

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, Credit Associate, 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-VI

S.N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
						CA	TA	Total	ESE		
1	BM356	Business Ethics and Values	3	1	0	4	15	10	25	75	100
2	BM357	Team Work and Cross Cultural Leadership	3	1	0	4	15	10	25	75	100
3	BM365	Project Finance	3	1	0	4	15	10	25	75	100
4	BM359	Derivatives and Commodity Market	3	1	0	4	15	10	25	75	100
5	BM 366	Marketing Of Financial Services	3	1	0	4	15	10	25	75	100
6	BM361	Project Work	0	0	8	4			25	75	100
TOTAL			15	5	8	24	75	50	150	450	600

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-VI

CourseCode:BM356

Title of The Course : Business Ethics And Values

Approved On :23/05/2015

Pre-Requisite:NONE

Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective : To help students comprehend the need for ethics and values in the business world; to help students develop the necessary etiquette for working within organisations.

Course Outcomes	
CO 1:	To evaluate the Ethics and values in society with the help of different theories.
CO 2:	To analyze the effective use of ethical decision making and theory of natural law
CO 3:	To examine the reasons behind implementation Ethics in Marketing and Accounting.
CO 4:	To determine the Art of Making Conversations
CO 5:	To analyze the effective use of Working in a Diverse Environment, Respecting Physical Differences.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Ethics and Values	Nature of Business Ethics and Values, Significance and types of values, Ethics and Religion, Culture and Ethics, Social culture and Individual Ethics, Factors Influencing Business Ethics, Ethics as strategy, Ethics of Great Philosophers – Albert.Z.Carr, Aristotle, Niccolo Machiavelli, Karl Marx, Sun Tzu :The art of war of Sun Tzu, Might-equals-right approach of KarlMarx	09
2	Ethical Decision Making	Ethical Decision Making, Difficulties in Ethical Decision Making, Power and Politics in organizations: Bases and sources of power, Coalitions, Managing Ethics: Ethics codes –Comparison of codes of Ethics, Codes of Conduct, codes of Practice, Ethics Programs, Kohlberg’s Study and Business Ethics, Laws of Enforcing Ethical Conduct: Laws and Ethics, Justice – Theory of Natural Law, Law as a guide to Moral Choice, Role of the Government of India in Enforcing EthicalBehavior.	09
3	Ethics in Marketing and Accounting	Ethics in Marketing –Product relative ethics, Competition Relative Ethics: Advertising as a process of competitive strategy, Piracy and predatory as a strategic choice, Ethics in Finance Accounting and Reporting, InsiderTrading.	09
4	Introduction to Business Etiquette	Introduction to Business Etiquette, First Impression, Creating Professional Style and Presence, Building an Appropriate Work Wardrobe, Dress Codes, Personal Hygiene and Grooming, The Art of Meeting and Greeting, Body Language, Remembering Names, The Art of Making Conversations, Sparking A Conversation, Handling Office Conversations, Respecting Ethnic, Cultural, and Gender Differences, Improving Your Telephone Manners, Speaking and Listening on thePhone	09
5	Handling Diverse Environments	Etiquette in a Diverse Business Environment, Working in a Diverse Environment, Respecting Physical Differences, Dealing with Specific Disabilities, Respecting Racial and Ethnic Differences, Respecting Gender Differences, Handling Conflicts Introduction, Workplace Dynamics, Handling Problem Personalities, Managing Conflicts, Business Communication and Other Etiquette, Etiquette at Major Events, Travel Etiquette, WomenTravellers	09

References Books:

Larry Johnson & Bob Phillips, Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity, AMACOM, 2003

Paul J. Zak and Michael C. Jensen, Moral Markets: The Critical Role of Values in the Economy, Princeton University Press, 2008

Daniel Freidman, Morals and Markets: An Evolutionary Account of the Modern World, Palgrave Macmillan, 2008

Business Ethics as Practice: Ethics as the Everyday Business of Business by Mollie Painter-Morland (Author)

Business Ethics and Values With Case Studies (2nd Edition , 2016) by Dr. Neeru Vasishth & Dr. Namita Rajput (Author)

BBA-FS Year- III Semester-VI

Course Code:BM357
On :23/05/2015

Title of the Course: Team Work And Cross Cultural LEADERSHIP Approved

Pre-Requisite: NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : No management course can be complete without a detailed coverage of Leadership and its nuances. The subject of leadership in conceptual form as well as its practice is one of the most crucial and must be studied by the students; the source and contours and practice of leadership; trends in leadership and its style

