

GALGOTIAS
UNIVERSITY

**School of Finance and
Commerce**



Curriculum

For

Bachelor of Commerce (Hons)- International Accounting & Finance

(with effect from 2020-23 onwards)

(As Approved by the Board of Studies, School of

Finance and Commerce in its meeting held on 18th April, 2020)

(The student after successful completion of the abovementioned B. Com (Hons) International Accounting & Finance program will be awarded a Degree of B. Com (Hons) International Accounting & Finance by Galgotias University and an Advanced Diploma* in Business and Accounting by Association of Chartered Certified Accountants, UK

***Additionally, the Students will have to take up the computer-based exams for Auditing & Assurance, Corporate Reporting and Financial Management at designated ACCA centers in Delhi for the award of the Advanced Diploma.**

Galgotias University

Galgotias University's mission is to graduate socially responsible future technologists and business leaders with good communications skills, problem solving skills and an entrepreneurial spirit with a commitment to economic development. With a strong multidisciplinary knowledge base, graduates of GU will be well prepared to succeed in an increasingly competitive global economy. With a focus on multidisciplinary research and education and a learning model that emphasizes active learning, GU aspires to be globally known for innovation at the intersection of disciplines. GU's bold vision builds upon over a decade of excellence of Galgotias Institutions in engineering and business education. Galgotias Institutions have been nationally ranked by India Today, Business Today and Outlook for their programs in engineering. Galgotias Business School was recently recognized by Dun and Bradstreet as a leading business school in India. With a 100% placement record for the last four years supported by multinational firms like Accenture, Hewitt, IBM, Infosys, Nokia, and Samsung, Galgotias Institutions have earned the respect of top performers in the industry.

University Vision

"To be known globally for value-based education, research, creativity and innovation"

University Mission

- Establish state-of-the-art facilities for world class education and research.
- Collaborate with industry and society to align the curriculum,
- Involve in societal outreach programs to identify concerns and provide sustainable ethical solutions.
- Encourage life-long learning and team-based problem solving through an enabling environment.

School Vision

"To be one amongst the well-known Finance and Commerce institutions globally that imparts value-based, rigorous and inter-disciplinary education"

School Mission

1. To nurture aspiring professionals in the area of Finance and commerce by providing strong fundamental knowledge of the subject and its linkages with other areas of study
2. To enable learners to understand the dynamic and ever-changing socio-economic and technological Environment and to comprehend its impact on Business through innovative pedagogical approaches such as case studies and simulations etc.
3. To foster a culture of learning, innovation, collaboration and research through individual and team-based exercises such as book reviews, group discussion and role plays etc.

About Advanced Diploma in Business and Accounting awarded by Association of Chartered Certified Accountants, UK

The ACCA is a chartered body of the UK established in 1904 and has a history of 114 years of professional existence. The accounting pillar of ACCA is entirely based on the IFRS which is now compulsory in India through Ind AS. This provides opportunity for the students as the demand for Ind AS skills far exceed the supply. The ACCA qualification is recognised in over 185 countries which makes it very much globally acceptable. It covers all areas of business, from financial statements, management accounting, business taxation, law to audit and also professional business ethics.

Galgotias University has an academic association with ACCA, UK.

The syllabus has been designed collectively with three levels of learning viz.

- (a) Knowledge & Comprehension,
- (b) Application skills and
- (c) Professional skills.

The syllabus aims at building skill-oriented learning rather than knowledge-based learning which increases employability of the learners.

As part of the program, 9 specialized exams have been included in the B.Com. (Hons.) Course and credit structure from ACCA syllabus. A student will be eligible for ACCA qualification examination if he/she has taken these courses at the university. A student will be exempted from appearing in 6 (Six) courses and would only be required to appear in three courses for ACCA qualification. On completion of the courses 1 to 9, students are awarded the Advanced Diploma in Business and Accounting from ACCA UK on completion of their 3rd year B. Com degree along with the degree of B.Com (Honours) International Accounting and Finance by Galgotias University.

Program Educational Objectives (PEOs)

PEO 1: Graduates shall exhibit a deeper understanding of the Commerce Discipline and Internationally prevalent Accounting Standards and Financial theories & concepts.

PEO 2: Graduates shall be equipped with necessary techniques, skills and knowledge to pursue further higher studies in professional and academic programs in commerce and Finance

PEO 3: Graduates shall drive entrepreneurship initiatives on their own or within the organization in which they are employed

Program Specific Outcomes (PSOs)

On completion of the B. Com (IAF) program the students will be able to

PSO 1: Identify, formulate, and analyze commercial and financial issues reaching validated conclusions based on globally available data and through specialized accounting software

PSO 2: Comprehend the need, significance and methodology of Financial reporting both in the domestic and global context

Program Outcomes (PO's)

PO 1: Accounting and Financial Knowledge

Apply the knowledge of Accounting and Finance to solve real life business issues.

PO 2: Financial Reporting and Compliance

Understand the modalities related to Financial Reporting and compliance with Indian and International Accounting Standards.

PO 3: Project Management and Finance

Apply knowledge related to the field of finance in project management as an entrepreneur/a team member/a team leader to manage projects in multidisciplinary environments.

PO 4: IT and Statistical Tools Usage

Select, and apply appropriate modern management & IT tools, techniques and resources including prediction & modelling to financial & Accounting activities.

PO 5 The Managers and Society

Apply the contextual knowledge to assess the issues related to society, health, safety, law, and culture pertaining to business management practices.

PO 6: Ethics and Professional Integrity

Imbibe professional ethics related to financial management practices.

PO 7: Effective Communication and Soft Skills

Communicate effectively with business community and with society at large.

PO8: International Accounting Practices

Develop and understanding of key international accounting practices and norms

PO 9: Entrepreneurship

Explore business problems from an entrepreneurial perspective

PO10: Analysis and Interpretation

Analyze and interpret quantitative and qualitative data for Financial decision making

PROGRAM STRUCTURE

B. Com. (Hons) International Accounting and Finance (BAIF) SEMESTER-WISE COURSES

FIRST YEAR- SEMESTER-I

S. No	Course Code	Course Title	L	T	P	C
1	BIAF1014	Accountant in Business- I (ACCA F1)	3	1	0	4
2	BIAF1015	Business Economics	3	1	0	4
3	BIAF1003	Business Statistics	3	1	0	4
4	BIAF1016	Essentials of Marketing	3	0	0	3
5	BIAF1005	Financial Accounting	3	1	0	4
6	BIAF1006	Computer Applications in Business	2	0	0	2
7	BIAF1007	Computer Applications in Business (Lab Practical)	0	0	2	1
8	UC	Professional Communication (BEC 1)	3	0	0	3
9	UC	Aptitude Building and Logical Reasoning	2	0	0	2
Total						27

FIRST YEAR- SEMESTER-II

S. No	Course Code	Course Title	L	T	P	C
1	BIAF1017	Accountant in Business- II ((ACCA FI)	3	1	0	4
2	BIAF1018	Financial Accounting-II (ACCA F3)	3	1	0	4
3	BIAF1019	Corporate and Business Laws (ACCA F4)	3	0	0	3
4	BIAF 1020	Advanced Management Accounting (ACCA F2)	3	1	0	4
5	BIAF 1021	Basics of Human Resource Management	3	0	0	3
6	UC	Foreign Language	2	0	0	2
7	UC	Professional Communication (BEC 2)	3	0	0	3
Total						23

SECOND YEAR- SEMESTER-III

S. No	Course Code	Course Title	L	T	P	C
1	BIAF2013	Organizational Behavior	3	0	0	3
2	BIAF2027	Performance Management (ACCA F5)	3	1	0	4
3	BIAF 2028	Taxation- I (ACCA F6)	3	1	0	4
4	BIAF 2029	Quantitative Techniques for Business Decisions	3	0	0	3
5	BIAF2017	Auditing and Assurance (ACCA F8)	3	1	0	4
6	BIAF2030	Financial Reporting-I (ACCA F7)	3	1	0	4
7	UC	Disaster Management (2 + 1)	3	0	0	3
8	UC	Aptitude Building and Logical reasoning	2	0	0	2
Total						27

SECOND YEAR- SEMESTER-IV

S. No	Course Code	Course Title	L	T	P	C
1	BIAF 2031	Financial Reporting – II (ACCA F7)	3	1	0	4
2	BIAF2032	Strategic Management	3	1	0	4
3	BIAF 2033	Taxation – II (ACCA F6)	3	0	0	3
4	BIAF2034	Research Methodology in business	3	0	0	3
5	BIAF 2035	Business Ethics and governance	3	0	0	3
6	UC	Campus to Corporate	3	0	0	3
7	UC	Ethics and Professional competency	1	0	0	1
Total						21

THIRD YEAR- SEMESTER-V

S. No	Course Code	Course Title	L	T	P	C
1	BIAF3050	Advanced Financial Management (ACCA F9)	3	1	0	4

2	BIAF3028	Financial Markets and Institutions	3	1	0	4
3	BIAF3029	Goods and Services Tax Law and Practice	3	1	0	4
4	UC	Environment Studies and Waste Management	1.5	0	0	1.5
5	UC	Creative and Liberal Arts	0.5	0	0	0.5
5	BIAF3051	Security Analysis and Trading Operations	3	1	0	4
6	--	Elective* 1 (Paper I)	3	1	0	4
7	--	Elective* 2 (Paper I)	3	1	0	4
8	UC	Disruptive Technologies	2	0	0	2
9	BIAF3032	Industry Internship**	0	0	0	4
Total						32

THIRD YEAR- SEMESTER-VI

S. No	Course Code	Course Title	L	T	P	C
1	UC	Creativity, Innovation, Entrepreneurship and IPR	1	0	0	1
2	UC	AI and its applications	2	0	0	2
3	--	Elective* 1 (Paper II)	3	1	0	4
4	--	Elective* 2 (Paper II)	3	1	0	4
5	BIAF 3056	International Business Management	3	1	4	4
Total						14

Total Credits = 144

* Elective Groups

A student is required to select any two groups out of available groups of electives at the commencement of fifth semester. The School will announce in the beginning of the respective semester, the list of elective groups which will be offered during the semester depending upon the faculty members and the demand of electives.

Note:

1. The elective group in semester six will remain the same as the one selected in semester five.
2. Once a group has been selected, no change in selected groups will be allowed later on.
3. While the first paper of each of the selected group will be taught in semester 5th, the second paper of each of the selected groups will be taught in semester 6th.

** Industry Internship

A student should be placed in any business establishment to do full time work in fulfilment of the requirement of the course BIAF3032- industry internship of semester V of the B. Com (H) International Accounting and Finance program. It includes training equivalent to 30 working day (or 6 week, with a 5 day week) such that she/he completes (8 hours a day @ 30 days) 240 hours

during vacations and or holiday (after semester III). As a student working, she/he should do any work assigned by the establishment. The work experience is intended to expose the student today aspects of business so that she/he may be able to understand the real life meaning of any of the concepts expected to during the learning in the class room. The report should be written in a minimum of 4000 to 5000 words to describe any of the aspects of business she/he has observed during the period of work experience. It shall be typed and submitted in three copies (one copy for the establishment, one for evaluation and one copy for the student's record). Evaluation of the report will be done along with B. Com (Hons.) International Accounting and Finance V semester examination; if a student fails to submit the report by mid of semester V or any other date announced by the University, his/her result may be withheld. The report will be evaluated out of 70% of the total marks and the remaining 30% of the total marks will be based on viva voice examination to be conducted by one internal expert and one external expert. Experts/ Examiners will be appointed by the Dean of the school or any other person appointed by the Vice Chancellor.

S.No.	Course Code	List of Elective Groups
		Group A: Finance –A
1	BIAF3054	Investment Banking
2	BIAF3055	Strategic Financial Management
		Group B: Finance-B
3	BIAF3036	Project appraisal and Finance
4	BIAF3037	International Financial Management
		Group C: Banking and Insurance
9	BIAF3042	Principles of Banking
10	BIAF3043	Insurance Management
		Group D: Marketing
11	BIAF3044	Advertising and Sales Management
12	BIAF3053	International Marketing

Assessment Pattern (Across all courses except Lab, Industry Internship and University Core)

Component	IA	MTE	ETE	Total
Marks	35	15	50	100

Assessment Pattern (Across all Lab Courses and Industry Internship except University Core)

Component	IA	ETE	Total
Marks	50	50	100

DETAILED COURSE SYLLABUS

BIAF1014: ACCOUNTANT IN BUSINESS-I

Course Description: The course underpins the way different types of organizations are managed. The students will be able to understand the business and its environment. The course also introduces the students to the framework of ethics and governance and the influence they create on a business organization.

