



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE

**(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur)**

**BOARD OF STUDIES IN COMMERCE AND
MANAGEMENT**

BBA

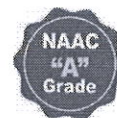
**CURRICULUM FRAMEWORK FOR THREE / FOUR YEARS
GRADUATE PROGRAM IN "FINANCIAL MANAGEMENT"**

(As per NEP 2020)

(Effective from Academic Year 2024-25)

(As Approved by the Board of Studies on 16/01/2025)

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FINANCIAL MANAGEMENT

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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SEMESTER I

BBA - Financial Management (Semester I)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr · No	Subject / Course Name	Cours e Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Business Organization & Management	Major	BBAF101	3	-	3	60	24	-	-	40	16	100	40	3
2	Business Communication and Basic IT Applications	Major	BBAF102	3	-	3	60	24	-	-	40	16	100	40	3
3	Introduction to Retail Operations / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	OE	BBAF103	2	-	2	60	24	-	-	40	16	100	40	2
4	Foundations of Financial Accounting / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	OE	BBAF104	2	-	2	60	24	-	-	40	16	100	40	2
5	Computer Application for Business / OJT / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VSC	BBAF105	1	2	3	60	30	40	20	-	-	100	50	2
6	Startup Support Executive	SEC	BBAF106 A	1	2	3	40	20	40	20	20	10	100	50	2
	Instore Merchandising and Cashiering Operations		BBAF106 B												
7	Team Work	AEC	BBAF107	2	-	2	60	24	-	-	40	16	100	40	2
8	Environmental Studies / Any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VEC	BBAF108	2	-	2	60	24	-	-	40	16	100	40	2
9	Ancient Trade and Principles of Chanakya's Management	IKS	BBAF109	2	-	2	60	24	-	-	40	16	100	40	2
10	NCC / NSS / Sports / Cultural / LLL	CC	BBAF110	-	4	4	-	-	-	-	100	50	100	50	2
		Total		18	8	26	520	218	80	400	400	172	1000	430	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF101)
Semester I (Major - Business Organizations and Management)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

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Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF101
Course Name	Business Organizations and Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understand the basic meaning of Management • Aware about basic word used in Management
Course Outcomes: <i>The students will be able to:</i>	
CO 1	C omprehends the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
CO 2	A pply theories and principles of management work place to achieve the desired objectives at workplace.
CO 3	I dentify and differentiate key legal documents and company classifications.
CO 4	E valuate the advantages, limitations, and suitability of various business organizations including sole proprietorship, partnership, LLP, HUF, and cooperative societies in different business scenarios.
CO 5	A nalyse and interpret management processes such as planning, organizing, delegation, coordination, and control to recommend effective managerial decisions.
CO 6	I ntegrate concepts of business organization and management to design effective business strategies and propose solutions for real-world organizational challenges.
Syllabus:	Contents 9 Hours Per Unit
Unit I	Introduction and Forms Of Business Organization Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship– Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership–Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family – Meaning, Advantages and Disadvantages of Co-Operative Organization.
Unit II	Joint Stock Company Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
Unit III	Introduction To Functions of Management: Management-Meaning-Characteristics-Functions of Management-Levels of Management – Skills of Management- Scientific Management - Meaning - Definition

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	- Objectives - Criticism – Fayol’s 14 Principles of Management.
Unit IV	Planning and Organising Advantages and Disadvantages–Approaches to Planning–Management by Objectives(MBO) Steps in MBO–Benefits–Weaknesses—Definition of Organizing–Organization–Process of Organizing Principles of Organization–Formal and Informal Organizations–Line, Staff Organizations–Line and Staff Conflicts–Functional Organization–Span of Management–Meaning -Determining Span–Factors influencing the Span of Supervision.
Unit V	Authority, Coordination and Control Meaning of Authority, Power, responsibility, and accountability–Delegation of Authority–Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control–Steps in Control–Types (post, current and pre-control)- Requirements for effective control.
Textbooks / Reference Books:	1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers 2. Business Organization & Management: Patrick Anthony, Himalaya Publishing House 3. Business Organization & Management: Dr. Manish Gupta, PBP. 4. Organization & Management: R. D. Agarwal, McGraw Hill. 5. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House 6. Business Organization & Management: C.R. Basu, Tata McGraw Hill Reference Books:

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10 × 5 OR 5 × 10 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 MCQs of 1 Marks OR 10 VSAQs of 1 Marks each based on all five units. (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF102)
Semester I (Major – Business Communication Skill & Basic IT Applications)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

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PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

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PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

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PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF102
Course Name	Business Communication Skill & Basic Office IT Applications
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	1. Basic grammar knowledge and vocabulary to comprehend instructions and compose simple messages. 2. Ability to start and shut down systems, use a mouse and keyboard, and navigate essential system menus. 3. Basic understanding of email operations such as sending and receiving messages.
Course Outcomes: <i>The students will be able to:</i>	
CO1	Apply business communication skills to achieve proficiency in communication with different stakeholders at workplace
CO2	Demonstrate effective workplace communication using verbal, non-verbal, written, and listening skills.
CO3	Effectively manage meetings, reports, presentations, and basic IT tools for professional communication.
CO4	Identify and analyze common communication barriers—physical, semantic, cultural, psychological—and apply appropriate strategies to overcome them in professional settings.
CO5	Prepare clear, structured, and professional business documents such as letters, emails, proposals, quotations, resumes, and complaint letters tailored to workplace requirements.
CO6	Integrate communication strategies and technology to handle real workplace scenarios, including negotiations, conflict resolution, and cross-cultural communication.
Syllabus:	Contents 9 Hours Per Unit
Unit I	Theory of Communication Definition and purpose of communication, methods of communication (verbal & non-verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical / Semantic / Language / Socio-Cultural / Psychological / Barriers,

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	Ways to overcome these Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter & WhatsApp), Advantages and Disadvantages
Unit II	Workplace Communication The need for business communication- the methods to practice Business communication skills at workplace. Channels- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills
Unit III	Business Correspondence Theory of Business Letter Writing - Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation
Unit IV	Meetings & Report Writing Meetings—Plan, Prepare, Organise, Conduct & Report.(Online & Physical meetings) Report writing -business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews / Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension
Unit V	Basic IT Applications for Office Management Introduction to Basic Computer Skills: Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operation Powering on / off, using the mouse and keyboard, navigating the desktop. Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Re formatting, paragraph formatting, page layout, working with tables and images, Saving, printing and sharing documents Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, working with rows, columns, and sheets saving, printing, and sharing spreadsheets
Textbooks/ Reference	Reference Books:

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Books:	• Bahl, J. C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing. • Balan, K.R. and Rayudu C.S.(1996) Effective Communication, Beacon New Delhi. • Shwom, B., & Snyder, L.G.(2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson • Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper • Business Communication, Raman-Prakash, Oxford • Business Communication, Krizan, Thomson, Understanding Human Communication, 9 / e, Adler R Oxford
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Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (5×10 OR $10 \times 5 = 50$ Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs of 1 Marks OR 10 VSAQs of 1 Marks each based on all five units. (10×1 OR $10 \times 1 = 10$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF103)
Semester I (OE - Introduction to Retail Operations)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

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PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

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Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

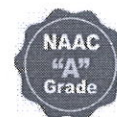
PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF103
Course Name	Introduction to Retail Operations
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination -Min passing Marks - 24) + 40 (Continuous Internal Examination - Min passing Marks - 16) = 100 Marks (Min passing Marks 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	1. Understanding of basic business concepts such as market, customer, competition, and value. 2. General awareness of retail formats such as supermarkets, departmental stores, specialty stores, e-commerce, etc. 3. Ability to perform basic calculations related to sales, discounts, margins, and inventory levels.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Comprehend various functions under store operations processes
CO 2	Explain the processes related to customer service at POS
CO 3	Identify the system & protocols followed to ensure store security
CO 4	Understand the fundamental structure of retail formats, store layouts, and merchandising basics that form the foundation of retail operations.
Syllabus:	Contents 10 Hours Per Unit
Unit I	Introduction to Retail Store Operations Evolution of Retail, Retail- Traditional and modern Retail in India -Traditional Retail Formats, Modern Retail Formats, Organogram of modern Retail Organization under all sub-sectors of detail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening- During the day-day end / closing, product categories: important product categories (food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods Store, unloading, material inward process, storage process, processes stock quality and quantity.
Unit II	Servicing at Cash Point/ POS (Point of Sale) Cash points / POS- Purpose of POS- Cash point POS setup Counterfeit payments - different types of credit and debit cards that are accepted in stores- Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments cash point security procedures- Process of resolving the problems that can occur in routine cash point operations and transactions - Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-

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	restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer.
Unit III	Maintaining Store Security The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.
Textbooks / Reference Books:	Reference Book: 1. Retail Trainee Associate by RASCI publication 2. Retail Cashier RASCI publication 3. Retail Management – Functional Principles & Practices 5th edition by Dr. Gibson Vedamani Published by Pearson 4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill. 5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6×5 OR $3 \times 10 = 30$ Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all five units. (15×2 OR $15 \times 2 = 30$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF104)
Semester I (OE-Foundations of Financial Accounting)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

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PROGRAM OUTCOMES (POs)

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PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

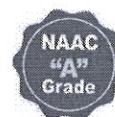
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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF104
Course Name	Foundations of Financial Accounting
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the meaning, scope, objectives, concepts, conventions, and branches of accounting and describe the role of accounting across business verticals.
CO 2	Apply accounting rules to record business transactions through journal entries, subsidiary books, ledger posting, and rectify errors.
CO 3	Prepare trial balance and final accounts of a sole proprietor including simple adjustment entries.
CO 4	Interpret basic accounting standards (AS 1, AS 9, and AS 10) and explain the application of IFRS, IAS-1, and IAS-2 in financial reporting.
CO5	Analyze how accounting principles support decision-making in different business sectors and evaluate the quality of financial statements.
Syllabus:	Contents
Unit I (8 Hours)	Book-Keeping and Accounting: Meaning, Definition & Scope of Accounting, Branches of Accounting; Objectives of Accounting, Accounting Principles: Introductions to Concepts and Conventions; Interaction of accounting with different business verticals.
Unit II (7 Hours)	Accounting Transactions: Accounting Cycle, Rules, Journal Entries, Ledger Posting. Subsidiary Books (Purchase, Purchase Returns, Sales, Sales Returns & Cash Book – Single & Double Column), Journal Proper, Rectification of Errors
Unit III (8 Hours)	Introduction and Preparation of Trial Balance; Introduction to Final Accounts of a Sole Proprietor (Simple Adjustments): Preparation of Trading Account, Profit and Loss Account and Balance Sheet.
Unit IV (7 Hours)	Introduction to Accounting Standards: (Meaning and Scope), AS 1: Disclosure to Accounting Policies, AS 9: Revenue Recognition., AS 10: Accounting for Fixed Assets, Introduction to IFRS, IAS-1: Presentation of Financial Statements (Introductory Knowledge), IAS-2: Inventories (Introductory Knowledge).
Textbooks /	Textbooks

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Reference Books:

1. **T.S. Grewal** – *Introduction to Accountancy*, S. Chand.
2. **S.N. Maheshwari & S.K. Maheshwari** – *Fundamentals of Accounting*, Vikas Publishing.
3. **R.L. Gupta & Radhaswamy** – *Financial Accounting*, Sultan Chand & Sons.
4. **Financial Accounting (Principles and Practices)**, Jawahar Lal & Seema Srivastava, S Chand Publication
5. **Financial Accounting**, B. Charumati & N. Vinayakam, S. Chand Publication
6. **Financial Accounting**, Dr. Kaustubh Sontakke, Himalaya Publication
7. **An Introduction to Accountancy-12e**, S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari; Vikas Publishing House.

Reference Books

1. **Hanif & Mukherjee** – *Financial Accounting*, Tata McGraw Hill.
2. **Bhattacharya** – *Essentials of Financial Accounting*, Pearson.
3. **Jawaharlal & Seema Srivastava** – *Accounting Theory and Practice*, HPH.
4. **ICAI Publications** – *Accounting Standards (AS 1, AS 9, AS 10)*.
5. **IASB / IFRS Foundation** – Framework for IAS-1 & IAS-2 (Introductory).

Online References (Free & Authentic Sources)

1. Institute of Chartered Accountants of India (ICAI)

- **Accounting Standards (AS 1, AS 9, AS 10)**
<https://www.icaai.org>
- Official publications, study material, practice manuals.

2. IFRS Foundation (International Financial Reporting Standards)

- **IAS-1: Presentation of Financial Statements**
- **IAS-2: Inventories**
- Overview summaries & conceptual framework.
<https://www.ifrs.org>

3. NPTEL – Accounting Courses (IIT & IIM Faculty)

Free video lectures and notes:

- *Introduction to Financial Accounting*
- *Business Accounting*
<https://nptel.ac.in>

4. SWAYAM / MOOC Platform

Government-approved online courses on:

- Book-Keeping
- Financial Accounting
- Accounting Standards
<https://swayam.gov.in>

5. NCERT (Foundational Accounting Concepts)

Class 11 *Financial Accounting – Part I and II*:

- Basics of journal, ledger, trial balance, final accounts.

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<https://ncert.nic.in>

6. Investopedia

Basic definitions and conceptual clarity for:

- Accounting Principles
- Financial Statements

IFRS & GAAP

<https://www.investopedia.com>

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	10 VSAQs of 2 marks OR 10 MCQs of 2 marks each based on all four units. (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF105)
Semester I (VSC-Computer Application for Business)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF105
Course Name	Computer Application For Business
No. of Credits	02 (Theory – 1, Practical –1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – Min passing Marks - 30) + 40 (Continuous Internal Examination – Min passing Marks –20)= 100 Marks (Min passing Marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	• Basic Computer Skills: Familiarity with using computers, the internet, and common software applications. • File Management: Ability to manage files and folders, including creating, saving, deleting, and organizing files using an operating system like Windows • Communication Skills: Strong verbal and written communication skills for effective messaging.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Compare various types of operating system.
CO 2	Perform basic tasks using word processing tools.
CO 3	Perform basic mathematic operations and data presentation using Charts in MS-Excel.
CO 4	Create simple PowerPoint presentations.
CO 5	Use word processing, Spreadsheet and presentation software for various professional and academic tasks along with basic understanding of Computer fundamentals.
Syllabus:	Contents
Unit I (10 Hours- Theory)	Introduction to Computers: Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts
Unit II (02 Hours - Theory + 10 Hours - Practical)	Word Processing: Introduction, starting word, creating document, Structure of Ms-word window and its application, Mouse & keyboard operations, designing a document; formatting - selection, cut, copy, paste, Toolbars, operating on text; Printing, Saving, Opening, closing of document; creating a template; Tables, borders, textbox operations; Spelling and Grammar check
Unit III (02 Hours - Theory + 10 Hours - Practical)	Spreadsheet Package: Introduction to Ms-Excel, Navigating, Excel Toolbars and Operations, Formatting Features- Copying Data Between Worksheets; Entering and Editing Cell Entries, Creation of Charts, Editing and Formatting Charts, Mathematical, Statistical and Financial Functions in Ms-Excel.
Unit IV	PowerPoint Presentation: Working with PowerPoint Window, Standard Toolbar,

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(01Hours - Theory + 10 Hours - Practical)	Formatting Toolbar, Drawing Toolbar, Moving the Frame, Inserting Clip Art, Picture, Slide; Text Styling, Send to Back, Entering Data to Graph, Organization Chart, Table, Design Template, Master Slide.	
Textbooks / Reference Books:	1. Microsoft Office –2000 – Gini Courter , Annelte Marquis BPB 2. First Text Book On Information Technology – Srikant Patnaik 3. An Introduction to Operating Systems: Concepts and Practice (GNU/Linux and Windows) Prentice Hall India Pvt., Limited, 2019 4. Mastering MS Office, Bittu Kumar, V&S Publishers; Latest Revised Edition (9 January 2017) 5. MS-Office, Dr. S.S. Srivastava, Firewall Media, 2008	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	Practical (40 Marks)
1.	32 MCQ based on each unit (8 MCQs from each unit) (Best 30 will be evaluated) 30 MCQs × 2 Marks = 60 Marks	Practical 1 = 10 Marks Practical 2 = 10 Marks Practical File = 10 Marks Class Activity / Presentation / Viva – Voce = 10 Marks
	Total: 60 Marks	Total: 40 Marks

Practical List:

MS-WORD:

Microsoft Word 2016 is one of the most reliable, powerful, and feature rich word processors around, and while it's since been replaced by Word 2019, it still offers most of the functionality modern professionals need. Word has always worked best as part of the largest Microsoft Office ecosystem, but Word 2016 brings this to a whole new level. Integration with the various components of the Office suite are tighter than everything before, and a major shift towards cloud based sharing has changed the way that professionals can use Word in some pretty major ways. Through the use of OneDrive, users can quickly share their Word documents with anyone they've given the proper privileges. But that's not the only way you can share files. Through integration with Outlook, you can attach a document via email and allow your recipients to go in and edit it at their discretion. An additional commenting feature allows you to markup documents without changing their basic content. In short, Microsoft has paired Word with the sorts of functionality available through their Google cloud suite. Combine that with the polished and refined features at the heart of Word, and you have one of the finest word processing applications around.

Perform the following given operations:

- a. Type the above given paragraph as it is using "Calibri font", font size-12
- b. Divide 4 paragraphs for the above text and justify alignment.
- c. Change font size on 18 points for the first paragraph.

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- d. Make 1.5 lines spacing for the second paragraph.
- e. Make Drop Cap the first letter of the third paragraph.
- f. Apply header and footer in the document. In header section -Type the chapter name as MS -word 2016 and in footer section → insert page number.

1. Prepare a table in MS-Word

Emp_id	First Name	Last Name	Department	Location
101	Ram	Sharma	Finance	Bangalore
102	Karan	Kapoor	Marketing	Hyderabad
103	Kiran	Varma	IT	Pune
104	Sarvashrestha	Gupta	HR	Raipur

- a. Apply Grid table style to the above given table.
- b. Create landscape orientation and select A4 paper size.
- c. Insert 'State' column after the 'Location' column.
- d. Insert one row below 2nd Row.
- e. Apply font "Cambria" and font size -13 on table.
- f. Insert watermark "Employee Details".
- g. Select the first row of the table and make it centrally aligned.
- h. Apply light grey colour shading to your table
- i. Right align the first column data.

