

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)
ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

BBA

(2018 – 21)

SEMESTER - IV

ACADEMIC YEAR - (2019-20)

IV Semester BBA (2018 - 21)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	4A13 BBA Entrepreneurship Development & Project Management	Meenu Maria Tom	5
2.	4A14 BBA Business Ethics & Corporate Social Responsibility	Fr. Jimmy	4
3.	4B07 BBA Marketing Management	Sunitha K. S.	4
4.	4B08 BBA Corporate Accounting	Stephy Emmanuel	5
5.	4B09 BBA Financial Management	Vidya K. P.	4
6.	4C05 BBA Business Research Methods	Athira P.	4
	Name of Class Incharge	Vidya K.P.	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	4A14 BBA Business Ethics & Corporate Social Responsibility	4B09 BBA Financial Management	4C05 BBA Business Research Methods	4B07 BBA Marketing Management	4B08 BBA Corporate Accounting
2	4A14 BBA Business Ethics & Corporate Social Responsibility	4B08 BBA Corporate Accounting	4B07 BBA Marketing Management	4C05 BBA Business Research Methods	4A13 BBA Entrepreneurship Development & Project Management
3	4A13 BBA Entrepreneurship Development & Project Management	4A14 BBA Business Ethics & Corporate Social Responsibility	4B09 BBA Financial Management	4B08 BBA Corporate Accounting	4C05 BBA Business Research Methods
4	4A14 BBA Business Ethics & Corporate Social Responsibility	4B09 BBA Financial Management	4B08 BBA Corporate Accounting	4A13 BBA Entrepreneurship Development & Project Management	4B07 BBA Marketing Management
5	4B07 BBA Marketing Management	4B08 BBA Corporate Accounting	4A13 BBA Entrepreneurship Development & Project Management	4C05 BBA Business Research Methods	4B09 BBA Financial Management

Subject Code:	4A13 BBA
Subject Name:	Entrepreneurship Development & Project Management
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Meenu Maria Tom

Objective: -

This course is intended to acquaint the students with the basic theories of Entrepreneurship and Project management and to motivate them to take up Entrepreneurial Activities.

Module –I: Concept of Entrepreneurship- importance- definition of entrepreneur- characteristics- functions- Distinction between an entrepreneur and a manager- concept of Women entrepreneurship- problems of women entrepreneurs- factors affecting entrepreneurial growth- Rural entrepreneurship- role of entrepreneurs in economic growth- Small scale business- characteristics- objectives- problems- Institutional finance to entrepreneurs, MSME- Features and Problems.

Module – II: Project Management: Projects - features- classification- legal requirements for establishing a new unit- project identification- sources- screening- project formulation- preparation of report.

Module – III: Technical analysis - elements- Financial analysis- components- various financing schemes of financial institutions- projected Profit & Loss account, balance sheet and cash flow statement.

Module – IV: Project Appraisal- techniques- SCBA- L&M- UNIDO approach- **Project report preparation** contents- **Project management techniques-** PERT, CPM- scheduling- resource allocation- resource smoothing- time and cost overrun- Project review- phases of project review- abandonment analysis

Books for Reference

1. Dynamics of Entrepreneurship Development :Vasant Desai.
2. Entrepreneurship:New Venture Creation :David H. Holt
3. Entrepreneurship DevelopmentNew Venture Creation: Satish Taneja, S.L.Gupta
4. ProjectManagemen:K. Nagarajan.
5. Entrepreneurship: Strategies and Resources : Marc J. Dollinger