Course Outcomes:

On completion of this course, the students will be able to:

1. Analyse different types of organisation and their existence in an environment.
2. Distinguish between internal and external stakeholders along with aims of an organization.
3. Identify the impact of different environments such as economic, political, demographic and technological environment on effective functioning of the organisation
4. Review and understand the formal and informal structuring of organization.
5. Evaluate the role of business governance and ethics for an effective organization management.

Course Contents:

Units	Number of Lectures
Unit I: Types of organization Definition and common features of business organization, the purpose & types of organization and their main features such as profit-oriented, not-for-profit, public sector, Co-operatives and Non-government (NGOs)	8
Unit II: Stakeholder Analysis Stakeholders of an organization, internal & external, objectives of stakeholders, how an organization should satisfy these objectives, the power & interest of stakeholders in the organization (use of Mendelow matrix)	8
Unit III: Effect of environment on organization Political & legal factors: how the policy framework of political system & legal framework influence the business organization in terms of employment, consumer protection, data security, Macro-economic factors: understanding the effect of macro-economic policies, inflation, interest rates, unemployment, fiscal & monetary policies, global economic environment, Social & demographic factors: impact of changes in social structure, values and demographic changes, Technological factors: information technology, automation, digitization, Competitive factors: understanding of SWOT analysis, Porter's Value Chain and Porter's Five Forces models	12
Unit IV: Organizational structure The formal & informal structures: types of structures such as entrepreneurial, functional, divisional, matrix and boundary-less	8

organizations, suitability and relative merits & demerits of the types of organization	
Unit V: Organizational Governance Principles of business governance, separation of ownership from management, concept of span of control, Centralization verses decentralization of business functions, shared services approach, offshoring & outsourcing of business functions, Hierarchical levels of business organization, Governance & social responsibility of an organization, role of ethics in business.	8

Text Books:

1. ACCA Study Material, F1, Kaplan Publishing.
2. Tulsian, P.C. Business Organization & Management. Pearson Education, New Delhi.

Reference Books and Supplementary Resources:

1. Shankar, G. Modern Business Organization. Mahavir Book Depot, New Delhi.
2. Tulsian, P.C. Business Organization & Management. Pearson Education, New Delhi.
3. Tripathi, P.C. Principles of Management. Tata McGraw Hill, Publishing Co., New Delhi.
4. Barry, J., Chandler, J. & Clark, H. Organization and Management. Thompson Learning, New Delhi.
5. Bushkirk, R.H. Concepts of Business: An Introduction to Business System. Dryden Press, NY.
6. Buffa, E. S. Production/Operations Management. Prentice Hall of India, New Delhi

BIAF1015: BUSINESS ECONOMICS

Course Description: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Course Outcomes:

On completion of this course, the students will be able to:

1. Evaluate the major economic concepts like demand, production, and pricing as applied to a managerial organization.
2. Apply the economic concepts, tools and techniques in improving their decision-making skills.
3. Define the main economic tools and theories available for decision making policies to stabilize and stimulate the economy.
4. Understand the tools of economic theory to explain optimal production and pricing decisions by the firm in each market structure
5. Distinguish between the different market structures and pricing practices available to and used by firms.

Course Contents:

Units	Number of Lectures
Unit I: Introduction The economic problem: Scarcity and choice; the question of what to produce, how to produce and when to produce; Opportunity cost; three major Economic systems; allocation of resources and distribution, Markets and prices and competition.	5
Unit II: Demand and Supply Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply. Individual and market demand functions; law of demand, determinants of Demand. Elasticity of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply.	10
Unit III: Utility Concept, its application, calculations, Consumer surplus, producer surplus and the efficiency of the markets; costs, taxes, rent control and ceiling. Indifference curve approach, price effect income effect and substitution effect, nature of commodities, introduction to revealed preference approach, applications of IC analysis	8
Unit IV: Theory of Production Concept of production & Production function with one and two variable inputs. Types of production function, concepts of production. Law of variable proportion, returns to factor and scale. Concept of isoquants. Concept of cost- meaning and types. Short and long run cost functions- their nature, shape and inter relationship. Marginal and average cost	10

curves and their shapes. Estimation of short-run and long run cost function.	
Unit V: Market Structure Different forms of market structures- meaning and features. Pricing strategies under different market conditions. Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma.	8

Text Books:

1. Petersen H. Craig, Lewis W. Chris, Jain K. Sudhir, Managerial Economics, Pearson Education.
2. Mehta .P.L, Managerial Economics. Sultan Chand sons, New Delhi.

Reference Books and Supplementary Resources:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan.

BIAF1003: BUSINESS STATISTICS

Course Description: The course on statistical techniques equips students with basic tools and methods in statistics, such as collection of data, graphical presentation of data, central tendency measures, dispersion, correlation, regression, index numbers, time series and probability theory and distribution.

Course Outcomes:

On completion of this course, the students will be able to:

1. Calculate the different types of central tendencies and their implication.
2. Calculate the measure of variation and their implication.
3. Determine the probability & their use in decision making.
4. Identify correlation & regression among variables and their uses.
5. Define index number and time series and their uses in business decision making.

Course Contents:

Units	Number of Lectures
Unit I: Introduction of Statistics Growth of Statistics, Definition, Scope, Uses, Misuses and Limitation of Statistics, Collection of Primary & Secondary Data. Classification and Tabulation of Data: Meaning and Characteristics, Frequency Distribution, Simple and Manifold Tabulation. Measuring of Central Tendency: Arithmetic Mean (Simple and Weighted), Median (including quartiles, deciles and percentiles), Mode, Geometric and Harmonic Mean –Simple and Weighted, Uses and Limitations of Measures of Central Tendency.	8
Unit II: Measures of Dispersion Absolute and Relative Measures of Dispersion; range, Quartile Deviation, Mean Deviation, Standard Deviation and their Coefficients; Uses and Interpretation of Measures of Dispersion. Skewness: Measures of Skewness, Kurtosis and Moments.	6
Unit III: Theory of Probability and Probability Distributions Theory of Probability. Approaches to the calculation of probability, Calculation of event probabilities. Addition and multiplication laws of probability. Conditional probability and Bayes Theorem. Expectation and variance of a random variable. Probability distributions: Binomial, Poisson and Normal.	8
Unit IV: Simple Correlation and Regression Analysis Correlation Analysis. Meaning of Correlation simple, multiple and partial; linear and non-linear, Causation and correlation, Scatter diagram, Pearson's coefficient of correlation; calculation and properties (proofs not required). Probable and standard errors, Rank Correlation. Regression Analysis. Principle of least squares and regression lines. Regression equations and estimation. Standard Error of Estimates.	8
Unit V: Index Numbers & Time Series Analysis	10

Meaning and uses of index numbers. Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted. Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers. Construction of consumer price indices. Important share price indices. Components of time series. Additive and multiplicative models. Trend analysis. Fitting of trend line using principle of least squares. Moving averages. Seasonal variations- calculation and uses. Simple averages, ratio-to-trend, ratio-to-moving averages and link-relatives methods.	
--	--

Text Books:

1. Gupta, S.P. (latest). Statistical Methods, Sultan Chand & Sons.
2. Levin, R. & Rubin, D. S. Statistics for Management. Prentice Hall of India.

Reference Books and Supplementary Resources:

1. Karmel, P.H. and Polasek, M., (1978). Applied Statistics for Economists, Pitman.
2. Webster, A. (1997). Applied Statistics for Business and Economics: An Essential Version. McGraw-Hill.

BIAF 1016: ESSENTIALS OF MARKETING

Course Description: This course focuses on the marketing concept, the role of marketing in the organizations and the role of marketing in society. It explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. It offers a complete introduction to professional marketing thought and action.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Identify the theory of marketing and develop a feasible marketing plan process.
2. Examine the role of market segmentation in identifying strategic marketing goals.
3. Create a combination of marketing elements to achieve the desired objectives.
4. Determine how to create the appropriate mix of elements in the promotional strategy.
5. Discuss the concept of marketing strategy formulation and implementation.

Course Contents:

Unit	Number of Lectures
Unit I: Basic Concepts and Marketing Environment Meaning, Nature and Scope of Marketing; Marketing Management Process; Concept of Marketing Mix. Market Analysis: Understanding Marketing Environment, Consumer Behavior and Organization Buyer Behavior, Marketing Research	10
Unit II: Market Planning & Analysis Segmentation, Targeting & Positioning (In-Company analysis & Competitor Analysis)	10
Unit III: Marketing Mix & related Marketing Decisions Product: Concept; Types of Products, Major Product Decisions, Brand Management; Product Life Cycle, New Product Development Process, Marketing of Services, Pricing Decisions, Determinants of Price, Pricing Process, Policies and Strategies, Communication Process.	10
Unit IV: Marketing Promotional Tools Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion; Distribution Channel, Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries.	5
Unit V: Emerging trends in Marketing Cultivating customer relationships, Emerging Trends and Issues in Marketing: Consumerism, Rural Marketing, Social Marketing, Direct and Online Marketing, Green Marketing, Marketing performance & control, Rural Marketing, International Marketing, Direct & Online Marketing.	5

Text Books:

1. Kotler, P. (2017). Marketing Management: Analysis, Planning, Implementation & Control. Prentice Hall of India.

Reference Books and Supplementary resources:

1. Kotler, Armstrong, Agnihotri & Haque Principles of Marketing- A South Asian Perspective. Pearson Education, New Delhi, 13/e.
2. Saxena, R. Marketing Management. McGraw Hill Education, 3/e.
3. Ramaswamy and Namkumar, S. (2009). Marketing Management Global Perspective: Indian Context. McMillan, Delhi.

BIAF1005: FINANCIAL ACCOUNTING

Course Description: This course aims at equipping the students with the basic principles of financial accounting for different types of organizations. The students will be exposed to the underlying concepts relating to financial accounting. The course will introduce the double-entry accounting with the aim of preparing & presenting various financial statements.

Course Outcomes:

On completion of this course, the students will be able to:

1. Understand the basics of Financial Accounting.
2. Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
3. Understand the procedure and documentation required for business transactions.
4. Develop the ability to use basic accounting systems to create (record, classify, and summarize) the data needed to solve a variety of business problems.
5. Develop the ability to prepare final accounts

Course Contents:

Units	Number of Lectures
Unit I: Introduction to Financial Accounting: Definition, Nature and Scope, Limitation of Financial Accounting, purpose of financial statements for the users, main elements of financial reports, conceptual framework.	4
Unit II: Accounting Concepts, Conventions and Double Entry System Accounting Concepts & Conventions, Concepts of relevance, faithful presentation, materiality, substance over form, going concern, business entity, accruals, consistency, comparability, verifiability, understandability and timeliness, Double Entry System of Accounting, Accounting Process.	8
Unit III: Classification and documentation for Business Transactions Steps in reporting a financial transaction, main data sources for accounting, different business documents such as sales order, purchase order, goods received note, quotation, goods dispatched note, invoice, credit & debit notes, receipt, remittance advice, cash vouchers.	10
Unit IV: Recording of Business Transactions Journal, Ledger and Subsidiary Books, Cash Book, Petty Cash Book, accounting for discounts, sales tax, accounting & valuation of inventories, accounting for accruals & prepayments, tangible & non-tangible assets, receivables & payables and provisions & contingencies, Rectification of errors, Preparation of Bank Reconciliation statements	9
Unit V: Preparation of Final Accounts Preparation of Trial Balance, Profit and Loss account, Balance Sheet and Cash flow statement	9

Text Books:

1. ACCA Study Material, F3 Kaplan Publishing.

Reference Books and Supplementary Resources:

1. Madhu, V., (2012). Financial and Management Accounting. Excel Books, New Delhi.
2. Bhattacharyya, A. K., (2012). Essentials of Financial Accounting. Prentice Hall of India.
3. Rajasekran (2012). Financial Accounting. Pearson Education, 1/e.
4. Bhattacharya, S.K. & Dearden, J., (2012). Accounting for Manager – Text and Cases. Vikas Publishing House, 3/e.
5. Glautier, M.W.E. & Underdown, B., (2012). Accounting Theory and Practice. Pearson Education.

BAIF 1006: COMPUTER APPLICATIONS IN BUSINESS

Course Description: This course aims at understanding emerging technological issues facing management so that students can effectively manage information systems in the organization and to play active role in applying technology through the analysis, design and implementation of multiuser systems that will meet the information needs of the organization.

Course outcomes:

On completion of this course, the students will be able to:

1. Determine IT is a major resource and can be used to make major improvements in the organization.
2. Develop sufficient familiarity with the technology to able to make good management decisions.
3. Analyze the ways of database management system
4. Evaluate the role of managers in Information Technology and will be able to use technology to transform organizations.
5. Determine the Planning, Coordination, and control for various levels in Business Management Information System.

