Jaipur School of Business

Syllabus and Course Structure

Bachelor of Business Administration (Banking, Financial Services & Insurance)

Academic Program

Batch (2024-2027)

Jaipur School of Business
Bachelor of Business Administration

About the University:

JECRC University (formerly Jaipur Engineering College & Research Centre) is an Indian private university located in Jaipur, Rajasthan. It is established by the Act No. 15 of 2012 of Rajasthan Legislative Assembly. JECRC University offers several undergraduate and postgraduate-level courses and PhD programmes in science and technology, arts, commerce, health and medicine, law, etc. Established in 2012, the JECRC University is a private higher education institution located in the urban setting of the metropolis of Jaipur (population range of 1,000,000-5,000,000 inhabitants), Rajasthan. Officially recognized by the University Grants Commission of India, JECRC University (JU) is a co-educational Indian higher education institution. JECRC University (JU) offers courses and programs leading to officially recognized higher education degrees in several areas of study. JU also provides several academic and non-academic facilities and services to students including a library, as well as administrative services.

Planning and development of the **JECRC University Campus** underscores our belief in creation of a sound infrastructure for both learning and living. The JECRC University has excellent academic and residential facilities that make up a vibrant campus. The style of the buildings is unique with large rectangular and linear structures dotted around the 32 acre campus with large courtyards. It has been designed keeping in mind the climatic conditions, still connecting the past with modern and contemporary design. The concept of the JU building and landscape is to create an environment with liveliness as a playground for dreams and a place for inspiration to the students.

The campus is built to bring together world class experience which truly represents the character of the University. This commitment reflects in everything that you see here architecture and layout, landscaping, training and technology infrastructure, residential and recreational facilities. The design of the campus demarcating different zones – Residential, Public Buildings and the Academic Blocks – breaks the monotony with a transitional space and experience. A striking highlight of the campus is the classical-style exposed brick-wall buildings with sun-lit and well-ventilated interiors which divulge a monumental structure. The cavity wall exposed brick concept ensures that the building gives a temperature difference of almost 8 to 10 degrees between the indoor and the outdoor temperature. Adding to the social aspect of green movement, natural materials like traditional Kota and Jodhpur stones are used. The identity of the campus is large courtyards between the

buildings and the presence of more than 90 different species of plantation around the campus. At JU, students may choose to live in the residential housing at the campus itself, soaking in the vibrant neighborhood or they can live off campus as paying guests in the city area. The campus is built to bring experience of belongingness which truly represents the character of the University.

About the Department: The **Bachelor of Business Administration** (**BBA**) is a bachelor's degree in business administration awarded by the universities after completion of three years and typically 120 credits of undergraduate study in the fundamentals of business administration, usually including advanced courses in business analytics, business communication, corporate
finance, financialaccounting macroeconomics, management, managementaccounting, mar keting, microeconomics, strategic management, supply chain management, and other key academic subjects associated with the academic discipline of business management.

The degree is designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing specialization in a particular business-related academic discipline.[1] BBA programs expose students to a range of core subjects and generally allow students to specialize in a specific business-related academic discipline or disciplines.

The BBA degree also develops a student's practical, managerial, and communication skills, and business decision-making capabilities that prepare them for the management of a business entity. Many programs incorporate training and practical experience in the form of case projects, presentations, internships, industrial visits, and interaction with established industry experts.[2]

General educational requirements emphasize humanities and social sciences, including history, economics, and literature. Core mathematics curriculum are usually required and business-related, including quantitative mathematics accounting, statistics, and related courses. Calculus and business statistics are usually required.

University provides various specialization like BBA in BFSI(Banking and Financial Services institution),BBA (DADV) Data analysis and data visualization .

Jaipur School of Business
Bachelor of Business Administration

Programme Vision and Mission:
Vision

- To be a preeminent center of academic excellence, creating and imparting knowledge in management education through holistic development of the students.

Mission

- To offer quality education that enables students to meet the challenges and demands of the complex competitive world, leading to a happy life.
- To develop innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management.
- To Shape a better future for mankind by developing effective and socially responsible individuals and organizations by imparting value-based education
- It endeavors to recognize the potential of each student and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals.

Program Outcomes:

- **PO1:** To equip the students with professional competence to do higher studies, research, lifelong, learning for continuous growth and development.
- **PO2:** Acquire knowledge and skills in the filed of management to understand the business problems and design its solutions.
- **PO3**: Acquiring Conceptual Clarity of Various Functional Areas.
- **PO4:** Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.
- **PO5:** Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations.
- **PO6:** Students should acquire the basic knowledge required for application of tools for decision making.
- **PO7:** To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on.

Jaipur School of Business
Bachelor of Business Administration

Semester I

FIRST SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
BBA603A	Principles of Banking	3	0	2	4	Major
BBA004D	Managerial Economics	3	0	2	4	Major
BCM114C	Minor 1 (Accounting For Manager)	4	0	0	4	Minor
DEN001A	Communication Skills	2	0	0	2	AEC
DEN001B	Communication Skill Lab	0	0	2	1	AEC
DIN001A	Culture Education – 1	0	0	4	2	VAC
DCA002A	Web Development	2	0	2	3	SEC
	TOTAL	**14**	**0**	**12**	**20**	

Semester II

SECOND SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
BBA 604 B	Principals of Insurance	3	0	2	4	Major
BBA431D	Operation Management	3	0	2	4	Major
BCM113B	Minor 2(Quantitative Technique)	4	0	0	4	Minor
DEN002A	Professional Skills	2	0	0	2	AEC
DEN002B	Professional Skills Lab	0	0	2	1	AEC
DIN002A	Culture Education – 2	0	0	4	2	VAC
DCH001A	ENVIRONMENTAL STUDIES	3	0	2	4	VAC
JIC002A	Entrepreneurship Skills	0	0	2	1	SEC
DC0011A	Presentation Skills/ Canva	0	0	4	2	SEC
	TOTAL	**15**	**0**	**18**	**24**	

Jaipur School of Business
Bachelor of Business Administration

Semester III

THIRD SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
BBA602B	Financial Accounting	3	0	2	4	Major
BBA011C	Research Methodology	3	0	2	4	Major
	Minor 3	4	0	0	4	Minor
DEN003A	Life Skills - 1 (Personality Development)	1	0	2	2	AEC
DIN003A	Value Education -1	1	0	0	1	VAC
DCA004A	Advanced Excel	0	0	2	1	SEC
	Open Course 1	3	0	0	3	Multidisciplinary
	TOTAL	**15**	**0**	**8**	**19**	

Semester IV

FOURTH SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
BBA401B	Regulatory Frame Work, Insurance Regulations	3	0	2	4	Major
BBA610A	Corporate Finance	3	0	2	4	Major
	Minor 4	4	0	0	4	Minor
DEN004A	Life Skills - 2 (Aptitude)	1	0	1	2	SEC
DIN004A	Value Education – 2	1	0	0	1	VAC
DCA012A	Vlogging / Blogging	0	0	1	1	AEC
	Minor 5	4	0	0	4	Minor
	Open Course 2	3	0	0	3	Multidisciplinary
	TOTAL	**19**	**0**	**6**	**22**	

Jaipur School of Business
Bachelor of Business Administration

Semester V

FIFTH SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
BBA613B	Introduction to International Banking and Forex	4	0	0	4	Major
BBA612B	Banking Laws and Practices	4	0	0	4	Major
(BBA402B)	Investment and Risk Management	4	0	0	4	Major
	Minor 6	4	0	0	4	Minor
	Open Course 3	3	0	0	3	Multidisciplinary
	TOTAL	**19**	**0**	**0**	**19**	

Semester VI

SIXTH SEMESTER						
Sub Code	**Sub Name**	**L**	**T**	**P**	**C**	**Type**
	Major Elective Internship	0	0	15	**15**	Major
	TOTAL	**0**	**0**	**15**	**15**	

Jaipur School of Business
Bachelor of Business Administration

Draft Standard Operating Procedures for Examination Scheme, Tutorial Classes, Assignments and Course File

(A) Applicability

These SOPs shall be applicable to the following academic programs w.e.f. Odd Semesters for the academic session 2021-22 starting in August /September 2021:

i. All B.Tech Programs batches admitted in 2020 and onwards.
ii. MBA, MCA, M.Sc. MA, M.Com, and M.Tech programs offered in batches admitted in 2021 and onwards.
iii. All other UG Programmes, BBA, B.Com, B.Sc., B.Des, BHMCT, BA and BCAetc offered in batches admitted in 2021 and onwards.

