

# Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: BBA-FS

PROGRAMME SPECIFIC OUTCOMES ( PSO ):

PSO-1: Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.

PSO-2: Enable students to take up higher education such as MBA, MFC and other professional courses to become Junior Accountant, Junior Financial Analyst, CreditAssociate, Investment Banking Associate and Private Equity Research Associate with core competencies and skills.

PSO-3: Demonstrate ability to recognize and identify ethical conflicts, apply current theory and analytical techniques to real-time finance industry situations.

PSO-4: Demonstrate the skills required for adaptability and adoptability in the ever changing business environment.

PROGRAMME EDUCATIONAL OBJECTIVES ( PEO ):

PEO-1: To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge and skills in advanced financial tools and be aware of fundamental concepts which can help them in the careers.

PEO-2: To designed to familiarize students with the finance decision-making process and working of financial markets.

PEO-3: The program is designed to provide students with the expert level knowledge of financial planning, analysis, control, decision support, and professional ethics and the working level knowledge of general management subjects.

PEO-4: To Emphasis on application-oriented learning and Tech-enabled program delivery using tablets, PCs and learning management system.

PEO-5: Gain knowledge of advanced technical tools, analytical skills and creative outlook required to champion the financial world.

PEO-6: To learn the advanced technical tools, analytical skills and creative outlook which are quite essential to be successful in the financial market.

PROGRAMME OUTCOMES ( PO ):

PO-1: To help the students learn theoretical principles and analytical techniques required in real financial industry situations.

PO-2: To develop analytical skills and creative outlook all of which are mandatory in the current financial services sector.

PO-3: Updating knowledge of core subjects such as Securities Markets, Banking System, Financial Planning and Investment Management.

PO-4: To equips them with the skills necessary as professionals working toward the financial decision-making process.

PO-5: To impart working level knowledge of general management subjects

PO-6: Apply current theory and analytical techniques to real finance industry situations.

**Integral University BBA**  
**Financial Services**  
**Scheme of Evaluation -2015-16**

YEAR-III

SEMESTER- V

S.N.	Subject Code	Subject	Period (Per Week)			Credit	Evaluation Scheme				
			L	T	P		C	Sessional (CA)			Exam
						CA	TA	Total	ESE		
1	BM350	Fundamentals of Strategy	3	1	0	4	15	10	25	75	100
2	BM351	Introduction to Business Law	3	1	0	4	15	10	25	75	100
3	BM352	Enterprise Resource Planning	3	1	0	4	15	10	25	75	100
4	BM362	Digital Banking	3	1	0	4	15	10	25	75	100
5	BM363	Financial Research Analysis	3	1	0	4	15	10	25	75	100
6	BM364	Investment Analysis and Portfolio Management	3	1	0	4	15	10	25	75	100
<b>TOTAL</b>			<b>18</b>	<b>6</b>	<b>0</b>	<b>24</b>	<b>90</b>	<b>60</b>	<b>150</b>	<b>450</b>	<b>600</b>

L = Lecture, P = Practical, T =Tutorials, C= Credit, CT = Class Test, TA=Teacher Assessment,  
ESE=End Semester Examination Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

BBA-FS Year- III Semester-V

CourseCode:BM350

TitleofTheCourse:FundamentalsOfStrategy

Approved On :23/05/2015

Pre-Requisite:NONE

Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective : To train students to formulate strategies, and implement them to achieve organisational goals.

Course Outcomes	
CO 1:	To evaluate the quality of vision and mission statements and describe strategic management.
CO 2:	To analyze the effective use of strategic alternatives in organizations.
CO 3:	To examine the reasons behind implementation of different levels of strategies with live examples.
CO 4:	To determine the best strategy suitable at different scenario.
CO 5:	To analyze the effective use of strategic alternatives in Organisations and examine the reasons behind implementation of different levels of strategies with live examples