Course contents:

Units	Number of Lectures
Unit I: Computer Fundamentals Hardware, Firmware, Live-ware. Software: Relationship between hardware and software. System Software: Operating system, Translators, interpreter, compiler, assemblers, linkers. Overview of operating system, function of operating system. Application software: General Purpose Packaged Software and tailor-made software.	8
Unit II: Networks and Internet Introduction to networking; Importance of networking; Communication devices such as Modem and WIFI/router. Features of Networking. Anatomy of Internet. Internet Protocols. Search Engines. Social media for managers: HR and Marketing.	8
Unit III. Database Management System. Traditional file Environment. Identification of Relevant data. Database, Evolution of Database Technology, Database format. Data redundancy. Database management systems. Big data. Data mining and warehousing.	12
Unit IV: Information Systems Role of Managers in Information Technology: Using technology to transform organizations, Interpreting and understanding information. Basics of information systems: Meaning, Need of an efficient information System.	12
Unit V: IS planning Type of Information system; Information requirement for Planning, Coordination, and control for various levels in Business. Management	12

Information System: Meaning, concepts, input and output of MIS with illustration. Decision Support system: Introduction, Decision making, DSS concept, objective. Knowledge-Based Information System: Introduction, Expert system, User interface, knowledge base, advantages and disadvantages, illustrating an expert system.	
---	--

Text books:

1. Lucas, H.C., Information Technology for Management, Tata- McGraw Hill.
2. H.N. Tivari and Hen Chand Jain, Computer Fundamental and Essential Tools, International Book House, Pvt. Ltd.
3. Rajaraman, V. Introduction to Information Technology. PHI.

Reference books and supplementary resources:

1. Cyganski - Information Technology: Inside and outside (Pearson, 1stEdition).
2. Basandra SK - Computers Today (Galgotias, 1st Edition).
3. Monely D; Parker C S, Understanding Computers Today & Tomorrow, Cengage/Thomson
4. Turban, Rainer and Potter, Introduction to information technology, John Wiley and sons.
5. James, A. O'Brien, Introduction to Information Systems, TMH.

BIAF 1017: ACCOUNTANT IN BUSINESS-II

Course Description: This course is designed to provide students a basic understanding of the role and functions of a manager and to explain the principles, concepts and techniques used by manager in carrying out the work.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Discuss the concept of management and its evolution over the time.
2. Describe the various functions of management like planning, organizing, staffing, directing, coordinating and control.
3. Differentiate between the role of management at different levels i.e. top, middle and operational.
4. Evaluate the various management processes that take place within an organization.
5. Critically analyze the basic assumptions and differences in various theories of leadership.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Meaning of management; Development of management thought: classical, neo-classical, systems, contingency and contemporary approach to management- Drucker, Porter, Senge and Tom Peters.	10
Unit II: Functions of Management Understand the fundamental functions of management such as planning, organising, staffing and control, decision-making, communicating, coordinating, financial systems and use of IT.	8
Unit III: Levels of Management Understand the functions, role and information needs of various levels of management such as strategic, middle management & operational levels, delegation of authority, communication, formal & informal organization.	8
Unit IV: Management Process Understand the role of different processes within an organization such as R & D, sales, marketing, production, purchase, administration, finance & accounting, support services, and human resources, relationship between accounting and other business functions.	8
Unit V: Leadership Theories Concept, different types of leadership styles; Theories : Trait theory, Behavioural theory, Fiedler's Contingency theory; Hersey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership, Situational leadership, Transactional and Transformational leadership.	6

Text Books:

1. ACCA Study Material, F1 Kaplan Publishing.

Reference Books and Supplementary Resources:

1. Hellreigel, D., Slocum, J.W. & Woodman, J. R.W. Organizational Behaviour. South Western College Publishing, Ohio.
2. Hersey, P., Blanchard, K. H. & Johnson, D. E. Management of Organisational Behaviour: Utilising Human Resources. Prentice Hall, New Delhi.
3. Ivancevich, John and Matheson, M. T. Organisational Behaviour and Management, Tata McGraw-Hill, New Delhi.
4. Luthans, F. Organizational Behaviour. McGraw-Hill, New York.

BIAF1018: FINANCIAL ACCOUNTING-II

Course Description: Accounting plays a vital role as an information system for monitoring, problem solving and decision-making. This Advanced Financial Accounting course (Financial accounting – II) focuses on contemporary issues in accounting, International Accounting, Consolidated financial statements and Interpretation of Financial statements

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Develop an understanding of the contemporary issues in accounting
2. Learn how to interpret and analyze financial statements
3. Explain practices related to foreign currency translations, Foreign disclosure and Social disclosure requirements
4. Appreciate the process of standard setting in accounting and harmonization of accounting standards
5. Develop and understanding of need, purpose and preparation of consolidated financial statements

Course Contents:

Units	Number of Lectures
Unit I: Contemporary issues in Accounting Inflation Accounting, Human Resource Accounting, Social Cost benefit analysis	8
Unit II: Interpretation of Financial Statements Interpretation of financial statements using basic ratios related to profitability, liquidity, activity and resource utilization. Accounting for Events after the reporting period, Cash flow analysis	8
Unit III: Reporting of Transactions in International Accounting - I Foreign currency translations, methods and practices. Specific Reporting Issues: Regulatory Disclosure Requirements; Foreign Operations Disclosure; Social Responsibility Disclosures.	8
Unit IV: Reporting of Transactions in International Accounting - II Efforts in Standard Setting; International Standards setting process, Harmonization; International Accounting Standards Board; Accounting and Auditing Standards. Comparison of Provisions of IGAAP (Indian Generally Accepted Accounting Principles) and IFRS (International Financial Reporting Standards) and Ind – AS.	10
Unit V: Consolidated Financial Statements Explain the concept of a group and the purpose of preparing consolidated financial statements. Explain and apply the definition of subsidiary companies. Identify the circumstances and reasoning when subsidiaries should be excluded from consolidated financial statements. Prepare a consolidated statement of financial position for a simple group dealing with pre and post-acquisition profits, non-controlling interests and goodwill.	6

Explain the need for using coterminous year- ends and uniform accounting polices when preparing consolidated financial statements and describe how it is achieved in practice. Prepare a consolidated income statement, statement of comprehensive income and statement of changes in equity for a simple group, including an example where an acquisition occurs during the year where there is a non-controlling interest.	
--	--

Text Books:

1. ACCA Study Material, F3 Kaplan Publishing
2. Gupta, V. K., “Principles & Practice of Accountancy”, S Chand & Co, New Delhi.

Reference Books and Supplementary Resources:

1. Monga, J.R. Financial Accounting-II: Concepts and Applications. Mayoor Paper Backs, New Delhi.
2. Madhu, V., (2012). Financial and Management Accounting. Excel Books, New Delhi.
3. Bhattacharyya, A. K., (2012). Essentials of Financial Accounting. Prentice Hall of India.
4. Rajasekran (2012). Financial Accounting. Pearson Education, 1/e.
5. Bhattacharya, S.K. & Dearden, J., (2012). Accounting for Manager – Text and Cases. Vikas Publishing House, 3/e.
6. Glautier, M.W.E. & Underdown, B., (2012). Accounting Theory and Practice. Pearson Education.

BIAF1019: CORPORATE AND BUSINESS LAWS

Course Description: The course will enable students to develop awareness about Corporate Law in conformity with the provisions of Companies Act, along with recent amendments in the companies Act. This course is designed to enhance the legal literacy of students by developing a body of legal knowledge and honing legal instincts that will help business leaders attain a competitive edge and promote long-term success.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Appraise corporate law and how it governs the day to day affairs of companies.
2. Analyse the framework of Business law and how it applies to the global market.
3. Explain how corporate law provisions influence the organization.
4. Identify and evaluate contemporary legal issues.
5. Understand the fundamentals of business laws as they relate to businesses and society.

Course Contents:

Units	Number of Lectures
Unit I: Formation of Company Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, promoters and their legal position, Pre-incorporation contract and Provisional contract, Memorandum of association, Article of association, Doctrine of Constructive Notice and Indoor management, Prospectus, Book Building.	8
Unit II: Corporate Management and Corporate Meeting: Members, shareholders their right and duties Director, classification of director, disqualification, appointment, legal position, power and duties, disclosures of interest, removal of director, board meeting, Other managerial personnel and remuneration. Types of Meeting, convening and conduct of Meeting, Motion, resolution, Kinds of resolutions	14
Unit III: Capital Structure: Share capital, issue, allotment, forfeiture of share, demat of share, transmission of share, buy back of share, share certificate, share warrant, dividend and issue of bonus share.	4
Unit IV: Investigation and Winding up Investigation, Procedure of Investigation, meaning of winding up, Modes of winding up, Powers and duties of Liquidator.	6
Unit V: Emerging Issues in Company Law One Person company (OPC), Small company, Producer company, Postal Ballot, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, online filing documents and online registration, NCLT, Limited liability Partnership (LLP), Insider Trading, Rating Agencies, Business Ethics, Corporate governance.	8

Text Books:

1. Ramaiya A. Guide to the Companies Act. Wadhwa& Co., Nagpur.

Reference Books and Supplementary Resources:

1. Kuchal, M.C. Modern India Company Law. ShriMahavir Books, Noida.
2. Kapoor, N.D. Company Law -Incorporating the Provisions of the Companies Amendment Act, 2000.
3. Bagrial A.K. Company Law. Vikas Publishing House, New Delhi.
4. Sharma J. P. An Easy Approach to Corporate Laws. ANE Books Pvt. Ltd., New Delhi.
5. Manual of Companies Act, Corporate Laws and SEBI Guidelines. Bharat Law House, New Delhi.

BIAF 1020: ADVANCED MANAGEMENT ACCOUNTING

Course Description: This course covers basic topics of management accounting and introduces a business management approach to the development and use of accounting information. In today's competitive marketplace, an excellent internal accounting system is essential for organizations to make better decisions. This course covers firms' internal accounting systems and their use in decision-making, planning and control. Major topics include cost classification, cost behavior, cost-volume-profit analysis, budget and variance analysis, and decision-making.

Course Outcomes

On the successful completion of the course, the student would be able to:

1. Identify the scope of Management Accounting and examine the trends in this area.
2. Develop an understanding of the accounting and control for Material, Labor and overhead costs
3. Discuss the significance and application of Marginal cost and related techniques
4. Develop an understanding of the basics of Budgetary control and standard costing techniques
5. Comprehend the limitations of financial statements and apply performance measurement techniques.

Course Contents:

Units	Number of Lectures
Unit I: Introduction to Management Accounting Origin, Concepts, Nature, scope, functions and principles. Difference between financial, cost and management accounting, Cost classification, Types of cost, costing methods, Cost Unit and Cost Centre, Changing role of management accounting and recent developments. Preparation of Cost Sheet	6
Unit II: Accounting and Control for Material, Labour and Overhead Costs Material cost- Direct and Indirect, Perpetual Inventory system, Control over material costs, Measurement and control of Labour costs, Types of Overheads, Significance of Overhead costs, Allocation, Apportionment and Absorption of overhead cost	8
Unit III: Marginal Costing Concept of Marginal Cost, Marginal Costing Vs Absorption Costing, Contribution, Profit Volume Ratio, Break Even Point, Basic Numerical on Marginal costing	8
Unit IV: Basics of Budgetary Control and Standard Costing Meaning of Budget and Standard, Types of Budgets and Standards, Fixed and Flexible Budgets, Functional Budgets, Meaning and Significance of Variance analysis, Material – Labour and Overhead variances	8
Unit V: Performance Analysis	10

Text Books

1. Singh, S. K. and Gupta L. (2010). Management Accounting – Theory and Practice. Pinnacle Publishing House.

Reference Books and Supplementary Resources

1. Lal, J. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
2. Nigam, B.M. Lall. & Jain, I. C. Cost Accounting, Principles and Practice. Prentice. Hall of India, New Delhi.
3. Mittal, D.K. & Luv Mittal. Cost Accounting. Galgotias Publishing Co., New Delhi.
4. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House. New Delhi.
5. Shukla, M.C., T.S. Grewal & Gupta, M.P. Cost Accounting, Text and Problems. S. Chand & Co. Ltd., New Delhi.
6. Jhamb, H.V. Management Accounting. ANE Books Pvt. Ltd. New Delhi.
7. Maheshwari, S.N. & Mittal, S.N. Cost Accounting, Theory and Problems. ShriMahabir Book Depot, New Delhi.
8. Jain, S.P. & Narang, K.L. Cost Accounting, Principles and Methods. Kalyani Publishers, Jalandhar.
9. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons, New Delhi.