2. Prepare a list showing bullets and numbering feature. The list should be displayed as follows

Information Technology

- ✓ Web technologies
- ✓ Tally
- ✓ MS-office 2016

- Word
- Excel
- Powerpoint

Example of Numbered List

1. Website Development
 - 1.1 HTML
 - 1.2 CSS
 1. 2. 1 Internal Style Sheet
 1. 2. 2 External Style Sheet

JAVASCRIPT

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MS -EXCEL

1. Create a Mark-Sheet of MCM-Part I using MS-Excel. Mark-Sheet format should be as per below. Fill the information about 10 students.

Roll No.	Name of Student	IT (100)	ICP (100)	IOS (100)	C++ (100)	MIS & SA (100)	Practical I (100)	Practical II (100)	Total Marks (Out of 700)	%
1										

- Draw a pie chart for above mark sheet.
- Also write down the steps to perform above operation in MS-EXCEL.

2. Create an Employee Payment Sheet using MS-Excel. Employee Payment Slip format should be as per below. Fill the information about 10 employees format should be as per below. Fill the information about 10 employees.

Sr. No.	Name of Employee	Basic Salary	HRA 5%	TA 7%	DA 9%	Gross Salary
1.						

- Draw a bar chart for above employee payment sheet.
- Also write down the steps to perform above operation in MS-EXCEL.

3. Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1.	Butter	Amul India ltd	India	20	Rs. 19.00
2.	Milkmaid	Amul India ltd	India	10	Rs. 35.00
3.	Tea	Hindustan Lever ltd	Malaysia	15	Rs. 40.00
4.	Biscuits	Parle ltd	India	32	Rs. 12 .
5.	Papad	Haldiram ltd	India	12	Rs. 10
6.	Chocolate	Cadbury ltd	Australia	150	Rs. 15.00
7.	Paneer	Amul India ltd	India	23	Rs. 25.00
8.	Bournvita	Cadbury ltd	Australia	20	Rs. 45.0
9	Poppins	Parle ltd	India	27	Rs. 6.00
10	Sauce	India ltd	India	16	Rs. 21.00

- List only those records whose country = [India].
- List only those records whose company = [Amul].
- Also write down the steps to perform above operation in MS-EXCEL.

4. Create the following Product sheet in MS-EXCEL and perform the operation given below:

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Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India ltd	India	20	Rs.19.00
2	Milkmaid	Amul India ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle ltd	India	32	Rs.12.
5	Papad	Haldiram ltd	India	12	Rs.10
6	Chocolate	Cadbury ltd	Australia	150	Rs.15.00
7	Paneer	Amul India ltd	India	23	Rs.25.00
8	Bournvita	Cadbury ltd	Australia	20	Rs.45.0
9	Poppins	Parle ltd	India	27	Rs.6.00
10	Sauce	India ltd	India	16	Rs.21.00

- Sort by Product Name, by company name, by country in ascending order.
- Sort by Country in descending order.
- Also write down the steps to perform above operation in MS-EXCEL

5. Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India ltd	India	20	Rs.19.00
2	Milkmaid	Amul India ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle ltd	India	32	Rs.12.
5	Papad	Haldiram ltd	India	12	Rs.10
6	Chocolate	Cadbury ltd	Australia	150	Rs.15.00
7	Paneer	Amul India ltd	India	23	Rs.25.00
8	Bournvita	Cadbury ltd	Australia	20	Rs.45.0
9	Poppins	Parle ltd	India	27	Rs.6.00
10	Sauce	India ltd	India	16	Rs.21.00

a) List records whose quantity is ≥ 10 and ≤ 100

b) List records whose rate is $\geq$ Rs,35.00.

Also write down the steps to perform above operation in MS-EXCEL.

MS-POWERPOINT

1. Make a presentation within 5 slides about Student's SWOT analysis .Your slide presentation should fulfill the following details:

Title slide should contain Topic Name,Your name ,College Name,Course Name

Slide 1 contents –Strength

Slide 2 contents -Weakness

Slide 3 contents –Opportunities

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Slide 4 contents –Threats

Apply below given formatting options using master slide:

- a. Background of each slide should be your college logo.
- b. The font size of title slide -32, font type-Cambria.
- c. Insert footer in the presentation showing your name.

2. Prepare 8 slides covering the details of different UPI apps, Payment Wallets.

The slide contain UPI apps classification should be created by using organization chart.

Slides should contain the following features:

- a. Insert one image on each slide
- b. Apply font formatting : Font type-Times New Roman ,Font –Size:24,Alignment – Justified
- c. Title of each slide should be centrally aligned
- d. Apply Animation and Transition
- e. Insert Header and footer
- f. Insert date and slide number
- g. Apply any light color slide design.

Head.

Subin

Pragya



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF106A)
Semester I (SEC – Startup Support Executive)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF106A
Course Name	Startup Support Executive
No. of Credits	02 (Theory – 1, Practical –1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	40 (End Semester Examination – Min passing Marks – 20) + 40 (Practical Examination – Min passing Marks - 20) + 20 (Continuous Internal Examination – Min passing Marks - 10) = 100 Marks (Min passing Marks – 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Familiarity with basic business concepts such as finance, marketing • Effective communication skills
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Describe startup concepts, formation processes, and the roles and competencies required for a Startup Support Executive.
CO 2	Explain SWOT analysis, market requirements, and the development of a Unique Selling Proposition (USP) for startups.
CO 3	Discuss key legal structures, required documents, and state-level procedures for registering startup entities.
CO 4	Describe LLP registration procedures, DIN/DPIN requirements, and ROC filing processes under the MCA portal.
CO5	Prepare and evaluate essential business and legal documents required for supporting startup registration and compliance activities.
Syllabus: Contents	
Unit I (4 Hours)	Role and competencies required to be a Startup Support Executive, Common organizational structures, hierarchy and reporting relationships, Employment opportunities and market, Formation of Start-up.
Unit II (4 Hours)	SWOT analysis of start-up, Unique Selling Proposition of start-up, Requirements of Start-ups, The overview of Market.
Unit III (4 Hours)	Documents required to start Start-ups, Legal structure of corporations, The Partnership Deed, Performa of Partnership Deed, State Laws for registration, The applicability of different documents for registration; Bank Account, PAN, etc.
Unit IV (3 Hours)	Limited Liability Partnership Act 2008, Incorporation of Limited Liability Partnership, Designated Partner Identification Number Discuss Name Approval from Registrar of Company, Features of Director Identification Number, Law of Registration, Registrar of Company filing in Ministry of Corporate Affairs portal, One-person Company, Form INC-
Practical (30 Hours)	1. Identifying Startup Ideas 2. Unique Selling Proposition (USP) Sheet 3. SWOT Analysis (Hands-On)

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	4. Organizational Structure Mapping 5. Partnership Deed Drafting 6. LLP Document Preparation 7. MOA and AOA Drafting (Simplified) 8. DIN (Director Identification Number) Demo 9. Budget Preparation for a Startup 10. Market Research (Field-Based) 11. Competitor Analysis Report 12. Customer Persona Creation 13. Startup Visit Report 14. Incubation Centre Analysis 15. Interview a Startup Employee 16. Startup Support Report for a Real Entrepreneur 17. Client Communication Drafting 18. Professional Presentation 19. Pitch Deck Summary 20. Self-Assessment Checklist		
Textbooks / Reference Books:	Reference Books • The Lean startup “by Eric Ries • The Startup Manual “by Sanjeev Bikcahnadanii • Business Startup skill “ by Shailu Singh		
Evaluation Pattern:			
S. No	Theory (40 Marks)	Practical (40 Marks)	CIE (20 Marks)
1.	5 MCQs on each unit 2 Marks * 20 MCQs = 40 Marks	Any 10 Practical. 4 Marks * 10 Practical = 40 Marks	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks) Class Activity / Presentation / Viva-Voce (carry 10 Marks)
	Total: 40 Marks	Total: 40 Marks	Total: 20 Marks

OR

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF106B)
Semester I (SEC – Instore Merchandising & Cashiering Operations)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF106B
Course Name	Instore Merchandising & Cashiering Operations
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Understanding of planogram execution, product display, inventory rotation, and inventory management. • Strong communication, time management, multitasking abilities, and a "can-do" customer-service attitude.

Course Outcomes: *The students will be able to:*

CO 1	Explain the best practices used to display products for sale
CO 2	Explain the process associated with fulfilling customer orders, processing payments and goods return
CO 3	Analyze different digital marketing strategies used to promote products in e-commerce platforms
CO 4	Evaluate customer relationship management (CRM) techniques for enhancing customer satisfaction and retention

Syllabus:	Contents	15 Hours Per Unit
Unit I	Preparing Products for Sale & Customer Assistance Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.	
Unit II	Processing Customer Orders and Exchanges Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the	

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	store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.	
Unit III	Processing Customer Payments and Goods Return Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods – the process to find the replacement goods.	
Textbooks / Reference Books:	Reference Books: • Introduction of Retail operations by RASCI publication • In store cashier and Merchandising by RASCI publication • Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson • Swati Bhalla & Anuraag Singha, Visual Merchandising • Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation • Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all four Units. (6 × 5 OR 10 × 3 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all four units. (Best 10 will be evaluated) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF107)
Semester I (AEC- Team Work)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF107
Course Name	Team Work
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Ability to express ideas clearly and listen actively. A basic awareness of how people behave in groups—motivation, leadership, conflict.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Collaboratively work in a team by fostering effective team working skills with in diverse team environments.
CO 2	Cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.
CO3	Apply problem-solving and decision-making strategies within a team to achieve common goals and deliver effective outcomes.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Principles of Teamwork Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, team work principles and the role of team work in the achievement of work place goals, role of feedback in achievement of team goals
Unit II	Effectively Working in a Team Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics, Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.
Textbooks/	Reference Books:

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Reference Books:	1. The Ideal Team Player by Patrick M. Lencioni 2. The Power of a Positive Team by Jon Gordon 3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera 4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber 5. The Leader in You" by Dale Carnegie Training India 6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar 7. Corporate Chanakya on Management" by Radhakrishnan Pillai.
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Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	4 SAQs of 5 Marks OR 2 LAQ of 10 Marks each based on all two Units. (4×5 OR $2 \times 10 = 20$ Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 VSAQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	10 MCQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF108)
Semester I (VEC- Environmental Studies)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF108
Course Name	Environmental Studies
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	VEC (Value Education Course)
Pre-requisites for the course	• Familiarity with basic environmental concepts. • Understanding of current environmental issues
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain fundamental concepts of environment, ecosystem structure, functions, and ethics.
CO 2	Identify various natural resources and apply environmental management techniques for pollution control and climate change mitigation.
CO 3	Analyze biodiversity, sustainable development goals, environmental issues, treaties, and Indian traditional environmental practices.
CO 4	Evaluate the relationship between human population, environmental impact, and community health, with reference to resettlement and rehabilitation.
CO 5	Apply disaster management concepts and examine major environmental movements in India.
Syllabus:	Contents
Unit I (7 Hours)	<u>Understanding the Environment:</u> Environment: Concept, importance and physical and anthropogenic components Ecosystem: Concept, structure and function; Ecology and ecosystem Abiotic Factors Biotic Factor food chain, food web, dynamism in ecosystem Concept and objectives: Environmental education, environmental ethics Environmental ethics: Need, Objectives
Unit II (8 Hours)	<u>Natural Resources and Environmental Management:</u> Natural Resources: Renewable and non-renewable Solid waste management: Individual, community and government level Air, water and soil pollution: Causes, effects and control, Conservation methods and efforts in water, minerals, fuels, air. Climate change: Global warming impact, adoption and mitigation
Unit III (7 Hours)	<u>Environment and Sustainable Development:</u> Biodiversity: concept, levels, hot-spots and values Environmental issues: Local, regional and global Environmental treaties and legalization: net zero policy & economic policies, Importance of Indian Traditional knowledge on environment, CSR and SDGs association.
Unit IV	<u>Human Communities and Environment:</u>

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(8 Hours)	Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons, case studies. Disaster management: floods, earthquakes, cyclones and landslides. Environmental movements: Chipko, Silent valley, and Bishnois of Rajasthan.
Textbooks / Reference Books:	Textbooks: 1. Erach Bharucha – Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission (UGC). 2. R. Rajagopalan – Environmental Studies: From Crisis to Cure, Oxford University Press. 3. Anubha Kaushik & C.P. Kaushik – Environmental Studies, New Age International Publishers. 4. Benny Joseph – Environmental Studies, Tata McGraw Hill. 5. Dr. M.P. Mishra – Fundamentals of Environmental Studies, S. Chand & Co. Reference Books: 1. Odum, E.P. – Fundamentals of Ecology, Cengage Learning. 2. Miller, G.T. & Spoolman – Environmental Science, Brooks/Cole. 3. Botkin & Keller – Environmental Science: Earth as a Living Planet, Wiley. 4. Y.K. Singh – Environmental Science, New Age International. 5. J.A. Laurence & Butterfield – Manual of Environmental Management, McGraw Hill. 6. Cunningham, Saigo & Cunningham – Environmental Science: A Global Concern, McGraw Hill. 7. Sheth, Prakash – Environmental Studies, Pearson Education. 8. UNEP Reports – Global Environment Outlook (latest editions). 9. Government of India – Environmental Protection Act, 1986 & related notifications. 10. IPCC Reports – Assessment Reports on Climate Change (latest AR). Online & Open Educational Resources (OER): 1. MOEFCC – Ministry of Environment, Forest & Climate Change official resources. 2. UN SDGs Knowledge Platform – Sustainable Development documentation. 3. NPTEL Online Courses on Environmental Studies. 4. UNESCO – Environmental Education Resources.

Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF109)
Semester I (IKS - Ancient Trade and Principles of Chanakya's Management)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF109
Course Name	Ancient Trade and Principles of Chanakya's Management
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	IKS (Indian Knowledge System)
Pre-requisites for the course	• Basic knowledge of economy • Awareness about the basic business model • Application of different economies in business

Course Outcomes: *The students will be able to:*

CO 1	Explain the practices followed in ancient Indian trade
CO 2	Summarize the Chanakya's principles of management
CO 3	Analyze and evaluate ancient Indian trade practices and Chanakya's principles of management to draw their relevance and application in modern business and management practices.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Indian Ethos in Ancient Times Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development	
Unit II	Principles of Chanakya's Management Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders. Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project	

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	Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	2 LAQ of 10 Marks OR 4 SAQs of 5 Marks each based on all two Units. (2 × 10 OR 4 × 5 = 20 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 VSAQs of 2 Marks each based on all two units. (10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	10 MCQs of 2 Marks each based on all two units. (10 × 2 = 20 Marks)	Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF110)
Semester I (CC 1 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur

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SEMESTER II

BBA - Financial Management (Semester II)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr · No	Subject / Course Name	Cours e Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Customer Relationship Management	Major	BBAF201	3	-	3	60	24	-	-	40	16	100	40	3
2	Principles of Marketing	Major	BBAF202	3	-	3	60	24	-	-	40	16	100	40	3
3	Digital Marketing	Minor	BBAF203	1	2	3	60	24	40	16	-	-	100	40	2
4	Life Skills for Success / or any TWO Swayam / NPTEL / Career Katta Course of minimum 2 credits each OR ONE Swayam / NPTEL / Career Katta Course of minimum 4 credits (Marks out of 100 to be averaged)	OE	BBAF204	4	-	4	60	24	-	-	40	16	100	40	4
5	Customer Loyalty and Retention / OJT / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VSC	BBAF205	2	-	2	50	25	-	-	50	25	100	50	2
6	Mutual Fund Agent / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	SEC	BBAF206	1	2	3	40	20	40	20	20	10	100	50	2
7	Sustainable Work Practices	AEC	BBAF207	2	-	2	60	24	-	-	40	16	100	40	2
8	Constitution of India / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VEC	BBAF208	2	-	2	60	24	-	-	40	16	100	40	2
9	NCC / NSS / Sports / Cultural / LLL	CC	BBAF209	-	4	4	-	-	-	-	100	50	100	50	2
		Total		18	8	26	450	189	80	36	370	165	900	390	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF201)
Semester II (Major – Customer Relationship Management)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF201
Course Name	Customer Relationship Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	Knowledge of Marketing mix, Segmenting, Targeting, Positioning.

Course Outcomes: *The students will be able to:*

CO 1	Explain the concepts of consumer behaviour and retail market segmentation, and analyze consumer decision-making in relation to customer value, satisfaction, and retention.
CO 2	Describe the fundamentals of Customer Relationship Management (CRM) and examine its role in managing customer touch points, identifying buying behaviour, and enhancing sales and customer service performance.
CO 3	Identify and explain the key elements of CRM and customer service management, including complaint handling, service quality, teamwork, and the application of CRM systems for continuous service improvement.
CO 4	Apply customer service processes and decision-making practices to effectively handle customer concerns, resolve complaints, and implement customer redressal strategies in B2C and B2B retail environments.
CO 5	Evaluate consumer behaviour and Customer Relationship Management practices to <i>design and recommend</i> effective customer engagement, service, and retention strategies that enhance customer satisfaction and business performance in retail environments.

