



## ACADEMIC YEAR 2021

# PROGRAM OUTLINE & LEARNING OUTCOMES

## BBA – FINANCIAL SERVICES

Level: Undergraduate

Duration: 3 Years | Full-time

Format: Residential / Day Scholar Program

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The Bachelor of Business Administration (BBA) Financial Services  
is spread over 6 semesters

**FIRST YEAR**

**SEMESTER I**

COURSE	LEARNING OUTCOMES
<b>Financial Accounting With Computer Applications</b>	<ul style="list-style-type: none"> <li>• Learning Fundamentals Of Accounting</li> <li>• Basic Accounting Concepts</li> <li>• Recording Of Transaction</li> <li>• Depreciation, Provision And Reserves</li> <li>• Bill Of Exchange</li> <li>• Excel Skills For Finance</li> </ul>
<b>Principles Of Management</b>	<ul style="list-style-type: none"> <li>• Gain Understanding Of Functions And Responsibilities Of Managers</li> <li>• Understand Tools And Techniques To Be Used In Performance Of The Managerial Job</li> <li>• Understand And Analyse Environment Of The Organization</li> <li>• To Help Students Develop Cognizance Of The Importance Of Management Principles</li> </ul>
<b>Quantitative Techniques For Decision Making</b>	<ul style="list-style-type: none"> <li>• Learning Fundamentals To Statistical And Mathematical Tools Commonly Used In Management Studies</li> <li>• Learn Use Of Statistical Tools (Descriptive Statistics, Inferential Statistics)</li> <li>• Learn Use Of Mathematical Tools (Formulate Problem, Establish Criterion For Optimality, Tools For Analysis)</li> </ul>
<b>Microeconomics</b>	<ul style="list-style-type: none"> <li>• Understand Firm Behavior</li> <li>• Learn To Analyse Different Types Of Market Structures (Monopoly, Oligopoly And A Competitive Market)</li> <li>• Understand Business Strategies For Different Market Structures</li> <li>• Understand How To Apply Economic Principles For Policy Making</li> </ul>
<b>Marketing Management</b>	<ul style="list-style-type: none"> <li>• Understand Basic Aspects Of Markets And Competition</li> <li>• Understanding And Managing External Environment</li> <li>• Understanding Segmentation, Targeting And Positioning Concepts</li> <li>• Understand And Managing Brands</li> <li>• Understanding And Managing Competition</li> <li>• Understanding The Concept Of Product Life Cycle</li> </ul>
<b>Effective Communications 1</b>	<ul style="list-style-type: none"> <li>• Understand Dialogue Processes, Debunk Common Communication Myths And Express Your Ideas Authentically</li> <li>• Learn How To Ensure The Message Intended To Send Is The Same As What Is Being Received</li> <li>• Learn Strategies To Enhance Communication Skills And Approaches</li> </ul>

	<ul style="list-style-type: none"> <li>• Learn How To Position Oneself As A Professional Through Inclusive Communication</li> </ul>
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## SEMESTER II

COURSE	LEARNING OUTCOMES
<b>Cost Accounting</b>	<ul style="list-style-type: none"> <li>• Understand Meaning and Scope of Cost Accounting</li> <li>• Understand Method of costing</li> <li>• Understand Labour cost control</li> </ul>
<b>Advanced Quantitative Techniques for Decision Making</b>	<ul style="list-style-type: none"> <li>• Understand Use Of Quantitative &amp; Qualitative Data</li> <li>• Understand Application Of Various Quantitative Techniques Used For Decision Making Using Datasets</li> <li>• Using Data To Take Decisions On Business Situations</li> <li>• Learn To Apply Quantitative Techniques On Datasets Using Excel</li> </ul>
<b>Environmental Management &amp; Corporate Social Responsibility (For General and AI Students)</b>	<p><b>Environmental Management &amp; Corporate Social Responsibility</b></p> <ul style="list-style-type: none"> <li>• Learn To Identify An Organisation's Purpose, Its Stakeholders And The Basic Principles Of Its Governance</li> <li>• Understand Interface Between Organization And Its Environment</li> <li>• Understand The Effects Of Government Policy On The Economic Environment</li> <li>• Understand Concept Of Corporate Social Responsibility And Primary Premises Upon Which It Is Based</li> </ul> <p><b>Introduction To Analytics</b></p> <ul style="list-style-type: none"> <li>• Learn Application Of Analytics In Business</li> <li>• Learn To Describe Complex Business Problems In Terms Of Analytical Models</li> <li>• Apply Appropriate Analytical Methods To Find Solutions To Business Problems</li> </ul>
<b>Marketing Management 2</b>	<ul style="list-style-type: none"> <li>• Understand Basic Aspects Of Product Management And New Product Launches</li> <li>• Understanding And Managing Services</li> <li>• Understanding And Managing Pricing</li> <li>• Understanding And Managing Integrated Marketing Communications</li> <li>• Understand And Managing Distribution Channels</li> <li>• Understanding And Managing Marketing Organization In The Current Business Scenario</li> </ul>
<b>Principles Of Management</b>	<ul style="list-style-type: none"> <li>• Gain Understanding Of The Functions And Responsibilities Of Managers</li> <li>• Understand Tools And Techniques To Be Used In The Performance Of The Managerial Job</li> <li>• Understand And Analyse Environment Of The Organization</li> <li>• To Help Students Develop Cognizance Of The Importance Of Management Principles</li> </ul>