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Syllabus introduction
		2	Concept of Entrepreneurship
		3	Meaning, definition and evolution of entrepreneur
		4	Importance of entrepreneurship
		5	Characteristics and functions
		6	Distinction between an entrepreneur and a manager
2	04-11-2019 To 08-11-2019	7	Risk involved in entrepreneurship
		8	Concept of Women entrepreneurship
		9	Problems of women entrepreneurs
		10	Problems of women entrepreneurs
		11	Factors affecting entrepreneurial growth
		12	Qualities of an Entrepreneur
3	11-11-2019 To 15-11-2019	13	Skills required for an entrepreneur
		14	Types of Entrepreneurs
		15	Difference between entrepreneur and intrapreneur
		16	Rural entrepreneurship
		17	Role of entrepreneurs in economic growth
		18	Small scale business
4	18-11-2019 To 23-11-2019	19	Characteristics and objectives Of Small Scale Business
		19 Nov	Union Inauguration
		20	Problems of Small Scale Business
		21	Institutional finance to entrepreneurs
		22	Institutional finance to entrepreneurs
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break
			Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	23	Role of Small Scale Industries in Developing Countries
		24	MSME- Features and Problems
		25	MSME- Features and Problems
		26	Class test
		27	Projects –Meaning and Definition
		28	Features and classification of projects
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	29	Legal requirements for establishing a new unit
		30	Legal requirements for establishing a new unit
		31	Project identification
		32	Sources of project identification
		33	Screening of Project
		20 Dec	Christmas Celebration
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	34	Project formulation
		35	Elements of Project Formulation
		36	Preparation of Report
		02 Jan	Mannam Jayanthi – Holiday
		37	Class Test
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		38	Meaning of Technical Analysis
		39	Factors influencing the Choice of Technology

No of Weeks	Dates	Session	Topic
		40	Elements of Technical Analysis
		41	Financial analysis
12	13-01-2020 To 17-01-2020	42	Importance Sources of Error in Estimating Costs
		43	Components of Financial Analysis
		44	Various financing schemes of financial institutions
		45	Various financing schemes of financial institutions
		46	Projected Profit & Loss account
			Projected Profit & Loss account
		48	Balance sheet
13	20-01-2020 To 24-01-2020	49	Performa Of Balance Sheet
		50	Performa Of Balance Sheet
		51	Cash flow statement
		52	Cash flow statement
		53	Class Test
		54	Project Appraisal
		55	Techniques of Project Appraisal
		56	Techniques of Project Appraisal
		57	SCBA approach
14	27-01-2020 To 31-01-2020	58	SCBA approach
		59	L&M Approach
		60	L&M Approach
		61	UNIDO Approach
		62	Project report preparation
		63	Contents of Project Report
		64	Project management techniques
		65	Project management techniques
15	03-02-2020 To 07-02-2020	66	PERT
		67	PERT
		68	CPM
		69	CPM
		70	Seminar
		71	Scheduling of Project Report
		72	Resource Allocation
		73	Importance and Objectives
16	10-02-2020 To	74	Importance and Objectives
		75	Resource Smoothing
		76	Time and Cost overrun

No of Weeks	Dates	Session	Topic
	14-02-2020	77	Time and Cost overrun
		78	Discussion on project topic
		79	Project review
		80	Project review
17	17-02-2020 To 22-02-2020	81	Phases of project review
		82	Phases of project review
		83	Abandonment analysis
		84	Abandonment analysis
		21 Feb	Mahasivaratri – Holiday
		85	Project Presentation
18	24-02-2020 To 28-02-2020	24 Feb	College Day
		86	Project Presentation
		87	Project Presentation
		88	Class Test
		89	Revision
		90	Question Paper Discussion
19	02-03-2020 To 07-03-2020	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin

Subject Code:	4A14 BBA
Subject Name:	Business Ethics & Corporate Social Responsibility
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Fr. Jimmy

Objective: -

To give an overview of the ethical aspects of Business and Corporate Social Responsibility

Module –I: Business Ethics: An Overview - Nature of Ethics – Relationship between Ethics and Business – The Unitarian view of ethics – The separatist view of Ethics – The Integration view of Ethics – Need for Business Ethics – Importance of Ethics in Business

Module – II: Ethical Issues: in Business Ethical Issues in Marketing Management- Ethical Issues in Operations Management – Ethical Issues in Human Resource Management – Ethical Issues in Finance – Ethical issues in Accounting and Other functions

Module – III: Corporate Social Responsibility: Historical Perspective – Internal and External Stakeholders - Share holders – Employees – Management – Consumers – Suppliers – Creditors – Competitors - Community

Module – IV: The Role of Business in Society: An Overview – The Economic Role – Tasks of Business in Society – Managerial and Political Tasks – The Social Change – Standard and values

Books for Reference

1. Business Ethics, Crane &Matten
2. CorporateGovernance2/eMallin
3. TheManagement and ethics omnibus- Chakraborty
4. Values and Ethics for Organizations, Chakraborty
5. Perspectives in Business Ethics, Hartman, Chatterjee