Syllabus:	Contents
Unit I (11 Hours)	Overview of Consumer Behaviour: Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour. Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.
Unit II (11 Hours)	Introduction to CRM: Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM)

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	and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues.
Unit III (11 Hours)	Elements of CRM: Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.
Unit IV (12 Hours)	Customer Services: Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies.
Textbooks / Reference Books:	1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 2. Retail Sales Associate & Retail Team Leader – RASCI Course Material 3. Consumer Behaviour: The Indian Context (Concepts and Cases) Second Edition By Pearson – S Ramesh Kumar 4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press 5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrili Chatterjee, Publisher: Pearson

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF202)
Semester II (Major – Principles of Marketing)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF202
Course Name	Principles of Marketing
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understand the basic meaning of Management • Aware about basic word used in Management
Course Outcomes: <i>The students will be able to:</i>	
CO1	Understand and explain the fundamental concepts, principles, and philosophies of marketing, including the evolution of marketing thought and the marketing environment.
CO2	Analyze consumer behavior and market dynamics to identify customer needs, motivations, and buying patterns in both Indian and global contexts.
CO3	Apply the concepts of Segmentation, Targeting, and Positioning (STP) to develop effective marketing strategies for different products and markets.
CO4	Demonstrate practical understanding of the marketing mix (Product, Price, Place, and Promotion) and evaluate their role in achieving organizational objectives through case studies.
CO5	Assess contemporary marketing practices, ethical issues, and managerial decision-making using real-world examples, with special reference to Indian markets.
Syllabus:	Contents
Unit I (11 Hours)	Introduction to Marketing Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management-Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management.
Unit II (11 Hours)	Marketing Essentials Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product / Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies.
Unit III (11 Hours)	Marketing and Integrated Marketing Communication (IMC) Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels), Supply Chain Management-

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	Concept, Components of SCM. Integrated Marketing Communication (IMC)- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing , Experiential Marketing, Contextual Marketing, Sales Management- Concept, Components, USP- concept, importance, Emerging trends in selling, Personal Selling-Concept, Process of personal selling, Skill Sets required for Effective Selling.
Unit IV (12 Hours)	Promotion in Marketing Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.
Textbooks/ Reference Books:	1. Marketing Principles and Management- Sherleker and Pany- Himalaya Publishing House 2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UIHaque. 3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi 4. Sherelakar's Financial Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019 5. Financial Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF203)
Semester II (Minor – Digital Marketing)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF203
Course Name	Digital Marketing
No. of Credits	02 (1 Theory, 1 Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination -Min passing Marks - 24) + 40 (Practical Examination - Min passing Marks - 16) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	1. Basic Computer Skills: Familiarity with using computers, the internet, and common software applications. 2. Understanding of Marketing Principles: A foundational knowledge of marketing concepts can be helpful. 3. Communication Skills: Strong verbal and written communication skills for effective messaging. 4. Social Media Familiarity: Experience using various social media platforms is useful, as they play a significant role in digital marketing.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Showcase the basic knowledge of digital marketing
CO 2	Use search engine optimization
CO 3	Apply the obtained knowledge of email marketing and social media marketing
CO 4	Differentiate between various internet marketing elements
CO 5	Plan and execute a complete digital marketing strategy , integrating social media, SEO, SEM, content creation, and branding tools to promote a business or product effectively.
Syllabus:	Contents
Unit I (4 Hours)	Introducing to marketing (traditional and digital) Definition, Four P's, Benefit and limitations, traditional VS Digital, definition and benefits of Digital Marketing, Trends of the Digital Marketing Industry, Pull And Push Digital marketing, Segmentation Strategies of Digital marketing, Digital marketing platforms. Social Media Marketing –Part I • Introduction to various social media platforms • Using Facebook and Instagram • Graphic design using Canva • Reel making and editing using VN
Unit II (4 Hours)	Social Networking, on-Page Optimization Off Page Optimization, Keywords, Google Ad Words, Use of Different Social Media Platforms, Content Creation. Social Media Marketing – Part II • Social Media advertisement

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	• Lead generation Understand the applications of AI in digital marketing: chatboats, predictive analytics, content optimization, personalization		
Unit III (4 Hours)	Search Engine Marketing-Introduction to SEM, Campaign Creation, Ad Creation, Site Targeting Keyword Targeting An Overview of SEO • Gaining insight into search engine operations • Traffic and its meaning • Different types of keywords • Traffic and its meaning • Different types of keywords • Techniques for identifying the best keyword Strategies for keyword optimization		
Unit IV (11 Hours)	Internet Marketing -Introduction & Advantages of Internet Marketing in Business, Optimization of Business Site and Market Featured Products, Blogs & Opinion, Importance of Branding		
Practical List (30 Hours)	Practical No.	Title of Practical	Practical Activity / Exercise
	1	Understanding Marketing Mix (Four P's)	Identify and present the Product, Price, Place, and Promotion strategies of any one FMCG or service brand.
	2	Comparative Study: Traditional vs Digital Marketing	Prepare a short report or poster comparing reach, cost, and customer engagement in Traditional vs Digital Marketing.
	3	Graphic Design using Canva	Create 2 promotional posts and 1 story for a selected brand using Canva.
	4	Reel Creation and Editing	Make a 30-second product or event promotional reel using VN App, including captions and background music.
	5	Designing a Social Media Advertisement	Create a mock ad on Facebook or Instagram with headline, text, and call-to-action for lead generation.
	6	Exploring AI Tools in Marketing	Use an AI-based tool (ChatGPT / Copy.ai / Canva Magic Write) to generate ad captions or campaign ideas.
	7	Keyword Research and Optimization	Use Google Keyword Planner / Ubersuggest to find 10 relevant keywords for a selected business and categorize them.
	8	Blogging and Brand Promotion	Create a short blog (300–400 words) using Blogger / WordPress promoting a local product or service with basic SEO tags.

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**Textbooks /
Reference
Books:**

Text Book: -

1. Digital Marketing for Dummies, By Ryan Deiss & Russ Henneberry
2. Jab, Jab, Jab, Right Hook, By Gary Vaynerchuk
3. Building a Story Brand: Clarify Your Message So Customers Will Listen, By Donald Miller
4. Digital Marketing Strategy: An Integrated Approach to Online Marketing, By Simon Kingsnorth.
5. Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less, By Joe Pulizzi.
6. The Art of SEO: Mastering Search Engine Optimization, By Eric Enge, Jessie Stricchiola, and Stephan Spencer.
7. New Rules of Marketing and PR, By David Meerman Sc.

Reference Books:

1. Digital Marketing, Raghavendra K., Shruti Prabhakar, Himalaya Publ. House, 2016, pageno. 1-79
2. Principles of Advertising & IMC, Tom Duncan , McGraw-Hill , second edition page 330-601
3. Strategic Brand Management , Third edition , Kelvin Lane Keller, Pearson Education, Page No.23-160

Evaluation Pattern:

Sr. No.	Theory (60 marks)	Practical (40 marks)
1.	32 MCQs of 2 marks each based on all four units. (8 MCQ Per Unit) (Best 30 will be evaluated) ($30 \times 2 = 60$ Marks)	Best 6 out of 8 practical will be considered for marking. $5 \text{ Marks} \times 6 = 30 \text{ Marks}$ Presentation / Viva –Voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF204)
Semester II (OE-Life Skills for Success)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF204
Course Name	Life Skills for Success
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Apply effective study strategies, manage examination stress, and develop self-awareness for academic success.
CO 2	Demonstrate values of discipline, emotional balance, social responsibility, and positive peer interaction essential for holistic personality development.
CO 3	Understand the principles of the subconscious mind, harness belief, visualization, and affirmations for personal growth, healing, and success.
CO 4	Design and implement personal transformation plans by integrating study skills, values, and subconscious techniques for lifelong success.
Syllabus:	Contents 10 Hours Per Unit
Unit I	Meaning of education, Methods of studying, Ideal study duration for students, Study approach during examination period, Maintaining calmness and focus during exams, Coping strategies after examination failure, Steps to take when unable to understand lessons, Approaches to studying disliked subjects, Developing self-awareness, Maintaining a positive mood for studying, Classification of students as clever or dull.
Unit II	Avoiding thought pollution, Managing negative emotions such as jealousy and envy, Preventing addiction to bad habits, Importance and impact of good company of friends, Ensuring good companionship in shared hostel rooms, Qualities of an excellent citizen, Role and necessity of private tuition or classes, Participation in extra-curricular activities, Appropriate attitude towards teachers, Duties of students towards society, Duties of students towards schools and colleges, Importance of participating in sports, Consequences of indulging in ragging, Use of medicines for sharpening intelligence, Staying relevant in today's competitive world, Planning and selecting a career during schooling
Unit III	Meaning of the conscious and subconscious mind, Functions of the subconscious, Relationship between thought and reality, Mental healing principles, Techniques of affirmations and autosuggestions, Visualization and imagination, Overcoming fears and negative emotions, Role of subconscious in career and success, Creative power of the subconscious, Subconscious methods for wealth and prosperity, Healing of body and mind, Building self-confidence, Universal laws of subconscious success,

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	Developing spiritual well-being, Designing a personal transformation plan	
Textbooks / Reference Books:	- Jeevanvidya's Guidance to Students by Sadguru Shri Wamanrao Pai - Joseph Murphy – The Power of Your Subconscious Mind	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	30 MCQs (30 × 2 Marks) = 60 Marks OR 21 MCQs of 2 marks each based on all three units. (7 MCQs Per Unit) (Best 20 will be evaluated) (20 × 2 Marks) = 40 Marks + 12 VSAQs of 2 marks each based on all three units. (4 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 Marks) = 20 Marks	1. Vision board creation (5 Marks) 2. Forgiveness Letter (5 Marks) 3. Goal Programming Plan (21-day practice) (5 Marks) 4. Maintaining a thought diary (5 Marks) 5. Practice of daily affirmations (5 Marks) 6. Group discussion on the role of belief in healing (5 Marks) 7. Role-play on handling negative emotions (5 Marks) 8. Meditation and visualization practices (5 Marks) OR उत्कर्ष विद्यार्थ्यांचा संकल्प जीवनविद्येचा (मराठी) / उत्कर्ष छात्रों का संकल्प जीवनविद्या का (हिंदी) https://lms.jeevanvidya.org/local/customsignup/courseinfo.php?id=11 (Course Registration Link for Hindi) or https://lms.jeevanvidya.org/local/customsignup/courseinfo.php?id=10 (Course Registration Link for Marathi) 40 Marks - Complete the online course from Jeevan Vidya Mission's Website and submit the Certificate of Completion (40 Marks) Note: Students are required to refer to the 'Internal Assessment Guide' for the details of how to complete the tasks/ activities as above.
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF205)
Semester II (VSC - Customer Loyalty and Retention)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF205
Course Name	Customer Loyalty and Retention
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	50 (End Semester Examination – Min passing Marks - 25) + 50 (Continuous Internal Examination – Min passing Marks –25)= 100 Marks (Min passing Marks – 25 + 25 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	Knowledge of CRM
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
CO 2	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.
CO 3	Analyze and improve customer loyalty and retention strategies to enhance satisfaction, engagement, and long-term relationships.
CO 4	Evaluate customer behaviour, marketing efforts, and relationship management practices to design and recommend integrated customer retention and loyalty solutions that improve customer satisfaction, engagement, and long-term business performance.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Customer Loyalty and Retention Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behaviour, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touch points and interactions a customer has with a business throughout their life cycle, loyalty & retention
Unit II	Customer Retention Strategies and Tactics Loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score(NPS):NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening : gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention
Practical / OJT	PRACTICAL 1: BACKGROUND RESEARCH & BUSINESS UNDERSTANDING Objective: To understand the business model, customer base, and current loyalty practices.

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Step-by-Step Procedure

Select a retail supermarket in your locality

Collect basic business information:

Years of operation

Products / services offered

Target customers (age, income, locality)

Identify existing loyalty practices:

Membership cards

Discounts

Offers

Study secondary sources:

Website

Google reviews

Social media pages

Prepare a 1–2 page business profile

Output

Business overview

Existing loyalty mechanisms

Initial loyalty gaps

PRACTICAL 2: CUSTOMER DATA ANALYSIS

Objective: To analyze customer purchasing behavior and retention patterns.

Step-by-Step Procedure

Design a simple data sheet:

Visit frequency

Average bill value

Duration of relationship

Collect data from:

Store records **OR**

20–30 customers (manual survey)

Classify customers:

Regular

Occasional

First-time

Identify:

High-value customers

Low-frequency customers

Present data using:

Tables

Pie / Bar charts

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Output
Customer segmentation
Loyalty concentration insights

PRACTICAL 3: CUSTOMER FEEDBACK COLLECTION

Objective: To measure customer satisfaction and loyalty drivers.

Step-by-Step Procedure

Prepare a questionnaire (8–10 questions):

Satisfaction level

Staff behavior

Pricing

Product quality

Use rating scale (1–5)

Collect feedback from 25 customers

Analyze:

Average scores

Common complaints

Identify top 3 satisfaction & dissatisfaction factors

Output

Feedback analysis table

Satisfaction index

Key improvement areas

PRACTICAL 4: COMPETITOR LOYALTY ANALYSIS

Objective: To compare loyalty strategies with competitors.

Step-by-Step Procedure

Identify 2 competing supermarkets

Visit competitor stores / websites

Study:

Loyalty cards

Discounts

Offers

Digital engagement

Prepare comparison table:

Your store vs competitors

Identify best practices

Output

Competitor comparison matrix

Competitive advantage gaps

PRACTICAL 5: CUSTOMER LOYALTY STRATEGY DEVELOPMENT

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Objective: To design improved loyalty and retention strategies.

Step-by-Step Procedure

Based on findings, design strategies:

Reward points

Birthday offers

Membership tiers

Align strategies with:

Customer expectations

Business capability

Categorize strategies:

Short-term

Long-term

Ensure cost-effectiveness

Output

List of 5–6 loyalty strategies

Strategy justification

PRACTICAL 6: IMPLEMENTATION PLAN

Objective: To prepare an action plan for executing loyalty strategies.

Step-by-Step Procedure

Prepare implementation table:

Activity

Responsible person

Timeline

Cost

Assign priority levels

Identify required resources

Prepare monthly execution schedule

Output

Implementation roadmap

Responsibility matrix

PRACTICAL 7: TESTING, OPTIMIZATION & MEASUREMENT

Objective: To test loyalty strategies and measure effectiveness.

Step-by-Step Procedure

Implement one strategy on pilot basis

Track:

Repeat visits

Sales increase

Collect post-implementation feedback

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Compare before & after data
Modify strategy if required
Output
Performance comparison table
Optimization recommendations

PRACTICAL 8: COMMUNICATION, DOCUMENTATION & REPORTING

Objective: To ensure customer engagement and proper reporting.

Step-by-Step Procedure

Design communication tools:

SMS
WhatsApp messages
In-store posters
Inform customers about loyalty benefits

Prepare final report:

Objectives
Methodology
Findings
Recommendations

Attach:

Questionnaire
Data tables
Charts
Output
Customer communication plan

Final project report

Evaluation Pattern:

Sr. No.	Theory (50 Marks)	CIE (50 Marks)
1.	26 MCQ based on each unit (13 MCQ Per Unit) (25 MCQs × 2 Marks = 50 Marks)	CIE 1 = 10 Marks CIE 2 = 10 Marks Practical 1 = 10 Marks Practical 2 = 10 Marks Presentation / Viva –Voce = 10 Marks
	Total: 50 Marks	Total: 50 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF206)

Semester II (SEC – Mutual Fund Agent)

(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF206
Course Name	Mutual Fund Agent
No. of Credits	02
Teaching Hours	02 (1- Theory, 1- Practical)
Evaluation Scheme	15 + 30 = 45
Group under NEP scheme	40 (End Semester Examination – Min passing marks – 20) + 40 (Practical Examination – Min passing marks - 20) + 20 (Continuous Internal Examination – Min passing marks - 10) = 100 marks (Min passing marks 20 + 20 + 10 = 50)
Pre-requisites for the course	SEC (Skill Enhancement Course)
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Use the historical knowledge to inform analysis of current trends and development in the mutual fund industry.
CO 2	Approach and market various mutual funds schemes to prospective customer identified
CO 3	Assist customer with determining most suitable mutual fund scheme according to needs.
CO 4	Assist customer with the application process for purchasing the mutual fund.
CO5	Develop long-term relationships with customers.
Syllabus: Contents	
Unit I (11 Hours)	Introduction, History of Mutual Funds, Structure of Mutual Funds, Financial Planning and Potential Investors, Role of a Mutual Fund Agent, Legal & Regulatory Environment, Macro Economic Environment. Practical – Update knowledge on mutual fund market; Keep up to date on regulations and guidelines, Impact of Macro Economic factors on mutual fund market.
Unit II (11 Hours)	Structure of Mutual Fund Products, Accounting of Mutual Funds, Tax and Tax-Related Regulations, Financial Planning, Marketing of Mutual Funds. Practical – Approach and market various mutual funds schemes to prospective customer identified, Assist customer with determining most suitable mutual fund scheme according to needs, Receive approval for initiating purchase process.
Unit III (11 Hours)	Offer Documents and Application Forms, Account Opening and KYC Process, Modes of Investment, Timing of Investment, Risk Allocation and Portfolio Selection. Practical – Assist customer with the application process for purchasing the mutual fund, Collect and ensure payments are processed at the bank / organization, Deliver proof of purchase and plan follow-up sessions.
Unit IV (12 Hours)	Customer Relationships, After Sales Service. Practical – Develop long-term relationships with customers, Respond to customer queries, clarifications, and advice the customers on existing product and new

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	schemes, assist in termination of investment.		
Practical	• Mutual Funds in India - S. R. Vishwanath • Investing In Mutual Funds : Dhindra Kumar		
Textbooks / Reference Books:	Reference Books • The Lean startup “by Eric Ries • The Startup Manual “by Sanajeev Bikcahnadanii • Business Startup skill “ by Shailu Singh		
Evaluation Pattern:			
S. No	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	5 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	1 Practical on each unit. 10 Marks × 4 Practical = 40 Marks	CIE 1(carry 5 marks) CIE 2 (carry 5 marks) Presentation / Viva-Voce (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF207)
Semester II (AEC- Sustainable Work Practice)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF207
Course Name	Sustainable Work Practice
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the concept, dimensions, and strategic importance of sustainability in retailing, and evaluate challenges and best practices through relevant case studies.
CO 2	Analyze environmental sustainability practices in retail operations, including sustainable sourcing, energy efficiency, circular economy initiatives, and consumer communication strategies.
CO3	Examine the role of ethical practices, government regulations, certification standards, and social responsibility initiatives in promoting sustainable and inclusive retail businesses.
CO4	Assess sustainable supply chain practices using appropriate KPIs, reporting frameworks, and data-driven metrics to support continuous improvement in retail sustainability performance.
CO5	Design and recommend an integrated sustainability framework for a retail organization by applying environmental, social, and supply chain principles, supported by ethical practices, KPIs, and reporting standards, to enhance long-term business value and stakeholder trust.
Syllabus: Contents	
Unit I (7 Hours)	Introduction to Sustainable Retailing: Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit II (8 Hours)	Environmental Sustainability in Retail: Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption.
Unit III	Social Responsibility and Ethical Practices:

Heather J. Smith
gpo



(7 Hours)	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities.
Unit IV (7 Hours)	Sustainable Supply Chain Management and KPIs: Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement.
Textbooks/ Reference Books:	1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit 2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares 3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu 4. Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Singh

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1 (carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1 (carry 5 Marks) Assignment 2 (carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF208)

Semester II (VEC- Constitution of India)

(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

Head - John



Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF208
Course Name	Constitution of India
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	VEC (Value Education Course)
Pre-requisites for the course	• Basic Understanding of Indian History and Politics • Awareness of Civic Responsibilities • Introductory Knowledge of Governance
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Describe the Historical Foundations of the Indian Constitution
CO 2	Analyze the Preamble and Key Constitutional Concepts
CO 3	Evaluate Fundamental Rights, Directive Principles, and Fundamental Duties
CO 4	Compare and contrast the nature, scope, and importance of fundamental rights, directive principles, and fundamental duties in shaping citizen-government relationships.
Syllabus:	Contents 15 Hours Per Unit
Unit I	❖ Constructional Values embedded in Constitution A. Preamble Importance and Nature. Values of Socialism, Secularism, Democracy, Justice, Liberty, Equality and Fraternity. B. Salient features State-Central Relationship, Federal Nature, Parliamentary Democracy, and Directive Principles.
Unit II	❖ Citizens and Constitution A. Fundamental Rights and Fundamental Duties of citizens: Nature and Importance. B. Brief introduction of Central Legislature and Executive, State Legislature and Executive, Higher Judiciary
Practical / Activities	1. Preamble Interpretation Poster Activity- Each student or group creates a poster interpreting the Preamble of the Indian Constitution. They should highlight the values (e.g., justice, liberty, equality) and explain them with visuals, quotes, or real-life examples. 2. Constitution Quiz or Crossword Challenge- Students should participate in a quiz or crossword covering concepts like Fundamental Rights, Duties, Central-State relations, and Directive Principles. 3. Real-life Application of Fundamental Duties- Students to document or perform one Fundamental Duty in their community (e.g., planting trees, respecting national symbols, helping elders) and submit a short reflective report or video.