<b>Effective Communications 2</b>	<ul style="list-style-type: none"> <li>• Understanding How To Write Business Emails, Notices, Proposals And Other Forms Of Written Business Communications</li> <li>• Understanding Of Basic Grooming And Etiquettes</li> <li>• Understanding How To Be Effective Public Speaker And Presenter</li> </ul>
<b>Macroeconomics</b>	<ul style="list-style-type: none"> <li>• Understand The Forces Determining Macroeconomic Variables Such As Inflation, Unemployment, Interest Rates, And Exchange Rate</li> <li>• Formulate And Assess Macroeconomic Policies</li> <li>• Define Macroeconomic Terminology, Such As The Multiplier, Monetarism, The Natural Level Of Unemployment And Fiscal Policy</li> </ul>

## SECOND YEAR

### SEMESTER III

COURSE	LEARNING OUTCOMES
<b>Organisational Behaviour</b>	<ul style="list-style-type: none"> <li>• Understand The Impact Of Values, Attitudes And Influence Of Diversity</li> <li>• Understand The Major Motivational Theories That Affect Workplace</li> <li>• Understand Difference Between Work Groups And Work Teams And Models Of Team Development</li> <li>• Understand Communication Channels And Their Barriers</li> <li>• Understand Interpersonal Conflict And Conflict Resolution</li> </ul>
<b>Financial Management and Software Applications in Financial Management</b>	<ul style="list-style-type: none"> <li>• Learning Fundamentals Of Financial Management</li> <li>• Corporate Debt, Equity And Corporate Action</li> <li>• Learn To Prepare Financial Statement</li> <li>• Understand Capital Budgeting</li> <li>• Understand Investment Analysis</li> </ul>
<b>Operations Management</b>	<ul style="list-style-type: none"> <li>• Obtain An Understanding Of Quality Management Practice In Organizations And How Total Quality Management And Six-Sigma Facilitate Organizational Effectiveness</li> <li>• Understand The Relationship Of The Various Planning Practices Of Capacity Planning, Aggregate Planning, Project Planning And Scheduling</li> <li>• Understand The Roles Of Inventories And Basics Of Managing Inventories In Various Demand Settings</li> <li>• Understand Contemporary Operations And Manufacturing Organizational Approaches And The Supply-Chain Management Activities And The Renewed Importance Of This Aspect Of Organizational Strategy</li> </ul>
<b>Indian Economics in Global Scenario</b>	<ul style="list-style-type: none"> <li>• Understand International trade theory and policy</li> <li>• Understand Economic relationships between countries</li> </ul>