BIAF1021: BASICS OF HUMAN RESOURCE MANAGEMENT

Course Description: The purpose of this course is to bring out issues involved in the management of human resource (HRM), both from current theory as well as practice. The course will examine work culture and discuss various aspects which are basic to human motivation at work and in fulfilling career aspirations within organisations involving various issues right from selection-placement to performance appraisal, salary-career management and training, etc. of employees in organizations.

Course Outcomes:

On completion of this course, the students will be able to:

1. Understand the evolution and challenges of Human Resource Management in a global environment.
2. Explain the various dimensions of acquisition of human resources.
3. Develop an insight into the managerial skills required to effectively manage and develop people in an organization.
4. Demonstrate the knowledge of compensation plans and benefit programs appropriate for various types of organizations and understand the dynamics of Industrial relations.
5. Develop an understanding of international HRM and related current issues.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Nature, scope, role, importance and functions of HRM, Evolution of HRM, Personnel Management verses HRM, Challenges and new trends in HRM, Strategies for the New Millennium: Role of HRM in Strategic Management.	6
Unit II: Acquiring Human Resources Objectives and Process HR Planning, Job Analysis - Job Description and Job Specification, Recruitment - Sources and Process, Selection Process- Tests and Interviews, Placement and Induction, Job Changes- Transfers, Promotions, Demotions and Separations.	8
Unit III: Developing Human Resources Concept, Importance and Types of Training, Methods of Training, Designing a Training Program, Evaluation of Training Effectiveness, Performance and Potential Appraisal- Concept and Objectives, Traditional and Modern methods of Evaluation of Employee Performance, Limitations of Performance Appraisal Methods.	8
Unit IV: Compensation and Industrial Relations Types of Compensation, Job Evaluation – Concept, Process and Significance Components of Employee Remuneration – Base and Supplementary compensation, Dynamics of Industrial Relations, Discipline and Grievance Management, Collective Bargaining.	12
Unit V: Current Issues in HRM	6

Human Resource Outsourcing, Work-life balance, International HRM, Managing Inter-Country Differences, Dual Career Couples, Employee and Ergonomics.	
---	--

Text books:

1. Chhabra T.N, Human Resource Management, Sun India Publications, New Delhi.

Reference books and supplementary resources:

1. Aswathappa K., Human Resource Management, McGraw Hill Education.
2. Durai, P. (2013). Human Resource Management, Pearson Education.
3. Rao, V.S.P. Human Resource Management: Text and Cases. Excel Books.
4. Bohlander, Snell & Sherman (2012). Human Resource Management. Thomson Press.

BIAF2013: ORGANISATIONAL BEHAVIOUR

Course Description: The study of organizational behaviour enables understanding and explanation of how and why people behave the way they do in organizations and what impact organisations have on people's behaviour. This course will introduce a number of different theories, models and practices as applied to a variety of work contexts and encourage critical exploration of their usefulness in relation to organizational behaviour. It will provide you with the opportunity to apply theoretical content to your personal styles and behaviour and to combine these into a considered and practical approach.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Define various disciplines contributing to the field of Organizational Behaviour and to develop cognizance of the importance of human behaviour.
2. Explain and evaluate the key assumptions on which behaviour in organisations is currently managed and assess the effect of these ideas on employee attitudes and actions.
3. Apply problem solving and critical thinking abilities to analyze the kinds of choices available for developing alternative organizational behaviour approaches in the workplace.
4. Judge complexities and uncertainties of organisational behaviour by examining your own role in the light of experience of real-time problem settings.
5. Select related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	8
Unit II: Individual & Interpersonal Behaviour Biographical Characteristics; Ability; Values; Attitudes- Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – Determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.	8
Unit III: Group Behaviour & Team Development Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.	8
Unit IV: Motivation	8

Concept, Significance and Theories of Motivation, Motivation & Behaviour, Motivation at Work, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.	
Unit V: Organizational Culture and Conflict Management Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict; Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.	8

Text books:

1. Robbins, S.P. & Sanghi, S., (2009). Organizational Behaviour. Pearson Education.
2. Singh, K., (2012). Organizational Behaviour: Text and Cases. Pearson Education, 1/e.

Reference books and supplementary resources:

1. Luthans, F. (2008). Organizational Behavior. McGraw Hill Education, New Delhi, 11/e.
2. Mirza, S., (2003)). Organizational Behavior. McGraw Hill Education, 1/e.
3. Mcshane, S., Glinow, V. & Sharma, R. (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.

BIAF2027: PERFORMANCE MANAGEMENT

Course Description: This course covers advanced topics of management accounting and corporate finance such as differential costing, CVP analysis, Budgeting and performance measurement with an aim to optimize business decision making and enable an efficient and effective use of scarce resources.

Course Outcomes

On the successful completion of the course, the student would be able to:

1. Explain and apply contemporary cost accounting techniques
2. Use differential costing methodology to optimise business decision making
3. Perform a variance analysis to identify key and material deviations and analyse them
4. Make an appropriate use of the tool of Budgeting to perform the planning and control functions and institute remedial action wherever required
5. Discuss performance management measurement and information systems

Course Contents:

Units	Number of Lectures
Unit I: Introduction to Contemporary cost accounting techniques Activity Based Costing, Target Costing, Life Cycle costing, Throughput accounting	6
Unit II: Differential Costing Relevant costing, Incremental analysis, CVP analysis, Pricing Decision, Make or Buy Decision, shut down or continue decision, Key Factor analysis	8
Unit III: Variance Analysis Standard Costing and Variance Analysis, Sales Mix and Volume variances, Planning and operational variances and Reporting variances	8
Unit IV: Budgetary Control Definitions, Classification of budgets, Zero Based Budgeting, Quantitative and Qualitative analysis in Budgeting, Master Budget and Functional Budgets	8
Unit V: Performance Measurement Pro forma Financial statements, Transfer Pricing, Divisional Performance analysis, Management information system and Management reporting, External considerations and Behavioural aspects	10

Text Books

1. ACCA Study Material on Performance Management

Reference Books and Supplementary Resources

1. Lal, J. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.

2. Nigam, B.M. Lal. & Jain, I. C. Cost Accounting, Principles and Practice. Prentice. Hall of India, New Delhi.
3. Mittal, D.K. & Luv Mittal. Cost Accounting. Galgotias Publishing Co., New Delhi.
4. Shukla, M.C., T.S. Grewal & Gupta, M.P. Cost Accounting, Text and Problems. S. Chand & Co. Ltd., New Delhi.
5. Jhamb, H.V. Management Accounting. ANE Books Pvt. Ltd. New Delhi.
6. Maheshwari, S.N. & Mittal, S.N. Cost Accounting, Theory and Problems. ShriMahabir Book Depot, New Delhi.
7. Jain, S.P. & Narang, K.L. Cost Accounting, Principles and Methods. Kalyani Publishers, Jalandhar.
8. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons, New Delhi.

BIAF2028: TAXATION-I

Course Description: This subject provides a sound introduction to the policies and principles of income taxation. The main focus will be on the concepts of assessable income and allowable deductions. The course also includes an overview of the principles relating to constitutional aspects of taxation, the taxation of capital gains and losses, control of tax avoidance, tax administration and tax collection.

Course Outcomes:

On completion of this course, the students will be able to:

1. Identify the way in which taxation law is administered.
2. Determine the exempted incomes and residential status of an individual.
3. Calculate the income of an individual under various heads.
4. Determine the calculation of Total Income of an individual and firm. The distinctions between deductions and capital expenditure.
5. Learn the practical applications of filing income tax returns.

Course Contents:

Units	Number of Lectures
Unit I: Introduction: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax	6
Unit II: Residential Status: Scope of total income on the basis of residential status and exempted income under section 10 for specified assesses.	6
Unit III: Computation of income under different heads: Income from Salaries, Income from house property, Profits and gains of business or profession, Capital gains and Income from other sources.	18
Unit IV: Total income and tax computation: Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses, Deductions from gross total income, Rebates and reliefs, Computation of total income of individuals and firms and Tax liability of an individual and firm.	6
Unit V: Preparation of return of income: PAN, Manually, On-line filing of Returns of Income & TDS, Provision & Procedures of compulsory online filing of returns.	4

Text books:

1. Mehrotra, H.C. Income Tax Law. SahityaBhawan, Agra.

Note: Latest edition of text book may be used.

Reference books and supplementary resources:

1. Ahuja, G. & Gupta, R. Systematic Approach to Income Tax. Bharat Law House, Delhi.
2. Chandra, M., Goyal, S. P. & Shukla, D. C. Income Tax Law and Practice. Pragati Prakashan, Delhi.
3. Pagare, D. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
4. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
5. Singhanian, V. K. & Singhanian, K. Tax Computation on CD. Taxmann Publications Pvt. Ltd., New Delhi.

BBAF 2029: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Course Description: This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making & to provide a formal quantitative approach and an intuition about situations where such an approach is appropriate.

Course outcomes:

On completion of this course, the students will be able to:

1. Explain the optimization techniques and models for taking the managerial decision.
2. Develop the fair degree of proficiency in formulating and solving transportation problems with the help of mathematical tools.
3. Construct the technique for calculating the minimum project cost.
4. Identify the decision-making techniques under risk, uncertainty situation and making decisions more objectively and efficiently.
5. Build the mathematical framework to get optimal outcomes and make strategic and tactical decisions.

Course Contents:

Units	Number of Lectures
Unit I: Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method; Duality and Sensitivity (emphasis on formulation & economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming	10
Unit II: Elementary Transportation: Formulation of Transport Problem, Solution by N.W Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes) Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment).	10
Unit III: Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing.	5

Unit IV: Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information. Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis).	10
Unit V: Introduction to Game Theory: Pay off Matrix- Two-person Zero-Sum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of 2×2 , $2 \times s$, and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation.	5

Textbooks:

1. J. K. Sharma, Operations Research Theory & Applications, Macmillan India Limited.

Reference books and supplementary resources:

1. N. D. Vohra, Quantitative Management, Tata McGraw Hill
2. P. K. Gupta, Man Mohan, KantiSwarup, Operations Research, Sultan Chand.
3. V. K. Kapoor, Operations Research, Sultan Chand & Sons.

BIAF 2017: AUDITING & ASSURANCE

Course Description: This paper aims at developing the knowledge and skills required to carry out an audit and assurance assignment. It provides the working knowledge of the audit process and standards of auditing. It also covers the process of internal control testing.

Course outcomes:

On completion of this course, the students will be able to:

1. Discuss the concept of audit and the ethical issues involved for the practitioner.
2. Evaluate the procedure involved in planning the whole audit process for a client and ways to overcome various risks involved while performing an audit.
3. Examine the efficiency of already existing internal control system of a client.
4. Appraise the importance of evidence in auditing and various techniques of collecting it
5. Identify the importance of documentation in audit and ways to report it.

Course Contents:

Units	Number of Lectures
Unit I: Audit Framework & Regulation Concept of audit & assurance; Professional ethics of an auditor; Scope of internal & external audit; Governance & audit.	7
Unit II: Audit Planning & Risk Assessment Obtaining & planning for audit assignments; Understanding the entity & its environment; assessing audit risk; fraud risk; Interim audit and impact of work performed; Audit planning & documentation; Audit evidence; Working papers.	7
Unit III: Internal Control & Audit Tests Internal control system assessment; Control environment; risk assessment procedures, monitoring of controls; Evaluation of internal control system by auditor ;Test of control; Communication on internal controls.	8
Unit IV: Audit Evidence Techniques of collecting audit evidence such as inspection, observation, external confirmation, recalculation, analytical procedures, and enquiry; Quality & quantity of audit evidence; Audit sampling; Computer assisted auditing techniques; Audit of specific items like payables and receivables, inventory, bank and cash, share capital, current and non-current assets and liabilities.	10
Unit V: Reporting Review procedures including subsequent events, going concern, written representations; Auditor's report: contents & opinion.	8

Text books:

1. ACCA Study Material, F8 Kaplan Publishing

BIAF2030: FINANCIAL REPORTING-1

Course Description: The course underpins the knowledge & understanding of various accounting standards and the conceptual framework (based on IFRS and Ind AS) that are applicable to corporate entities. The students will learn how the financial reporting modalities in a global context.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Understand the use and application of the IFRS (and Ind AS in India).
2. Develop understanding regarding accounting for transactions using IFRS (and Ind AS in India).
3. Develop ability to prepare financial statement of single entity.
4. Analyze & interpret performance of business concern with the help of financial statements.
5. Analyze & interpret performance of business concern with the help of ratios & trend analysis.