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	4. Group Presentation: State vs Centre – Who Does What? Students should be divided into two groups—State Government and Central Government. Each group presents their responsibilities, recent examples of Centre-State coordination or conflict (e.g., in healthcare, education, disaster management).
Textbooks / Reference Books:	1. M. Laxmikant: Indian Polity, Mc Graw hill Publications, Tamil Nadu, 2019 2. Dr. Deepali Bhowate, Vaishnavi Gawande: Constitution of India, 2025, Shree Balaji Prakashan, Nagpur. 3. D.D Basu: Introduction to the constitution of India, Lexis Nexis, 2015. 4. डॉ. देशमुख अलका: भारतीय राष्ट्रीय चळवळ आणि संविधानात्मक सुधारणा, साईनाथ प्रकाशन, नागपूर, २०२५ 5. भोळे भा.ल., 'भारतीय गणराज्याचे शासन आणि राजकारण, पिंपळापुरे अँड कंपनी पब्लिशर्स, नागपूर., 2003 6. जाधव तुकाराम, भारतीय राजकीय व्यवस्थेचा आकृतीबंध, खंड एक, युनिक अकॅडमी, पुणे, 2011 7. फाडीया बी.एल., भारत का संविधान, साहित्य भवन पब्लिशर्स, २०१७

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	1 LAQ of 16 marks or 2 SAQs of 8 marks each based on Unit 1 =16 marks	Activity participation = 10 marks (2 activities x 5 marks)
2.	1 LAQ of 16 marks or 2 SAQs of 8 marks each based on Unit 2 =16 marks	Class Test = 10 marks
3.	1 LAQ of 16 marks based on Unit 1 or 2 SAQs of 8 marks each based on Unit 2 =16 marks	Assignment = 10 marks
4.	3 Short notes of 4 marks OR 6 VSAQs of 2 marks OR 12 MCQs of 1 mark each of all 2 units with no internal choice =12 marks	Viva = 10 marks
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF209)
Semester II (CC 2 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

**As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur**

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SEMESTER III

BBA - Financial Management (Semester III)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr · No	Subject / Course Name	Cours e Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Fundamentals of Finance	Major	BBAF301	4	-	4	60	24	-	-	40	16	100	40	4
2	Personal Financial Planning	Major	BBAF302	4	-	4	60	24	-	-	40	16	100	40	4
3	Corporate Laws	Minor	BBAF303 A	4	-	4	60	24	-	-	40	16	100	40	4
	Personal Selling		BBAF303 B												
	Organization Development and Change in 21st Century		BBAF303 C												
4	Digital Wellness / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	OE	BBAF304	2	-	2	60	24	-	-	40	16	100	40	2
5	Customer Care Executives / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VSC	BBAF305	1	2	3	60	30	40	20	-	-	100	50	2
6	English Language For Competitive Exams	AEC	BBAF306 A	2	-	2	60	24	-	-	40	16	100	40	2
	Enhancing Soft Skills and Personality		BBAF306 B												
	Japanese Language		BBAF306 C												
7	Field Project	FP	BBAF307	-	4	4	-	-	-	-	100	50	100	50	2
8	NCC / NSS / Sports / Cultural / LLL	CC	BBAF308	-	4	4	-	-	-	-	100	50	100	50	2
		Total		17	10	27	360	150	400	200	400	180	800	350	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF301)
Semester III (Major – Fundamentals of Finance)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF301
Course Name	Fundamentals of Finance
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Accounting principles • Mathematics (especially percentages and ratios) • Business fundamentals (basic structure of firms, investment, and lending)

Course Outcomes: *The students will be able to:*

CO 1	Understand the fundamentals of finance, differentiate between various types of finance, and apply the concept of time value of money in basic financial decision-making.
CO 2	Identify various sources of finance, compare traditional and modern funding instruments, and compute debt repayment schedules and loan instalments.
CO 3	Determine and calculate the cost of various capital components and compute the WACC to assess a firm's capital structure efficiency.
CO 4	Evaluate investment projects using capital budgeting techniques and apply cash flow analysis for sound financial decision-making.
CO 5	Apply cash flow analysis for sound financial decision-making.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to finance • Meaning Nature and scope of finance. • Goals of financial management • Functions of finance manager • Types of finance	
Unit II	Sources of finance • Long and short term finance	

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	• Equity preference shares debenture and bonds. • Debt repayment schedule • Term loan, calculation of loan installment • Innovative sources of finance • Seed capital, venture capital, bridge capital, higher purchase finance
Unit III	Cost of capital • Meaning of cost of capital • Determination of cost of capital • Calculation on (Ke, Kd, KRE, WACC)
Unit IV	Capital Budgeting • Meaning of Capital T • Types of Capital Budgeting • Techniques of Capital Cash Flow Analysis ,Payback Period, ARR method
Textbooks / Reference Books:	1. Financial Management - Khan & Jain Publisher : Tata McGraw Hill 2. S. Chand - Financial Management

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units.(Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF302)
Semester III (Major – Personal Financial Planning)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF302
Course Name	Personal Financial Planning
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understand the basic meaning of Planning • Aware about basic word used in personal financial planning
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the fundamentals of personal financial planning and its importance in achieving financial security and long-term financial goals.
CO 2	Explain and calculate the future and present values of ordinary annuities and annuities due.
CO 3	Analyze the wide-ranging scope of financial planning, including tax planning, retirement, insurance, investments, and estate planning.
CO 4	Distinguish between consumption and investment expenditures and evaluate their impact on personal finances.
CO 5	Understand various types of personal debt and develop strategies to manage and reduce debt effectively.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to personal financial planning • Concept of financial planning. • Need for financial planning • Scope of financial planning • Concept of assets liabilities and net worth • Financial planning process.

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Unit II	Time value of money ● Concept of annuity ● Concept of perpetuity	
Unit III	Evaluating the financial position of clients ● Cash flow management in personal finance ● Know about preparation of household budget ● Cash inflows and out flows ● Know about budgeting and forecasting ● Creating a budget and saving plan ● Evaluation of financial position of clients	
Unit IV	Debt management and loans ● Need of Debt ● Role and impact of Debt in cash flow management. ● Difference between consumption expenditure and investment expenditure. ● Leverage and Debt counselling ● Calculation of depth servicing requirement ● Concept of secured and unsecured loans ● Types of borrowing ● Various loan calculation	
Textbooks / Reference Books:	1. Indian Financial System and Financial Planning M. Y. Khan Publisher: McGraw Hill Education (India) 2. CFP Certification Study Guide – Kaplan or Dalton Education 3. Web-based tools like Investopedia, NISM Modules (Ind.)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units.(3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF303A)
Semester III (Minor – Corporate Laws)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

Subir Mehta, 27/09/24



Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF303A
Course Name	Corporate Laws
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination - <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination - <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Company lifecycle knowledge • Basic understanding of company structure
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Design the process of Incorporation of a Company
CO 2	Compare and analyze the components of capital structure and the earnings thereof
CO 3	Familiarize with company administration processes and the role of managerial personnel
CO 4	Acquire practical knowledge about corporate decision-making process and conduction of meet
CO 5	Understand the liquidation process and analyze the role of liquidator in the process of winding up of the company
Syllabus:	Contents 15 Hours Per Unit
Unit I	Meaning and Incorporation of Company • Meaning, Definition, characteristics and types of companies; Incorporation of a company; Role and legal position of the promoter; Lifting of the corporate veil. • Memorandum of Association; Articles of Association; Meaning, purpose and contents; Alteration, Doctrine of Ultra Vires and Indoor management. • Prospectus: Meaning, Types and misrepresentation in a prospectus
Unit II	Shares, Share Capital, Debentures and Dividend • Shares and Debentures: Definition, Types, Transfer and Transmission, Register of Members; Share Capital: Meaning, Alteration, Voting Right • Debenture: Definition, Types, Rules Regarding Issue of Debenture, Register of Debenture holders, Charges and their types • Rules regarding declaration and distribution of dividends; Investors Education and Protection Fund • Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit
Unit III	Company Administration • Director (Concept and Definition) Qualification, Disqualification, Appointment, Rights, Duties, Liabilities, Removal and Resignation of Director, Managing Director, Whole time Directors, Director Identification Number (DIN) • Small shareholders' director, Resident Director, Alternate Director, Independent Director, and Women director. • Company Secretary: Appointment, Duties and Power
Unit IV	Corporate Meetings and Winding Up • Corporate Meetings: Shareholder and Board, Types of Meetings, Requisite of Valid Meeting: Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal

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	Ballot, E-voting, Video Conferencing, Resolution- kinds • Winding Up meaning: The Insolvency and Bankruptcy Code, 2016, an overview; Modes of winding up: Winding up by Tribunal, Circumstances for Compulsory winding up, petition for winding up, Company Liquidator, Consequences of winding up order, Voluntary liquidation of Corporate persons	
Textbooks / Reference Books:	1. ND Kapoor, Elements of Company Law, Sultan Chand Publishers 2. Gogna, P.P.S, Company Law, S. Chand 3. MC Kuchhal, Corporate Laws, Shri Mahaveer Book Depot (Publishers). 4. G.K. Kapoor& Sanjay Dhamija, Company Law, Bharat Law House	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

OR

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF303B)
Semester III (Major – Personal Selling)
(To be implemented from 2026 – 27)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF303B
Course Name	Personal Selling
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• The Consumer Buying Process: Basic knowledge of how individuals make purchasing decisions. • Market Segmentation: Understanding that different customer groups
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the evolution of personal selling and its strategic importance within the marketing mix..
CO 2	Demonstrate proficiency in the various stages of the selling process, from prospecting to closing.
CO 3	Apply psychological principles and communication skills to handle consumer objections and negotiations.
CO 4	Analyze the ethical dilemmas and legal frameworks governing sales practices in a digital economy.
CO 5	Develop a comprehensive sales plan incorporating territory management and CRM tools.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Foundations of Personal Selling Introduction: Definition, nature, and importance of personal selling; difference between selling and marketing. The Salesperson's Role: Duties and responsibilities; characteristics of a successful salesperson. Theories of Selling: AIDAS Theory, "Right Set of Circumstances" Theory, and the Buying Formula Theory. Personal Selling in the Modern Era: Transition from transactional to relationship selling.
Unit II	The Selling Process (Pre-Sale to Presentation) Prospecting & Qualifying: Identifying potential customers, methods of prospecting, and "Cold Calling" vs. "Social Selling." Pre-approach: Gathering information and setting sales objectives. The Approach: Opening the sales interview and building initial rapport. Sales Presentation & Demonstration: Effective communication techniques, FAB (Features, Advantages, Benefits) analysis, and the use of visual aids.
Unit III	Managing Objections and Closing the Sale Handling Objections: Understanding why customers object; types of objections (price, product, time); techniques for overcoming resistance. Negotiation Skills: Principles of win-win negotiation and bargaining strategies.

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	Closing the Sale: Recognizing closing signals; various closing techniques (Trial Close, Summary Close, and Urgency Close). Follow-up & Service: Building long-term loyalty and managing post-purchase dissonance.
Unit IV	Sales Management & Ethics Sales Planning: Territory management, setting sales quotas, and time management for sales professionals. Technology in Selling: Role of CRM (Customer Relationship Management) software and AI in sales automation. Ethics in Selling: Ethical issues in dealing with customers and competitors; legal aspects of selling (Consumer Protection Act) Career in Sales: Sales training, motivation, and evaluation of sales performance.
Textbooks / Reference Books:	Manning, G. L., Reece, B. L., & Ahearne, M. – <i>Selling Today: Partnering to Create Value</i> (Pearson Education). Still, R. R., Cundiff, E. W., & Govoni, N. A. P. – <i>Sales Management: Decisions, Strategies, and Cases</i> (Prentice Hall). Futrell, C. M. – <i>Fundamentals of Selling: Customers for Life through Service</i> (McGraw Hill). Castleberry, S. B., & Tanner, J. F. – <i>Selling: Building Partnerships</i> (McGraw-Hill Education). Panda, T. K., & Sahadev, S. – <i>Sales and Distribution Management</i> (Oxford University Press).

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity/ Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

OR

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF303C)
Semester III (Minor – Organizational Development & Change in 21st Century)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF303C
Course Name	Organizational Development & Change in 21 st Century
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	Understand the basic meaning of Organization
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Define the fundamental concepts of Organizational Development (OD) and the role of change agents in the 21st-century business landscape.
CO 2	Analyze various models of organizational change and apply them to real-world marketing and business scenarios
CO 3	Identify and manage resistance to change while fostering a culture of continuous improvement and ethical leadership.
CO 4	Evaluate the impact of digital transformation and global trends on organizational structure and effectiveness.
Syllabus:	Contents 20 Hours Per Unit
Unit I	Foundations of Organizational Development Introduction to OD: Concept, values, and assumptions; Evolution of OD in the digital age. The Change Agent: Roles and competencies of OD practitioners; Internal vs. External consultants. Process of OD: Entering and contracting, diagnosing organizations, groups, and jobs. The 21st Century Context: Impact of globalization and volatile markets on organizational stability.
Unit II	Managing Strategic Change Models of Change: Lewin's Force Field Analysis, Kotter's 8-Step Process, and the Action Research Model. Resistance to Change: Individual and organizational sources of resistance; Strategies for overcoming resistance. Structural Interventions: Restructuring organizations, Downsizing, and Re-engineering. Techno-structural Interventions: Employee involvement and work design in a tech-driven environment.
Unit III	Human Process & Future Trends Interpersonal Interventions: T-groups, Process Consultation, and Third-party interventions. Team Building: Approaches to improving team effectiveness and virtual team management.