(B) Definitions

i. 'Course' means a unit of teaching / individual subject comprising of Lectures, Tutorials and / or Lab that typically lasts one academic term (semester / year) led by one or more instructors (teachers or professors), and has a fixed roster of students. Each Course e.g. Applied Physics – 1, Microprocessor and Microcontroller Lab etc. shall have a Course Code.
ii. 'Program' means is any combination of courses and/or requirements leading to a degree, diploma or certificate, or to a major, co-major, minor or academic track. E.g. B.Tech – Computer Engineering, BBA, MCA etc.

(C) Examination Scheme for Term-end Examination

i. For theory papers weightage of internal assessment shall be 50 and term-end examination 50.
ii. The syllabus for each Course shall be set in such a manner that it has only 5 units, preferably equally balanced in terms of academic load. If the number of units are less / more than 5, the curriculum may be amended w.e.f academic session 2021-22
iii. Term-end Examination question papers shall be set for all courses and programs as under:

General Pattern 1 for Courses not having Case Studies:

a. Duration shall be 3 hour.
b. Maximum marks shall be 100
c. All Questions are compulsory.
d. The Question paper is divided in to four sections A, B, C and D.
e. Section A is compulsory and comprises of 10 questions of one mark each, 2 from each unit. The questions shall be asked in such a manner that there are no direct answers including one word answer, fill in the blanks or multiple choice questions (1.5 minutes each)

f. Section B comprises of 5 questions of 2 marks each, one from each unit. (3 minutes each)
g. Section C Comprises of 5 questions of 6 marks each, one from each unit. (9 minutes each). Each question shall have two alternatives, out of which student will be required to attempt one.
h. Section D Comprises of 5 questions of 10 marks each, one from each unit. (15 minutes each). Each question shall have two alternatives, out of which student will be required to attempt one.
i. The questions shall be set in such a manner that these cover first five level of Bloom Taxonomy i.e. Remembering, Comprehending, Applying, Analysing and Synthesizing.
j. The questions shall have three difficulty level namely Easy, Moderate and Difficult with ratio of 1:2:1 respectively.
k. Each question shall carry the relevant CO id.

General Pattern 2 for Courses not having Case Studies:

a. Duration shall be 3 hour.
b. Maximum marks shall be 100.
c. All Questions are compulsory.
d. The Question paper is divided in to three sections A, B and C.
e. Section A is compulsory and comprises of 10 questions of one mark each, 2 from each unit. The questions shall be asked in such a manner that there are no direct answers including one word answer, fill in the blanks or multiple choice questions (1.5 minutes each)
f. Section B comprises of 5 questions of 2 marks each, one from each unit. (3 minutes each)
g. Section C Comprises of 5 questions of 16 marks each, one from each unit. (24 minutes each). Each question shall have two alternatives, out of which student will be required to attempt one.
h. The questions shall be set in such a manner that these cover first five level of Bloom Taxonomy i.e. Remembering, Comprehending, Applying, Analysing and Synthesizing.
i. The questions shall have three difficulty level namely Easy, Moderate and Difficult with ratio of 1:2:1 respectively.
j. Each question shall carry the relevant CO id.

iv. Term-end Examination question papers shall be set for all courses in MBA as under:

Pattern: Management 1 (Subjects having possible Case Studies)

a. Duration shall be 3 hour.
b. Maximum marks shall be 100.
c. All Questions are compulsory.

d. The Question paper is divided in to three sections A, Band C.
e. Section A is compulsory and comprises a case study of 40 marks relevant to that particular course. There shall be two Case Studies, out of which students will be required to attempt one. (60 minutes)
f. Section B is also compulsory 10 questions of one mark each, 2 from each unit. The questions shall be asked in such a manner that there are no direct answers including one word answer, fill in the blanks or multiple choice questions (1.5 minutes each)
g. Section C Comprises of 5 questions of 10 marks each, one from each unit. (15 minutes each). Each question shall have two alternatives, out of which student will be required to attempt one.
h. The questions shall be set in such a manner that these cover first five levels of Bloom Taxonomy i.e. Remembering, Comprehending, Applying, Analysing and Synthesizing.
i. The questions shall have three difficulty level namely Easy, Moderate and Difficult with ratio of 1:2:1 respectively.
j. Each question shall carry the relevant CO id.

Pattern: Management 2 (Subjects not having possible Case Studies)

Same as General Pattern 1 for Courses not having Case Studies.

v. Board of Studies shall approve a specific Pattern for a particular course / subject depending upon its nature and the question papers shall be set subsequently as per that pattern only.

(D) **Examination Scheme for Sessional Question papers**

i. Sessional Exams shall be held normally in 6^{th} and 12^{th} weeks in the semester Question papers shall be set from 2 units.
ii. In **General Pattern 1**, Duration shall be 90 minute and Maximum marks shall be 50. The structure of the sessional question papers shall be as under:

Section A : 5 Questions per Unit- 10 marks
Section B : 2 Questions per Unit- 08 marks
Section C : 1 Questions per Unit- 12 marks
Section D : 1 Questions per Unit- 20 marks

iii. In **General Pattern 2**, Duration shall be 90 minute and Maximum marks shall be 50. The structure of the sessional question papers shall be as under:

Section A : 5 Questions per Unit- 10 marks
Section B : 2 Questions per Unit- 08 marks
Section C : 1 Questions per Unit- 32 marks

iv. In **Pattern Management 1**, Duration shall be 90 minute and Maximum marks shall be 50. Section A, Case Study shall be of 30 minutes with maximum 20 marks. Rest of the structure of the sessional question paper shall be as under:

Section B : 5 Questions per Unit- 10 marks
Section C : 1 Questions per Unit- 20 marks

(E) Sessional marks for each theory subject shall be 50 with following breakup:

a. Sessional test: 30 marks (minimum 2 test, 15 marks each)
b. Class / Home Assignment: 20 Marks

(F) Lab Courses Marks Distribution:

i. Term-end assessment shall be for 50 marks with breakup as under:

a. Performance of at least one experiment / task / program: 25 marks
b. Viva-voce: 25 marks

ii. Sessional for each lab course shall be 50 with breakup as under:

a. Performance of experiment / task / program: 30 marks
b. Lab file: 10 marks
c. Viva-voce: 10 marks

In case of Lab Courses in Programming / Coding, the work done by the students during Lab Classes shall be saved in a separate folder in the system, which may be transferred to a Data Drive. Such records shall also be maintained for a period of 5 years with HOD.

Students shall save their Programs / Codes for Projects etc. on the website https://github.com/ and give the link of their work in their Resume to be submitted to the employer for On-campus / Off-campus placements.