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Business Ethics
		2	Introduction
		3	An Overview - Nature of Ethics
		4	Relationship between Ethics and Business
		5	The Unitarian view of ethics
2	04-11-2019 To 08-11-2019	6	The separatist view of Ethics
		7	Class work
		8	The Integration view of Ethics
		9	The Integration view of Ethics
		10	Need for Business Ethics
		11	Importance of Ethics in Business
3	11-11-2019 To 15-11-2019	12	Importance of Ethics in Business
		13	Class work
		14	Assignments
		15	Assignment
		16	Revision
		17	Revision
4	18-11-2019 To 23-11-2019	18	Class test
		19 Nov	Union Inauguration
		19	Ethical Issues
		20	Introduction
		21	Ethical Issues in Business
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	22	Ethical Issues in Marketing Management
		23	Ethical Issues in Operations Management
		24	Ethical Issues in Human Resource Management
		25	Ethical Issues in Finance
		26	Ethical issues in Accounting
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	27	Other functions
		28	Assignment
		29	Assignment
		30	Assignment
		31	Revision
		20 Dec	Christmas Celebration
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	32	Class test
		33	Module 3
		34	Introduction
		02 Jan	Mannam Jayanthi – Holiday
		35	
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		36	

No of Weeks	Dates	Session	Topic
		37	Corporate Social Responsibility
		38	Historical Perspective
12	13-01-2020 To 17-01-2020	39	Internal Stakeholders
		40	Share holders
		41	External Stakeholders
		42	Employees
		43	Management
		44	Consumers
13	20-01-2020 To 24-01-2020	45	Class work
		46	Class work
		47	Suppliers
		48	Creditors
		49	Competitors
14	27-01-2020 To 31-01-2020	50	Community
		51	Class work
		52	Class work
		53	Class work
		54	Assignment
15	03-02-2020 To 07-02-2020	55	Assignment
		56	Assignment
		57	Revision
		58	Revision
		59	Class test
16	10-02-2020 To 14-02-2020	60	The Role of Business in Society
		61	An Overview
		62	The Economic Role
		63	Tasks of Business in Society
		64	Managerial Tasks
17	17-02-2020 To 22-02-2020	65	Political Tasks
		66	The Social Change
		67	Class works
		21 Feb	Mahasivaratri – Holiday
		68	Standard
18	24-02-2020 To	24 Feb	College Day
		69	values
		70	

No of Weeks	Dates	Session	Topic
	28-02-2020	71	Revision
		72	Revision
19	02-03-2020 To 07-03-2020	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin

Subject Code:	4B07 BBA
Subject Name:	Marketing Management
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Sunitha K. S.

Objective: -

To acquaint the students with the Marketing principles and practices, and, to understand the process of Marketing in a business firm

Module –I: Marketing: nature and scope of Marketing; Marketing concepts- traditional and modern; selling and Marketing; Marketing mix; Marketing environment; service Marketing- characteristics of service. Consumer behavior and Market segmentation: nature, scope and significance of consumer behavior; Market segmentation- concept and importance; bases for Market segmentation.

Module – II: Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade Marks; product life cycle; after sales service. Price: importance of price in Marketing mix; factors affecting price; discounts and rebates; pricing strategies. Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations. Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation- modes; retail formats- supermarkets, hyper Markets, chain stores, department stores, discount stores, margin free Markets, electronic retailing.

Module – III: Advertising: functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement; measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

Module – IV: Sales Promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample, coupon, price off, premium plan, consumer contests, sweep stakes, POP displays, demonstration, trade fairs and exhibitions; sales promotion techniques and sales force.

Books for Reference

1. MarketingManagement: Kotler, Philip
2. Basic Marketing Concepts,Decisions and Strategy : Condiff E.W. and Still, R.R
3. Fundamentals of Marketing : StantonW.J. EtzelMichael J andWalter Bruce J
4. Advertising and PromotionManagement : Rorsiter Johan R, Percy Larry:

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Marketing Introduction, Definition , Meaning
		2	Nature Of Marketing
		3	Scope of Marketing
		4	Marketing concepts
		5	Traditional View of Marketing
2	04-11-2019 To 08-11-2019	6	Modern View of Marketing
		7	Selling and Marketing
		8	Marketing mix
		9	Marketing mix
		10	Marketing environment
		11	Service Marketing
3	11-11-2019 To 15-11-2019	12	Characteristics of service
		13	Consumer behaviour and
		14	Market segmentation
		15	Nature and Scope of consumer behaviour
		16	Significance of consumer behaviour
		17	Market segmentation concept
4	18-11-2019 To 23-11-2019	18	Importance of Market segmentation
		19 Nov	Union Inauguration
		19	Bases for Market segmentation
		20	Class test
		21	Seminar
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break
			Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	22	Product, concept of product
		23	Consumer and industrial goods
		24	Product planning and development
		25	Role of packaging
		26	Functions of packaging
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	27	Branding concept, brand name and trade Marks
		28	Product life cycle ,after sales service
		29	Importance of price in Marketing mix
		30	Factors affecting price
		31	Discounts and rebates
		20 Dec	Christmas Celebration
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	32	Pricing strategies
		33	Promotion mix
		34	Methods of promotion
		02 Jan	Mannam Jayanthi – Holiday
		35	Advertising And Personal selling
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		36	Selling as a career ,functions of a salesman
		37	Characteristics of a good salesman
		38	Approach and presentation to a customer
12	13-01-2020	39	Objection handling

No of Weeks	Dates	Session	Topic
	To 17-01-2020	40	Closing sale and follow up
		41	Publicity and public relations
		42	Physical distribution
		43	Channels of distribution-Concept and role
		44	Types of channels
13	20-01-2020 To 24-01-2020	45	Factors affecting choice of a particular channel
		46	Physical distribution of goods
		47	Transportation modes
		48	Retail formats
		49	Supermarkets,
14	27-01-2020 To 31-01-2020	50	Hyper Markets
		51	Chain stores
		52	Department stores
		53	Discount stores
		54	Margin free Markets
15	03-02-2020 To 07-02-2020	55	Electronic retailing
		56	Class Test
		57	Question Paper Discussion
		58	Advertising concept
		59	Functions of advertising
16	10-02-2020 To 14-02-2020	60	Advertising media
		61	Different types of media
		62	Relative merits and demerits
		63	Characteristics of effective advertisement
		64	Measuring media effectiveness
17	17-02-2020 To 22-02-2020	65	Media planning and scheduling
		66	Legal and ethical aspects of advertising
		67	Class Test
		21 Feb	Mahasivaratri – Holiday
		68	Sales Promotion, meaning, nature and functions, Limitations.
18	24-02-2020 To 28-02-2020	24 Feb	College Day
		69	Sales promotion schemes, sample, coupon, price off, premium plan
		70	Consumer contests, sweep stakes, POP displays, demonstration, trade fairs and exhibitions
		71	Sales promotion techniques and sales force.
		72	Revision

No of Weeks	Dates	Session	Topic
19	02-03-2020 To 07-03-2020	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin

Subject Code:	4B08 BBA
Subject Name:	Corporate Accounting
No. of Credits:	3
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Stephy Emmanuel

Objective: -

The objective of this course is to help the students to acquire conceptual knowledge of the fundamentals of the corporate accounting and the techniques of preparing the financial statements.

Module –I: Final accounts of companies - preparation of balance sheet and profit and loss account.

Module – II: Acquisition & Profits prior to incorporation – meaning computation of purchase consideration – acquisition entries in the books of the company (closing entries in Vendor’s books not necessary) – computation of profits prior to incorporation – treatment of prior profit or loss.

Module – III: Accounting for Amalgamation – Meaning and types of amalgamation - Purchase consideration – Accounting entries in the books of both transfer and transferee companies (excluding inter –company holdings).

Module – IV: Reconstruction – types – internal & external reconstructions – Accounting entries.

Books for Reference

1. Advanced Accounts VolumeII : ShuklaM.C., T.S.Grewal and S.C.Guptha
2. Advanced Accountancy, Volume II : Guptha R.L. and M.Radhaswami
3. CorporateAccounting : Maheshwari. S.N. and S.K.Maheshwari,
4. CorporateAccounting : Ashok Sehgal and Deepak Sehga
5. CorporateAccounting : S.P. Jain and K.L.Narang
6. Fundamentals of Corporate : Monga