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	Ethical Issues in OD: Professional ethics, social responsibility, and maintaining integrity during transitions. Future of OD: Learning Organizations, Knowledge Management, and the role of AI in organizational transformation.
Textbooks / Reference Books:	1. Organization Development and Change by Thomas G. Cummings and Christopher G. Worley (Cengage Learning) 2. Organizational Development: Behavioral Science Interventions for Organization Improvement by Wendell L. French and Cecil H. Bell. 3. Leading Organizational Development and Change: Principles and Contextual Perspectives by Riann Singh and Shalini Ramdeo (Springer). 4. Leading Change by John P. Kotter — specifically for models like the "8-Step Process" applicable to modern business scenarios. 5. Organizational Change and Development by R.G. Priyadarshini (Cengage India) — useful for Indian corporate case studies and practical scenarios.

valuation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6×5 OR $3 \times 10 = 30$ Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15×2 OR $15 \times 2 = 30$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF304)
Semester III (OE-Digital Wellness)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Prof. J. K. Jadhav
Prof. J. K. Jadhav



Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF304
Course Name	Digital Wellness
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks -16</i>)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Define digital wellness and identify key dimensions of digital health.
CO 2	Evaluate their own digital habits and their effects on well-being.
CO 3	Implement time management and digital detox techniques
CO 4	Demonstrate safe and ethical behavior in digital environments.
Syllabus:	Contents
Unit I (7 Hours)	Introduction to Digital Wellness • Definition and scope of digital wellness • Attention & Distraction • Evolution of digital lifestyles • Achieving Attention through Yoga • Stimulation Vs. Relaxation • Importance of digital balance in academic, professional, and personal life • WHO and global perspectives on screen time and digital health • Attention Enhancers
Unit II (8 Hours)	Impacts of Excessive Digital Usage on Brain • Basics of Brain • Concept of Neuroplasticity, Switching Penalty and Neuro-Associative Conditioning • Physical health: eye strain, poor posture, sleep disruption • Mental health: anxiety, depression, digital addiction • Social impacts: isolation, reduced attention span, digital burnout • Digital Mindset • Importance of Brain's Downtime • Case studies and real-life examples
Unit III (7 Hours)	Strategies for Digital Well-being

Heidi. J. Miller



	• Importance of relaxation • Brain rot • Positive self-talk • Overcoming Cognitive Distortions • Time management tools and screen time trackers • Science of Sleep • Mindful digital practices: single-tasking, scheduled breaks
Unit IV (8 Hours)	Science of Addiction & Digital Detox • Habits and addiction • Harnessing the power of neuroplasticity • Role of hobbies, exercise, and nature in digital balance • Digital detox: planning and implementation • 7 week Digital wellness plan • Online safety, privacy, and data protection • Cyberbullying, trolling, and emotional safety • Ethical use of digital platforms • Building positive digital identity and responsible sharing

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (10×4 OR $8 \times 5 = 40$ Marks)	CIE 1 (carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ Marks) OR	Assignment 1 (carry 5 Marks) Assignment 2 (carry 5 Marks) Class Activity / Presentation/ Viva-Voce
3.	MCQ / VSAQ / Match the pair / fill in the blanks. ($30 \times 2 = 60$ Marks)	(carry 20 Marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF305)
Semester III (VSC - Customer Care Executive)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF305
Course Name	Customer Care Executive
No. of Credits	02 (1 Theory, 1 Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 30</i>) + 40 (Practical Examination – <i>Min passing Marks -20</i>)= 100 Marks (Min passing Marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	• Basic etiquettes and manners at the time to handle customer • Effective communication skills
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the structure, functioning, hierarchy, and key concepts of Customer Care, Call Centres, and BPO / KPO / HRO industries, along with basic computer and internet operations needed for the job.
CO 2	Attend and make customer calls professionally , apply phone etiquettes, manage ACHT / AHT, reduce hold time, follow SLA norms, use CRM tools, perform tagging, and demonstrate proficiency in MS Office and email writing.
CO 3	Identify, categorize, record, and resolve QRCs , handle different types of customers (angry, passive, irate), follow escalation matrices, maintain FTR, and apply listening and communication skills to ensure customer satisfaction.
CO 4	Interpret performance reports , review KPIs like login hours, attendance, ACHT, and CSAT, maintain confidentiality, avoid jargons/slangs, build rapport, and follow data security guidelines in customer interactions.
CO 5	Integrate customer care concepts, call-handling skills, QRC resolution techniques, CRM usage, reporting analysis, and professional etiquettes to perform efficiently as a Customer Care Executive and meet organizational KRAs / KPIs.
Syllabus: Contents	
Unit I (11 Hours)	Introduction & Key Concepts – Introduction to Customer Care Executive, Understand Call Centre & Key Concept, Different Types of BPO & BPO, KPO and HRO Industry, Types Call Centre, Types of Customer Support, Work Environment & Hierarchy in a BPO, Job Hierarchy in a Call Centre, Different Departments in a Call Centre, How to become a Call Centre Executive, Few Call Centre Terminologies, Basic of Computer, Basic of Internet.
Unit II (11 Hours)	How to Attend and Make Customer Calls – Role of a Customer Care Executive, Responsibility of a Customer Care Executive Like - Minimum Call, Login Time, Understanding of Inbound & Outbound Process, Skill Required for Inbound & Outbound Process, Understanding of Prepaid & Post-paid Services, How to open a call, Complete process of a call, Phone Etiquettes, Impact of a Good Phone Etiquette, Impact of voice tone, Understanding of ACHT (Average Call Handling Time) and AHT (Average Handling Time), Importance of

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	ACHT - Total time Spent with the customer, How to Reduce ACHT, Call Hold & Call Transfer to Supervisor, Hold Time, Unhold & Hold Refresh, Concept & Value of ACHT/AHT, Login Hours, SLA (Service Level Agreement) in a Call Centre, How to Reduce Hold Time, Understanding of CRM & Other Software, Understanding of Tagging (QRCs Record), Phone Etiquettes, Importance of Typing Speed & Accuracy, Basic of MS Office, Basic of Email Writing. Practical – PC1. Attain minimum call login time/dials/customer contacts and attendance PC2. Balance total number of minutes spent talking to the customer, within specified limits PC3. Restrict total number of minutes customer is put on hold, within given time limits PC4. Attain total number of minutes spent wrapping up calls / notations / tagging within given time limits
Unit III (11 Hours)	Resolving Customer's Query, Request & Complaint – Introduction of QRC, Categorization of QRC, Understanding of Query, Understanding of Request, Understanding of Complaint, Reasons for a Complaint, Customer verification prior to giving account related information, Importance of Customer categorization basis on urgency of QRC, Types of Customers & Handling Techniques, Handling Angry Customers, Handling Demanding Customers, Handling Passive Customer, Handling Irrate Customer with Heat Process, Basics of Call handling, Recording QRCs, Escalation Matrices / Call Forward to Supervisor, Call Resolution should be 80% (FTR / NFTR), Basic of MS Word, Basic of Listening Skill. Practical – PC1. Categorize customer's interaction as a query, request or a complaint PC2. Verify customer's details for any account related information PC3. Obtain sufficient information from the customers to login their query, request or complaint PC4. Address customer's query, request or complaint on the basis of categorization PC5. Provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call PC6. Record the customer's interaction as a query, request or a complaint PC7. Refer problem to a supervisor / floor support / manager, if unable to resolve on-call
Unit IV (12 Hours)	Reports and Performance Review – Instant Customer Feedback & CSAT, Why Feedback is Important, Types of Feedback, Feedback Parameter for CCE and Company, Advantage of Customer Feedback, Importance of Rapport Building - Offering Extra Assistance to the Customer to Create WOW Factor, Avoid use of jargons, slangs and technical words, Greetings in customer preferred language, Understanding of Jargon, Understanding

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	of Slangs, Different Between Jargons of Slangs, Confidentiality of data, Importance of Data Security, Client Confidentiality, Reports & Performance Review, Review of individual call login time, Attendance, ACHT, Different Type of Reporting – Daily, Weekly, MTD, Monthly reports. Understanding Key Responsibility Area, KRA & KPI of a CCE, Decision Making Skills. Practical – PC1. Review individual call login time / number of dials / customer contacts / attendance for the review period PC2. Comply with parameters like opening greeting, security checks, closing greeting, hold / transfer / escalation protocol, first time resolution % age and complete & correct tagging / wrap up PC3. Analyse self-reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior PC4. Probe customers to understand their buying behavior and needs PC5. Navigate through customer’s account history to identify the usage pattern PC6. Identify opportunity to pitch relevant products / services PC7. Offer customized solution from the range of products / services available with the organization						
Textbooks/ Reference Books:	• Customer Service Training 101: Quick and Easy Techniques That Get Great Results by Renee Evenson • Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service by John Goodman						
Evaluation Pattern:							
Sr. No.	<table><tr><th>Theory (60 marks)</th><th>Practical (40 marks)</th></tr><tr><td>1. 32 MCQs of 2 marks each based on all four units. (8 MCQs Per Unit) (Best 30 will be evaluated) (30 × 2 = 60 Marks)</td><td>Best 6 out of 18 practical will be considered for marking. (5 Marks × 6 = 30 Marks) Presentation / Viva –Voce = 10 Marks</td></tr><tr><td>Total: 60 marks</td><td>Total: 40 marks</td></tr></table>	Theory (60 marks)	Practical (40 marks)	1. 32 MCQs of 2 marks each based on all four units. (8 MCQs Per Unit) (Best 30 will be evaluated) (30 × 2 = 60 Marks)	Best 6 out of 18 practical will be considered for marking. (5 Marks × 6 = 30 Marks) Presentation / Viva –Voce = 10 Marks	Total: 60 marks	Total: 40 marks
Theory (60 marks)	Practical (40 marks)						
1. 32 MCQs of 2 marks each based on all four units. (8 MCQs Per Unit) (Best 30 will be evaluated) (30 × 2 = 60 Marks)	Best 6 out of 18 practical will be considered for marking. (5 Marks × 6 = 30 Marks) Presentation / Viva –Voce = 10 Marks						
Total: 60 marks	Total: 40 marks						

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF306A)
Semester III (AEC- English Language for Competitive Examination)
(To be implemented from 2024 – 25)

Program Educational Outcomes (PEOs)

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF306A
Course Name	English Language for Competitive Examination
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Basic reading and writing skills in English Ability to comprehend simple passages and express ideas in written form
Course Outcomes: <i>The students will be able to:</i>	
CO1	Analyze literary and scientific passages for accurate comprehension.
CO 2	Construct academic, imaginative, and situation-based essays to demonstrate effective writing skills.
CO 3	Differentiate word families and confusable words in verbal analogies.
CO 4	Categorize advanced vocabulary and uncommon words in appropriate contexts.
CO5	Present ideas clearly and confidently through oral and visual modes
Syllabus:	Contents
Unit I (8 Hours)	Reading Comprehension & Analysis Skills • Reading Comprehension: Concept and Purpose - Meaning of reading comprehension, Importance for competitive examinations • Literary Reading Comprehension – Short & Long Passages: Understanding theme and central idea, Identifying tone, attitude, and inference, Answering factual and analytical questions • Scientific Reading Comprehension – Short & Long Passages: Understanding facts, data, and logical flow, Identifying cause-and-effect relationships, Answering objective and analytical questions • Analyzing a Task: Understanding the question requirement, Identifying keywords and eliminating distractors
Unit II (7 Hours)	Academic & Creative Writing • Academic Writing: Structure and organization, Clarity, coherence, and formal style • Essay Writing: Long essays, Imaginative essays, Situation-based essays
Unit III (8 Hours)	Vocabulary, Verbal Analogy & Text Completion • Verbal Analogy: Word relationships, Logical and vocabulary-based analogies • Vocabulary Development: Word families, Confusable words, Word origins, Synonyms, and meanings • Text Completion
Unit IV	Advanced Vocabulary & Grammar • Classical and Foreign Vocabulary: Latin terms in English vocabulary, Greek

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(7 Hours)	mythology and vocabulary, Foreign words and names • Word Formation: Suffixes and reference words, Uncommon and advanced words • Grammar: Subject–verb agreement, Sentence correction, Clauses and modifiers, Active and passive voice, Gerunds and infinitives, Prepositions and reported speech, Conjunctions and coordinators, Phrasal verbs, Punctuation.	
Textbooks/ Reference Books:	Viswamohan, Aysha. <i>English Language for Competitive Exams</i> . NPTEL–SWAYAM, Indian Institute of Technology Madras. https://nptel.ac.in	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	A. Literary Passage with 5 MCQs (Unit I) (5 Marks) B. Scientific Passage with 5 MCQs (Unit I) (5 Marks)	Attendance & Class Activity Assessment = 10 Marks
2.	Essay Type Question with Internal Choice (Unit II) (10 Marks)	CIE Completion (CIE 1 to 4) = 10 Marks
3.	A. 5 MCQs based on Verbal Analogy (Unit III) (5 Marks) B. 5 MCQs based on Vocabulary Development (Unit III) (5 Marks)	Poster / PPT Presentation in Viva = 20 Marks
4.	A. 5 MCQs based on Classical and Foreign Vocabulary (Latin / Greek terms, Foreign words and names) (5 Marks) B. 5 MCQs based on Advanced Vocabulary & Grammar (5 Marks)	
5.	A. Analyzing a Task (Unit I) (5 Marks) B. Situation-Based Short Essay about 100 words (Unit II) (5 Marks) C. Text Completion (Unit III) (5 Marks) D. 5 questions based on Grammar (Unit IV) (5 Marks)	
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF306B)
Semester III (AEC – Enhancing Soft Skills & Personality)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF306B
Course Name	Enhancing Soft Skills & Personality
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Willingness to Learn and Self-Reflect.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Identify personal strengths and weaknesses through self-reflection to build a positive and resilient personality.
CO 2	Apply effective verbal and non-verbal communication techniques to interact professionally in diverse social and corporate settings.
CO 3	Demonstrate leadership qualities and teamwork by effectively managing group dynamics and resolving conflicts.
CO 4	Utilize time management and stress-reduction strategies to enhance personal productivity and workplace efficiency.
Syllabus:	Contents 10 Hours Per Unit
Unit I	Self-Management & Emotional Intelligence Self-Discovery: Conducting SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis and defining personal goals. Attitude Building: Developing a positive mindset, self-motivation, and professional integrity. Emotional Intelligence: Managing personal emotions and developing empathy for better social interaction
Unit II	Communication and Interpersonal Excellence Effective Communication: Principles of verbal and non-verbal communication, and active listening skills. Public Speaking and Presentation: Overcoming stage fear, body language, and structuring a speech. Interpersonal Skills: Teamwork, conflict resolution, and networking basics.
Unit III	Professional and Employability Skills Time and Stress Management: Techniques for prioritization and managing workplace pressure. Corporate Etiquette: Dress code, email writing, and telephone manners. Career Readiness: Resume building, mock interviews, and group discussion techniques.
Textbooks / Reference Books:	1. Personality Development and Communication by C.B. Gupta (Scholar Tech Press). 2. Personality Development and Human Skills by G.S. Sudha (Malik and

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	Company). 3. Communication Skill and Soft Skill by E.S. Kumar (Dorling Kindersley). 4. Professional Communication Skills by Pravin S.R. Bhatia (S. Chand).
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Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6×5 OR $3 \times 10 = 30$ Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15×2 OR $15 \times 2 = 30$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF306C)
Semester III (AEC – Japanese Language)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

Head. J. S. Joshi



Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF306C
Course Name	Japanese Language
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Basic Proficiency in English and a Keen Interest in Foreign Cultures.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Read and write the basic Japanese script (Hiragana) accurately, including complex phonetic sounds.
CO 2	Conduct basic self-introductions and carry out simple daily conversations using appropriate greetings and polite expressions.
CO 3	Recognize and apply essential Japanese social and business etiquette, such as bowing and business card exchange, to foster cross-cultural interaction.
CO 4	Interpret and use basic vocabulary related to numbers, time, and everyday objects in simple sentence structures.
Syllabus:	Contents 10 Hours Per Unit
Unit I	The Writing System & Phonetics Scripts: Introduction to the three scripts: Hiragana (basic), Katakana (foreign words), and an overview of Kanji (ideograms). Hiragana Mastery: Reading and writing all 46 basic characters and their derivatives (Dakuon / Handakuon). Pronunciation: Understanding long vowels, double consonants, and the nasal 'n' sound.
Unit II	Basic Conversation & Grammar Greetings (Aisatsu): Daily expressions for various social contexts (Morning, Afternoon, Evening, Departures). Self-Introduction (Jiko Shoukai): Mastering the basic sentence pattern: Name + wa + Name/Profession + desu. Numbers & Essential Vocab: Counting 1–100, identifying family members, colors, and common classroom objects.
Unit III	Japanese Culture & Workplace Etiquette Social Etiquette: The importance of bowing (Ojigi), removing shoes, and gift-giving customs. Business Etiquette: Proper exchange of business cards (Meishi) and the concept of punctuality in Japanese work culture. Basic Inquiries: Learning to ask "What is this?" and simple directions.

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Textbooks / Reference Books:	1. Minna no Nihongo (Elementary I) – 3A Network (The industry standard for beginners). 2. Marugoto: Japanese Language and Culture (A1) – The Japan Foundation (Focuses on communicative competence). 3. Japanese for Busy People – AJALT (Excellent for quick, professional conversational skills).	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit)(15× 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF307)
Semester III (Field Project)
(To be implemented from 2024 – 25)
(02 Credits for 100 Marks)

[A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Business Administration (BBA) (Major Subject) Examination,___

Name of Student:_____ FP/CEP

Title:_____

Roll No._____ Semester _____ Max. Marks: 100

CRITERION	Parameters	Score
Continuous internal Evaluation (CIE)	Regularity, punctuality, sincerity, and overall feedback from the supervisor and community <i>(To be evaluated by the internal teacher)</i>	out of 50
Description UN SDG Related to FP/CEP*	Detailed description of United Nations Sustainability Development Goals (SDGs) related to FP/CEP undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	out of 10
Description of Respondent Profile/Community Profile & Listing of goals/objectives/ Outcomes of FP/CEP*	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	out of 10
Application of theoretical Knowledge*.	Details of the work done or project implemented during FP/CEP is documented in detail. The theoretical basis is used to identify the various issues related to the problem under consideration	out of 10
Conclusions and Recommendations *	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	out of 10

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Feedback from concerned organization/Community Head*	An authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as Excellent / Above Average or Good/ Average or Satisfactory /below average .	out of 10
* Based on the Report submitted by the student, evaluated by the external examiner	Total Marks Scored out of 100	
Name and Signature of Internal Examiner	Name and Signature of External Examiner	

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF308)
Semester III (CC 3 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER IV

BBA - Financial Management (Semester IV)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
S r. N o	Subject / Course Name	Cour se Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Mutual Fund Portfolio Performance Evaluation	Major	BBAF401	4	-	4	60	24	-	-	40	16	100	40	4
2	Insurance Laws and Practices	Major	BBAF402	4	-	4	60	24	-	-	40	16	100	40	4
3	Micro Economics	Minor	BBAF403	4	-	4	60	24	-	-	40	16	100	40	4
4	Leadership & Team Effectiveness / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	OE	BBAF404	2	-	2	60	24	-	-	40	16	100	40	2
5	Financial Statement Analysis and Reporting / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	SEC	BBAF405	1	2	3	40	20	40	20	20	10	100	50	2
6	Emotional Intelligence	AEC	BBAF406A	2	-	2	60	24	-	-	40	16	100	40	2
	French Language		BBAF406B												
	Ethics		BBAF406C												
7	Community Engagement Program	CEP	BBAF407	-	4	4	-	-	-	-	100	50	100	50	2
8	NCC / NSS / Sports / Cultural / LLL	CC	BBAF408	-	4	4	-	-	-	-	100	50	100	50	2
		Total		17	10	27	340	140	400	200	420	190	800	350	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF401)
Semester IV (Major – Mutual Fund Portfolio Performance Evaluation)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF401
Course Name	Mutual Fund Portfolio Performance Evaluation
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic understanding of risk and return • Time value of money concepts • Financial markets and instrument
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand mutual fund structures, types, and portfolio fundamentals.
CO 2	Assess the risk-return profile of mutual fund schemes.
CO 3	Apply quantitative performance evaluation techniques to real data.
CO 4	Analyze regulatory disclosures and use online tools for mutual fund assessment.
CO 5	Demonstrate analytical thinking through real-time fund evaluation and reporting.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Mutual Funds & Portfolio Basics • Meaning, evolution, and importance of mutual funds • Structure of mutual funds in India: AMC, Trustees, Sponsors, Custodians • Types of mutual fund schemes: open-ended, close-ended, hybrid, ELSS, ETFs, etc. • Investment objectives and risk-return tradeoff • NAV: meaning, calculation, and significance • Introduction to portfolio construction and diversification
Unit II	Risk and Return in Mutual Funds • Concepts of return: absolute return, CAGR, annualized return • Risks in mutual fund investing: market risk, credit risk, interest rate risk, liquidity risk • Systematic vs. Unsystematic risk • Standard deviation, beta, and correlation