Jaipur School of Business
Bachelor of Business Administration

(G)Tutorial Sheets and Assignments

a. Subjects which includes tutorial classes

i. Tutorial sheets will be designed as per the final examination pattern which includes 1 mark, 2 marks, 6 marks, 10 marks and 16 marks questions, as the case may be.

ii. The no. of tutorial sheets will be calculated as per the relation given below:

$$N=x*12$$

Where x = No. of contact hours/week for Tutorial
Minimum 2 tutorial sheets shall be given from each unit.

iii. One tutorial sheets shall be given in each tutorial period, which will be attempted by the students in the class. The teacher shall evaluate the class work done by each student in the tutorial period and award a grade. Unfinished work shall be given as home assignment with a specific date of submission. Home assignment shall be evaluated again and grade will be awarded.

iv. Tutorial sheets will be designed as per the final examination pattern as per details given in Annexure 1.

v. The class work done by a student in the tutorial period will be evaluated for each class out of 10 marks. Total weightage for tutorial work will be 10 marks. The balance home work done by the student shall also be evaluated out of 10 marks for each assignment and total weightage of the home work will be 10marks.

b. Subjects without tutorial classes

i. Home Assignment will be designed as per the final examination pattern as per details given in Annexure 1.

ii. Minimum 5 home assignments shall be given, one from each unit

c. Penalty for late submission of Home Assignment

i. Every Home Assignment shall have the Date of Release and last Date of Submission.

ii. Penalty for late submission for Home Assignment shall be as under:

a. Within 7 Calendar days: 20%
b. Within 8 to 15 Calendar days: 40%
c. More than 15 Calendar days: 50%

iii. Teachers will ensure that there is no plagiarism in Home Assignment. If plagiarism is detected, penalty of 30% may be levied and the student will be asked to re-submit the Home Assignment within 7 Calendar days.

(H) Course File

i. Every Faculty should maintain separate course file for each course including lab courses.
ii. Each course file shall contain the following:

   a. Course Syllabus
   b. Time Table
   c. Lecture Plan
   d. Actual delivery of lectures.
   e. Learning Resources prescribed
   f. Tutorial Sheets / Assignments
   g. Current and Previous Sessional Question Papers
   h. Previous Term-End Examination Question Papers
   i. Lecture Notes (In the Current file only).
   j. Assessment and Evaluation Sheets

iii. At the end of the semester, faculty should submit course file to HODs. HODs shall maintain the record of all course files for at least 5 years.
iv. Faculty can withdraw his or her hand written notes from the course file before submitting to HODs.
v. All faculty members shall start creating Moodle sites for each course and maintain the Lecture notes therein.
vi. In case Faculty is allotted same subject in the next semester, then faculty can take same course file from Dean / HODs for few days for the reference purpose only.

Jaipur School of Business
Bachelor of Business Administration

BBA I SEMESTER

Principles of Banking

SUBJECT CODE: BBA603A

CREDITS: (3L)

Learning Objective: Banking systems and processes have undergone a paradigm change during the last couple of decades. With the ever-increasing economic pressures, banking has assumed paramount importance. The course aims at acquainting the students with the basic banking structure India and the rules and laws that govern banking as a structure. Further, the course introduces the students with the recent changes and developments in the banking processes and their impact on various stakeholders.

Course Outcomes: At the end of the course, students will be able to
[CO.1] Understand banking structure of the country and the various functions performed by the banks.
[CO 2] Understand the various dimensions of special and general relationship between customer and banker and the various functions performed by the banks.
[CO.3] Elaborate Banking Regulation Act, 1949 and RBI Act, 1934 in terms of Indian Banking System.
[CO.4] Understand the importance of Negotiable Instrument Act and its provisions which are applicable to Banks in India.

[CO.5] Narrate various types of services offered by the banks to the customers and their related attributes to develop their employability. Describe Retail Banking and its various dimensions

Unit	Particulars
Unit I	Introduction to Financial Systems: Introduction to Financial Systems, structure of financial systems, financial markets and financial intermediaries. taxonomy of financial intermediaries, structure of financial markets.
Unit II	Evolution of Financial Systems: Market based vs bank based systems, financial crises and bubbles
Unit III	Role of financial Intermediation: Why do financial intermediaries exist? Asset transformation, transaction costs, liquidity, future of financial intermediaries
Unit IV	Regulation of Banks: Why regulate/, traditional regulation mechanisms, international regulation. Risk Management in Banking: Types of risk, how to manage risk, challenges
Unit V	Forex and Derivatives: Foreign exchange markets, derivatives, hedging. Money: What is money and how this has changed over time, future of money.
	REFERENCE BOOKS 1:Mishra Sukhvinder, Banking Law and Practice, 2nd ed, S. Chand, 2014

	2:Muraleedharan D, Modern Banking: Theory and Practice, PHI Learning, 2014 3: Trivedi I.V., JatanaRenu, Indian Banking System, RBSA Publishers, 2012 4: Sharma Deendayal, Principles of Banking, Rajat Publications, 2014 5: Heffernan Shelagh, Modern Banking in Theory and Practice, Wiley Publication, 2016 6: Choudhry Moorad, The Principles of Banking, Wiley Finance, 2015

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M					L	L
CO2		M		L			L
CO3	H		M				M
CO4	M				L		L
CO5	M			L			L

Jaipur School of Business
Bachelor of Business Administration

MANAGERIAL ECONOMICS

Course: BBA	**Semester-1**
Subject -Managerial Economics	**Subject Code: BBA004D**
Credit -4	**Marks:100**

Learning Objective: The purpose of this course is to apply microeconomics concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in course of teaching.

Course outcomes (CO)

I CO1: To understand how to apply microeconomics, concept, and technique in evaluating business decisions.

II CO 2: Understanding the nature, significance and scope of managerial economics

III CO3: Knowing to demand, supply and market equilibrium,

IV CO4: Knowing about production technology and theory of firm & market organization.

V CO5: To understand and analyze market structure.

Unit	**Particulars**
Unit I	Introduction to Managerial economics, nature, significance, scope of managerial economics, role of economics in business decision making. Macro and Micro economics, Macro Economic Variables, Demand & Supply, determinants of demand and supply, movement vs. shift in demand curve, movement along a supply curve vs. shift in supply curve. Elasticity of Demand &Supply. Price, Income & cross elasticity & advertising elasticity. Methods to calculate price elasticity.
Unit II	Utility: Cardinal & Ordinal, Law of diminishing marginal utility, law of equi-marginal utility. Theory of Consumer Behaviour, Indifference curve theory, Indifference curves & its properties
Unit III	Production: Technology of Production; Production with one variable input, Production with two variable input, Returns to Scale.
Unit IV	Cost: Measuring Costs, Costs in the Short & long run, Long run vs. Short run cost curves, profit maximization & cost minimization, equilibrium of the firm; Economies of Scale.
Unit V	Theory of Firm & Market Organization: Perfect Competition: Perfectly Competitive markets, Profit Maximization, Marginal revenue, Marginal Cost, Output in the short run & long run. Monopoly: Monopoly Power & its sources, Monopolistic Competition &OligopolyKinked demand curve, price leadership of a firm.

Text books:
1. D.N. Dwivedi, Managerial Economics, Vikas Publications
2. SPS Chauhan, *Micro Economics, An Advanced Treatise*, Prentice Hall of India, 2009.
3. R.G.Lipsey and K.A. Chrystal. (2008). *Principle of Economics*. (11th ed.). Oxford University Press.
4. Deepashree, *Principle of Micro Economics, Ane Books Pvt. Ltd, New Delhi.*

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	H				M	H
CO2		M		M			M
CO3	H				M		
CO4		M			L		L
CO5			L	L		M	

H = Highly Related; M = Medium L = Low

Jaipur School of Business
Bachelor of Business Administration

Web Development

Course: BBA	**Semester-1**
Subject - Web Development	**Subject Code:DCA002A**
Credit -2L	**Marks:100**

Course Objectives:
Students will be able to understand and be familiar with client server architecture.
Students will be able to understand and able to develop a web application using java technologies.
Students will be able to learn the skills and project-based experience needed for entry into web application.
Students will be able to learn the concepts of developing a dynamic webpage by the use of java script and CSS.
Students will be able to learn the concept of XML, MySql and server side scripting.
Course Outcomes (CO's): After the completion of the course the student will be able to
CO1:To create a dynamic webpage by the use of java script and DHTML.
CO2: To create a well formed / valid XML document.
CO 3: To connect a java program to a DBMS and perform insert, update and delete operations on DBMS table.
CO 4. Tocreate a server side java application called JSP to catch form data sent from client and store it on database.
CO 5. To write a server side java application called servlet to catch form data sent from client, process it and store it on database.