Course Outcomes	
CO 1:	To demonstrate Teamwork and High-Performance.
CO 2:	To enable the students to learn various Concepts of Leadership, Trait Theory, Behavioural Theory.
CO 3:	To explain the various concepts of which laid the foundation of Learning Leadership, Critical Aspects of Leadership
CO 4:	To examine the importance of Leadership Lessons and Embrace change
CO 5:	To recognise the importance & different , trends and processes that affect global leadership

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Teamwork	Teamwork and High-Performance Teams, Introduction to Teamwork, Factors Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards.	09
2	Leadership Theories	Theoretical Concepts of Leadership, Trait Theory, Behavioural Theory, Theory X and Theory Y, Other Theories on Leadership, Leadership Styles, Autocratic, Persuasive, Consultative, Democratic, Delegate Leadership.	09
3	Leadership and Management	Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence. Learning Leadership, Critical Aspects of Leadership, How People Become Real Leaders, Planning, Trust, Connection, Empowerment, Priorities, Growth and Legacy, Leadership Techniques, Vision, Inspiration, Momentum, Preparing for Leadership, Creating Vision, Creating Inspiration, Generating Momentum, Leading and Managing Teams	09
4	Lessons from Leaders	Business Leadership, Leadership Lessons, Embrace change, Get Employees to Perform at High Levels, Hire the Right People, Stay True to Your Vision, Never Give Up, Lessons from Indian Business Leaders, Future of Leadership, Changes in Organizational Structures, Leaders for New Organizations, Leadership at All Levels, A New Paradigm of Leadership, Leader Integrator, Attitudes of Leaders.	09
5	Global Leadership Perspective	Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership, Explore and interpret ethical, cultural, societal, religious, political differences on the world stage that create differing perspectives of leadership, Effective leadership strategies used in various communities, organizations and groups in selected areas of the world, Compare and contrast perspectives of leadership within differing global contexts.	09

References Books:

Robert H. Palestini, (2009) Leadership Theory To Practice: A Game Plan For Success As A Leader: Rowman & Littlefield Education

Peter G Northouse Authentic Leadership Theory And Practice: Origins, Effects And Leadership: Theory And Practice, 5/e, Sage South Asia,

William L. Gardner, Bruce J. Avolio, Fred O. (2005) Development - Walumbwa, Jai Press (NY)

William L. Gardner, Bruce J. Avolio, Fred O. (2005) Development - Walumbwa, Jai Press (NY)

BBA-FS Year- III Semester-VI

Course Code:BM365

Title of The Course : ProjectFinance

Approved On : 23/05/2015

Pre-Requisite:NONE

Co-Requisite :NONE

Objective : The objective of the course is to explain the sources of finance and how to determine the amount and source of finance of project based on scientific calculations.

	Course Outcomes
CO 1:	To Understand and Understanding the concept of project finance
CO 2:	To Understand and knowledge of Market and Risk Analysis
CO 3:	To Understand and Understanding Business Model, Competencies and Promoter Analysis
CO 4:	To Understand and Understanding the concept of Risk and return
CO 5:	To Understand and Knowledge of Financial Projections

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Project Finance Background	Evolution of project finance, Project types, Critical steps in a project, Project Finance: forms of long term and short term project finance, lease, Role of non-banking Finance Companies, prudence in mix of long term and short term finance	09
2	Market and Project Risk Analysis	Background, market sizing: demand function estimation, rule of thumb, experts poll, market research approaches, data cleaning and analysis. Project risks: project conceptualization risk, financial closure risk, projectconstruction risk, political risk, market risk, supply chain risk, policy risk, exchangerisk, Environment Risk, Force Majeure	09
3	Business Model, Competencies and Promoter Analysis	Meaning of Business Model, Competencies- core competency match Promoter Analysis: track record financial standing, Integrity	09
4	Project Analysis	Estimating cost of project: Project specifications, estimating fixed capital investment in project, estimating working capital investment in project, Project Feasibility Analysis: introduction, NPV, profit vs. cash flow, discount rate, tax shield on interest and depreciation, IRR, XIRR, MIRR, Project IRR and equity of IRR, Payback period, Discounted payback period, economic IRR.	09
5	Financial Projections	Financial projections: meaning, assumptions, cost of project and means of financing, projected Profit and Loss Account, Projected Balance Sheet, Projected Funds Flow, Projected IRR,	09

References Books:
Principles of Project Finance, E. R. Yescombe, Academic Press
Introduction to Project Finance, Andrew Fight, BH Publisher
Project and Infrastructure Finance: Corporate Banking Perspective 30 May 2017 by Vikas Srivastava (Author), V. Rajaraman (Author)
Guide To Project Reports, Project Appraisals & Project Finance (A Handbook On Project Management) By Ca Virendra K.Pamecha (Author)
Projects: Planning, Analysis, Selection, Financing, Implementation, and Review by Prasanna Chandra (Author)

L	T	P	C
3	1	0	4

BBA FS Year- III Semester-VI

Course Code:BM359 Title of The Course : Derivatives And Commodity Market
Approved On :23/05/2015

Pre-Requisite:NONE Co-Requisite :NONE

Objective : At the end of this subject, student will familiarize with different types of derivatives, their trading, clearing and settlement and learn the basics of the derivatives market.

