mean, Median and Mode, Measure of Dispersion.

**Unit III**

Correlation and Regression analysis: Correlation, Rank correlation meaning, application of regression analysis, difference between correlation & regression analysis, regression equations.

**Unit IV**

**Index Number:** Definition, method of construction of Index number, Laspeyre and Paasche formulas, Time reversal test, Circular test, Factor reversal test, Fixed base method, Average base method and Chain base method. Meaning of consumer price Index number and its computations.

**Suggested Reading:**

1. *Business Mathematics*, Kashyap Trivedi ((2010)), 1st edition, Pearson Education.
2. *Mathematics for Management*, Raghavachari. M. ((2004)), McGraw Hill Education.
3. *Business Math*, Cleaves S. Cheryl, and Hobbs. Margie. J (2008), 7th Edition, Prentice Hall.
4. *Probability & Statistics*: R. A. Johnson (Miller & Freund's, PHI)



**Program:** BBA  
**Semester:** Fourth  
**Course:** INTERNATIONAL BUSINESS  
**Course Code:** 11.253

L	T	P	C
4	0	0	4

### Course Objective:

- They have knowledge about different aspects of international business management in a cultural, behavioral, theoretical and practical context.
- Explain how international factors affect domestic concerns
- Explain regional economic integration and economic and political integration

### Unit 1: International Business

Introduction; Significance; Nature and Recent Trends; Features of International Business Environment; Culture Dynamics in Assessing Global Markets; International Political Spectrum and Management Decisions.

### Unit 2: International Business Environment

Economic Classifications and Transformation Processes Affecting International Business; International Legal Environment; Emerging Markets & Strategic Implications; Technological and Demographic Environment.

### Unit 3: Co-operative Business in International Operations

Regulations & Barrier to Free Trade; International Commodity Agreements: GSP & GSTP; GATT; WTO: Principles, Structure, Major Agreements, Conference & Third World Stand; Economic Integrators: IMF, World Bank, Asian Development Bank, UNCTAD, UNIDO.

### Unit 4: India in the Global Setting and the International Monetary System

Foreign Trade in India; EXIM Policy; Composition of Trade; Government Influence on Foreign Trade: Export Promotion Measures.

Introduction to International Monetary System & Foreign Exchange Market; Business Implications of Exchange Rate Movement; Foreign Exchange Management Act (FEMA); Internationalization of Stock Market.

### Suggested Reading:

1. International Business: Text and Cases by Francis Cherunilam, Publisher: Prentice Hall of India Private Limited, New Delhi
2. International Business by K. Aswathappa, Publisher: Tata McGraw Hill Publishing Company Limited. New Delhi
3. International Business by Charles W. L. Hill, Publisher: McGraw Hill/ Irwin Publication
4. International Business by Ball, Publisher: McGraw Hill
5. International Business by Joshi, Rakesh Mohan, Publisher: Oxford University Press
6. International Business by Paul Justin, Publisher: Prentice Hall of India
7. International Business by Shajahan, Publisher: Macmillan India



**Program:** BBA  
**Semester:** Fourth  
**Course:** BUSINESS ETHICS  
**Course Code:** 11.254

L	T	P	C
4	0	0	4

### **Course Objective:**

- The concept of business ethics and identify the types of ethical issues. They can understand the problems in business ethics and appreciate the concept of work ethics and they apply the knowledge of ethics in real life situations.
- define, explain and illustrate the theoretical foundations of business ethics;
- Re-examine their knowledge of business and economic concepts from an ethical perspective.

### **Unit I.**

Business Ethics-An Overview-Concept, Evolution of thought of ethics in business Culture & ethics Overview of ethics value system, attitudes, beliefs and life patterns -Social, economical values & responsibilities

### **Unit II.**

Ethics and Indian management, Basic framework of normative ethics

### **Unit III**

Ethics and decision making Social responsibility of business - ethical aspects of corporate policy , Morality and rationality in formal organization, Moral relations between individual and organizations

### **Unit IV**

Relation between ethics and corporate excellence , Corporate Mission Statement, Code of Ethics Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social Responsibility of Business, Social audit.

### ***Suggested readings:***

1. Ethics and Mgmt by Hosmer
2. Business Ethics by Shekher
3. Business Ethics by Chakrobarthy (Oxford publication)



**Program:** BBA  
**Semester:** Fourth  
**Course:** PROFESSIONAL SKILLS  
**Course Code:** 40B.251

L	T	P	C
2	0	0	2

### Course Objective:

- In this unit the students get opportunities to apply their classroom learning to practical situation. This course aims to develop the professional traits in them, so that they can meet the neo-challenges of job opportunities.
- Students become the architect of their career goals.
- Acquire leadership traits,
- Interpersonal skills,
- Adaptability, discussion skills, interview skills etc.

### LEARNING OUTCOME:

- To be able to seek and secure professional opportunities
- Decision making abilities
- Professional awareness

### Unit -I DISCUSSION SKILLS

- Introduction
- Importance of Group Discussion Skills
- Process, Scope & Limits of Group Discussion
- Group Discussion, Interaction Strategies, Individual Contribution
- Leadership Skills, Team Management, Creating Friendly Co-operative Atmosphere
- Selection Group Discussion, Interactive Oral Process, Purposeful & Goal Oriented Characteristics, Agreement on Group Goals, Agreement on Procedure, Effective Communication, Equitable Distribution of Time; Speaking & Listening Skills; Adaptability; Assertiveness; Command Over the Subject

### Unit -II NEGOTIATION SKILLS

- Speaking & Listening Skills
- Rapport Building
- Decision Making Ability
- Problem Solving Skill
- Attitudes
- Adaptability
- Conflict Handling Ability



### **Unit – III JOB SEARCH & CORRESPONDENCE SKILLS**

- Introduction; Job Search Strategies
- Developing Job Communication Skills
- Skill Analysis
- Job Communication Process
- Creating Network,
- Prelude; Biodata, Curricula Vitae ( CV ) Resume
- Determining the Need of the Employer
- Relevant Information Analysis
- Preparing Final Draft
- Developing Confidence, Apprehension, Set Realistic Goals, Negative Thoughts
- Stress Reduction Techniques
- Follow up Correspondence

### **Unit – IV INTERVIEW SKILLS**

- Interview; Introduction
- The Interview Process
- Types of Interview; Face to Face, Group Interview, Through Video Conferencing, Telephonic,
- Skype, Panel Interview
- Planning/Purpose
- Pre-Interview Techniques
- Answering Strategies
- Follow up

### ***Suggested Books & Readings:***

1. Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi
2. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York
3. Lewis, Norman. 1991. Word Power Made Easy. Pocket Books
4. Sen , Leena .Communication Skills ; Eastern Economy Edition
5. Ghanekar , Dr. Anjali . Essentials of Business Communication Skills ; Everest Publishing House
6. David Green . Contemporary English Grammar, Structure & Composition ; MacMillan
7. Dictionary; Oxford
8. Dictionary ; Longman