Unit	**Particulars**
Unit -1	HTML5 and CSS3 HTML5- Basic Tags, Tables,Forms.HTML5 Tags,HTML Graphics, HTML media, HTML Graphics, HTML APIs. CSS - Background, Borders, margin, Box model. Styling text, fonts, list, links, tables. CSS overflow, float, inline blocks, pseudoclasses,pseudoelements.CSS border images,rounded corners
Unit-2	Java Script Client side scripting using java script, Introduction to java script, internal and external Java script files, variables, control

	statements, loops, Arrays , string handling , How to write functions in JavaScript, inputting and outputting from form elements to JavaScript. DOM concept, creating html elements using java script. Drawing 2D shapes, handling events. Introduction to AJAX
Unit-3	Building Single page applications with Angular JS Single page application – Introduction , two way data binding, MVC in angular JS, controllers, getting user inputs , loops , Client side routing – accessing URL data , various ways to provide data in angular JS.
Unit -4	Server Side Programming Server side scripting, Difference between client side and server side scripting languages. Introduction to PHP, variables, control statements, loops, Arrays, string handling, PHP forms, Global variables in PHP, Regular expression and pattern matching, Database programming: inputting and outputting data from MySQL using PHP, insertion ,deletion and updating data. State management in web applications, cookies, Application and session state.
Unit-5	Introduction to Xml, usage of XML, XML tags, elements and attributes, attribute type, XML validation: DTD and XSD, XML DOM Case study:-Application Development using Laravel framework
Textbook/Reference:	The Complete Reference, HTML and CSS by Thomas A Powell latest edition

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	**Program Outcome**						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M						
CO2	H						
CO3	M						
CO4	H						
CO5	M						

H = Highly Related; M = Medium; L = Low

Jaipur School of Business
Bachelor of Business Administration

BBA II SEMESTER
Principles of Insurance
SUBJECT CODE: BBA603A
CREDITS: 3L (3)

Learning Objective: The course has been devised in such a way to empower the students to acquire knowledge of insurance which helps them in their financial planning as well as they can choose insurance as a career in future. The course is designed to groom participants a firm grounding in the fundamentals and applications of both Life and Non-life insurance.

Course Outcomes: At the end of the course, students will be able to
[CO.1]: Understanding the meaning of Risk v/s Uncertainty with the types of risks as to create a critical thinking ability in the students for understanding the basic concept of it.
[CO.2]: Explaining the fundamentals of Insurance and various types of insurance businesses and their features to give them a life-long learning.
[CO.3]: Explaining the difference between insurance and assurance to them with specific applications of both life and Non-life insurance to analyse and interpret individual and business problems while taking insurance and to make them employable.
[CO.4]: Explaining in-depth understanding of the characteristics and types of life insurance, fire insurance the regulators of it and acquainting them to deal with real life situations.
[CO.5]: Understanding marine insurance and the challenges and operational realities in social/economic/regulatory of insurance sector with specific reference to India.

Unit	Particulars
Unit -1	Introduction and Scope of Insurance Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance.
Unit-2	Fundamental principles of insurance- Utmost good faith, Insurable Interest, Indemnity & its corollaries, Proximate cause, Co-insurance, Condition of Average.
Unit-3	Financial Aspects of Insurance Management Role of Financial Institutions, Insurance Companies, Financial Market, Structure and functions, Important Life Insurance Products and General Insurance Products, Determination of Premiums and Bonuses, Various Distribution Channels.
Unit -4	Settlement of Claims, Insurance Laws and Regulations Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Consumer Protection Act 1986, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957,
Unit-5	Married Women's Property Act 1874. Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Tax Benefits under Life Insurance Policies.

Textbook/ Reference:	**REFERENCE BOOKS** • Vinayakam N. Radhaswamy&Vasudevan SV; Insurance – Principles & practices, S. Chand &Co. ,New Delhi. • Gupta O.S.; Life Insurance, Frank Brothers, New Delhi.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M	L		L			
CO3	H		M				M
CO4	M				L		L
CO5	M			L			L

Jaipur School of Business
Bachelor of Business Administration

OPERATIONAL MANAGEMENT

Course: BBA	**Semester-II**
Subject - OPERATION MANAGEMENT	**Subject Code: BBA431D**
Credit -4	**Marks:100**

Course Outcomes:
CO1: To acquaint the students with the basic manufacturing terms and technicality.
CO2: To increase the analytical skills with respect to the technicality.
CO3: To enable the students with the analytical skills in manufacturing process.
CO4: To make students understand the close relation between production process and cost control.
CO5: To understand the importance of planning with respect to the outcomes required.

Unit	Particulars
Unit I	Introduction to Operation Management, Products and Services, The Transformation Process, Product/Process Design Matrix, Services Scenario (Medical, Tourism, Education etc) in India, Characteristic of Services, Classification of Services, Service Blueprinting, Measuring Service Quality using SERVQUAL, The Role of Production Manager
Unit II	Demand Forecasting: Quantitative methods and Qualitative methods of Forecasting, Practice of Moving average, Regression analysis and Exponential smoothing methods in operation management. Aggregate Planning, Nature, Aggregate Planning Strategies, Preparation of Master Plan, Disaggregating the Aggregate Plan.
Unit III	Facility Location Planning: Introduction, Factors Affecting Facility Location Planning,Facility Layout Planning, Capacity Planning, Operations Scheduling: Scheduling problems, Gantt Charts, Principles of work center scheduling, principles of job shop scheduling, personnel scheduling, Assembling Line Balancing.
Unit IV	Inventory Management: Introduction, Uses of Inventory, Types of Inventory, Inventory Management System, Tradition and Modern Techniques of Inventory Control, EOQ, Material Requirement Planning, Bill of material, Just-in-time, Supply Chain Management.
Unit V	Quality Management: A conceptual Framework, Dimensions of Quality, Importance of Cost, Cost of Quality, Techniques of Quality control, International Organization for Standardization, ISO 14000, COPC-2000, Total Quality management and Six Sigma.
Reference books:	1. Operation Research: V K Kapoor 2. Quantitative Techniques: Khandelwal, Gupta, Agarwal and Ahmed 3. Operation Management 4. Production and Operation management: S N Charry

Jaipur School of Business
Bachelor of Business Administration

Course Outcome	Program Outcome									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1	M									
CO2				H		M				
CO3		H			L					
CO4				M			M			
CO5	L	M				L				

Jaipur School of Business
Bachelor of Business Administration

ENVIRONMENTAL STUDIES

Course: BBA	**Semester-II**
Subject - ENVIRONMENTAL STUDIES	**Subject Code: DCH001**
Credit -4	**Marks:100**

Objectives:

Environmental studies deals with every issue that affects an organism. It is essentially a multidisciplinary approach that brings about an appreciation of our natural world and human impacts on its integrity. It is an applied science as its seeks practical answers to making human civilization sustainable on the earth's finite resources. Its components include biology, geology, chemistry, physics, engineering, sociology, health, anthropology, economics, statistics, computers and philosophy. As we look around at the area in which we live, we see that our surroundings were originally a natural landscape such as a forest, a river, a mountain, a desert, or a combination of these elements. Most of us live in landscapes that have been heavily modified by human beings, in villages, towns or cities. But even those of us who live in cities get our food supply from surrounding villages and these in turn are dependent on natural landscapes such as forests, grasslands, rivers, seashores, for resources such as water for agriculture, fuel wood, fodder, and fish.