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Meaning of Profit Prior to Incorporation
		2	Treatment of Profit Prior to Incorporation & Loss Prior to Incorporation
		3	Basis of Apportionment
		4	Time Basis
		5	Turn Over Basis
		6	Actual Basis
2	04-11-2019 To 08-11-2019	7	Pre and post-incorporation
		8	Procedures of Profit / Loss Prior to Incorporation
		9	Calculation of Sales Ratio and Time Ratio
		10	Practical problems
		11	Practical problems
		12	Meaning of Acquisition of Business
3	11-11-2019 To 15-11-2019	13	Purchase Consideration
		14	Methods of Calculating Purchase Consideration
		15	Lump sum Method
		16	Net Asset Method
		17	Net Payment Method
		18	Journal Entries in the books of Purchasing Company
4	18-11-2019 To 23-11-2019	19	Practical Problems
		19 Nov	Debtors & Creditors Taken Over on behalf of Vendor
		20	Practical Problems
		21	Practical Problems
		22	CLASS TEST
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	23	Introduction of Preparation of Final Accounts
		24	Treatment of Some Special Items
		25	Proposed dividend
		26	Interim dividend
		27	Corporate Dividend Tax (CDT)
		28	Reserve and Provisions
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	29	Preparation of P&L A/c
		30	Practical problems
		31	Adjustments
		32	Balance sheet
		33	Practical problems
		20 Dec	Practical problems
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	34	Statutory transfer to reserve
		35	Depreciation
		36	Contingent assets and liabilities
		02 Jan	Mannam Jayanthi – Holiday
		37	CLASS TEST
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		38	Divisible profit
		39	Scrip dividend

No of Weeks	Dates	Session	Topic
		40	Capital reserve revenue reserve
		41	AS-22
12	13-01-2020 To 17-01-2020	42	Introduction of Amalgamation
		43	Objectives of Amalgamation
		44	Transferor Company
		45	Transferee Company
		46	Types of amalgamation
		47	Amalgamation in the nature of Merger
		48	Amalgamation in the nature of purchase
13	20-01-2020 To 24-01-2020	49	Comparison of Amalgamation in the nature of Merger & Amalgamation in the nature of purchase
		50	Accounting methods of Amalgamation
		51	Practical problems
		52	Pooling of Interests Method
		53	Purchase Method
		54	Purchase consideration
		55	Methods of calculation of Purchase consideration
		56	Lump sum Method
14	27-01-2020 To 31-01-2020	57	Net Asset Method
		58	Net Payment Method
		59	Share exchange method
		60	Accounting entries in the books of transfer companies
		61	Realisation Account
		62	Practical problems
		63	Practical problems
		64	Accounting entries in the books of transferee companies
15	03-02-2020 To 07-02-2020	65	Reconstruction of companies
		66	Meaning of internal reconstruction
		67	Objectives of internal reconstruction
		68	Difference between internal reconstruction & external reconstruction
		69	Accounting entries of internal reconstruction
		70	Accounting entries of external reconstruction
		71	Practical problems
		72	Practical problems
16	10-02-2020	73	Methods of internal reconstruction
		74	Alteration of Share Capital
		75	Practical problems

No of Weeks	Dates	Session	Topic
	To 14-02-2020	76	Reduction of share capital
		77	Practical problems
		78	Re-organisation of share capital
		79	Practical problems
		80	Surrender of shares
17	17-02-2020 To 22-02-2020	81	Capital reduction Account
		82	Practical problems
		83	Practical problems
		84	CLASS TEST
		21 Feb	Mahasivaratri – Holiday
		85	Previous year question paper discussion
18	24-02-2020 To 28-02-2020	24 Feb	College Day
		86	Previous year question paper discussion
		87	Previous year question paper discussion
		88	Revision- 1 st & 2 nd module
		89	Revision- 3 rd & 4 th module
		90	Revision-5 th module
19	02-03-2020 To 07-03-2020	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin

Subject Code:	4B09 BBA
Subject Name:	Financial Management
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Vidya K. P.

Objective: -

To familiarize the students with the fundamental principles of financial management and to equip them with the tools of effectively managing the finance of an enterprise.

Module –I: Financial Management: Meaning, Scope and objectives – profit maximization – wealth maximization.

Module – II: Cost of Capital: Meaning & importance computation of cost of Debt – Cost of Preferences Capital- cost of Equity - Weighted Average Cost of Capital. Capital Structure – Meaning financial structure –overcapitalization – under capitalisation - factor affecting Capital structure – EBIT – EPS analysis.

Module – III: Management of Working Capital: Definition and concepts of working capital – factors affecting. Working capital- financial of working capital – Management of cash, receivables and inventory.

Module – IV: Capital Budgeting: Meaning - importance - investment project evaluation techniques- Payback period – Average rate of return - Net Present Value Methods - Profitability Index - IR.R.