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Strategic Management	Introduction, Business Definition Introduction, Vision, Mission, Goals and Objectives, The Concept of Strategy, Introduction to Business Policy, Strategic Management Process, Benefits of strategic management.	09
2	Appraising the Environment	Introduction, Characteristics of Environment, Internal versus External Environment, Environmental Scanning, Environmental Appraisal, Factors Affecting Environment Appraisal, Structuring Environment Appraisal, Identifying the Environmental Factors	09
3	Strategy Formulation	Corporate-Level Strategies: Reasons for Adopting Them, Concentration Strategies, Integration Strategies, Diversification Strategies, Business-Level Strategies: Introduction, Cost Leadership, Differentiation, Focus Functional Strategies: Introduction, Production Strategy, Research and Development Strategy, Human Resource Strategy	09
4	Strategy Implementation	Introduction, Structure and Strategy, Interaction between Structure and Strategy, Types of Organisational Structures, Structures for Strategies, Strategy and Leadership, Organisational Values and Strategy	09
5	Strategic Evaluation and Control	Introduction, Strategic Evaluation, Strategic Control, Operational Control, Process of Operational Evaluation, Evaluation Techniques for Operational Control, Strategies in the Global Environment: Introduction, International Strategies, Advantages and Disadvantages of Internationalization, Cooperative Strategies, Joint Venture Strategies, StrategicAlliances	09

References Books:

- AzharKazmi. Strategic Management and Business Policy. Tata McGraw Hill Education Private Limited. 2008
- Thomas L. Wheelen, J. David Hunger. Concepts in Strategic Management and Business Policy. Dorling Kindersley (India) Pvt. Ltd. 2010
- B. Hiriyappa. Strategic Management and Business Policy. Wordclay. 2010
- Vipin Gupta, Kamala Gollakoa, R. Srinivasan. Business Policy and Strategic Management – Concepts and Applications. Prentice-Hall of India Pvt Ltd. 2008
- G.V. SatyaSekhar. Business Policy and Strategic Management. I. K. International Publishing House. 2010

BBA-FS Year- III Semester-V

Course Code:BM351

Title of The Course: Introduction To Business Law

Approved On :23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite:NONE

Co-Requisite :NONE

Objective : At the end of this subject, student will be acquainted with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.

Course Outcomes	
CO 1:	To understand the purpose, process and applications of Indian Contract Act, 1872
CO 2:	To create a critical appreciation and knowledge of understanding the determinants of Stages of formation of a Company
CO 3:	To create knowledge about The Limited Liability Partnership Act, 2008
CO 4:	To explain the Sale of Goods Act, 1950.
CO 5:	To understand the objective of acknowledgement & dispatch of electronic records.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Indian Contract Act, 1872	Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.	09
2	Company Law	Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up. Amendments.	09
3	The Limited Liability Partnership Act, 2008	Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.	09
4	The Sale of Goods Act, 1950	Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods	09
5	The information Technology Act, 2000	Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences	09

References Books:
S. S. Gulshan and G. K. Kapoor (2009) Business Law. 1st edition, New Age International.
N. D. Kapoor, (2006) Elements of Mercantile Law. 3rd edition, Sultan Chand and Company.
Robert W. Emerson (2006) Business Law. 1st edition, Barron's Educational Series Inc
Satyanarayana G (2009) Business Law. 3rd edition, Apollo Publishers.
Dr.P.k.Pandey paper back (2019) Business Law Mahaveer Publishers.

BBA-FS Year- III Semester-V

Course Code:BM352

Title of The Course : Enterprise ResourcePlanning

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : Develop the skills and knowledge to support the implementation and maintenance of Enterprise Resource Planning (ERP) systems.

Course Outcomes	
CO 1:	To examine the criteria of evaluating ERP and analyse the scenario and justification of ERP in india.
CO 2:	To understand the advantage of Integrated Management Information and Business Modelling
CO 3:	To understand the Business process Reengineering (BRP) and Management Information System.
CO 4:	To develop the Knowledge to support the implementation and maintenance of plant , materials.
CO 5:	To evaluate the project planning phase and Gap Analysis.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to ERP	Evolution of ERP; what is ERP? Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Modules of ERP; Advantage of ERP. An Overview of Enterprise	09
2	An Overview of Enterprise	Integrated Management Information; Business Modelling; ERP for Small Business; ERP for Make to Order Companies; Business Process Mapping for ERP Module Design; Hardware Environment and its Selection for ERP Implementation	09
3	ERP and Related Technologies	Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); Supply Chain Management (SCM).	09
4	ERP System	Introduction; Finance, Plant Maintenance, Quality Management, Materials Management. Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company, System Software Associates, Inc. (SSA); QAD; A Comparative Assessment and Selection of ERP Packages and Modules.	09
5	ERP Implementation Lifecycle	Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).	09

References Books:
Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw- Hill
The Impact of Enterprise Systems on Corporate Performance: A study of ERP, SCM, and CRM System Implementations [An article from: Journal of Operations Management] by K.B. Hendricks; V.R. Singhal; and J.K. Stratman, Publisher: Elsevier
ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill
Enterprise Resource Planning Paperback – 1 Jul 2017 by Rajesh Ray (Author)

Course Code:BM362

BBA-FS Year- III Semester-V  
 Title of The Course : DigitalBanking

Approved On : 23/05/2015

Pre-Requisite:NONE

Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective : Explore the different digital banking avenues and use it with awareness about security concerns.