Course Contents:

Units	Number of Lectures
Unit I: Use of IFRS and Ind AS Understand the application of IFRS in India through the use of Ind AS, the applicability of Ind AS, the mapping of Ind AS to IFRS, differences between IFRS & Ind AS, the list of IFRS (Ind AS), Process of transition to IFRS for the first time	8
Unit II: Application of IFRS (Ind AS) for Transactions Asset based standards such as PPE, Intangible assets, borrowing costs, impairment of assets, inventory & biological assets, provisions & contingencies, events after reporting period, accounting policies, estimates & errors	8
Unit III: Preparation & Presentation of Financial Statements Thorough knowledge of preparation & presentation of financial statements by incorporating the effects of the accounting standards (covered in module 2 only) - Statement of Profit or Loss and other comprehensive income, Statement of financial position (Balance sheet)	8
Unit IV: Analysis of financial statements – I Analyze the financial performance of an entity using the financial statements - Comparison with competition or industry average	8
Unit V: Analysis of financial statements – II Use of Ratios & Trend Analysis in performance evaluation – Comparison with competition or industry average	8

Text Books:

1. ACCA Study Material, F7 Kaplan Publishing

Reference Books and supplementary resources:

1. Monga, J.R. Financial Accounting-II: Concepts and Applications. Mayoor Paper Backs, New Delhi.
2. Madhu, V., (2012). Financial and Management Accounting. Excel Books, New Delhi.
3. Bhattacharyya, A. K., (2012). Essentials of Financial Accounting. Prentice Hall of India.
4. Rajasekran (2012). Financial Accounting. Pearson Education, 1/e.
5. Bhattacharya, S.K. & Dearden, J., (2012). Accounting for Manager – Text and Cases. Vikas Publishing House, 3/e.
6. Glautier, M.W.E. & Underdown, B., (2012). Accounting Theory and Practice. Pearson Education.

BAIF 2031- FINANCIAL REPORTING- II

Course Description: The course underpins the knowledge & understanding of various accounting standards and the conceptual framework (based on IFRS and Ind AS) that are applicable to corporate entities. The students will learn how to prepare financial statements for individual entities for the use of shareholders.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Develop a thorough understanding of applicability of Accounting standards;
2. Prepare financial statements of a single entity, i.e., statement of changes to equity and cash flow statements;
3. Prepare financial statements of a single entity, i.e., profit or loss and balance sheet;
4. Prepare Group financial statements & compute various aspects necessary for preparation of group financial statements;
5. Exhibit effects of various aspects in group financial statements.

Course Contents:

Units	Number of Lectures
Unit I: Application Of Accounting Standards Standards related to Incomes Taxes, cash flows, Government Grants, effects of changes in foreign exchange rates, investments in associates & joint ventures, leases, financial instruments (excluding hedge accounting & impairment of financial assets), earnings per share, investment property, non-current assets held for sale and fair value measurement	10
Unit II: Preparation Of Single Entity Financial Statements – I Preparation of statement of changes to equity and cash flow statements for a single entity (with adjustments pertaining to the standards covered in module 1)	7
Unit III: Preparation Of Single Entity Financial Statements – II Preparation of statement of profit or loss and balance sheet (with adjustments pertaining to the standards covered in module 1)	7
Unit IV: Group Financial Statements - I Consolidated financial statements (excluding group cash flow statement) for a simple group with one subsidiary and one associate – computation of fair value of net assets, goodwill and Non-Controlling Interest (NCI) on date of acquisition -computation of group reserves on date of consolidation	8
Unit V: Group Financial Statements - II Fair value adjustments on consolidation; effects of intra-group trading on consolidation; effect of disposal of parent’s investment in subsidiary in parent’s individual financial statements and in consolidated financial statements	8

Text books:

1. ACCA Study Material, F7 Kaplan Publishing.

Reference Books and Supplementary Resources:

1. Monga, J.R. Financial Accounting: Concepts and Applications. Mayoor Paper Backs, New Delhi.
2. Vij, M. (2012). Financial and Management Accounting, Excel Books, New Delhi.
3. Hanif& Mukherjee; Corporate Accounting; Tata Mcgraw Hill Publishing Co. Ltd., New Delhi.
4. Bhattacharyya, A. K. (2012). Essentials of Financial Accounting. Prentice Hall of India.
5. Rajasekran. (2012). Financial Accounting. Pearson Education, 1/e.
6. Bhattacharya, S.K. & Dearden, J. (2012). Accounting for Manager – Text and Cases. Vikas Publishing House, 3/e.
7. Glautier, M.W.E. & Underdown, B. (2012). Accounting Theory and Practice. Pearson Education.

Note: Latest edition of text book may be used.

BAIF2032- STRATEGIC MANAGEMENT

Course Description: The objective of the course is to acquaint students with strategic decision-making process of the top management in a globalized world that includes formulation of vision and objectives, analysis of business environment, evaluating internal strength weaknesses, identifying competitive advantage, developing and implementing strategies, and lastly the evaluation and control associated with strategies

Course Outcomes:

On completion of this course, the students will be able to:

1. Develop a thorough understanding of implementing strategy in a global market.
2. Analyze the process to identify all the external and internal elements which can affect the organization's performance.
3. Determine the purpose of corporate-level strategy to get the competitive advantage over its competitors and to continue to offer a unique product or service to consumers.
4. Apply situation specific strategies in different industries.
5. Discern the Accomplishment of long-term goals of the organization by applying the various techniques of strategy implementation

Course Content:

Units	Number of Lectures
Unit I: Introduction Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors and Top Management; Strategic Intent; Concept of Strategic Fit, Leverage and Stretch; Global Strategy and Global Strategic Management; Strategic flexibility and learning organization.	6
Unit II: Environmental Analysis Analysis of Internal and Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT Analysis; Resource Audit; Resource Based View, Global Value Chains Systems; Core and Distinctive Competencies; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis; International Product Life Cycle.	10
Unit III: Strategic Choice Strategic Choice: Corporate Level Strategic Choices – Growth, Stability and Retrenchment Strategies; Corporate Restructuring. Business Level Strategic Choices- Michael Porters' Competitive Strategies and	8

Cooperative Strategies; Evaluation of Strategic Alternatives – Product Portfolio Models (BCG matrix, GE Matrix, etc.).	
Unit IV: Situation Specific Strategies Strategies for situation like competing in emerging industries, maturing or declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and weak businesses.	8
Unit V: Strategy Implementation and Control Issues in Strategy Implementation, Resource Allocation, Leadership style, Organization Structure and Design; Budgets and support system commitment; culture and leadership. Strategy evaluation and control.	8

Text books:

1. Azhar Kazmi, Strategic Management & Business Policy, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.

Reference books and supplementary resources:

1. Porter, M. E. The Competitive Advantage of Nations, Macmillan, London, 1990.
2. Davidson, W.H. Global Strategic Management, John Wiley, New York.
3. Vipin Gupta, Kamala Gollakota& Srinivasan, Business Policy & Strategic Management, Prentice Hall of India Private Limited, New Delhi, 2008.
4. Sengupta, N. and Chandan, J.S. Strategic Management: Contemporary concepts and Cases, Vikas Publishing.
5. Thompson, Arthur A. and A. J. Strickland, Strategic Management, McGraw Hill, New York.

BAIF 2033-TAXATION-II

Course Description: This course aims at acquainting students with the corporate tax structure and tax planning in operational as well as strategic terms. It enables the students to understand the implications of corporate tax planning for financial management.

Course Outcomes:

On completion of this course, the students will be able to:

1. Develop an understanding of the provisions of corporate taxation in practical terms.
2. Analyse tax planning methods to minimize tax liability with reference to new business and financial management decisions.
3. Demonstrate the knowledge of potential opportunities for tax savings and tax planning.
4. Examine the taxation procedures associated with corporate restructuring and corporate management.
5. Evaluate the relief available to assessee in case of double taxation of income.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Tax planning, tax management, tax evasion, tax avoidance, Corporate tax in India: types of companies, Residential status of companies and tax incidences, tax liability and minimum alternative tax, tax on distributed profits of companies.	10
Unit II: Tax planning with reference to new business and financial management Tax planning with reference to setting up a new business: Location aspect, nature of business, form of business. Tax planning with reference to financial management decision - capital structure, dividend including deemed dividend and bonus shares.	10
Unit III: Tax planning with reference to management decisions and employee remuneration Tax planning with reference to specific management decisions - Make or buy, own or lease, repair or replace. Tax planning with reference to employee remuneration,	5
Unit IV: Tax planning with reference to business restructuring Tax Planning with reference to business restructuring- Amalgamation, Demerger, Slump Sale, Transfer between holding and subsidiary companies.	5
Unit V: International taxation Tax deducted at source, Advance Tax, double taxation relief, Transfer pricing.	10

Text books:

1. Dr. Monica Singhanian, Dr. Vinod K. Singhanian, Corporate tax planning and Business Tax Procedures, Taxmann Publications.

Reference books and supplementary resources:

1. Dr. Girish Ahuja and Ravi Gupta, Simplified Approach to Corporate Tax Planning & Management, Bharat law House.
2. S.P Goyal, Direct tax planning: Sahitya Bhawan.
3. Finance Act for the relevant Assessment Year.

BAIF 2034: RESEARCH METHODOLOGY IN BUSINESS

Course Description: Effective compensation and reward system is necessary to attract, retain and motivate employees. This course has designed to familiarize the students with the concepts, principles and practices of compensation management. It talks about various components of compensation and rewards, parties involved in compensation system, and the principles of designing and implementing an effective compensation and reward system.

Course Outcomes:

On completion of this course, the students will be able to:

1. Describe basics of research and various other related concepts.
2. Design & implement research programme in business fields.
3. Develop an analytical approach in analysing data.
4. Apply various statistical tools to analyse data.
5. Learn how to prepare a research report.

Course Contents:

Units	Number of Lectures
Unit I: Introduction to Research Methodology Introduction to research methodology– meaning and purpose – Types of Research; Research design –steps in selection & formulation of a research problem – steps in research.	6
Unit II: Hypothesis Hypothesis –Types – concept and procedures of testing of Hypothesis – sampling techniques – sampling error and sample size.	6
Unit III: Measurement & Scaling Techniques Measurement & scaling techniques – Data collection – methods, Formulation of Questionnaires, Techniques of Data Analysis, testing validity and reliability.	8
Unit IV: Processing of Data Processing of data – Editing, coding, classification & tabulation, analysis of data – outline of statistical analysis – elements of processing through computers (Application of SPSS).	12
Unit V: Interpretation and Report Writing Interpretation and Report Writing – meaning & precautions in interpretation, types of reports – style & conventions in reporting – steps in drafting of report.	8

Text Books:

1. G. C. Ramamurthy, Research Methodology, Dreamtech Press.

Reference Books and Supplementary Resources:

1. Dr M Ranganatham, Business Research Methods, Himalayas Publishing.
2. William C. Emory, Business Research Methods, R.D. Irwin. Inc.
3. Robert G. Murdick, Business Research – Concepts & Practice, International text book Company.
4. Kothari C.R., Research Methodology, Vikas Publishing Ltd.
5. Ravilochanan, Research Methodology.

BAIF2035: BUSINESS ETHICS AND GOVERNANCE

Course Description: Today the financial success is not the sole criterion to measure the performance of a business organization rather its performance is also judged by non-financial parameters. This course is designed to discuss all these governance issues in detail which arise in corporate framework and emphasize on the importance of business ethics, corporate governance and corporate social responsibility.

Course Outcomes:

On the successful completion of the course the students will be able to;

1. Understand the concept and importance of corporate responsibility and business ethics.
2. Evaluate concept of and the significance of corporate governance for any organization.
3. Develop an understanding of privacy in workplace and sexual harassment laws.
4. Appraise the framework governing insider trading, whistle blowing, clause 49.
5. Identify common factors in all the corporate scandals and measure undertaken to control such factors.