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	• Introduction to portfolio theory and CAPM in mutual funds context
Unit III	Performance Evaluation Techniques • Sharpe Ratio, Treynor Ratio, Jensen's Alpha • Information Ratio, Sortino Ratio • Benchmarking: concept and role of indices (Nifty, Sensex, S&P BSE 200, etc.) • Use of rolling returns and trailing returns • Performance attribution: sector-wise, security-wise • Limitations of performance metrics
Unit IV	Mutual Fund Analysis Tools and Regulatory Framework • Role of SEBI and key regulations governing mutual funds • Key disclosure documents: SID, KIM, Fact Sheet • Fund rating agencies: CRISIL, Morningstar, Value Research • Overview of tools for mutual fund analysis: Value Research Online, AMFI, Money Control • Case studies: Evaluation of top-performing funds (equity, debt, hybrid) • Ethical and transparency concerns in fund reporting
Textbooks / Reference Books:	1. Mutual Funds in India – D. R. Varshney & Nitin Vashisht 2. Investment Analysis and Portfolio Management – Prasanna Chandra 3. Mutual Fund Industry in India – Amitabh Gupta 4. SEBI Guidelines and AMFI Resources – www.sebi.gov.in, www.amfiindia.com 5. CRISIL, Value Research Online, Morningstar India – for real-time fund data and analytics 6. Online tools: Excel, Screener.in, Moneycontrol.com, Groww

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF402)
Semester IV (Major – Insurance Laws and Practices)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF402
Course Name	Insurance Laws and Practices
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	● Basic understanding of financial systems ● Knowledge of risk management concepts
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand Insurance basic principles, types, and functions of insurance.
CO 2	Identify and manage various types of risks associated with insurance.
CO 3	Differentiate between life and general insurance products and understand their features.
CO 4	Familiarize with the legal and regulatory aspects governing the insurance industry in India.
CO 5	Recognize the importance of ethics and transparency in the insurance sector.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction of Insurance ● Concept and need of insurance ● History and development of insurance in India. ● Types of insurance: life, health, general Marine, fire, motor etc ● Principles of insurance.
Unit II	Features and types of life insurance policies ● Procedure for issuing life insurance policies ● Nomination and assignment ● Surrender value and paid up policy ● Claim settlement procedure ● Annuities

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Unit III	General insurance ● Types: Fire, motor, health, liability, Marine ● Policies structure and documentation ● Underwriting process ● Premium calculation ● Claims procedure and settlement	
Unit IV	Regulatory environment of insurance in India ● Incidence regulatory and development authority of India, IRDAI functions and power ● LIC act 1956 and GIC act 1972 ● Insurance act 1938 key provisions ● Recent reforms in the insurance sector	
Textbooks / Reference Books:	1."General Insurance: Principles and Practice" by K.C. Mishra 2. Life Insurance: Principles and Practice" by K.C. Mishra and C.S. Kumar 3."Insurance Principles and Practice" by M.J. Mathew	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (BBAF403)
Semester IV (Minor – Micro Economics)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF403
Course Name	Micro Economics
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	1. Understand the basic meaning of Economics 2. Aware about graphs and slopes
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the subject matter of Economics and scope of micro economics and its usage.
CO 2	Acquainted with the concept of Utility and its types
CO 3	Knowledge about concept of Demand and Supply and their scope along with elasticity and its types in detail
CO 4	Insights in various factors of production and its return along with its strategy and methods of calculations
CO 5	Apply the fundamental concepts of microeconomics— including utility analysis, demand–supply mechanisms, elasticity, and factors of production— to analyze real-life economic situations, interpret market behavior, and make informed economic decisions through practical examples and activities.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Micro Economics and Utility Analysis: Meaning, Definition, Nature, Features, Scope, Importance and Limitations of Micro Economics study. Difference between Micro and Macro Economics. Problems in Micro Economics study. Meaning, Concept, Nature, Feature of Utility, Measurement of Utility, Marginal and Total Utility, Difference between Marginal and Total Utility, Law of Diminishing Marginal Utility, Consumers Equilibrium
Unit II	Demand and Elasticity of Demand Concept and Features of Demand, Factors affecting Demand, Law of Demand, Exceptions and Assumptions Elasticity of Demand, Types of Elasticity of Demand, Factors affecting elasticity of Demand, Methods of measuring Elasticity of Demand
Unit III	Supply and Elasticity of Supply Concept and Features of Supply, Factors affecting Supply, Law of Supply, Exceptions and Assumptions; Elasticity of Supply, Types of Elasticity of Supply, Factors affecting elasticity of Supply, Methods of measuring Elasticity of Supply
Unit IV	Factors of Production

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	Features and Nature of Land, Labour, Capital and Enterprise. Returns on Factors (Rent, Wages, Interest, Profits) Types of Rent, Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, Difference between rent and quasi rent. Interest: Definition and features, Types of Interest, Liquidity Preference Theory, Loanable Funds Theory of Interest. Profits and types of Profit (Gross profit, Net profit, Normal and abnormal profits)	
Textbooks / Reference Books:	1. Dr. D.D. Chaturvedi [1999] Micro Economics- Theory And Applications-I, Galgotia Publishing Company, New Delhi 2. Dr. Sanjay Basotia [2010] Micro Economics-Principles, Applications And Tools-DND Publications, Jaipur 3. Dr. Ravindra Gharpure, Mrs. Samiha Mirza Mohd. Baig [2017] Micro Economic Fundamentals, Thakur Publications	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	10 MCQs of 2 marks OR 10 VSAQs of 2 marks each based on all four units. (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's

SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (BBAF404)
Semester IV (OE – Leadership and Team Effectiveness)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF404
Course Name	Leadership and Team Effectiveness
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Open Elective (OE)
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the basic concepts of leadership and team management, including leadership myths, interactional frameworks, and the role of leaders in team-based organizations.
CO 2	Analyze major leadership theories and models and explain their application in different organizational and situational contexts, including crisis situations.
CO 3	Explain leadership development approaches, including evidence-based leadership, experiential learning, and early-stage leadership effectiveness.
CO 4	Evaluate leadership attributes, ethics, power, influence, and emotional intelligence required for effective and future-oriented leadership.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Leadership & Team Management; Leadership Myths; Interactional Framework for analyzing leadership; Leadership Development: The First 90 Days as a Leader; Leader Development- The Action Observation-Reflection LMX Theory and Normative Decision Model; Situational Leadership Model; Contingency Model and Path Goal Theory; Emotional Approach Charismatic and Transformational Leadership; Leadership for Tomorrow
Unit II	Leadership Attributes; Personality Traits and Leadership; Personality Types and Leadership; Intelligence and Leadership; Emotional Intelligence and Leadership Week 4: Power and Leadership; The art of influence in leadership; Leadership and "Doing the Right Things; Character-Based Approach to Leadership; Role of Ethics and Values in Organisational Leadership

Handwritten signature: *Harish Kumar*

**Textbooks /
Reference
Books:**

1. The First 90 Days by Michael D. Watkins, Harvard Business Review Press
2. Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek, Penguin Random House
3. The 21 Irrefutable Laws of Leadership by John C. Maxwell, HarperCollins
4. Leadership: Theory and Practice (Indian Context Edition) by K. Ashwathappa & K. Sivakumar, Himalaya Publishing House
5. Team Building and Leadership: With Case Studies From Indian Organisations by R. M. Srivastava (Editor), Himalaya Publishing House

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	4 SAQs of 5 Marks OR 2 LAQ of 10 Marks each based on all two Units. (4×5 OR $2 \times 10 = 20$ Marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	10 VSAQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	10 MCQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (BBAF405)
Semester IV (SEC – Financial Statement Analysis and Reporting)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and

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communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF405
Course Name	Financial Statement Analysis and Reporting
No. of Credits	02 (1- Lecture, 1- Practical)
Teaching Hours	45
Evaluation Scheme	40 (End Semester Examination – Min passing marks 20) + 40 (Practical Examination – Min passing marks 20) + 20 (Continuous Internal Examination – Min passing marks 10) = 100 marks (Min passing marks 20 + 20 + 10 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Basic understanding of financial systems • Knowledge of risk management concepts
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the fundamental concepts of the Indian economy, industry structure, and various forms of business organizations, along with gaining knowledge of financial reporting regulations and the basic nature, objectives, and components of financial statements.
CO 2	Analyze and interpret financial statements using tools such as ratio analysis, cash flow statements, comparative and common-size statements, and Du-Pont analysis, and further understand consolidated financial reporting, inter-company transactions, and issues related to financial irregularities, window dressing, and recent reporting scandals.
CO 3	Critically evaluate the financial health and performance of businesses by applying advanced financial analysis tools, preparing comparative, common-size, cash flow, and consolidated statements, and assessing governance issues such as window dressing, distress, financial irregularities, and recent reporting scandals
Syllabus: Contents	
Unit I (8 Hours)	Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies. Content of annual reports, Quality of financial reporting, reporting regulation in India, reporting regulations for Partnership firms, Reporting regulations of Companies. Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement, Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Ratio Analysis.
Unit II (7 Hours)	Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress. Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statement. Inter-company transactions and profit confirmations, Minority interest, consolidated net income and consolidated retained earnings. Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act Window dressing, Recent scandals in financial reporting,
Practical List (30 Hours)	Unit I – Practical List 1. Introduction & Indian Economy

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1. Prepare a **chart/project** on key features of the Indian Economy (GDP sectors, growth trends, employment).
2. Collect data and present **sector-wise contribution (Primary, Secondary, and Tertiary)**.
3. Case study on **impact of economic reforms (1991 LPG reforms)** on industries.

2. Industry & Industrial Scenario in India

4. Field visit / virtual study of a **local industry** and prepare a report.
5. Comparative analysis of **organized vs unorganized sector**.
6. Prepare PPT on **current industrial trends (Make in India, MSMEs, and startups)**.

3. Forms of Business Organizations

7. Prepare a **comparative chart** of:
 - Sole Proprietorship
 - Partnership
 - Company
8. Case study of a real business under each form.

4. Sole Proprietorship

9. Interview a **local shop owner** and prepare a report on:
 - Capital
 - Risk
 - Profit sharing
10. Prepare advantages & limitations with real-life examples.

5. Partnership Firms

11. Draft a **sample partnership deed**.
12. Study provisions of the Indian Partnership Act, 1932.
13. Analyze profit-sharing ratios using simple numerical examples.

6. Private, Public & Government Companies

14. Collect annual reports of:
 - Private company
 - Public company
 - Government company
15. Case study on a government company like Bharat Heavy Electricals Limited.
16. Identify differences in ownership, control, and disclosure.

7. Annual Reports & Financial Reporting

17. Collect an annual report of a company and identify:
 - Director's report
 - Auditor's report
 - Financial statements
18. Evaluate **quality of financial reporting** based on transparency.

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8. Reporting Regulations

19. Study basics of Companies Act, 2013.
20. Compare reporting requirements of:
 - Partnership firms
 - Companies
21. Prepare a chart on regulatory authorities like Securities and Exchange Board of India.

9. Financial Statements Basics

22. Prepare dummy:
 - Income Statement
 - Balance Sheet
23. Identify stakeholders (investors, creditors, govt.).

10. Uses & Limitations

24. Case-based discussion on misuse/limitations of financial statements.
25. Prepare short notes with examples.

11. Cash Flow & Financial Tools

26. Prepare a simple Cash Flow Statement.
27. Identify sources of financial information (annual reports, websites, stock exchange).

12. Ratio Analysis

28. Calculate:
 - Liquidity ratios
 - Profitability ratios
 - Solvency ratios
29. Interpret ratios using real company data.

Unit II – Practical List

1. Cash Flow Statement

1. Prepare cash flow statement using:
 - Direct method
 - Indirect method

2. Comparative & Common Size Statements

2. Prepare:
 - Comparative Balance Sheet
 - Comparative Income Statement
3. Convert financial statements into **common size format**.

3. DuPont Analysis

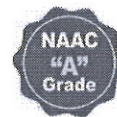
4. Perform DuPont Analysis using company data.
5. Interpret ROE components.

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	4. Sickness & Distress 6. Case study on a sick company (e.g., Jet Airways). 7. Identify symptoms of financial distress.
	5. Financial Statement Analysis Report 8. Prepare a complete project report including: - Ratio analysis - Cash flow - Interpretation
	6. Business Combinations 9. Study types: - Merger - Acquisition 10. Case study on Tata Group acquisitions.
	7. Consolidated Financial Statements 11. Prepare a simple consolidated balance sheet. 12. Understand: - Minority interest - Consolidated profit
	8. Inter-company Transactions 13. Solve problems on: - Unrealized profit - Inter-company sales
	9. Balance Sheet as per Laws 14. Study formats under: - Income Tax Act - Companies Act 15. Compare both formats.
	10. Window Dressing & Scandals 16. Identify examples of window dressing. 17. Case study on Satyam Computer Services fraud.
	11. Recent Financial Reporting Issues 18. Group discussion on: - Corporate governance - Transparency issues
Textbooks / Reference Books:	1. Indian Economy – Ramesh Singh 2. Business Environment – Francis Cherunilam 3. Business Law – P.C. Tulsian 4. Financial Accounting – S.N. Maheshwari 5. Corporate Accounting – Sehgal & Sehgal

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6. Advanced Accounting – R.L. Gupta & Radhaswamy
7. Financial Statement Analysis – R.P. Rustagi
8. Management Accounting – Khan & Jain
9. Financial Management – Prasanna Chandra
10. Corporate Governance – A.C. Fernando

Evaluation Pattern:

Sr. No	Theory (40 Marks)	Practical (40 Marks)	CIE (20 Marks)
1.	10 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	2 Practical on each unit. 10 Marks × 4 Practical = 40 Marks	CIE 1 (carry 5 Marks) CIE 2 (carry 5 Marks) Presentation / Viva-Voce (carry 10 Marks)
	Total: 40 Marks	Total: 40 Marks	Total: 20 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (BBAF406A)
Semester IV (AEC – Emotional Intelligence)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF406A
Course Name	Emotional Intelligence
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks 24) + 40 (Continuous Internal Examination – Min passing marks 16) = 100 marks (Min passing marks 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	• Basic Self-Awareness • Openness to Personal Growth
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the foundational concepts of intelligence and Emotional Intelligence, including their meaning, nature, theories, and distinguishing features.
CO 2	Assess and interpret Emotional Intelligence using various EQ measurement tools, and analyze its relationship with empathy, resilience, well-being, and personal effectiveness.
CO 3	Apply Emotional Intelligence skills in education, workplace settings, leadership, and cross-cultural situations to enhance communication, relationships, and decision-making.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Emotional Intelligence Introduction to Emotional Intelligence and related concepts, the concept of intelligence, the meaning, nature, scope, and types of intelligence, measurement of intelligence, applications of intelligence, the discovery and historical development of Emotional Intelligence, and the meaning, nature, and major theories of Emotional Intelligence.
Unit II	Emotional Intelligence Assessment and Applications Measurement of Emotional Intelligence, differences between EQ and IQ, EQ assessment tools and techniques, EQ and empathy, EQ and resilience, EQ and health and well-being, the EQ map and its components, Emotional Intelligence in education, evaluation of EQ for students, EQ skills for student success, EI and cultural adjustment, EI at work, Emotional Intelligence and happiness through positive psychology, Emotional Intelligence and leadership, culture and emotion, the role of EI in cultural intelligence, and Emotional Intelligence for cross-cultural adaptability.
Textbooks / Reference Books:	1) Daniel Goleman [1995] Emotional Intelligence: Why It Can Matter More Than IQ, Bantam Books, New York. 2) Dalip Singh [2001] Emotional Intelligence at Work, Response Books, New Delhi. 3) Reuven Bar-On & James D.A. Parker [2000] The Handbook of Emotional Intelligence, Jossey-Bass, San Francisco.

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4) N.K. Chadha [2001] Social and Emotional Intelligence, Wiley Eastern, New Delhi.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	4 SAQs of 5 Marks OR 2 LAQ of 10 Marks each based on all two Units. (4×5 OR $2 \times 10 = 20$ Marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	10 VSAQs of 2 Marks each based on two units. ($10 \times 2 = 20$ Marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	10 MCQs of 2 Marks each based on two units. ($10 \times 2 = 20$ Marks)	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF406B)
Semester IV (AEC – French Language)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF406B
Course Name	French language
No. of Credits	02
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Basic Proficiency in English. Since French uses the Latin alphabet, no new script is required, but a good command of English helps in understanding cognates (words that are similar in both languages).

Course Outcomes: *The students will be able to:*

CO 1	Demonstrate correct pronunciation of French phonemes and apply basic grammatical rules including gender and articles.
CO 2	Formulate simple sentences in the present tense to introduce themselves and describe their daily activities.
CO 3	Engage in basic survival conversations, such as ordering food, asking for directions, and greeting others.
CO 4	Exhibit awareness of French cultural and business social norms to facilitate smooth professional interactions.

Syllabus:	Contents	10 Hours Per Unit
Unit I	Phonetics and Foundations The Alphabet & Accents: Mastery of French vowels, consonants, and the five unique accents (é, è, ê, ë, ç). Greetings & Politeness: Formal vs. Informal greetings (<i>Bonjour</i> vs. <i>Salut</i>); "Tu" vs. "Vous" (the concept of <i>Vouvoyer</i>). Numbers & Time: Cardinal numbers 1–100; Telling time using the 24-hour format common in France. Nouns & Articles: Understanding gender (Masculine/Feminine) and definite/indefinite articles (<i>Le, La, Les, Un, Une, Des</i>).	
Unit II	Conversational Grammar Self-Introduction: Introducing oneself, nationality, and profession (<i>Je m'appelle... Je suis...</i>). Essential Verbs: Conjugation of auxiliary verbs <i>Être</i> (To be) and <i>Avoir</i> (To have) in the present tense. Regular Verbs: The "-ER" group verbs (e.g., <i>Parler</i> - to speak, <i>Habiter</i> - to live). Basic Inquiries: Asking simple questions (<i>Où est...?</i> - Where is...?) and responding to everyday needs.	