The basis objective of this course is to provide basic understanding to the students with the nature and the environment.

Course outcomes (CO)

I CO1: It deals with every issue that affects the organization.
II CO 2: To understand the multidisplinary nature of environmental studies.
III CO3:To understand about the renewable and non renewable resources.
IV CO4: Knowing about the concept of the ecosystem.
V CO5: To know impact of population on environment.

Unit	Particulars
UNIT I	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.
UNIT II	Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

	- Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.
UNIT III	Concept of an ecosystem- Structure and function of an ecosystem.Producers, consumers and decomposers.Energy flow in the ecosystem.Ecologicalsuccession.Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).
UNIT IV	Biodiversity and its Conservation □ Introduction-Definition: genetic, species and ecosystem diversity. □ Bio-geographical classification of India. □ Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. □ Biodiversity at global, National and local levels. □ India as a mega-diversity nation. □ Hot-spots of biodiversity. □ Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. □ Endangered and endemic species of India. □ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
UNIT V	Environmental Pollution: Definition, Causes, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards - Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides
UNIT-VI:	Social Issues and the Environment - From Unsustainable to Sustainable development. - Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products.

	- Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness.
UNIT-VII:	Human Population and the Environment - Population growth, variation among nations. Population explosion-Family welfareProgramme.Environmentand human health.HumanRights.ValueEducation.HIV/AIDS.Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies.
UNIT-VIII: Field Work (Practical).	- Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc.
	Reference Books: 1. Agarwal K.C. 2001 Environmental Biology, Nidi publ. Ltd. Bikaner. 2. BharuchaErach, The Biodiversity of India, Map in Publishing Pvt. Ltd. Ahemdabad-380013, India, E-mail: Mapincenet, net. 3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p. 4. Clark R.S., Marine pollution, Clanderson Press Oxford. 5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T. 2001, Environmental & Encyclopedia, Jaico Publ. House, Mumbai, 1196p 6. De A.K., Environmental Chemistry, Wiley Eastern Ltd. 7. Down to Earth, Centre for Science and Environment 8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev.,Environpment& Security. Stockholm Env. Institute. Oxford Univ. Press, 473p 9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay . 10. Heywood, V.H & Watson, R. T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press1140p 11. Jadhav, H &Bhosale, V.M.1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p 12. Mckinney, M.L. &Schoeb, R.M. 1996. Environmental Science systems & solutions, Web enhanced edition 639p. 13. Mhaskar A.K. Matter Hazardous. Techno-Science Publications. 14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. 15. Odium, E.P. 1971. Fundamentals of Ecology, W.B.Saunders Co. USA. 574p

	16. Rao M.N. &Datta, A.K. 1987. Waste Water Treatment. Oxford & IBH Publ .Co. Pvt. Ltd. 345p. 17. Sharma B.K., 2001. Environmental Chemistry Goel Publ. House, Meerut. 18. Townsend C.,Harper J, and MichealBegon, Essentials of Ecology, Blackwell Science 19. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and standards, Vol I an II, Enviro Media

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		H			M	M	
CO2			H		M	M	
CO3			M		H	L	L
CO4		M		H		M	L
CO5			L		M	L	

H = Highly Related; M = Medium L = Low

Jaipur School of Business
Bachelor of Business Administration

BBA III SEMESTER
Financial Accounting-I
SUBJECT CODE: BBA601A
CREDITS: (3L+1T=4)

Objectives:
To acquaint the students with concepts of Financial, Cost and Management Accounting and their applications in managerial decisions making.
Course Outcome (CO):
At the end of this course students will be:
CO1: Able to understand the concepts of accounting theories.
CO2: Able to interpret the business implication of financial statement standard.
CO3: Able to Judge Product, project, divisional &organisational performance using managerial accounting information
CO4: Able to Identifying organisational information technology components and risks that can affect financial system and prescribe appropriate controls
CO5: Able to apply Cost Accounting methods to evaluate and project business performance.

Unit	**Particulars**
Unit -1	Introduction to Financial Accounting: Accounting as an Information System; Importance, Scope and Limitations; Generally Accepted Accounting Principles; Basic Accounting Concepts, Techniques and Conventions; Accounting Cycle; Ethics in accounting; Basic Financial Statements; Understanding Corporate Annual Reports: Analysis of Financial statements through Ratios and Cash Flow Statement; Understanding and Analyzing Consolidated Financial Statements; Introduction to International Financial Reporting Standards (IFRS); Foreign Currency Accounting.
Unit-2	Introduction to cost accounting: Cost concepts – Meaning, Scope, Objectives and Importance of Cost Accounting; Elements of Cost; Components of Total cost. Classification of Costs: Fixed, Variable, Semi-variable, and Step Cost; Product and Period Costs; Direct and Indirect Costs; Relevant and Irrelevant Costs; Sunk Costs; Controllable and Uncontrollable Costs; Avoidable and Unavoidable Costs; Out-of-pocket Costs; Opportunity Costs; Conversion Cost. Cost Ascertainment: Cost Unit and Cost Center; Cost Allocation; Cost Apportionment; Cost Control and Cost Reduction. Accounting for Overhead Costs; Brief introduction of Techniques and Methods of Costing.
Unit-3	Cost-Volume-Profit Analysis: Contribution; PV Ratio; Margin of Safety; Break-Even Point; Composite Break-Even Point; Cash and Cost Break- Even Point. Decisions relating to key factor; Export order; Make or Buy, Pricing Decision, Cost plus pricing; Cost Management System and Activity-Based-Costing and Management; Target costing, Decisions related to deletion, Addition of products, Services or Departments; Joint Product Costs: Sell or Process further decisions.

Unit -4	Introduction to Budgets and preparing the Functional Budgets, and Master Budget; Flexible Budgets.
Unit-5	Variance Analysis (Labor, Material): Management Control System and Responsibility Accounting; Management control in decentralized organizations
	Text Books: 1.Horngren C T, Sundem G L, Stratton W O, Burgstahler D and Schatzberg J. *Introduction to Management Accounting*. PHI Learning Pvt Ltd. 2.Porter G A, Norton C L. *Financial Accounting* (6th ed.). *Cengage Learning (IFRS update)* **References:** 1. Horngren C T, Sundem G L and Elliott J A. *Introduction to Financial Accounting* (8th ed.). Pearson Education. 2. Horngren, C.T., Foster, G, and Datar, S.M. *Cost Accounting: A Managerial Emphasis*. New Delhi: Prentice Hall of India Pvt. Ltd.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			M			M
CO2	M			M			
CO3		M			H		
CO4		H	M				
CO5			M		H		L

H = Highly Related; M = Medium L = Low

Jaipur School of Business
Bachelor of Business Administration

RESEARCH METHODOLOGY

Course: BBA	**Semester-III**
Subject - RESEARCH METHODOLOGY	**Subject Code: BBA011C**
Credit -4	**Marks:100**

Course outcomes (CO)

I CO1: To know about the various approaches to research and its significance.
II CO 2: To understand the various implications of various parameters of research.
III CO3:To help in analysis of various datas and their corelation
IV CO4: To help students in knowing design and procedure of hypothesis and subsequent research.
V CO5: To understand the report writing in research