Course Contents:

Units	Number of lectures
Unit I: Introduction to Business Ethics Concept and Scope of Management, Functions of Management, Progress in Management area, Process of Planning, Delegation, Decentralization & Staffing, Nature & Scope of Organizational Behaviour, Predecessors of OB, Subsequent phases of Hawthorn Studies, Emerging Challenges in OB.	4
Unit II: Principles and Theories of Business Ethics Principles of business ethics, Characteristics of ethical organisation, Theories of business ethics, Globalization and Business ethics, Stakeholders' protection.	6
Unit III: Managing Ethical Behaviour Individual influences on ethical behaviour, Organizational influences on ethical behaviour, Creating an ethical organization, Designing Policies: Corporate codes of conduct, Privacy in the workplace, Sexual harassment.	8
Unit IV: Corporate Governance and Codes and Standards Conceptual framework of corporate and corporate governance, Insider trading, Rating agencies, Whistle blowing, Corporate governance reforms, Initiatives in India including clause 49 Major corporate scandals in India and abroad, Guidelines and codes of best practice in developing and emerging markets.	14
Unit V: Corporate Social Responsibility	8

CSR: Concept and need, Arguments for and against, Strategic Planning and corporate social responsibility, Corporate philanthropy, CSR and corporate sustainability, CSR and business ethics, CSR and corporate governance, Environmental aspect of CSR, CSR models, Drivers of CSR, Important CSR initiatives in India.	
---	--

Text Books:

1. Fernando, A. C. Corporate Governance- Principles, Policies and Practices.
2. Bhanu Murthy, K. V. & Krishna, U. Politics Ethics and Social Responsibilities of Business, Pearson Education, 2010.

Reference Books and Supplementary Materials:

1. Sharma J. P. Corporate Governance, Business Ethics & CSR. Ane Books Pvt. Ltd.
2. Mallin, C. A. Corporate Governance. Oxford University Press (Indian Edition).

BIAF3050: ADVANCED FINANCIAL MANAGEMENT

Course Description: Finance is the backbone of any business organisation. Financial management includes planning of financial resources, designing an optimum capital structure and effective utilization of financial resources through the analysis of cost of capital and capital budgeting tool. Financial management concerns the procurement, allocation and control of financial resources of a firm. This course provides students with the opportunity to study various concepts, theories and techniques of financial management and to explore their application through case studies and problem solving.

Course Outcomes:

On completion of this course, the students will be able to:

1. Develop an understanding of the conceptual framework of financial management.
2. Understand & evaluate various short- & long-term sources of finance.
3. Learn and apply various measures and applications of working capital management and inventory management.
4. Describe the various models of business valuations and investment appraisal.
5. Develops an Understanding of the concept of financial risk management.

Course Contents:

Units	Number of Lectures
<p>Unit I: Role of finance function and financial management environment: Financial objective of a business organisation – shareholder value maximisation v/s profit maximisation, growth in earning per share, total shareholder return – possible conflict between stakeholder objectives and balancing them– linkage of financial objective with corporate strategy – financial & other objectives of a not-for-profit organisation. Macroeconomic environment of the business – role & impact of fiscal & monetary policies, interest rate & exchange rate policies – competition policies – nature & role of financial markets such as capital market, money market, currency market – products in capital markets & money markets such as derivatives.</p>	8
<p>Unit II: Business finance, Capital Structure and Cost of Capital: Understand & evaluate various short & long term sources of finance such as equity and debt – methods of raising equity such as rights issue, initial public offer (IPO) – sources of Islamic financing such as Murabaha, Musharaka, Mudaraba, Sukuk, Ijara – sources of fiancé for SME sector including venture capital, crowd funding and angel financing. Estimating cost of equity using dividend growth model (DGM), Capital Asset pricing Model (CAPM), concept of systematic & unsystematic risk – estimating cost of debt (irredeemable & redeemable), convertible debt – estimating Weighted Average Cost of Capital (WACC) using book value and market value</p>	8

weightages – capital structure theories including traditional view and Modigliani-Millar view (without & with tax) – pecking order theory.	
Unit III: Working capital management: Elements and composition of working capital – objective of working capital management through balancing of profitability v/s liquidity – cash operating cycle, factors influencing it and computation thereof – management of inventory through EOQ, inventory levels, availing bulk discounts, early payment discounts and Just-In-Time (JIT) techniques – management of receivables through credit policy, early settlement discounts, extending credit period, factoring & invoice discounting – managing accounts payables through bulk discounts, early payment discounts – managing cash using Baumol’s model and Millar-Orr model – working capital financing strategies.	8
Unit IV: Business valuations and Investment Appraisal: Purpose of business valuation – various situations which demand business valuation – models for valuation of equity using dividend model, net asset method, cash flow approach, earning method (using PE ratio), earnings yield method – valuation of debt. Types of investment projects such as mutually exclusive projects & independent projects - Use of discounted cash flow (DCF) and non-DCF tools for investment appraisal – payback period & discounted payback – Return on Capital Employed (ROCE) – Net Present Value (NPV) and Internal rate of Return (IRR) – relative merits & demerits of these methods – project risk assessment through sensitivity analysis – lease v/s buy decision – replacement cycle decision – single period capital rationing – risk adjusted discount rates	8
Unit V: Financial risk management: Sources of & factors influencing Foreign currency risks – types of currency risks such as transaction risk, translation risk, & economic risks – causes of currency rate fluctuations including balance of payments, purchasing power parity (PPP), interest rate parity (IRP), Fischer equation – tools of managing currency risks such as internal tools (currency of invoice, netting, leading & lagging) and external tools (forwards, futures, options & swaps, money market hedging) – Causes of interest rate fluctuations - managing interest rate risks through internal tools (matching and smoothing, asset & liability management, forward rate agreements (FRA)	8

Text books:

1. Singh, J.K, (2013). Financial Management-Theory and Practice. Galgotias Publishing Company New Delhi.

Reference books and supplementary resources:

1. ACCA Study Material, F9 Kaplan Publishing
2. Singh, J.K, (2013). Financial Management-Theory and Practice. Galgotias Publishing Company New Delhi.
3. Srivastava, R. & and Mishra, A. K., Financial Management. Oxford Publishing House, 2/e.

4. Pandey, I. M. Financial Management, Vikas Publication, 10/e.
5. Chandra, P. Financial Management, TMH.
6. Van Horne. Financial Management. Prentice Hall of India.

BIAF3028: FINANCIAL MARKETS AND INSTITUTIONS

Course Description: This course provides a deep understanding of various financial institutions and markets in India that exist in an economic system. Students will be able to know about the functioning of Indian financial system and develop a sound understanding of various concepts, tools and techniques related to financial institutions and markets. The students will be conversant with the latest trends and happenings in the context of not only Indian but globalized financial markets also. The course further deals with the day to day changes in the financial markets and provides students with insights about the structure, working and organization of the Indian financial institutions.

Course Outcomes:

On completion of this course, the students will be able to:

1. Understand the role and functioning of financial institutions and markets.
2. Articulate the structure and impact of regulatory considerations on Indian financial institutions.
3. Understand and apply various tools and techniques to manage financial institutions.
4. Demonstrate knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.
5. Differentiate and understand concept of Merchant Banking and to evaluate investment performance and portfolio revision techniques.

Course Contents:

Units	Number of Lectures
Unit I: Introduction to Financial markets Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system, Money and capital markets Money market- meaning, constituents, functions of money market; Money market instruments- call money; treasury bills certificates of deposits, commercial bills trade bills etc; Recent trends in Indian money market, Capital market-Primary and secondary markets; Government securities market; Role of SEBI-an overview.	8
Unit II: Reserve Bank of India & Commercial Banks Organization, management and functions; Credit creation and credit control; Monetary Policy. Meaning, functions, managements and investment policies of commercial banks; present structure; e banking and e trading; emerging trends in commercial banks.	8
Unit III: All India and State Level Financial Institutions Concept, Objectives and functions of financial institutions; Operational and promotional activities of financial institutions; IFCI, ICICI, IDBI, IRBI, SIDBI. Objectives, functions and role of state level financial institutions, Role of state level financial institutions in industrial finance.MFIs- Meaning, Need, Functions, Channels, Products & Services, Current Scenario of Micro Finance	8

Institutions in India. Determinants of interest rate structure; Differential interest rate; Recent changes in interest rate structure.	
Unit IV: Insurance Sector, and Non-Banking Financial institutions Insurance- concept, organization structure, functions and types. Insurance Regulatory and Development Authority-role and functions. Role and importance of non-banking financial institutions; Sources of finance; Functions of non-banking financial institutions; Challenges faced by non-banking financial institutions in India.	7
Unit V: Mutual Funds and Merchant Banking The concept of mutual funds – organization and regulation of mutual funds (with special reference to SEBI guidelines), Mutual Fund Schemes, Mutual Fund Valuation (NAV), Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India- an overview; Performance evaluation of mutual funds. Merchant banking - Functions and growth of Merchant Banking, Merchant banking and Investment banking, Merchant banking in India, SEBI guidelines for merchant banking of India.	6

Text books:

1. Pathak, B. V. (2011). The Indian Financial System: Markets, Institutions and Services. Pearson Publication, New Delhi, 3/e.

Reference Books and Supplementary Resources:

1. Avdhani, V. A. (2011). Investment and Securities Markets in India. Himalaya Publishing House, New Delhi, 9/e.
2. Gomez, C. (2013). Financial Markets, Institutions and Financial Services. Prentice Hall of India, Delhi.
3. Bhole, L.M. & Mahakud, J. (2009). Financial Institutions and Markets. Tata McGraw-Hill Education, New Delhi, 5/e.
4. Mishkin, F. S., Eakins, S. G. (2009). Financial Markets and Institutions. Pearson Education, New Delhi.
5. Saunders (2007). Management of Financial Markets and Institutions. Tata McGraw Hill, New Delhi, 3/e.
6. Vij, M. & Dhawan, S. (2011), Merchant Banking and Financial Services. Tata McGraw Hill, New Delhi.
7. Khan, M.Y. (2013). Indian Financial System. McGraw Hill Education (India) Private Limited, New Delhi, 8/e.
8. Varshney, P. N. & Mittal, D. K. (2000). Indian Financial System. Sultan Chand & Sons, New Delhi.
9. Maciraju, H. R. (2009). Indian Financial System, Vikas Publishing House Pvt. Ltd., New Delhi, 3/e.
10. Pandian, P. (2010). Financial Services and Markets. Vikas Publishing House Pvt. Ltd., New Delhi.

BIAF3029: GOODS & SERVICE TAX LAW AND PRACTICE

Course Description: This course is designed to give an orientation to the learners towards the newly introduced Goods and Services Tax System and related intricacies

Course Outcomes:

On completion of this course, the students will be able to:

1. Differentiate GST from pre-existing indirect tax structure in India and analyze the advantages and disadvantages of both the structures.
2. Demonstrate the procedure to find the time, place and value of supply of goods and services under GST regime.
3. Discuss the working of IGST model for inter-state supplies under GST regime.
4. Evaluate the administrative structure and the process of registration under GST.
5. Describe the basic concepts of custom law and different types of custom duties.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Indirect Taxes and Structure in India; Tax Reforms in India: GST- Relevance of GST; Principle of Equity; Common Economic Market-Post GST; Proposed GST Model for India; GST Coverage; Taxes to be subsumed post GST.	6
Unit II: Tax Mechanism and Valuation Tax Mechanism- Levy and Chargeability, rate Structure, threshold limit; Valuation of Goods and Service; Captive Consumption- CAS 4 Certification; Valuation of Stock Transfer	8
Unit III: IGST Model Taxation for Inter-State sales and supplies, requirement for IGST Model; Working of IGST Model; Pre & Post GST Comparison; Advantage of IGST Model for Tax payers and Tax administrator.	8
Unit IV: Tax Procedures and Impact GST network, registration process, payment process; GST return mechanism; GST refund mechanism; Transitional issues in GST; Impact of GST on retail Sector, e-commerce, real estate, transport and telecommunication sector	10
Unit V: Other Legislations Customs Laws- basic concepts of customs law, territorial waters, high seas; Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty; Valuation; Customs Procedures; Other Legislations in addition to Central Goods and Services Tax Law.	8

Text Books:

1. Bansal K.M.(2019), GST & Customs Law, Taxmann Publications Pvt. Ltd
2. Ahuja Girish (2019), Goods & Service Tax, Taxmann Publications Pvt. Ltd.

Reference Books and Supplementary Resources:

1. Singhanian V.K., (2019). Students' Guide To Income Tax Including GST, Taxmann Publications Pvt. Ltd., Delhi.

BAIF3051: SECURITY ANALYSIS AND TRADING OPERATIONS

Course Description: To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and Portfolio management practices in India. This course also familiarizes the students with the fundamental and technical analysis of the diverse investment avenues. The course further emphasizes the regulatory framework provided by SEBI to promote investor protection and transparency in the securities market.

Course Outcomes:

On completion of this course, the students will be able to:

1. Compare the various investment alternatives, and analyze the nature of risk and return associated with them.
2. Analyze and apply the different models of valuation of various securities.
3. Create and interpret the different technical charts for decision making.
4. Explain the structure of Indian Securities Market, its trading mechanisms and other related components.
5. Develop an understanding of the role of SEBI in regulating the securities market.