Course Outcomes	
CO 1:	To evaluate the meaning and Challenges of Digital Marketing
CO 2:	To analyze the effective use of Electronic payment system and how to safely use different platforms of payment methods
CO 3:	To examine the reasons behind implementation of Digital products in Banking sector with examples
CO 4:	To determine the Different systems like ARPANET, NFSNET, INTERNET, USENET NEWS, RTGS,
CO 5:	To analyze the effective use of security system required in Digital Banking system.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Digital Banking	Meaning of digital banking, digital banking in India, Unified Payment Infrastructure (UPI), including BHIM, Bharat Bill Payment System, mobile money, e-wallets, payment aggregation , Demonetization exercise by the Govt. of India and its impact on digitalization, challenges if digitization.	09
2	Payment Systems	Overview of global payment systems Overview of domestic payment systems RuPay and RuPay Secure Immediate Payment Service (IMPS) National Unified USSD Platform (NUUP) National Automated Clearing House (NACH) Aadhaar Enabled Payment System (AEPS) e-KYC Cheque truncation System (CTS) National Financial Switch (NFS) RTGS NEFT Forex settlements Securities Settlement Innovative Banking & Payment Systems, Overview of Electronic Payment Systems, Cyber cash, Smart Cards, Electronic Banking - types, Electronic Fund Transfers - Digital Token-based Electronic Payment Systems, E-cash, e-Cheque, Payment Systems on internet-Risk of Electronic Payment Systems. Secure Electronic Transactions (SET) Protocol Virtual payment system: Pay Pal, Web Money, VISA-Virtual Payment Card, Net safe BPC virtual paymentsystem	09
3	Marketing of Digital Banking Products	Objectives Introduction Product Planning Structure for Marketing Digital Banking Products Sales delivery to customers Concept of e- Galleries After sales service to customers, Dangers of Mis-selling Use of analytics in marketing Digital Banking Products	09
4	Emerging Trends in Digital banking	Fin Tech Disruption, Distributed ledgers / Block-chains, Robotic process automation (RPA), Integration of Artificial intelligence and Machine Learning with RPA, Optical Fibre Technology, e-purse, Plastic Wallet Technology, laser cards, cheque cards, cheque truncation, Current Trends in IT in Banks Global Networks : ARPANET, NFSNET, INTERNET, USENET NEWS, RTGS, SFMS, SEFT, PDO / NDS / SSS / CFMS 15.	09
5	Security in Electronic Banking	Computer System Security Concerns: Physical Security Environment, Hardware Security Environment, Logical Security Environment, Network Security Environment.Disaster Recovery and Business Continuity, Fault Tolerant Systems, Overview of Computer Viruses. Detection and Prevention of Computer Viruses, Anti-Virus Policies, Advanced Security Systems.	09

References Books:
Digital banking, IIBF, ISBN No.9789350718988, 2016 edition.Taxmann Publications.
Digital the new normal for banks, Raj K Singh, 2016 edition,
E banking in India, RimpiJatana, R.K.Uppal, 2007 Edition, New Century Publications
Modern Banking Technology, FirdosShroff, 2008 edition, Northern Book Centre, Delhi
Digital Integrated Circuits: A design perspective Paperback – 25 May 2016 by Rabaey (Author)

BBA-FS Year- III Semester-V

CourseCode:BM363

Title of The Course : Financial Research Analysis

ApprovedOn:23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE

Co-Requisite : NONE

Objective : To acquaint students with understanding of the profession of financial research analyst and toolsof financial research.