Unit	Particulars
Unit I	Meaning, Objective and Motivation in research, Type of research, research approaches, Significance of research, research process, criteria for good research, Define the research problem, selecting a problem, research design, meaning of research design, need of research design, features of good design.
Unit II	Sampling Designing: Census and sample survey, implications of sample design, steps in sample design, criteria of selecting a sample, characteristic of a good sample design, Different type of sample design, random sampling. Data collection techniques: collection of data, interview, schedule and questionnaire method, difference between questionnaires and schedules, Collection of secondary data, selection of appropriate method for data collection.
Unit III	Processing and analysis of data, type of analysis, statistics in research, type of series, measurement of central tendency, measurement of dispersion, regression analysis, least square method, Mean based method , correlation analysis, Karl Pearson coefficient of correlation, Spearmen single rank method, repeated rank method, relationship between correlation and regression analysis.
Unit IV	Hypothesis Design, Basic concept concerning hypothesis testing, procedure of hypothesis testing, Important Parametric test: Z test, T test and F test, Non parametric test: Chi square test, Sign test, run test, mann- whitney U test, Limitation of the testing of hypothesis.
Unit V	Scaling technique, measurement in research, type of measurement scales, techniques of developing measurement tools, Interpretation and report writing, technique of interpretation, Significance of report writing, Different steps in writing a report, Lay out of the research report, types of report.
Reference Books:	1. Research Methodology: C R Kothari. 2. Business Statistics for managers: Lavin and Rubin. 3. Business Research Methods: Coopers & Swindlers.

Jaipur School of Business
Bachelor of Business Administration

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						
CO2		M		M		M	
CO3		H		H			
CO4				L			M
CO5	L		M		L		

H = Highly Related; M = Medium L = Low

Jaipur School of Business
Bachelor of Business Administration

ADVANCED SPREAD SHEET LAB

Course: BBA	**Semester-III**
Subject - Advanced Spread Sheet Lab	**Subject Code: DCA003**
Credit -1	**Marks:100**

Course Objective:

1. Students will be able to understand the basics of Excel.
2. Students will be able to understand the concepts of working with the functions of advanced excel.

Course Outcome (CO's)

CO1. Students will learn to use spreadsheet concepts and explore the Microsoft Office Excel environment.
CO2.Students will apply the concepts of to create, open and view a workbook.
CO 3. Students will Illustrate different advanced excel formatting.
CO 4. Students will be apply date and time functions
CO 5.Students will learn to describe basic uses of advanced excel functions

Unit	Particulars
Unit -1	**Advanced Excel Course-Overview of the Basics of Excel**:Customizing common options in Excel, Absolute and relative cells, Protecting and un-protecting worksheets and cells.Writing conditional expressions (using IF),Using logical functions (AND, OR, NOT),Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX),VlookUP with Exact Match, Approximate Match, Nested VlookUP with ExactMatchVlookUP with Tables, Dynamic Ranges, Nested VlookUP with Exact Match,Using VLookUP to consolidate Data from Multiple Sheets
Unit-2	**Advanced Excel Course - Data Validations** :Specifying a valid range of values for a cell, Specifying a list of valid values for a cell, Specifying custom validations based on formula for a cell **Advanced Excel Course - Working with Templates** Designing the structure of a template, Using templates for standardization of worksheets

Unit 3	**Advanced Excel Course - Sorting and Filtering Data** Sorting tables, Using multiple-level sorting, Using custom sorting, Filtering datafor selected view (AutoFilter),Using advanced filter options **Advanced Excel Course - More Functions** Date and time functions,Textfunctions,Database functions, Power Functions (CountIfCountIFS, SumIF, SumIfS) **Advanced Excel Course – Formatting** Using auto formatting option for worksheets, Using conditional formatting option for rows, columns and cells **Advanced Excel Course – Macros** Relative & Absolute Macros, Editing Macro's **Advanced Excel Course - WhatIf Analysis** Goal Seek, Data Tables, Scenario Manager

Unit 4	**Advanced Excel Course – Charts** Using Charts, Formatting Charts, Using 3D Graphs,Using Bar and Line Chart together, Using Secondary Axis in Graphs,Sharing Charts with PowerPoint / MS Word, Dynamically,(Data Modified in Excel, Chart would automatically get updated)
Unit-5	**Advanced Excel Course - Working with Reports**

	Creating subtotals, Multiple-level subtotals,Creating Pivot tables,Formatting and customizing Pivot tables, Using advanced options of Pivottables, Pivot charts,Consolidating data from multiple sheets and files using Pivot tables, Using external data sources,Using data consolidation feature to consolidate data, Show Value As (% ofRow, % of Column, Running Total, Compare with Specific Field), Viewing Subtotal underPivot,Creating Slicers (Version 2010 & Above), Designing the structure of a template, Print Titles Repeat Rows /Coloumns

Jaipur School of Business
Bachelor of Business Administration

BBA IV Semester
Regulatory Frame Work, Insurance Regulations
SUBJECT CODE: BBA610A
CREDITS: 3L+1T (4)

Course: BBA	**Semester-IV**
Subject - Regulatory Frame Work, Insurance Regulations	**Subject Code: BBA610A**
Credit -4	**Marks:100**

Learning Objectives: The course has been devised in such a way to empower the students to acquire knowledge of insurance which helps them in their financial planning as well as they can choose insurance as a career in future. The course is designed to groom participants a firm grounding in the fundamentals and applications of both Life and Non- life insurance.
Course Objectives: At the end of the course, students will be able to
[CO.1] Explain fundamentals of Insurance and the related principles in context of contemporary investment scenario**.**
[CO.2] Understand different types of General and Life Insurance Products and their pros and cons for different classes of Investors for financial and employability skill development.
[CO.3] Describe current regulatory framework for Insurance Business in India with reference to IRDA and their implications in existing socio economic environment.
[CO.4] Explaining recent changes and the required capital adequacy to start the insurance business in India. Recall the challenges and operational realities for professional skills in social/economic/regulatory with specific reference to India.

Unit	**Particulars**
Unit I	Brief history of Insurance Regulation in India- Provisions relating to registration, accounts and returns, investment and licensing of agents.
Unit II	Establishment of LIC of India. Constitution of the corporation, capital of the corporation, Applicability of Insurance Act, 1938 provisions relating to management under the LICI Act, 1956.
Unit III	IRDA, 1999: Definition, composition of the authority. Terms of the chairperson and other members, duties, power and functions of the authority
Unit IV	Ombudsman Scheme- Appointment of ombudsman, power, function and duties,

Unit V	Filing of complaint with ombudsman. Case studies
	Reference Books • **Vinayakam N. Radhaswamy&Vasudevan SV;** *Insurance – Principles & practices*, S. Chand &Co. ,New Delhi, 2015. • **Gupta O.S**.; Life Insurance, Frank Brothers, New Delhi.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L					L
CO2	M			L			L
CO3	H		M			L	M
CO4	M				L		L
CO5	M			L			L

Jaipur School of Business
Bachelor of Business Administration

BBA IV Semester
CORPORATE FINANCE
SUBJECT CODE: BBA401B
CREDITS: (4L)

Course: BBA	**Semester-IV**
Subject - CORPORATE FINANCE	**Subject Code: BBA401B**
Credit -4	**Marks:100**

Learning Objective: To acquaint students with the techniques of corporate finance and their applications for business decision making.