Books for Reference

1. FinancialManagement:M .Y Khan & P.K Jain
2. FinancialManagement: I. M Pandey
3. FinancialManagement:R.K. Sharue& Shakhi K. Gupta
4. FinancialManagement: PrasannaChandra.
5. FinancialManagement:Geoffrey Knott

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Financial management-Meaning, Definition, Nature of financial management
		2	Scope of financial management
		3	Functions of financial management
		4	Objectives – Profit maximization
		5	Wealth maximization.
2	04-11-2019 To 08-11-2019	6	Value maximisation
		7	Responsibilities of financial manager
		8	Role of financial manger
		9	Class test
		10	Cost of capital- Meaning, definition.
		11	Classification of cost of capital
3	11-11-2019 To 15-11-2019	12	Factors determining cost of capital
		13	Determination of cost of capital- Cost of debt
		14	Problems
		15	Problems
		16	Cost of equity share capital
		17	Problems
4	18-11-2019 To 23-11-2019	18	Problems
		19 Nov	Union Inauguration
		19	Weighted Average Cost of Capital
		20	Problems
		21	Problems
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break
			Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	22	Calculation of growth rate in dividend
		23	Problems
		24	Problems
		25	CAPM
		26	Cost of retained earnings
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	27	Problems
		28	Problems
		29	Capital structure
		30	Importance of capital structure
		31	Factors determining capital structure
		20 Dec	Christmas Celebration
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	32	Optimum capital structure
		33	Essentials of optimal capital structure
		34	Theories of capital structure- Net income theory
		02 Jan	Mannam Jayanthi – Holiday
		35	Problems
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		36	Net operating income theory
		37	Traditional theory
		38	MM theory
12	13-01-2020	39	Overcapitalization

No of Weeks	Dates	Session	Topic
	To 17-01-2020	40	Under capitalisation
		41	EBIT
		42	EPS analysis
		43	Class test
		44	Working capital- Concepts, nature of working capital
13	20-01-2020 To 24-01-2020	45	Components and types of working capital
		46	Importance of working capital
		47	Factors determining working capital
		48	Operating cycle concept- Importance
		49	Management of working capital
14	27-01-2020 To 31-01-2020	50	Methods of estimating working capital
		51	Management of cash
		52	Management of receivables
		53	Management of inventory
		54	Class test
15	03-02-2020 To 07-02-2020	55	Capital Budgeting: Meaning, Definition
		56	Importance of capital budgeting
		57	Investment project evaluation techniques
		58	Payback period
		59	Problems
16	10-02-2020 To 14-02-2020	60	Average rate of return
		61	Problems
		62	Net Present Value Methods
		63	Problems
		64	Profitability Index
17	17-02-2020 To 22-02-2020	65	Problems
		66	IR.R.
		67	Problems
		21 Feb	Mahasivaratri – Holiday
		68	Seminar
18	24-02-2020 To 28-02-2020	24 Feb	College Day
		69	Seminar
		70	Revision
		71	Revision
		72	Question paper discussion
19	02-03-2020 To	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG

No of Weeks	Dates	Session	Topic
	07-03-2020		Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin

Subject Code:	4C05 BBA
Subject Name:	Business Research Methods
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Athira P.

Objective: -

To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies.

Module –I: Business Research: meaning and definition – features of business research –operational definition – theory – concept – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

Module – II: Exploratory Research : objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview – process of problem definition – understanding the background of the problem – determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

Module – III: Meaning of Research Design : methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic – non random sampling – convenient and judgment sampling.

Module – IV: Measurement and Scaling : nominal – ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic, mail and internet.

Module – V: Data Processing : processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages, frequency table – contingency table – graphs – interpretation. Preparation of research report – format – report writing stages – gathering material and data – make overall format – make detailed outline – write first draft – rewrite – final word processing and publishing.