Course Outcomes	
CO 1:	To know about the basic concepts of the introduction to derivatives.
CO 2:	To understand the futures contracts, mechanism and pricing.
CO 3:	To describe the options contracts, mechanism and applications.
CO 4:	To learn about the concept of the commodity derivatives.
CO 5:	To know about the derivative exchanges in india – NCDEX & MCX.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Derivatives	Meaning of Derivatives, Types of Derivative Contracts, History of Financial Derivatives Markets, Exchange-traded Markets and OTC Markets, Participants in a Derivative Market, Economic Function of Derivative Market, Overview of Indian Derivative Market	09
2	Futures Contracts, Mechanism and Pricing	Forward Contracts, Limitations of forward markets, Introduction to Futures, Distinction between Futures and Forwards Contracts, Futures Terminology, Futures Payoffs, Pricing Stock Futures, Applications of Stock Futures	09
3	Options Contracts, Mechanism and Applications	Option Terminology, Comparison between Futures and Options, Options Payoffs, Application of Options, Variables affecting Option Pricing, The Black Scholes Merton Model for Option Pricing, The Greeks	09
4	Commodity Derivatives	Introduction, Meaning, Definitions, Commodity Exchange, Role of Commodity Exchanges, Commodity Derivative Markets in India, Latest Developments	09
5	The Derivative Exchanges in India – NCDEX & MCX	Introduction, Meaning, Structure of NCDEX, Spot Pricing Polling, Exchange Membership, Commodities Traded on the NCDEX Platform, Trading and Instruments of Trading, Pricing Commodity – Futures, Using commodity Futures, Clearing and Settlement System.	09

References Books:

NCFM study materials

Options, Futures, and Other Derivatives (9th Edition): John C Hull;Pearson

Commodity Derivatives (XVI) (September 2019 Edition) Paperback – 2019 by National Institute of Securities Markets(NISM) (Author)

Commodity Markets and Derivatives Paperback – 1 Jun 2019by Niti Nandini Chatnani (Author)

Indian Commodity Market: Derivatives and Risk Management 1 Jan 2010 by P. S. Velmurugan (Author)

Course Code:BM366

BBA-FS Year- III Semester-VI
 Title of The Course: Marketing Of Financial Services

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To acquaint the students with concepts and techniques in the management of services marketing and to help them learn the issues in managing unconventional challenges in the marketing of financial services and financial products.

Course Outcomes	
CO 1:	To understand the financial product and services marketing.
CO 2:	To elaborate the advantages and limitations of credit card systems.
CO 3:	To examine the meaning of pricing with respect to financial services and products.
CO 4:	To challenges in the marketing of financial services and financial products.
CO 5:	To understand the role and function of marketing research in financial services, research methodology, evaluation of market research programmes.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Financial Product and Services Marketing	Meaning of financial services and products, characteristics of financial services, financial service sectors and their functions, financial services market, Meaning of financial products, special features of financial products,	09
2	Marketing Of Credit Cards	Introduction, types of credit cards, advantages and limitations of credit card system, credit card market segmentation, , Marketing Strategies for Credit cards, future of credit cards	09
3	Pricing	Meaning of pricing with respect to financial services and products, pricing system in banking, insurance pricing, Pricing methods, Society pricing, pricing policies and strategies.	09
4	Advertising	Role of Advertising, advertising channels, personal selling, publicity, organisation of marketing operations, Marketing strategies for financial services and products,	09
5	Market Research	Role and function of marketing research in financial services, research methodology, evaluation of market research programmes, application of marketing research in financial services and development of financial products.	09

References Books:
Marketing of Financial Services, Arthur Meidan. MacMillan International,
Financial Services Marketing, An International Guide to principles and practice
Marketing and Mobile Financial Services: A Global Perspective on Digital Banking Consumer Behaviour, Aijaz A. Shaikh, Heikki Karjalainen, Routledge, 2019
Marketing of Financial Services (BIZTANTRA) – 2013 by Dhananjay Bapat (Author)
Marketing Research 7/e – 1 Sep 2015 by Malhotra/Dash (Author)