	<ul style="list-style-type: none"> <li>Understand Relevance of Indian economics in global scenario</li> </ul>
<b>Business Statistics 1</b>	<ul style="list-style-type: none"> <li>Learn Fundamentals Of Descriptive Statistics.</li> <li>Understanding The Nature Of Data Using Data.</li> <li>Learning To Use Descriptive Statistical Tools To Find Hidden Patterns In Data.</li> <li>Learn To Analyse And Interpret Data To Smart Solutions Using Statistics.</li> <li>Learn To Apply Descriptive Statistics On Data For Making Decisions</li> </ul>
<b>Business Research Methodology</b>	<p><b>Business Research Methodology</b></p> <ul style="list-style-type: none"> <li>Learn To Formulate Research Problem And Develop A Sufficiently Coherent Research Design.</li> <li>Learn Qualitative, Quantitative Measurement &amp; Scaling Techniques.</li> <li>Gain Knowledge Of Data Analysis, Including Descriptive &amp; Inferential Measures.</li> <li>Develop Independent Thinking For Critically Analyzing Research Reports.</li> </ul> <p><b>Marketing Analytics</b></p> <ul style="list-style-type: none"> <li>Learn Basics Of Advances In Marketing Analytics.</li> <li>Learn To Choose Appropriate Data Sources And Analytical Tools To Design A Sophisticated Analytical Study.</li> <li>Learn To Use Advanced Analytical Tools To Analyse A Variety Of Data Collected By Marketers</li> <li>Learn To Translate The Output From Analyses Into Managerial Insights That Is Understandable To Marketing Managers.</li> </ul>

**SEMESTER IV**

<b>COURSE</b>	<b>LEARNING OUTCOMES</b>
<b>Business Statistics 2</b>	<ul style="list-style-type: none"> <li>Understand Basics Of Inferential Statistics</li> <li>Gain Application Based Knowledge On Hypothesis Testing</li> <li>Learn Use Of Advance Statistical Tools For Business Decision Making</li> <li>Learn Application Predictive Analytics For Forecasting</li> <li>Gain Practical Knowledge On Applying Advance Statistics On Business Data</li> </ul>
<b>Introduction of Financial Services</b>	<ul style="list-style-type: none"> <li>Gain Understanding Of The Legal Environment Of Business.</li> <li>Learn To Apply Basic Legal Knowledge To Business Transactions.</li> <li>Learn To Describe Business Law In The Global Context.</li> <li>Learn To Describe The Relationship Of Ethics And Law In Business.</li> </ul>

<b>Financial Product and Markets</b>	<ul style="list-style-type: none"> <li>• Understanding Of Financial Market And There Types</li> <li>• Introduction Of Banking, Insurance And Broking Industry</li> <li>• Understanding Of Operation Of Various Industry And There Relation</li> </ul>
<b>Direct and Indirect Taxation</b>	<p>Gain an understanding of Indirect Tax</p> <ul style="list-style-type: none"> <li>• Central Excise Duty</li> <li>• Custom Duty</li> <li>• Service Tax</li> </ul> <p>Gain an understanding of Direct Taxes</p> <ul style="list-style-type: none"> <li>• Income Tax</li> <li>• Wealth Tax</li> <li>• Profession Tax</li> </ul> <p>Gain an Understanding of International Tax</p> <ul style="list-style-type: none"> <li>• Tax implication of Foreign activity of an Indian enterprise</li> <li>• Tax implication of Foreign enterprise in India</li> </ul>
<b>SAPM</b>	<ul style="list-style-type: none"> <li>• Understand the concepts investment horizon</li> <li>• Security market in detail</li> <li>• Risk and return trade off</li> <li>• Use of technical analysis and fundamental analysis</li> <li>• Numerical will help you build a clear understanding of portfolio management</li> </ul>

### THIRD YEAR

#### SEMESTER V

<b>COURSE</b>	<b>LEARNING OUTCOMES</b>
<b>Design Thinking</b>	<ul style="list-style-type: none"> <li>• Know What Design Thinking Is</li> <li>• Learn About The Steps Of Design Thinking</li> <li>• Understand Different Tools Used In Design Thinking</li> <li>• Assess Different Resources Of Design Thinking</li> <li>• Conduct A Design Thinking Exercise</li> </ul>
<b>Entrepreneurship &amp; Business Plan</b>	<ul style="list-style-type: none"> <li>• Understand The Entrepreneurial Mindset And What It Takes To Create Value</li> <li>• Learn To Identify Entrepreneurial Opportunities And Create Business Plans</li> <li>• Learn To Secure Financial Backing And Coordinate Business Growth</li> <li>• Learn Agile Working Methods To Realize Results In Quick Succession</li> </ul>