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Unit III	French Lifestyle & Etiquette Daily Routine: Basic vocabulary for family, hobbies, and clothing. Dining Etiquette: Ordering at a café, vocabulary for French cuisine, and table manners (keeping hands on the table, not in the lap). Business Etiquette: Professional grooming (conservative dressing), punctuality, and the importance of a light, quick handshake. Cultural Nuances: The concept of La Bise (air kisses) and Sunday business closures.	
Textbooks / Reference Books:	1. Saison 1 (A1) – Marie-Noëlle Cocton (Didier) — Standard communicative method. 2. Alter Ego+ (A1) – Annie Berthet (Hachette) — Widely used in university French programs. 3. Practice Makes Perfect: Complete French All-in-One – Annie Heminway. 4. Easy French Step-by-Step – Myrna Bell Rochester. 5. Grammaire en Dialogues (Niveau Débutant) – Claire Miquel.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15× 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF406C)
Semester IV (AEC – ETHICS)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF406C
Course Name	Ethics
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	It is helpful to have a basic understanding of general philosophy concepts and terminologies of Indian philosophy, and religious traditions.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the fundamental concepts of Ethics, moral values, and difference between ethics and law in business.
CO 2	Identify and evaluate the ethical responsibilities of business organizations towards stakeholders and society.
CO 3	Demonstrate ethical behaviour and decision-making in areas like HR, Marketing, Finance, and Environment.
CO 4	Develop awareness about Corporate Social Responsibility (CSR), Corporate Governance, and sustainable business practices.
Syllabus:	Contents 10 Hours Per Unit
Unit I	The Basics of Right and Wrong What is Business Ethics? - Why businesses need rules; Difference between ethics (right/wrong) and law (legal/illegal). Simple Moral Rules - Understanding basic honesty rules, keeping promises - Key Theories - Very basic idea of two ways to decide: 1) What is best for the most people? 2) Follow the duty/rule no matter what.
Unit II	Responsibility to the World Company's Duties - What a company owes to its stakeholders (the people it affects, like employees, customers, and the community). Corporate Social Responsibility - The idea that businesses should help society (like philanthropy, education, health). Good Management - The basics of Corporate Governance (How a company is run), Why managers need to be honest and accountable.
Unit III	Ethics in Daily Business Working with people (HR) - Treating employees fairly, No discrimination; Respecting privacy Selling and Advertising (Marketing) - Being truthful in ads, making safe products, fair pricing. Money and Secrets (Finance) - The problem with cheating; Avoiding conflict of interest. Protecting the Planet - Why businesses must care about the environment; Idea of

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		sustainability
Textbooks / Reference Books:		1. C.S. Murthy - Business Ethics - Text & Cases 2. Dr. Geo Paul Kadavi - Indian Ethos and Business Ethics 3. Geren K. Govindarajan & Sumita - (Author/Title partially visible) 4. Dr. K.L. Govindarajulu & N.G. Sanas - Business Ethics & Corporate Social Responsibility
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15× 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF407)
Semester IV (Community Engagement Project)
(02 Credits for 100 Marks)

[A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Business Administration (BBA) (Major Subject) Examination,___

Name of Student:_____ FP/CEP

Title:_____

Roll No._____ Semester _____ Max. Marks: 100

CRITERION	Parameters	Score
Continuous internal Evaluation (CIE)	Regularity, punctuality, sincerity, and overall feedback from the supervisor and community (<i>To be evaluated by the internal teacher</i>)	out of 50
Description UN SDG Related to FP/CEP*	Detailed description of United Nations Sustainability Development Goals (SDGs) related to FP/CEP undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	out of 10
Description of Respondent Profile/Community Profile & Listing of goals/objectives/ Outcomes of FP/CEP*	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	out of 10
Application of theoretical Knowledge*.	Details of the work done or project implemented during FP/CEP is documented in detail. The theoretical basis is used to identify the various issues related to the problem under consideration	out of 10
Conclusions and Recommendations *	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	out of 10

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Feedback from concerned organization/Community Head*	An authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as Excellent / Above Average or Good/ Average or Satisfactory /below average.	out of 10
* Based on the Report submitted by the student, evaluated by the external examiner	Total Marks Scored out of 100	
Name and Signature of Internal Examiner	Name and Signature of External Examiner	

As per the guidelines of CEP applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF408)
Semester IV (CC 4 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER V

BBA - Financial Management (Semester V)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr No	Subject / Course Name	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Securities Market Foundation	Major	BBAF501	4	-	4	60	24	-	-	40	16	100	40	4
2	Security Analysis & Portfolio Management	Major	BBAF502	4	-	4	60	24	-	-	40	16	100	40	4
3	Marketing of Financial Services	Major Elective	BBAF503A	4	-	4	60	24	-	-	40	16	100	40	4
	Investment Advisor		BBAF503B												
4	Macro Economics	Minor	BBAF504	4	-	4	60	24	-	-	40	16	100	40	4
5	Sales Executive / or any Swayam / NPTEL / Career Katta Course of minimum 2 credits	VSC	BBAF505	1	2	3	60	30	40	20	-	-	100	50	2
6	Field Project	FP	BBAF506A	-	4	4	-	-	-	-	100	50	100	50	2
	Community Engagement Program	CEP	BBAF506B												
		Total		17	6	23	300	126	40	20	260	114	600	260	20

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF501)
Semester V (Major – Securities Market Foundation)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA(Financial Management)
Course Code	BBAF501
Course Name	Securities Market Foundation
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24+ 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic Knowledge of Commerce and Finance • Understanding of Financial Statements • Elementary Knowledge of Economics • Basic Mathematical and Analytical Skills • Awareness of Banking and Financial System
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the structure, participants, role, and technological advancements in securities markets, and explain their importance in the financial system.
CO 2	Analyze different types of securities, asset allocation strategies, and evaluate equity, debt, hybrid instruments, commodities, and derivatives for investment decisions.
CO 3	Explain the functioning of primary markets, types of issues, regulatory framework, and the process of public and private issuance of securities.
CO 4	Describe the structure and functioning of secondary markets, including trading, settlement, risk management, and investor protection mechanisms.
CO 5	Integrate knowledge of securities markets, instruments, and investment processes to make informed financial and investment decisions in real-world scenarios.
Syllabus:	Contents 15 Hours Per Unit
Unit I	UNDERSTANDING SECURITIES MARKETS • Securities Markets • Securities • Securities Markets: Structure and Participants. • Role of Securities Markets. • Technological advancements in the securities market. • Securities available in the securities market. • Choice between Equity and Debt Financing for Issuers • Characteristics and role of equity capital • Characteristics and role of Debt securities.
Unit II	SECURITIES: TYPES, FEATURES AND CONCEPTS OF ASSET ALLOCATION AND INVESTING • Choosing between Debt and Equity Investment Avenues • Hybrid Instruments • Characteristics and role of Commodities as an asset class

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	• Derivatives • Asset Allocation and Diversification • Understanding the factors underlying the investment process • Various aspects of investing in Equity: Price and Value • Equity Investing Process • Various aspects of investing in Debt securities • Debt Investing Process
Unit III	PRIMARY MARKETS • Primary Market: Definition and Functions. • Primary Vs Secondary Markets • Intermediaries in Primary Market • Types of Issues. • Types of Issuers • Types of Investors. • Regulatory Framework for Primary Markets • Types of Public Issue of Equity Shares • Pricing a Public Issue of Shares... • Public Issue Process of Equities • Prospectus • Applying to a Public Issue • Listing of Shares • Rights Issue of Shares • Regulatory requirements for a Public Issue of Debt Securities • Public issue process for debt securities • Private Placements in Equity and Debt
Unit IV	SECONDARY MARKETS • Role and Function of the Secondary Market. • Types of secondary markets for different securities. • Market Structure and Participants • Brokers and Client Acquisition. • Trade Execution. • Clearing and Settlement of Trades. • Trading and settlement process from investor's point of view • Market Information and Regulation. • Risk Management Systems • Rights, Obligations and Grievance Redressal

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	• Secondary market trading and reporting for debt securities	
Textbooks / Reference Books:	1. NISM Series XII website : certifications.nism.ac.in 2. Investment Analysis and Portfolio Management – Prasanna Chandra 3. Security Analysis and Portfolio Management, 12th Edition Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004 4. SEBI Guidelines and AMFI Resources – www.sebi.gov.in, www.amfiindia.com 5. CRISIL, Value Research Online, Morningstar India – for real-time fund data and analytics	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4= 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

***Major in Financial Management (Course Code: BBAF502)**
Semester V (Major- Security Analysis & Portfolio Management)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA(Financial Management)
Course Code	BBAF502
Course Name	Security Analysis & Portfolio Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks</i> - 24) + 40 (Continuous Internal Examination – <i>Min passing Marks</i> - 16) = 100 Marks (<i>Min passing Marks</i> – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic Knowledge of Commerce and Finance • Fundamentals of Accounting • Basic Mathematics and Statistics • Understanding of Economics • Analytical and Logical Skills
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Develop the basic knowledge on investment and various avenues.
CO 2	Decide to trade based on fundamental and technical analysis.
CO 3	Compute on the portfolio risk and return.
CO 4	Construct optimal portfolio and empirical applications of asset pricing models.
CO 5	Develops students to understand and apply ethical standards in the investment profession.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Landscape of Investment , covers Investment, Speculation and Gambling, Objectives of Investment, Types of Investors, Investment Avenues and their Characteristics, Aim of Security Analysis, Approaches to Security Analysis, Portfolio analysis, Portfolio Construction, Evaluation and Revision. Risk and Return , elaborates Risk in Investment, Components of Risk, Systematic Risk, Unsystematic Risk, Measurement of Risk, Expected Return from an Equity Share, Covariance, Correlation Coefficient, Measurement of Systematic Risk, etc.
Unit II	Fundamental Analysis explains Intrinsic Value & Market Value, Economy Analysis, Industry Analysis, Company Analysis, Intrinsic Value of Equity Shares, Bonus Shares, Right Shares, Stock Split and Reverse Split. Technical Analysis , elaborates Logic Behind Technical Analysis, DOW Theory, Support Level and Resistance Level, Market Indicators, Elliott Wave Theory, Volume Indication, Relative Strength Analysis, etc.
Unit III	Portfolio Analysis and Construction , explores Portfolio Analysis, Component of Portfolio Management, Modern Portfolio Theory, Risk Reduction due to Diversification, Efficient Frontier, Optimal Portfolio, etc.
Unit IV	Portfolio Evaluation and Revision , provides Ratios for Portfolio Evaluation, Jensen's Measure, Fama's Decomposition of Total Return from a Portfolio, Strategies for Portfolio Revision, etc.
Textbooks /	1. Security Analysis and Portfolio Management, 12 th Edition Mrs. Meena Pandey

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Reference Books:	for Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004	
	2. Security Analysis and Portfolio Management, 1st Edition Abhishek sōd, Sheth Publication Pvt. Ltd. Mumbai.	
	3. Investment Analysis and Portfolio Management, 6th Edition,Prasanna Chandra, McGraw Hill Education (India) Private Limited*, Chennai 600116	
	4. NISM website : certifications.nism.ac.in	
Evaluation Pattern:		
Sr. No.	Theorŷ (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF503A)
Semester V (Major Elective – Marketing of Financial Services)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF503A
Course Name	Marketing of Financial Services
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	• Principles of Marketing • Basics of Financial Services • Banking and Insurance Operations • Business Environment and Consumer Behaviour
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the concepts, environment, consumer behaviour, and product decisions involved in the marketing of financial services.
CO 2	Explain pricing, distribution, and promotion strategies used in the effective marketing of financial services.
CO 3	Analyze the role of people, process, and physical evidence in delivering quality financial services and enhancing customer experience.
CO 4	Evaluate relationship marketing, CRM practices, regulatory aspects, and emerging trends in financial services marketing.
CO 5	Apply the principles and strategies of financial services marketing to solve real-world marketing problems and improve customer value in the financial services sector.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Financial Services Marketing • Overview of the Indian Financial System • Marketing of Financial Services – A Conceptual Framework • Environmental Scanning for Financial Services • Strategic Planning Process and Marketing Mix • Marketing Research for Financial Services Consumer Behavior for Financial Services • Factors Influencing Consumer Behaviour • Consumer Decision Making Process • Market Segmentation and Targeting in Financial Services • Differentiation and Positioning in Financial Services • Risk Perception, Trust, and Credibility in Financial Services Marketing Mix: Financial Services Product • Conceptualization of Financial Service Concept • Financial Product Life Cycle • New Financial Service Development

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	• Branding of Financial Service • Personalization and Customization in Financial Services
Unit II	Marketing Mix: Pricing Decisions for Financial Services • Pricing of Financial Services – An Introduction • Pricing Process and its Considerations • Price Determination of Financial Services • Challenges in Pricing of Financial Services • Pricing Strategies for Financial Services Marketing Mix: Place/ Distribution Decisions for Financial Services • Distribution Channel of Financial Services • Types of Distribution Channel • Key Considerations for Selection of Distribution Channel • Distribution Strategy for Financial Services • Role of Customer in Financial Services Distribution System Marketing Mix: Promotion Decisions for Financial Services • Promotion of Financial Services – An Introduction • Advertising for Financial Services • Sales Promotion of Financial Services • Personal Selling of Financial Services • Public Relations in Financial Services
Unit III	Marketing Mix: People Decisions for Financial Services • People of Financial Services – An Introduction • Developing Customer-Centric Employees for Financial Services • Inclusive Service Delivery & BoP Marketing • Internal Marketing in Financial Services • Strategies related to People of Financial Services Marketing Mix: Process Decisions for Financial Services • Process of Financial Services: An Introduction • Service Process Planning & Blue Print in Financial Services • Standardization vs Customization in the Process of Financial Services • Technology-Enabled Processes in Financial Services • Managing Turnaround Time in Financial Services Marketing Mix: Physical Evidence of Financial Service • Physical Evidence in Financial Services: An Introduction • Physical Evidence Strategy in Financial Services • Influence of Physical Evidence on Brand Image & Brand Equity in Financial Services • Customer Satisfaction and Physical Evidence in Financial Services • Designing Better Service Environment in Financial Services
Unit IV	Relationship Marketing & CRM for Financial Services • Customer Relationship Management in Financial Services • CRM Tools & Techniques in Financial Services • Personalization Strategies in CRM for Financial Services

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	• Customer Satisfaction & CRM in Financial Services • Measuring Customer Lifetime Value (CLV) Regulatory, Ethical & Segment-Specific Marketing • Regulations in Financial Services • Advertising Regulations and Mis-Selling Prevention in Financial Services • Ethical Marketing in Financial Services • Corporate Social Responsibility in Financial Services • Marketing to Key Segments: Retail, HNIs & Gen Z Measuring Marketing Effectiveness & Future Trends • KPIs in the Marketing of Financial Services • Marketing Analytics and Marketing Dashboards in Financial Services • Data Driven Marketing Strategies for Financial Services • Future Trends: AI, Open Banking, API Economy and Block Chain • The Evolving Landscape of Financial Services Marketing: Lessons and Future Directions	
Textbooks / Reference Books:	• https://onlinecourses.swayam2.ac.in/e-learning/preview/ini26_cm01 • Marketing of Financial Services, E. Gordon & K. Natarajan, Himalaya Publication. • Marketing of Financial Services, V. A. Avadhani, Himalaya Publishing House.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF503B)
Semester V (Major Elective – Investment Advisor)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA(Financial Management)
Course Code	BBAF503B
Course Name	Investment Advisor
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	• Basics of investment and savings • Financial products and market instruments • Risk and return analysis • Basic financial planning concepts
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain various types of investment avenues, compare their features, risk-return characteristics, and identify suitable channels for making investments.
CO 2	Analyze equity as an investment option, evaluate stock market opportunities using fundamental, technical, and qualitative analysis, and understand diversification strategies for equity risk management.
CO 3	Examine the structure and functioning of the debt market, assess risks in fixed income securities, and apply concepts such as bond pricing, yield measures, yield curve, and duration in investment decisions.
CO 4	Describe the money market, government debt market, corporate debt market, and small-savings instruments, and understand their role in investment planning and portfolio diversification.
CO 5	Evaluate and select appropriate investment avenues by applying concepts of equity, fixed income securities, market analysis, and regulatory guidelines for informed financial decision-making.
Syllabus:	Contents 15 Hours Per Unit
Unit I	INTRODUCTION TO INVESTMENT • Types of investment • Equity • Fixed Income • Commodities • Real Estate • Structured products • Distressed securities • Other investment opportunities • Know the channels for making investments
Unit II	INVESTING IN STOCKS • Understand Equity as an investment • Diversification of risk through equity instruments - Cross sectional versus time series

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	• Risks of equity investments • Overview of Equity Market • Equity research and stock selection • Combining relative valuation and discounted cash flow models • Technical Analysis • Qualitative evaluation of stocks
Unit III	INVESTING IN FIXED INCOME SECURITIES • Debt market and its need in financing structure of Corporates and Government • Bond market ecosystem • Various kinds of risks associated with fixed income securities • Pricing of bond • Traditional Yield Measures • Concepts of Yield Curve • Concept of Duration
Unit IV	INVESTING IN FIXED INCOME SECURITIES • Introduction to Money Market • Introduction to Government Debt Market • Introduction to Corporate Debt Market • Small Savings instruments SEBI Investment Advisers Regulations, 2013
Textbooks / Reference Books:	1. https://www.nism.ac.in/investment-adviser-level-1/ 2. NISM website : certifications.nism.ac.in 3. CRISIL, Value Research Online, Morningstar India – for real-time fund data and analytics 4. Online tools: Excel, Screener.in, Moneycontrol.com, Groww