Course Outcomes:-

CO 1**:** To acquaint students with the techniques of corporate finance.
CO 2: To understand the nature of Financial Management.
CO 3: To get the concept of Measurement of Cost of Capital.
CO4:.Tounderstands the application of finance in managerial decision making.
CO5: To enable the students with financial leverage and its benefit

Unit	**Particulars**
Unit I	Financial management – An overview: Evolution of finance, The Basic Goal : Creating Shareholder value ,Agency issues ,Business Ethics and Social Responsibility ,Time Value of Money Concept.
Unit II	Investment Decisions- Capital budgeting Decisions ,Techniques - Payback period ,NPV,IRR,Profitability Index ,Estimation of cash flows NPV V/S IRR ,Risk analysis in capital Budgeting -senstivity analysis ,certainty equivalent approach
Unit III	Financing Decisions-Capital Structure ,Theories and value of the firm - Net income approach ,Net operating income approsch ,Tradintional approach ,Modilalinin Miller approach . Determing the optimal structure ,Checklist for capital structure decisions, Cost of bankruptcy and financial distress. EBIT-EPS analysis – Concept of leverage ,Types of leverage :Operating leverage, Financial leverage,Combined leverage.
Unit IV	Dividend Decsions -Factor determing dividend policy ,Theories of Dividend -Goreden Model ,Walter model ,MM hypothesis ,Forms of Dividend -Cash dividend ,Bonus Shares ,Stock Split ,Stock Repurchase ,Dividend policies in Practice
Unit V	Working Capital Management -Working Capital Policies .Risk -Return Trade off ,Cash Management ,Receivable Management

Text Books:

1. Khan, M.Y., & Jain, P.K. (2011). *Financial Management – Text, Problems, and Cases* (6th ed.). New Delhi: Tata McGraw Hill Education Private Limited.
2. Chandra, Prasanna (2008). *Financial Management – Theory and Practice* (7th ed.). New Delhi: Tata McGraw Hill Publishing Company Limited.

References:

1. Pandey, I.M. (2010). *Financial Management* (10th ed.). New Delhi: Vikas Publishing House Pvt. Ltd.

2. Brealey, Richard, A., & Myers, Stewart, C. (2011). *Principles of Corporate Finance* (10th ed.). New Delhi: Tata McGraw Hill Publishing Company Limited.

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	H									
CO2		L		L		M				
CO3										
CO4				M			M			
CO5	L	M				L				

Jaipur School of Business
Bachelor of Business Administration

BBA V Semester
Introduction to International Banking & Forex
SUBJECT CODE: BBA613A
CREDITS: (3L)

Learning Objectives: This course is directed at students interested in international banking and operations, foreign exchange, multinational corporations and their activities, and concepts of international banking . The course provides an analysis of modern trade theory and practice in international banking & forex. Moreover, the course is designedtohelpthestudentsunderstandtheincreasinglyglobalnatureoftheworldbankingandeconomyandalso to effectively apply business skills in international businesssituations.

Course Outcomes: At the end of the course, students will be able to :

- Understand international Banking environment and market.
- Understand different international trade theories, economic integration, tariff and non-tariff trade barriers of international banking sector
- Learn about different international financial & development institutions like IMF, IBRD, ADB, UNIDO and Developing nations and to make employable for that.
- Learn about international capital and foreign exchange markets and its trend and issues related to transfer policy and taxation.
- Understand Foreign Exchange Management –Salient Provisions of FEMA, Forex rate & Control, Risk coverage in Forex, Forex Quote.

Syllabus

Unit	Particulars
UNIT I	International Banking: Global trends and developments in International banking-International Financial Centres, Offshore Banking Units, SEZs-International Financial Institutions: IMF;IBRD, BIS, IFC, ADB-Legal and Regulatory aspects of international banking.
UNIT II	International Finance: Fundamental principles of lending to MNCs; International CreditPolicy Agencies and Global Capital Markets; Methods of raising equity and debt resourcesthrough ECBS, ADRs/GDRs, ECCBS and other types of Bonds,etc in international markets;
UNIT III	Project and Infrastructure Finance-Investments both in India and abroad, joint venturesAbroad by Indian Corporates, investment opportunities abroad for resident Indians; Financing ofMergers and acquisitions.
UNIT IV	Framework of Foreign Exchange: Sources and Uses of Foreign Exchange-Balance of Payments; Foreign Exchange Market Mechanism-Different types of exchange rates, exchange Rate determination, convertibility of Indian Rupee; Role of Banks in Forex markets-Functions of a Forex Dept, maintenance of foreign currency accounts.
UNIT V	Forex Business: Foreign Exchange Management Act (FEMA) and its philosophy; Role of RBI and FEDAI in regulating foreign exchange business of banks/other

	authorized dealers-NRI customers and various banking and investment products available to them under FEMA.
Suggested Books:	1. Jeevanandam C., Foreign Exchange, Practice, Concepts & Control, Sultan Chand & Sons, NewDelhi 2. Chaudhuri BK & Agarwal OP, Foreign Trade & Foreign Exchange, Himalaya Publishing House,Mumbai 3. Apte PG, International Financial Management, Tata McGraw Hill Publishing Company Ltd., New Delhi 4. Rajwade AV, Foreign Exchange, International Finance & Risk Management, Academy of Business Studies, New Delhi 5. Indian Institute of Banking and Finance, International Banking, Mumbai

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L			L
CO3	H		M			L	M
CO4	M				L		L
CO5	M			L			L

Jaipur School of Business
Bachelor of Business Administration

BBA V Semester
Banking Law & Practice
SUBJECT CODE: BBA612A
CREDITS: (3L)

Learning Objective: This course is targeting students who wish to pursue research& development in the field of banking and Finance and at Globe level. This course offers an introductory level knowledge on working of banking sector India and also deals with the various Tools and techniques used for marketing by Banking Institutions of India. This course also deals with the basic knowledge about the roleof various regulators and emerging areas of banking sector in India.

Course Outcomes:

CO. 1: Describe the Basic of Indian Banking Sector and their structure.
CO 2: To understand the basic role, functions and marketing of Indian Banking sector to enhance employment.
CO 3: Students are able to recognize importance of Contemporary issues in Banking services in India.
CO.4: Students are able to understand the role of various regulators of Indian Banking Sector and also aboutthe emerging professional skills in the field of banking.
CO5: Students are able to understand about Basic Idea about Principles of management

Syllabus

Unit	Particulars
UNIT I	Banking Legislation: Introduction, evaluation of Baking Law in India Banking Regulation Act, 1949: Scope of the Act: Definition of Banking. Licensing of Banking Companies, Maintenance of Assets and Liabilities, Bank Balance Sheet,
UNIT II	RBI Act, 1934; Reserve Bank's Powers of Inspection and Directions.Restriction on Loans and Advances, Collection and Furnishing of Credit Information Scheme of Management for Nationalized Banks.
UNIT III	Law Relating to Negotiable Instruments: The Negotiable Instruments Act, 1881, Provisions relating to Bills of Exchange, Promissory Notes and Cheques, their Acceptance and Endorsements. Holder and holder in-due-course. Circumstances under which the banker may/must refuse to pay the cheques of customers, statutory protection to paying banker, position of collecting bankers. Rules regarding the instruments obtained by fraud, misrepresentation, forgery and illegal means.
UNIT IV	Organizations: Banks-Their organization and performance appraisal. Organizational structure of Banks Formulation of Policies & their integration.Policies of Nationalized Banks or Mobilization of Deposits, Advances of Loans and Credit expansion.
UNIT V	Administration: Principles of Management: Their application to Bank Management. Delegation of Authority - Centralization V/s Decentralization. Board of Directors: Concept of balance Board- Their Advantages to Banks

Text Books & References:	**Suggested Readings:** 1. Brech, E.F.L. : The Principles & Practice of Management 2. Drucker, P.F. : The Practice of Management 3. Khertamwala, J.S. : The Negotiable Instruments Law 4. Tannan, M.L. : Banking Law & Practice in Industries 5. Davar, S.R. : Law & Practice of Banking 6. Sherlekar : Business Administration & Management.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L		L	
CO3	H		M				M
CO4	M				L		L
CO5		L	M	L			