<b>Entrepreneurship and Opportunity</b>	<ul style="list-style-type: none"> <li>• Understanding Business Methodologies In Idea Generation</li> <li>• Learning Concepts Tools And Practices Associated With Identifying Or Creating New Venture Opportunities</li> <li>• Learning To Marshall Resources</li> <li>• Performing Feasibility Analysis And Business Plan Communications</li> </ul>
<b>Financial Markets &amp; Institutions</b>	<ul style="list-style-type: none"> <li>• Understand Financial Market</li> <li>• Understand The Role And Importance Of Financial Market</li> <li>• Understanding Of Money Market And Capital Market</li> <li>• Understand Money Market And Capital Market Instruments</li> </ul>
<b>Investment Banking</b>	<ul style="list-style-type: none"> <li>• Understand The World Of Investment Banking</li> <li>• Learn To Launch An IPO</li> <li>• Understand Equity Valuation</li> <li>• Understand Bond Valuation</li> <li>• Understand IB Business Of Debt/ Fixed Income</li> </ul>
<b>Technical Analysis</b>	<ul style="list-style-type: none"> <li>• Introduction To Technical Analysis</li> <li>• Practical Learning Of Charts And Charts Pattern</li> <li>• Understanding Of Candlestick Patterns</li> <li>• Understanding Of Indicators Like RSI, MACD, Bollinger Band</li> </ul>
<b>Equity Research</b>	<ul style="list-style-type: none"> <li>• Understand Types Of Equity</li> <li>• Perform Valuation Using DCF</li> <li>• Learn To Compare The Fair Value With Market Price</li> </ul>

Certification	Detail	
Certification	Insurance Exam-License	Practice of Life Insurance - IC 02 Licentiate Exam
	Insurance Agents	Insurance Agents Exam - IC 38
	Mutual fund Certification (NISM)*	NISM-Series-V-A: Mutual fund distributor Certification Examination
	Capital Market	NCFM Capital Market (Dealers) Module

## SEMESTER VI

COURSE	LEARNING OUTCOMES
<b>International Business &amp; EXIM</b>	<ul style="list-style-type: none"> <li>• Understand different modes of international business.</li> <li>• Learn to conduct export market research and develop products for international business accordingly.</li> <li>• Learn about sourcing, distribution, freight management, and border clearance processes in international business.</li> </ul>

	<ul style="list-style-type: none"> <li>• Learn about payment methods, financial processes, and documentation required for international business.</li> </ul>
<b>Project Management with MS Project tool</b>	<ul style="list-style-type: none"> <li>• Define&amp; create a new project plan.</li> <li>• Learn to manage resources in a project plan.</li> <li>• Finalize a project plan.</li> <li>• Update a project plan to reflect progress as you execute the project using MS office tools.</li> <li>• Monitor project progress in the project plan.</li> <li>• Create project reports to share a project's status.</li> <li>• Customize project settings and share customizations with other projects.</li> </ul>
<b>Application of AI &amp; ML in Business</b>	<ul style="list-style-type: none"> <li>• Understand The Impact Of AI In Different Business Segments</li> <li>• Comprehend The Key Uses And Applications. Discussion Of Case Studies</li> <li>• Understand The Future Perspectives And Development</li> </ul>
<b>Fundamental Analysis</b>	<ul style="list-style-type: none"> <li>• Understanding Important Factors For Company And Industry Analysis</li> <li>• Sectoral Analysis Finding Intrinsic Value Of Security</li> <li>• How Financial Services Institutions Are Exploring Quantum Computing To Enable Calculations That Are Not Possible With Traditional Computing Technology</li> <li>• Comprehend How Experimental Quantum Systems Are Already Being Used To Test And Develop Financial Services Use Cases In Such Applications As Targeting And Prediction, Asset Trading Optimization, And Risk Profiling</li> <li>• Understand Financial Institutions That Adopt Quantum Computing Early Will Be Able To Take Advantage Of Arbitrage Potential That Is Impossible For Those Who Remain Solely On Traditional Computing</li> </ul>
<b>Derivative And Risk Management</b>	<ul style="list-style-type: none"> <li>• Understanding Of Future, Forward Option And Swap</li> <li>• Understanding Of Risk And Managing Risk With Derivative</li> <li>• Learning Various Option Strategy Like: Straddle, Strangle, Covered Call, Protective Put, Butterfly Strategy And Etc...Learning How Design Can Impact The Desirability And Viability Of Innovations In Different Problem-Opportunity Contexts.</li> <li>• Integrating engineering design with entrepreneurial opportunity.</li> </ul>