Books for Reference

1. BusinessResearchMethods :Donald R. Cooper and Pamela S. Schindler
2. Marketing Research : Naresh K. Malhot
3. BusinessResearchMethods : William G. Zikmund

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	29-10-2019 To 01-11-2019	1	Business Research Introduction –Definition
		2	Features of Business Research
		3	Nature of Business Research
		4	Importance of Business Research
		5	Role of Business Research
2	04-11-2019 To 08-11-2019	6	Aims of Social Research
		7	Limitations of Business Research
		8	Types of Research –Basic/Pure /Fundamental Research
		9	Applied Research–Diff.Between Applied and Pure Research
		10	Exploratory Research and Techniques
		11	Descriptive Research and Techniques
3	11-11-2019 To 15-11-2019	12	Experimental Research and Techniques
		13	Qualitative Research and Techniques
		14	Quantitative Research Techniques
		15	Diff.betw.Qualitative &Quantitative Research
		16	Other Types of Research
		17	Research Process - 13 Steps
4	18-11-2019 To 23-11-2019	18	Unit Test- 1
		19 Nov	Union Inauguration
		19	Data Collection –Primary and Secondary Data
		20	Primary Data –Tools –Techniques-Avdantage,Limitation
		21	Secondary Data- Tools –Techniques,Advntge,Limitation
		23 Nov	Sports Day
5	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	01-12-2019		Semester Break
			Semester Break

No of Weeks	Dates	Session	Topic
	To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
7	09-12-2019 To 13-12-2019	22	Questionnaire –Types and Format
		23	Sampling Design –Meaning and Definition
		24	Sampling Techniques
		25	Random/Probability Sampling
		26	Non Random /Non Probability Sampling
		12 Dec	Arts Day
		13 Dec	Arts Day
8	16-12-2019 To 20-12-2019	27	Sample Size-Factors influencing Sample Size
		28	Determination,Advantage,Disadvantage of Sample Size
		29	Unit Test 2
		30	Measurement –Meaning and Definition
		31	Functions & Characteristics of Measurement
		20 Dec	Christmas Celebration
9	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
10	30-12-2019 To 03-01-2020	32	Measurement Process and Techniques ,Difficulties
		33	Scaling –Introduction and Types of Scales
		34	Nominal Scale
		02 Jan	Mannam Jayanthi – Holiday
		35	Ordinal Scale - Interval Scale- Ratio Scale
11	06-01-2020 To 10-01-2020	06 Jan	First Internal IV Semester UG
			First Internal IV Semester UG
		08 Jan	First Internal IV Semester UG
		36	Process of Scaling
		37	Construction Techniques of Scales
		38	Criteria of a Good Scale
12	13-01-2020	39	Scaling Techniques

No of Weeks	Dates	Session	Topic
	To 17-01-2020	40	Scaling Techniques
		41	Scaling Techniques
		42	Unit Test 3
		43	Hypothesis –Definition and Meaning
		44	Testing of Hypothesis - Procedure
13	20-01-2020 To 24-01-2020	45	Type 1 and Type 2 Errors
		46	Null Hypothesis and Alternate Hypothesis
		47	Level of Significance and Testing Region
		48	Data Processing –Processing Operations or Stages
		49	Editing
14	27-01-2020 To 31-01-2020	50	Coding
		51	Classifications
		52	Tabulation
		53	Importance and Problems of Data Processing
		54	Unit Test 4
15	03-02-2020 To 07-02-2020	55	Graphic Presentation of Data
		56	Tables – Types (Simple & Complex)
		57	Charts –Types –Line Diagram-Squares
		58	Multiple Bar –Percentage Bar-Simple Bar
		59	Sub Divided Bar-Rectangles-Pie Diagram
16	10-02-2020 To 14-02-2020	60	Graph –Types –Histograms - Frequency Curve
		61	Frequency Polygon- Ogives -
		62	Norms of using Graphs
		63	Characteristics of Good Research Report
		64	Importance of Research Report
17	17-02-2020 To 22-02-2020	65	Types of Reports
		66	Ingredients of Report
		67	Preparation of Research Report- Precautions
		21 Feb	Mahasivaratri – Holiday
		68	Factors Affecting Report Presentation
18	24-02-2020 To 28-02-2020	24 Feb	College Day
		69	Techniques of Report Presentation
		70	Stages of Report Presentation
		71	Unit 5
		72	Previous question paper analysis
19	02-03-2020 To	02 Mar	Second Internal IV Semester UG
			Second Internal IV Semester UG
			Second Internal IV Semester UG

No of Weeks	Dates	Session	Topic
	07-03-2020		Second Internal IV Semester UG
			Second Internal IV Semester UG
		07 Mar	Second Internal IV Semester UG
20	09-03-2020 To 13-03-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	16-03-2020 To 20-03-2020	16 mar	University Exam IV Semester UG Begin