Jaipur School of Business
Bachelor of Business Administration

INVESTMENT AND RISK MANAGEMENT

COURSE: BBA	**SEMESTER-IV**
SUBJECT - INVESTMENT AND RISK MANAGEMENT	**SUBJECT CODE: BBA402B**
CREDIT -4	**MARKS:100**

Unit	Particulars
UNIT I	Investment Products and their Applications – Fixed Income Products – Mutual Fund Products – Equity Market – Derivatives and Commodities – FOREX – Real Estate and Other Investments.
UNIT II	Basics of risk and return, concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds-, present value of a bond, Yield to Maturity, yield to call, yield to put, systematic risk, Price Risk, Interest rate risk, Default risk. Yield curve. Unsystematic risk
UNIT III	Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industrial analysis: stages of life cycle, Porter's five forces model, SWOT analysis, financial analysis of an industry; Company analysis
UNIT IV	Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators- Dow Theory, advances and declines, new highs and lows- circuit filters. Volume indicators- Dow Theory, small investor volumes. Other indicators- futures, institutional activity, Trends: resistance, support, and consolidation, momentum- Charts: line chart, bar chart, candle chart, point & figure chart. Patterns: head &shoulders, triangle, double topped, double bottomed, Indicators: moving averages. Efficient market hypothesis
UNIT V	Portfolio Management: Portfolio risk and return Capital asset pricing model (CAPM): Single period classical model. Characteristic line, Capital Market Line, Security market Line.
Text Books & References:	1. Fischer, D.E. & Jordan, R.J. (2006). *Security Analysis & Portfolio Management* (6th ed.). Pearson Education. 2. Sharpe, W.F., Alexander, G.J. & Bailey, J.(1998). *Investments* (6th ed.). Prentice Hall of India. 3. Singh,R.(2009). *Security Analysis & Portfolio Management* (1st ed.). Excel Books. 4. Shahani, R. (2011). *Financial Markets in India, A Research Initiative* (3rd ed.). Anamika Publishers & Distributors (P) Ltd 5. Frank K Reilly & Keith C Brown (2006). *Investment Analysis and Portfolio Management*. (8th ed.). Cenage India Pvt. Ltd.

Jaipur School of Business
Bachelor of Business Administration

Draft Standard Operating Procedure for Delivery of Courses Related to Indian Culture and Value Education (Version 0)

1. **Introduction**
   New Education Policy 2020 envisages establishment of Department of Indology under Clause 11.7 offering credit courses across various disciplines. Clause 22 titled Promotion of Indian Languages, Arts, and Culture talks about giving broad based knowledge and skills to the students across all the disciplines in Indian Languages, Arts, and Culture. It is therefore proposed to introduce courses related to Indian Culture and Value Education across all undergraduate degree programs with effect from Academic Year 2021-22.
2. **Courses Proposed to be Offered**
   It is proposed to offer following compulsory courses with effect from Academic Year 2021-22 in all undergraduate degree programs:
   2.1 Culture Education - 1 in Semester – 1 with L:T:P::2:0:0
   2.2 Culture Education - 2 in Semester – 2 with L:T:P::2:0:0
   2.3 Value Education - 1 in Semester – 3 with L:T:P::1:0:0
   2.4 Value Education -2 in Semester – 4 with L:T:P::1:0:0

   Other such courses shall be identified in future and offered under Open Electives.

3. **Faculty Required to Teach the Courses**
   As per the spirit of New Education Policy - 2020, each and every student in higher education must be made aware about the Idea of Bharat Learning Outcome: Students will acquire knowledge regarding the primitive life and cultural status of the people of ancient India. They can gather knowledge about the society, culture, religion and political history of ancient India. They will also acquire the knowledge of changing socio-cultural scenarios of India.
4. **Teaching Pedagogy and Evaluation & Assessment**
   (A) Culture Education

   (a) Syllabus of Courses namely Culture Education-1 and Culture Education-2 contains Four Units namely (1) Holy Scriptures (2) Society and Culture (3) India in Progress (4) Great Indian Personalities. All Students shall be required to choose one topic from Unit 1 to 3 and one additional topic from Unit 4 and get it approved from the HoD concerned in writing in the First Week of the Semester.
   (b) Head of the Department concerned shall allocate Faculty Members from her/his Department to guide the students to facilitate in-depth learning in the chosen topics. The Periods shall be allocated in the Time-Table but the Faculty Member allocated

shall not deliver any lecture. Students shall study at their own with the help of allocated Faculty Member.

(c) Each student shall write a detailed Report/ Critique on one topic from Unit 1 to 3 and one Great Personality from Unit 4 with the target to publish a Newspaper/ Magazine Article or a Review Paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-Voce by a Committee of Teachers appointed by HoD concerned from the Dean of Faculty.

(d) Each student shall present First Seminar in 6th Week and Second Seminar in 12th Week from the start of classes before a Committee of Teachers appointed by HoD concerned approved by Dean of Faculty.

(e) The weightage of marks shall be 25% for First Seminar, 25% for Second Seminar and 50% for Term End Assessment. The Total Marks so compiled and signed by the Committee of Teachers shall be approved and sent by HoD concerned to Controller of Examinations.

(B) Value Education

(a) Syllabus of Courses namely Value Education 1 and Value Education 2 contains versatile topics from Indian Culture and Value System. Each student shall be required to choose one topic from the prescribed syllabus in the First Week of the Semester and get it approved from HoD concerned in writing.

(b) Head of the Department concerned shall allocate Faculty Members from her/his Department to guide the students to facilitate in-depth learning in the chosen topics. The Period shall be allocated in the Time-Table but the Faculty Member allocated shall not deliver any lecture. Students shall study at their own with the help of allocated Faculty Member.

(c) Each student shall present First Seminar in 6th Week and Second Seminar in 12th Week from the start of classes before a Committee of Teachers appointed by HoD concerned approved by Dean of Faculty.

(d) The weightage of marks shall be 25% for First Seminar, 25% for Second Seminar and 50% for Term End Assessment. The Total Marks so compiled and signed by the Committee of Teachers shall be approved and sent by HoD concerned to Controller of Examinations.

(e) Each student shall write a detailed Report/ Critique on the chosen topicwith the aim to publish a Newspaper/ Magazine Article or a Review Paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-Voce by a Committee of Teachers appointed by the HoD with approval from Dean of Faculty concerned. Alternatively a Student may undertake a Project on the chosen topic and submit a detail Project Report with the aim to publish a Newspaper/ Magazine Article or a Review Paper in a Research Journal. If the topic is related to Performing Arts including Yoga, Marshal Arts etc. the performance on stage may be given instead of PPT. In case of Fine Arts, an exhibition or a portfolio may be presented in place of PPT.

(C) Steering Committee to oversee the smooth running of Culture Education and Value Education Courses.

A Steering Committee consisting of the following Faculty Members shall be constituted to oversee the smooth running of Culture Education and Value Education Courses:

1. Dr. D.P. Mishra - Professor Emeritus: Chairperson
2. Head of the Department- Indology: Member
3. All Deans of Faculties: Member

Steering Committee shall meet at least twice in a Semester and ensure that the Courses Offered are being run smoothly and in the right spirit. Chairperson Steering Committee may interact with the HoDs and Faculty Members in this regards and guide them to implement the scheme properly.

(D) Approval to add any new topic in the Courses related Culture Education and Value Education

If a student wants to choose one or more topics in Culture Education and Value Education which are not included in the prescribed Syllabus, she/he may submit a request in this regard in writing to HoD concerned, who will forward such request to the Chairperson Steering Committee to approve such request if found appropriate.

Jaipur School of Business
Bachelor of Business Administration