Course Contents:

Units	Number of Lectures
Unit I: Nature and Scope of Security Analysis Investment Versus speculation, investment process, investment attributes, Risk and Return: Security risk, types and measurement of security risk: systematic risk and unsystematic risk, beta coefficient of security and its application.	6
Unit II: Return and Valuation of Securities Approaches to valuation: Fundamental, Technical and Efficient market hypothesis. E-I-C framework, valuation models of bonds and equity shares. Introduction to Financial Derivatives: Futures and Options.	8
Unit III: Technical Analysis and Efficient Market Hypothesis Introduction to Technical analysis, fundamental approach, and EMH; Theories and tools of Technical analysis: Dow theory, point and figures, bar and line charts, moving average and other modern tools, limitations of technical analysis, meaning and form of EMH, test of stock market efficiency.	8
Unit IV: Trading Operations Indian Securities Market: An overview, Security market participants, Trading mechanism in stock market: Different types of orders, screen based trading and internet based trading, settlement procedure, types of brokers, listing of securities;	10

Security market indicators- BSE Sensex and NSE Nifty and other security indices.	
Unit V: Regulatory Framework Securities and Exchange Board of India (SEBI) guidelines and other regulations relating to investor protection, trading, procedure of trading, role of depositories and custodial services.	8

Text Books:

1. Donald E. Fisher & Ronald J. Jordan, Security Analysis and portfolio Management, Pearson (latest edition).
2. Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill (latest edition).

Reference Books and Supplementary Resources:

1. Pandian, P., "Security Analysis and Portfolio Management", Vikas Publishing House Pvt. Ltd.
2. Singh, Y.P, Fundamental of Investment Management, Galgotias Publication Pvt. Ltd.
3. Dalton, J. M., "How the Stock Market Work", Prentice Hall, New Delhi.
4. Gupta, L.C., "Stock Exchange Trade in India", Society for Capital Market Research and Development, Delhi.
5. Machi Raju, H.R., "Merchant Banking", Wiley Eastern Ltd.; New Delhi.
6. Donel E. F. , Ronald I. J., "Security Analysis and Portfolio Management", Prentice Hall, New Delhi.
7. Avadhani, V. A., "Investment and Securities Market in India", Himalaya Publishing House.
8. Agarwal, S., "A Guide to Indian Capital Market", Bharat Publishers.
9. Puliani, R. & Puliani, M., "Manual of SEBI", Bharat Publication.

BIAF3056: INTERNATIONAL BUSINESS MANAGEMENT

Course Description: We live in a globalized world. In today's world every business organization is either an international business organization or it aims to be one. This course is designed to introduce to the students with the concepts and theoretical background of international business. It covers the important international trade organizations and regional economic groupings. The course also focuses on the environment faced by and important decisions taken by an MNC.

Course Outcomes:

On completion of this course, the students will be able to:

1. Explain the international business and modes to expand business in host countries.
2. State international business environment and their implication in business decision making.
3. Define the theories of international trade and international organization objective.
4. Explain regional economic cooperation and their benefit to member countries.
5. Identify the ways for promotion of foreign trade.

Course Contents:

Units	Number of Lectures
Unit I: Introduction to International Business International business, Modes of doing international business, complexities of international business, Impact of globalisation on international business, International business Vs. domestic business, Stages in the life of an MNC.	8
Unit II: International Business Environment International Business and its Environment: Geographic, Economic, Political, Demographic, Socio-Cultural and Legal Environment.	8
Unit III: International Trade & International Organizations Theories of international trade – an overview, Commercial policy instruments - tariff and non-tariff measures, Balance of payment account and its components, Objectives, structure and functioning of WTO, UNCTAD, World Bank and IMF.	8
Unit IV: Regional Economic Co-operation & Business Decisions Various forms of regional economic cooperation, Integration Efforts among countries in Europe, North America and Asia, International marketing, finance, production, and human resource decisions.	8
Unit V: Promotion of Foreign Trade Foreign trade promotion measures and organizations in India, Special economic zones (SEZs) and 100% export oriented units (EOUs), Measures for promoting foreign investments into and from India, Financing of foreign trade and payment terms.	8

Text Books:

1. Cherunilam, F. International Business: Text and Cases, Prentice Hall of India.

Reference Books and Supplementary Resources:

1. Hill, C. W.L. & Jain, A. K. International Business. New Delhi: Tata McGraw-Hill.
2. Daniels, J. D., Radebaugh, L. H. and Sullivan, S. P. International Business, Pearson Education Pvt. Ltd.
3. Justin, Paul. International Business. Prentice Hall of India Ltd.
4. Czinkota, M. R., Ronkainen, I. A. & Moffett, M. H. International Business. The Dryden Press.

ELECTIVES

BAIF3054: INVESTMENT BANKING

Course Description: This course focuses on different facets of investment banking e.g. structure, products, risks, earnings, regulations, innovations, competition structures, management and practices of investment banking (IB). It encompasses the business activities of mergers and acquisitions, financing and investment; and the creation of value through advisory services

Course Outcomes:

On completion of this course, the students will be able to:

1. Learn the conceptual framework of investment banking.
2. Develop the ability to comprehend structures, products, risks, earnings, regulations, innovations, competition, management and practices of investment banking.
3. Contrast the investment banking function with the traditional commercial banking function.
4. Conduct an analysis of debt & capital market and valuation of mergers & acquisitions of the businesses.
5. Prepare an efficient and effective wealth management system in the organization.

Course Contents:

Units	Number of Lectures
Unit I: Basics of Investment Banking Evolution of investment banking, the structure of investment banks, competitive challenges of investment banks, role of the financial advisory business. understanding client needs, determining the optimal capital structure of the client, assessing financial needs and value-adding gaps/opportunities, investment banking product and solutions.	7
Unit II: The Equity Business Equity-business value chain and role of investment bank, private equity and the private equity firms, role of private equity firms—their evolution, structure, participants and investment objectives and challenges, private equity exit strategies, IPO's and follow-on issues, role of investment bankers in public issues.	10
Unit III: Debt Financing Various structures of debt financings/investments, investment banker's perspective on the fixed-income business, fee income, secondary trading and business synergies, types of debt placement and distribution, hybrid securities—equity warrants and convertibles, perspective of the issuer, investor and investment bank, role of the credit rating agencies, high-yield debt, LBO financing model, leveraged recapitalization.	11
Unit IV: The Business of Mergers and Acquisitions Theory and practice of M&A, types of deals - private-equity driven deals & strategic investment driven deals, role of the investment banker, valuation, pricing, and fee structure of M&A deals, financing M&A deals—cash, stock,	8

bank financing, the debt capital markets, M&A as a real option strategy, creating value through corporate restructurings, Spin offs—preparing for a divestiture.	
Unit V: The Wealth Management Business Wealth management business, asset management business, product set of wealth management, role of the financial advisor—client expectations and the trust building process.	4

Text Books:

1. Khalife D., Former J.P -‘Investment Banking Careers’: Kindle Edition, version 2.0
2. Michel F. –‘Investment Banking Explained’: An Insider's Guide to the Industry McGraw-New Delhi.

Reference Books and Supplementary Resources:

1. Stowell, David P., Investment Banks, Hedge Funds and Private Equity, Academic Press, 2013.
2. Castillo, Jerilyn J and McAniff, Peter J., Practitioner’s Guide to Investment Banking, Circinus Business Press, 2006.
3. Monica Langley, Tearing Down the Walls, A Wall Street Journal Book, Free Press, 2004.
4. Jonathan A. Knee, The Accidental Investment Banker: Inside the Decade That Transformed Wall Street, Oxford University Press, Inc., New York, 2007.
5. Tom Lott, Vault Career Guide to Investment Banking Paperback, Vault.com, Inc., 2007.

BAIF3055: STRATEGIC FINANCIAL MANAGEMENT

Course Description: This course is a mix of Strategic Management and Financial Management. It acquaints students with synergy between financial policy & corporate strategy. It covers concepts, theories and techniques of Strategic Financial Management and provides students with the opportunity to explore application of concepts of finance through case studies and problem solving.

Course Outcomes:

On completion of the course, the students would be able to:

1. Explain synergy between financial policy & corporate strategy.
2. Calculate the incremental cash flows and comprehend how they are affected by depreciation and inflation.
3. Explain the techniques of complex investment decisions & risk analysis related to investment decisions.
4. Elaborate on the area of behavioural finance and comprehend Financial Market Anomalies.
5. Evaluate mergers and acquisition and understand their implications.

Course Contents:

Units	Number of Lectures
Unit I: Financial Policy & Corporate Strategy Strategic Financial Decision-Making Framework, Strategy at Different Hierarchy Levels, Financial Planning, Interface of Financial Policy & Strategic Management, Balancing Financial Goals with Sustainability Goals.	4
Unit II: Determining Cash Flow for Investment Analysis Cash Flow vs Profit, Incremental Cash Flows, Calculation of Depreciation for Tax Purposes, Additional Aspects of Incremental Cash Flow Analysis, Investment Decisions under Inflation, Financing Effects in Investment Decisions.	10
Unit III: Complex Investment Decisions and Risk Analysis Introduction, Investment Decision for Projects with Different Lives, Investment Timing and Duration, Replacement of an Existing Asset, Investment Decision under Capital Rationing, Application of Real Options in capital budgeting. Techniques of Risk Analysis: Sensitivity Analysis, Scenario Analysis, Risk Adjusted Discount rate, Certainty Equivalent approach, Decision Tree and Probability Distribution Approach.	12
Unit IV: Behavioural Finance Behaviour and Decision Making, Evolution of Behavioural Finance, Financial Market Anomalies, Theories of Behavioural Finance, Market Bubbles, Forensic Accounting, Behavioural Corporate Finance, Nero-finance, Investing Styles and Behavioural Finance.	6
Unit V: Mergers, Acquisitions & Restructuring Merger and Acquisition- Meaning, Reasons & Rationales, Gains from Mergers or Synergy, Target Valuation for Mergers & Acquisitions, Merger Failures &	8

Potential Adverse Competitive Effects. Corporate Restructuring, Financial Restructuring, Corporate Takeovers-Motivations, Forms of Takeovers, Co-Cross-border Takeovers & Takeover Defences.	
--	--

Text Books:

1. Hill, R. A., "Strategic Financial Management", Finance & Ventus Publishing.
2. M.M. Sulphey, Behavioural Finance, PHI.

Reference Books and Supplementary Resources:

1. Pandey, I. M., "Financial Management", Vikas Publication, 10th edition.
2. Srivastava, R. & Mishra, A., "Financial Management", Oxford Publishing House.
3. Chandra, P., "Financial Management", TMH, 8th edition.
4. Horne, J.C.V., Jr. Horne, V. & Wachowicz, "Financial Management", Prentice Hall.
5. Khan and Jain, "Financial Management", TMH.

BIAF 3036: PROJECT APPRAISAL AND FINANCE

Course Description: Capital budgeting for expansion, replacement and green field projects is one of the ongoing activities of the corporate sector. This process starts with project planning and culminates with the review of the projects it's has undertaken. There are various issues that govern the investment criteria and a feasibility report is developed for project appraisal towards an informed decision on the proposed capital investment.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Describe main theoretical and practical issues involved in the appraisal, assessment and financing of investment projects.
2. Apply Ideas, Generation and Screening of the Project.
3. Analyze Market Demand Based on Various Aspects.
4. Apply Technical and Financial Parameters in Appraising Financial Projects.
5. Analyze Various Risk Associated with Financial Projects.

Course Contents:

Units	Number of Lectures
Unit I: An Overview Capital Investments: Importance & Difficulties, Types of Capital Investments, Phases of capital budgeting, Facets of project Analysis, Objectives of Capital Budgeting.	6
Unit II: Generation and Screening of Project Ideas Generation of Ideas, Monitoring of Environment, Corporate Appraisal.	6
Unit III: Market & Demand Analysis Collection of Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting.	8
Unit IV: Technical and Financial Analysis Product mix, Plant Capacity, Materials and Utilities, Project charts and layouts Location and site, Infrastructure costs, Environmental aspects, Project Implementation Considering alternatives, Financial Estimates & projections Capital cost, Estimates of Sales and Production and Working capital requirements.	12
Unit V: Project Risk Analysis Measures and perspectives on risk, Sensitivity and scenario analysis, decision tree analysis, Managing risks, project selection under risk.	8

Text Books:

1. Prasanna Chandra: Projects – Planning, analysis, financing, implementation and review (Tata- McGraw Hill)

Reference Books and Supplementary Resources:

1. Bhavesh Patel, Project Management, Financial evaluation with Strategic planning Networking and Control, Vikas Publishing house Pvt. Ltd.
2. Clifford Grey, Project Management, Richard.R.Irwin
3. H.R.Machiraju, Introduction to Project Finance, Vikas Publishing house Pvt. Ltd.
4. R.Panneerselvam& P. Senthikumar, Project Management , PHI Learning Pvt. Ltd.