Course Outcomes	
CO 1:	To Understand and Knowledge of Profession of Financial Research Analyst
CO 2:	To Understand and Knowledge of Various tools of Financial Analysis
CO 3:	To Understand and Understanding fundamentals of Research
CO 4:	To Understand and Knowledge of Concept of Economic and Industry Analysis
CO 5:	To Understand and knowledge of Company analysis.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Research Analyst Profession	Definition of Research Analyst, Primary role of research analyst, primaryresponsibilities of research analyst, basic principles ofinteraction withcompanies/clients, important qualities of a Research Analyst	09
2	Security Analysis	Meaning of security and securities market, structure of security market, marketparticipants and their activities, kinds of transactions inthe securities market,materialisation and de-materialisation of securities, equity and bond markets, types of bonds.	09
3	Fundamentals of Research	Concept of investing, research for business and stock, fundamental analysis- Top-Down and Bottom-Up approach, Technical Analysis, Behavioural Finance.	09
4	Economic and Industry Analysis	Introduction to various macro-economic variables, sources of information for economic analysis, Dr. Michael Porter's five force model for Industry analysis, Boston Consulting Group Analysis, Structure Conduct Performance Analysis	09
5	Company Analysis	Philosophy of corporate actions, understanding dividend and earnings history of thecompany, difference between price and value,discounted cash flow model ofBusiness Valuation, Capital-Asset Pricing Model, Important considerations inBusiness Valuation.	09

References Books:

How to Get an Equity Research Analyst Job: A Guide to Starting a Career in Asset Management, Gillian Elcock, Ecademy Press

Financial Planning & Analysis and Performance Management, By Jack Alexander, Wily

Financial Planning & Analysis And Performance Management (Wiley Finance) By Jack Alexander (Author)

Risk Analysis & Insurance Planning (CFP Module 2) (5th Edition, 2015) by Sanjiv Bajaj (Author), Indranil Sarkar (Editor)

Performance Dashboards And Analysis For Value Creation (Wiley Finance) 8 Dec 2006 By Jack Alexander (Author)

BBA-FS Year- III Semester-V

Course Code : BM364  
Approved On : 23/05/2015

Title of The Course: Investment Analysis And Portfolio Management

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To enable students manage their funds by creating the best portfolio keeping in view the goals.

Course Outcomes	
CO 1:	To know about the basic concepts of the investments.
CO 2:	To understand the different portfolio theory.
CO 3:	To describe the security analysis and valuation methods.
CO 4:	To learn about the efficient market and capital market theory.
CO 5:	To know about the portfolio analysis and portfolio selection.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Investments	Definition, The investment environment, classification and functions of financial markets, financial instruments. Securities trading. Regulatory systems for equity markets. The process of investment, trading- margin trading etc., types of orders.	09
2	Portfolio Theory	Portfolio theory - Concept of Risk, measuring risk and returns, Portfolio risk - measurement and analysis, mean - variance approach, business risk and financial risk and treatment in portfolio management. Risk and return in investment. Real return- nominal return. Historical and expected return. Risk-valuation, interest, inflation and credit risk. Power of diversification.	09
3	Security Analysis and Valuation	Security analysis and valuation: Fundamental Analysis – Economic analysis, industry analysis and Company analysis, Equity valuation. DCF methodology- dividend discounting and free cash flow discounting. Technical analysis: market indicators, forecasting individual stock performance.	09
4	Efficient Market and Capital Market Theory	Efficient Market and Capital Market Theory: Efficient Market Theory – Random walk, The efficient, market hypothesis, Empirical tests of the semi strong form; Capital market theory – Relaxing some assumptions of the capital asset pricing model, testing the capital asset pricing model, arbitrage pricing theory	09
5	Portfolio Analysis and Portfolio Selection	Portfolio Analysis and portfolio selection: Portfolio Analysis- Traditional Portfolio analysis, why portfolios? Effects of combining securities, Markowitz risk and return optimization, Portfolio analysis; Portfolio selection: risk and investor preferences, selecting the best portfolio, simple sharp portfolio optimization, significance of beta in the portfolio, traditional portfolio selection.	09

References Books:

Prasanna Chandra, “Investment Analysis and Portfolio Management”, Tata McGraw-Hill

Rohini Singh, “Security Analysis and Portfolio Management”, Excel Books

Reilly/Rrown , “Investments-Analysis and Portfolio Management”

ZviBodie, Alex Kane, Alan J Marcus and PitabasMohanty, “Investments”

M. Rangnatham and R. Madhumathi , “Investment Analysis and Portfolio Management”