BIAF3037: INTERNATIONAL FINANCIAL MANAGEMENT

Course Description: The objective of the course is to develop awareness among students regarding the concept, importance and dynamics of international finance and to discuss theoretical foundations of international business and finance.

Course Outcomes:

On completion of this course, the students will be able to:

1. Analyze the multinational financial and international flow of fund and scope of International Finance.
2. Understand the working of forex exchange market.
3. Evaluate the financial management of Multinational firms.
4. Learn the various functional area of a multinational corporation including country risk analysis.
5. Discuss the Swaps, options and depository receipts as risk management tools.

Course Contents:

Units	Number of Lectures
Unit I: Introduction Nature and Scope of International Finance, International Business activities and methods, International Financial Management Vs Domestic Financial Management, Issues in functioning of Multinational Corporations, Balance of Payment, Debit and Credits.	5
Unit II: Exchange Rate Determination and Management of Foreign Exchange Exposure Functions of Foreign Exchange market, Bid Price, Ask price, spread, cross rates, spot rates and reciprocal rates in Foreign Exchange market. Theories of Foreign Exchange rate – Purchasing power parity, Interest rate parity, International fisher effect, Foreign exchange risk – Transaction exposure, Translation exposure, Economics exposure and their management.	10
Unit III: Financial Management of Multinational Firm Foreign Direct Investment (FDI), Factors affecting FDI, cost of capital. Multinational capital Budgeting – application and interpretation, multinational cash management.	10
Unit IV: Country Risk Analysis Nature of Country risk, objectives of Country risk rating, techniques to assess of country risk, economic risk indicators, raters of country risk, Management of Country Risk.	10
Unit V: Managing Foreign Operations Derivatives, Swaps – Interest rate and currency swaps, foreign currency options and futures, Depository receipts – ADR and GDR and Eurocurrency markets.	5

Text books:

1. Apte, P.G, International Financial Management, Tata McGraw Hill, New Delhi

Reference books and supplementary resources:

1. Vij, Madhu, International Financial Management, Excel Book, New Delhi.
2. Machiraju, H.R , International Financial Management, Himalayan Publishing House, New Delhi.
3. Siddaiah, T., International Financial Management, Pearson Education.
4. Shapiro, Allen C., Multinational Financial Management, J. Wiley& Sons.

BAIF3042: PRINCIPLES OF BANKING

Course Description: The course aims at enabling the students to develop an in-depth understanding of the banking system in India besides understanding the present problems associated with the system. The emerging areas of operations in the banks along with the regulatory framework within which banks operate would also be understood.

Course Outcomes:

On completion of this course, the students will be able to:

1. Describe the functioning of banking industry in India.
2. Explain the structure and functioning of Indian financial system.
3. State the formalities to be complied for raising finance from banks.
4. Discuss the regulatory framework of banks.
5. Identify the functioning and emerging opportunities in the area of banking.

Course Content:

Units	Number of Lectures
Unit I: Introduction to Banking System Concept of Banking & Bank, Emergence and Development of Banking System, Function of Banks, Importance of banks in the economy, Non-Performing Assets – concept, classification and their management. Ethics and Corporate Governance in Banks.	8
Unit II: Structure of Indian Banking System Structure, History, Organization, objectives, functions and working, Nationalized Banks, Co-operative Banks, RRB'S, Private Sector Banks, Schedule Vs Nonscheduled Banks; Priority Sector Lending.	9
Unit III: Procedural aspects of Banking Preparation of voucher, Cash Receipt and Payment Entries, Clearing Inward and outward entries, transfer debit and credit entries, KYC – Concept and documentation, scrutiny of loan application/ documents, operation aspect of Core banking solution environment, Risk Management in Bank -Credit Risk, Liquidity Risk, Market Risk, Operational Risk	6
Unit IV: Regulatory Framework of Banks Amalgamation of Banking Companies, Special Provision related to Money Laundering under FEMA Act -1999, Debts Recovery Tribunal- Authorities, Procedure and power, SARFAESI, Special Provision of RERA Act, IT Act related to cyber security in digital transaction. Insolvency and Bankruptcy Code – 2016, Banking Ombudsman.	9
Unit V Emerging Issues in Banking Sector Digital Banking-ATMs, Mobile Banking, Internet Banking, Shadow Banking, Bank Correspondents, Payment Bank, Collection Bank, Various New Government Schemes (PMJDY, MUDRA, PMAY and Sukanya Samridhi Yojana), Banking and Sustainability, Micro Banking, Inclusive Banking	8

Text books:

1. Hajela, T.N., Money and Banking- Theory with Indian Banking, Ane Books Pvt. Ltd.,New Delhi

Reference books and supplementary resources:

1. Desai, B., Fundamentals of the Indian Financial System, HPH.
2. Verma, A., Indian Monetary System and Banking Reforms, Unistar Books.
3. Principles and Practices of Banking, Indian Institute of Banking and Finance.

BAIF3043: INSURANCE MANAGEMENT

Course Description: The course discusses the risks that are faced by an individual and/or a firm and the various methods for managing that risk. It aims at familiarizing the students with the concept of insurance, risk and their management, various insurance policies and their structure as well as the legal dimensions involved.

Course Outcomes:

On completion of this course, the students will be able to:

1. Explain the basic knowledge of the principles of risk and insurance and the methods of risk management.
2. Apply basic principles of insurance buying, and develop insurance and financial estate planning program.
3. Comprehend the multinational and international insurance environment in the business.
4. Develop the ability to understand the legal framework of insurance.
5. Analyze claims and liabilities associated with Insurance contracts

Course Contents:

Units	Number of Lectures
Unit I: Conceptual Framework Risk, Peril and hazard, classification and burden of risk, Insurance as a device to hedge risk, elements of insurable risk, development life, functions of insurer, government as insurer and a regulator, structure of Indian insurance industry.	6
Unit II: Principles and Practices of General Insurance Meaning, Functions and Scope of Fire, Engineering, Accident, Marine and Aviation Insurance, Fire Insurance – Types of Policies – Floating Policies and Declaration Policies, Miscellaneous (Accident) Insurance: Fidelity Guarantees and Bonds – Burglary Insurance – Money-in-transit Insurance, Banker’s Indemnity Insurance and other important insurance covers, Aviation insurance- special features, types of cover, marine insurance including inland rail/road transit insurance.	10
Unit III: Life and Health Insurance Life Insurance and annuities broad classification of life insurances, special purpose policies; family income, family maintenance, family policy, joint life Policies, classes of life insurance, Health Insurance: medical insurance, types of health insurance coverage, types of losses covered, health insurance contract, buying a health insurance policy.	8
Unit IV: Legal Framework of Insurance Insurance and Law of Contracts, characteristics of an Insurance Contract, Interpretation of the Contract, Doctrine of informal Warranties and beneficent interpretation, Exclusion of Coverage.	8
Unit V: Organization and Administration of Insurance Management Organization: Departmentalization, marketing, Claims, and loss control, underwriting and pricing of insurance, retention and re-	8

insurance; Financial Structure, reserves of property and liabilities of insurer, earned surplus and profitability, Insurer's Investments, Financial reporting.	
--	--

Text Books:

1. Dorfman Marks S., "Introduction to Risk Management and Insurance", 5th Edition, Prentice Hall Inc, Englewood Cliffs N.J.

Reference Books and Supplementary Resources:

1. W.A.Dinsdale, "Elements of Insurance", Pitaman.
2. Nicholas Legh – Jones, John Birds and David Owen, "MacGillivray on Insurance Law", Sweet & Maxwell, London.
3. Denis Riley, "Consequential Loss Insurance and Claims", London: Sweet & Maxwell.

BAIF3044: ADVERTISING AND SALES MANAGEMENT

Course Description: The course aims at enabling the students to develop an in-depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management

Course Outcomes:

On completion of this course, the students will be able to:

1. Describe the nature and importance of advertising and types of media used for advertising.
2. Formulate advertising strategies
3. Appreciate the social and regulatory aspects of advertising.
4. Demonstrate an understanding of the Personal Selling process
5. Develop an understanding of the dynamics related to sales force management

Course Content:

Units	Number of Lectures
Unit I: Advertising and Media Introduction Nature and Importance of Advertising; Advertising and the economy; Advertising and publicity; Determining target audience; Advertising budget decisions. Types of media and their merits and limitations; Advertising through the internet; Media selection; Media scheduling.	8
Unit II: Advertising Copy and Agency Decisions Determining advertising message; Developing advertising copy – Headline main copy, logo, illustration, appeal, layout, creativity in advertising. In-house vs. advertising agency arrangements; Managing advertising agency relations; Evaluation of advertisement and campaign effectiveness – Before - and – after advertising tests and techniques. AIDA model.	9
Unit III: Advertising in India Social and regulatory aspects of advertising. Recent developments and issues in advertising, ASCI.	6
Unit IV: Personal Selling Nature and importance of selling; Types of selling; Personal selling, salesmanship and sales management; Process of effective selling; Strategic Sales management. Sales Planning: Setting personal selling objective; Market analysis and sales forecasting; Sales budget; Sales territory; Sales quota.	9
Unit V: Sales Force Management Recruitment and selection; training and development; motivating, supervising and compensating sales personnel; Controlling the sales effort; Evaluation of sales personnel; Sales and cost analysis. Ethical and legal aspects of selling.	8

Text books:

1. Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India, New Delhi.

Reference books and supplementary resources:

1. Belch. George and Michael Belch, Advertising and Promotion : An Integrated Marketing Communications Perspective 6th Ed., McGraw Hill, 2004.
2. Mandell, Maurice, Advertising , Prentice- Hall of India, New Delhi.
3. Still, Richard R. Edward W. Cundiff and Norman A.P.Govoni, Sales Management : Decisions, Strategies and cases, Prentice Hall of India, New Delhi.
4. Anderson B. Robert, Professional Selling, Prentice-Hall Inc.
5. Spiro, Rosann, William J. Stanton and Greg Richo, Management of a Sales Force, McGraw Hill/Irwin, 2007.
6. Pederson Carlton A/, Miburn D. Wright, Barton A, Weitz, Selling Principles and Methods, Richard D. Irwin, Illinois..

BAIF3053: INTERNATIONAL MARKETING

Course Description: This course enables the students to explore all aspects of marketing from a global perspective. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning.

Course Outcomes:

On the successful completion of the course, the student would be able to:

1. Examine the cultural, political, and legal environments influencing international trade.
2. Analyze the different international market entry strategies.
3. Evaluate the impact of global and regional influences on products and services for consumers and businesses.
4. Differentiate between negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).
5. Develop an effective international marketing plan for use in a foreign market.

Course Content:

Units	Number of Lectures
Unit I: International Marketing & Environment: Nature and scope; International Market orientation and involvement; International marketing management process – an overview; International marketing information system & Framework for analysing international marketing environment; Geographic, demographic, economic, socio-cultural, political and legal environment and their impact on international marketing decisions; Global trading environment and developments.	8
Unit II: International Market Segmentation International Market Segmentation, Selection and Positioning; International Market Entry Mode Decisions	8
Unit III: International Product Policy & Pricing Method Planning and development of products for foreign markets; Product standardisation vs. adaptation; International trade product life cycle and implications & Pricing in International Markets: Pricing objectives; Determination of International Price; Delivery terms and price quotations; International pricing policies, Strategies; Transfer pricing; Pricing in the context of counter trade.	8
Unit IV: International Distribution Distribution Channels and intermediaries for international markets; Selection, motivation and control of foreign middlemen; Global logistics issues and planning.	8
Unit V: International Promotion	8

Complexities and issues in international promotion; Promotion tool for international markets; Developing the promotion campaign for foreign markets; Role of image	
--	--

Text books:

1. Cateora, Phillip R., and John L. Grahm, International Marketing, 14th ed., McGrawHill, 2009.

Reference books and supplementary resources:

1. Terpstra, Vern and Ravi Sarathy, International marketing, 8th ed., Harcourt Asia PTE Ltd., Singapore, 2000.
2. Onkvist, S., and J.J. Shaw, International Marketing, :Analysis and Strategy, PrenticeHall of India Private Ltd., 1999
3. Keegan, Warran J. and mark C. Green, Global Marketing, 5th Pearson Education, 2008.
4. Czinkota, Michael R. and illka A. Ronkainon, International marketing, 8th Edition, Cengage Learning, 2006.