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF504)
Semester V (Minor –Macro Economics)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA(Financial Management)
Course Code	BBAF504
Course Name	Macro Economics
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic understanding of Economics (especially Microeconomics) • Familiarity with economic terms like demand, supply, and markets
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand and explain key macroeconomic concepts and theories.
CO 2	Analyze national income and its measurement techniques
CO 3	Evaluate the causes and effects of inflation and suggest control measures.
CO 4	Understand the role of monetary and fiscal policies in economic stability.
CO 5	Apply macroeconomic concepts to real-world economic problems, especially in the Indian context.
Syllabus: Contents	
Unit I (12 Hours)	Introduction to Macroeconomics • What is Macroeconomics? • Macroeconomics is both a Theoretical and a Policy Science • Microeconomics vs. Macroeconomic • Origin and Growth of Macroeconomics • Importance of Macroeconomics • Limitations of Macroeconomics • Circular Flows in a Two-Sector Model • Circular Flows in Three-Sector Model: A Model with Government • Income and Expenditure
Unit II (11 Hours)	Measurement of National Income • Introduction • Some Concepts Related to National Income • National Income Measures • Nominal and Real GNP • Methods of Measuring National • Income Treatment of Net Income from Abroad • Double Entry System of Accounting • Measurement of National Income in India

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Unit III (11 Hours)	Inflation: Meaning, Measure and Effects • Introduction • What is Inflation? • Methods of Measuring Inflation • Types of Inflation • Inflation, Disinflation and Deflation • Inflation in India: A Long-Term View • Economic Effects of Inflation • Interaction between Demand-Pull and Cost-Push Inflation • Measures to Control Inflation	
Unit IV (11 Hours)	Macroeconomic Policies: Monetary and Fiscal Policies • Introduction Macroeconomic Policy: Meaning and Scope • Objectives of Macroeconomic Policy • Meaning and Scope of Monetary Policy • Instruments of Monetary Policy • Monetary Policy of India, • Meaning and Scope of Fiscal Policy • Fiscal Instruments and Target Variables • Kinds of Fiscal Policy • Limitations of Fiscal Policy • Fiscal Policy of India	
Textbooks / Reference Books:	1. Dwivedi, D. N. (Latest Edition). Macroeconomics: Theory and Policy (3rd ed.). New Delhi: McGraw Hill Education. 2. Ahuja, H. L. (Latest Edition). Macroeconomics: Theory and Policy. New Delhi: S. Chand Publishing.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF505)
Semester V (VSC- Sales Executive)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA(Financial Management)
Course Code	BBAF505
Course Name	Sales Executive
No. of Credits	02 (1 Theory, 1 Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 20</i>) = 100 Marks (Min passing Marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	1. Basic understanding of business concepts 2. Familiarity with psychology, or marketing

Course Outcomes: *The students will be able to:*

CO 1	Describe the roles, responsibilities, and professional conduct of a Sales Executive while identifying different types of customers and their rational or emotional buying motives
CO 2	Execute the steps of the personal selling process, utilizing the AIDA model and effective communication techniques to deliver sales presentations and handle customer objections.
CO 3	Plan sales territories and daily call schedules while analyzing sales reports, quotas, and Key Performance Indicators (KPIs) to monitor sales achievement.
CO 4	Demonstrate the use of digital tools like CRM software and social selling platforms to manage customer relationships and evaluate promotional techniques for brand loyalty

Syllabus:	Contents	5 Hours per unit
Unit I	Fundamentals of Sales Leadership & Customer Insights The Sales Executive: Definition and role; differences between a salesperson and a sales executive; roles in marketing vs. financial services; career growth paths. Professionalism: Essential skills (persuasion, negotiation, time management); professional conduct and code of ethics. Customer Behavior: Types of customers (Individual, Institutional, Trade); rational and emotional buying motives; factors affecting decisions (social, cultural, psychological). Prospecting: Importance of lead generation; sources of prospects including social media and cold calling; planning the pre-approach	
Unit II	The Sales Process & Communication Mastery The Personal Selling Process: Step-by-step execution from prospecting to follow-up. The AIDA Model: Application of Attention, Interest, Desire, and Action in sales. Sales Presentation: Techniques, tools, and handling various types of customer objections. Closing & Retention: Techniques (Trial, Assumptive, Summary closes); importance	

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	of after-sales service for long-term relationship building. Practical Application: Role-play scenarios and field practice for presentations	
Unit III	Sales Management, Analytics & Digital Tools Operations: Designing sales territories; route planning and daily call schedules. Performance Metrics: Types of sales quotas (Volume, Revenue, Activity); Daily Sales Reports (DSR); Key Performance Indicators (KPIs). Digital Transformation: Use of CRM software, WhatsApp Business, and AI-based tools in sales; virtual sales meetings and digital payments. Support & Ethics: Role of advertising and promotion (discounts, samples, loyalty programs); avoiding deceptive practices and respecting consumer rights	
Practical 30 Hours	Role-Play: Field practice scenarios for sales presentations and objection handling. AIDA Model Application: Practical demonstration of the Attention, Interest, Desire, Action steps. Digital Tools: Practical use of CRM software, WhatsApp Business, or Social Selling platforms.	
Textbooks / Reference Books:	1. Kirkpatrick, C. A. (n.d.). Salesmanship: Helping prospects buy. South Western Publishing Company. 2. Pradhan, N. S. (n.d.). Elements of salesmanship and publicity. Kitab Mahal. 3. Sontakki, C. N. (n.d.). Advertising and sales management. Kalyani Publication 4. Beller. (n.d.). Reading in personal selling and sales management. Himalaya Publishing House. 5. Panda, T. K. (n.d.). Sales and distribution management. Sunil Sahadev. 6. Acharya, B. K. (n.d.). Marketing and sales management. Himalaya Publishing House. 7. Wright, G. B. (n.d.). New techniques for effective sales management. Vikas Publication. 8. Allen, P. (n.d.). Sales and sales management. Macdonald Evans Ltd. 9. Rajkumar, S. (n.d.). Sales and advertisement management. S. Chand. 10. Mishra, M. N. (n.d.). Sales promotion and advertising management. Himalaya Publishing House. 11. Reid, A. L. (n.d.). Modern applied salesmanship. Vikas Publications.s	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	Practical (40 marks)
1.	30 MCQs of 2 marks each based on all four units. (10 MCQs from each unit) (30 × 2 = 60 Marks)	Practical 1 = 10 Marks Practical 2 = 10 Marks Practical File = 10 Marks Presentation / Viva –Voce = 10 Marks
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF506A)
Semester V (Field Project)
(To be implemented from 2026 – 27)
(02 Credits for 100 Marks)

[A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Business Administration (BBA) (Major Subject) Examination, _____

Name of Student: _____ FP/CEP

Title: _____

Roll No. _____ Semester _____ Max. Marks: 100

CRITERION	Parameters	Score
Continuous internal Evaluation (CIE)	Regularity, punctuality, sincerity, and overall feedback from the supervisor and community <i>(To be evaluated by the internal teacher)</i>	out of 50
Description UN SDG Related to FP/CEP*	Detailed description of United Nations Sustainability Development Goals (SDGs) related to FP/CEP undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	out of 10
Description of Respondent Profile/Community Profile & Listing of goals/objectives/ Outcomes of FP/CEP*	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	out of 10
Application of theoretical Knowledge*.	Details of the work done or project implemented during FP/CEP is documented in detail. The theoretical basis is used to identify the various issues related to the problem under consideration	out of 10
Conclusions and Recommendations *	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	out of 10

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Feedback from concerned organization/Community Head*	An authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as Excellent / Above Average or Good/ Average or Satisfactory /below average.	out of 10
* Based on the Report submitted by the student, evaluated by the external examiner	Total Marks Scored out of 100	
Name and Signature of Internal Examiner	Name and Signature of External Examiner	

OR

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF506B)
Semester V (Community Engagement Project)

(02 Credits for 100 Marks)

As per the guidelines of CEP applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER VI

BBA - Financial Management (Semester VI)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Marks (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Marks (CIE)	Total	Min. Marks	Credit
1	Financial Derivatives	Major	BBAF601	4	-	4	60	24	-	-	40	16	100	40	4
2	NBFC and Micro Finance	Major	BBAF602	4	-	4	60	24	-	-	40	16	100	40	4
3	Investment Banking	Major Elective	BBAF603 A	4	-	4	60	24	-	-	40	16	100	40	4
	Merchant Banking		BBAF603 B												
4	Business Laws	Minor	BBAF604 A	4	-	4	60	24	-	-	40	16	100	40	4
	Performance and Reward Management		BBAF604 B												
5	ON-THE-JOB- TRAINING	OJT	BBAF605	-	8	8	-	-	-	-	100	50	100	50	4
		Total		16	8	24	240	96	0	0	260	114	500	210	20

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF601)
Semester VI (Major – Financial Derivatives)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF601
Course Name	Financial Derivatives
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Risk and return concepts • Basic financial instruments (shares, bonds)

Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the structure and functioning of foreign exchange markets and currency systems.
CO 2	Explain the concept, types, and economic functions of financial derivatives.
CO 3	Analyze and evaluate currency futures, including pricing and risk management strategies.
CO 4	Apply knowledge of currency options, pricing techniques, and payoff structures for decision-making.
CO 5	Apply concepts of currency markets and financial derivatives, including futures and options, to manage exchange rate risk and support effective financial decision-making.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Currency Markets • Brief History of Foreign Exchange Markets • Major Currencies and Currency Pairs • Basics of Currency Markets and Peculiarities in India • Exchange Rate Arithmetic – Cross Rate • Impact of Economic Factors on Currency Prices • Economic Indicators
Unit II	Foreign Exchange Derivatives • Derivatives – Definition • Key Economic Functions of Derivatives • Derivative Products • Growth Drivers of Derivatives • Market Participants in Currency Derivatives Market • Exchange-Traded Derivatives vs. OTC Derivatives • Rationale for Introducing Exchange-Traded Currency Derivatives in India

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Unit III	Exchange Traded Currency Futures • Currency Futures – Definition • Payoff Charts of Futures Contracts • Contract Specification of Exchange-Traded Currency Futures • Contract Value • Advantages and Limitations of Futures Contracts in Comparison to Forward Contracts • Interest Rate Parity and Pricing of Currency Futures	
Unit IV	Exchange Traded Currency Options • Basics of Options • Difference between Futures and Options • Styles of Options • Moneyless of an Option • Basics of Option Pricing and Option Greeks • Option Pricing Methodology • Implied Volatility (IV) • Payoff Diagrams for Options • Contract Specification of Exchange-Traded Currency Options.	
Textbooks / Reference Books:	1. https://www.nism.ac.in/investment-adviser-level-1/ 2. NISM website : certifications.nism.ac.in 3. CRISIL, Value Research Online, Morningstar India – for real-time fund data and analytics 4. Online tools: Excel, Screener. In, Moneycontrol.com, Groww	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF602)
Semester VI (Major – NBFC and Micro Finance)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF602
Course Name	NBFC and Micro Finance
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understanding of banks and financial institutions. • Basic knowledge of Indian financial system. • Awareness of government schemes and rural development programs
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the structure, functions, and regulatory framework of NBFCs.
CO 2	Analyze the role of NBFCs and Micro-finance in economic development.
CO 3	Evaluate different types of Micro-finance institutions and their functioning
CO 4	Examine issues, challenges, and sustainability aspects of Micro-finance.
CO 5	Apply knowledge of customer service, KYC norms, and recent financial sector developments.
Syllabus:	
Unit I	Overview of NBFCs • Introduction • Overview of NBFCs • Regulators of NBFCs • Types of NBFCs • Difference between Banks and NBFCs • Role of NBFC in Economic Development • Corporate Governance Norms in NBFCs • Customer experience

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Unit II	Micro-Finance –Introduction • Objectives • Introduction • Concept of Micro-finance • Why Micro-finance? • Structure and Characteristics of Micro-finance • Banks as Micro-finance Providers • Types of Micro-finance Institutions • NGOs • SHG's Federations • Mutually Aided Cooperative Societies (MACS) • Non-Banking Financial Companies • NABARD and Micro-finance • SIDBI and Micro-finance • Rashtriya Mahila Kosh (RMK)	
Unit III	Micro-Finance: Institutional Functioning • Functioning of Micro-finance • Exclusive Focus on Micro-finance Services • Micro-finance Services as One of their Major Objectives • Intermediary (or) Apex Institutions • Issues related with Micro-finance • Upscaling of the Program • Sustainability of SHGs • Capacity Building • Graduation from Micro-finance to Micro-enterprises • Issues being faced by the Micro-finance • Impact of Government Programs with Subsidy.	
Unit IV	Customer Service and Recent Trends • KYC and Anti-Money Laundering (AML): • PMLA Act regulations. • Grievance Redressal: RBI Integrated Ombudsman Scheme for NBFCs. • Recent Initiatives: Small Finance Banks, Payment Banks, MUDRA loan	
Textbooks / Reference Books:	1. Indian financial system Covers NBFCs, financial institutions, and regulatory framework in India. 2. Microfinance in India — K. G. Karmakar	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs	Assignment 1(carry 5 marks)

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	or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF603A)
Semester VI (Major Elective – Investment Banking)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF603A
Course Name	Investment Banking
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	• Basic Knowledge of Commerce and Finance • Understanding of Financial Statements • Elementary Knowledge of Economics • Basic Mathematical and Analytical Skills • Awareness of Banking and Financial System
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the concept, evolution and functions of investment banking and distinguish it from commercial banking.
CO 2	Describe the structure of the Indian financial system, capital market operations and the role of regulatory bodies and financial services.
CO 3	Explain key investment banking activities including underwriting, IPO/FPO, private placement and issue management.
CO 4	Analyze mergers, acquisitions and valuation concepts along with the role of investment bankers in corporate restructuring.
CO 5	Demonstrate comprehensive understanding of investment banking functions, capital market operations, and advisory roles in corporate financial decisions.
Syllabus:	Contents 15 Hours Per Unit

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Unit I	Introduction to Investment Banking: • Meaning & Definition of Investment Banking • Evolution and Growth (India & Global) • Functions of Investment Banks • Characteristics of Investment Banking • Difference: Commercial vs Investment Banking
Unit II	The Indian Financial System and Capital Market: • Introduction -The Indian financial system • Structure of Indian financial system • Financial Market • Capital Market: Meaning, Features, Types, history, Function • Role of SEBI • Merchant Banking • Advisory Services
Unit III	Investment Banking Activities: • Underwriting • IPO, FPO: Concept, Process, Advantages • Private Placement • Issue Management • Role of Investment Banker in Issue Management
Unit IV	Mergers, Acquisitions & Valuation : • Meaning & Definition of M&A • Types of Mergers • Buy-out—Concept and Types • Motives Behind Mergers and Acquisition • Mergers and Acquisitions Deals in India • Steps in M&A Process • Valuation in M&A ○ Comparative Ratios ○ Replacement Cost ○ Discounted Cash Flow (DCF) • Corporate Restructuring • Role of Investment Banks in Acquisitions
Textbooks / Reference Books:	Textbooks: 1. Investment Banking - PratapGiri, McGraw Hill Education 2. Merchant Banking and Financial Services, Second Edition. MadhuVij Swati Dhawan McGraw Hill Education (India) Private Limited 3. The indian financial system-Bharti V. Pathak, Published by Dorling Kindersley (India) Pvt. Ltd 4. https://books.google.je/books?id=18iJsAxmK0gC&printsec=frontcover#v=onepage&q&f=true

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**Evaluation Pattern:**

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF603B)
Semester VI (Major Elective –Merchant Banking)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF603B
Course Name	Merchant Banking
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (<i>Min passing Marks – 24 + 16 = 40</i>)
Group under NEP scheme	Major Elective
Pre-requisites for the course	• Basic Knowledge of Commerce and Finance • Understanding of Financial Statements • Elementary Knowledge of Economics • Basic Mathematical and Analytical Skills • Awareness of Banking and Financial System
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the structure of capital market and describe the origin, evolution and services of merchant banking in India.
CO 2	Describe SEBI regulations, registration procedures, code of conduct and responsibilities of merchant bankers in investor protection.
CO 3	Explain the process of issue management including types of issues, pricing, and underwriting and allotment procedures.
CO 4	Explain merchant banking activities such as mergers, takeovers, buyback, delisting, disinvestment and their role in financial services.
CO 5	Demonstrate comprehensive understanding of merchant banking functions, regulatory framework and their role in capital market operations.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Capital Market & Introduction to Merchant Banking: • Meaning and Structure of Capital Market • Primary Market and Secondary Market • Role of Financial System • Meaning, Origin and Evolution of Merchant Banking • Merchant Banking in India • Services of Merchant Bankers
Unit II	Regulatory Framework of Merchant Banking: • SEBI Regulations for Merchant Bankers • Registration of Merchant Bankers • Code of Conduct • General Obligations and Responsibilities • Role of Merchant Banker in Investor Protection

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Unit III	Issue Management: • Meaning and Functions of Issue Management • Types of Issues (IPO, FPO, Rights Issue) • Pricing of Issues • Underwriting of Shares • Issue Process (Pre-issue, Issue, Post-issue activities) • Allotment and Refund	
Unit IV	Advanced Merchant Banking Activities & AI Applications: • Introduction to AI in Finance Meaning, Role of AI in Financial Services, Importance of AI in Capital Market. • AI in Merchant Banking Activities: AI in IPO Pricing and Valuation, AI in Risk Assessment and Due Diligence, AI in Investment Decision Making, AI in Fraud Detection and Compliance • Digital Transformation in Merchant Banking: FinTech and Automation, Algorithmic Trading, Role of Big Data in Financial Services. • Challenges and Ethical Issues: Data Privacy, Bias in AI, Regulatory Concerns.	
Textbooks / Reference Books:	1. Merchant Banking-H.R. Machiraju -New Age International Publishers 2. Banking and Financial Services ,N Mukund Sharma- Himalaya Publishing House Pvt. Ltd., 3. Merchant Banking And Financial Services-Madhu Vij and Swati Dhawan McGraw Hill Education (India) Private Limited 4. NISM-Series-IX Merchant Banking Certification Examination	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF604A)
Semester VI (Minor –Business Law)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF604A
Course Name	Business Law
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic understanding of business concepts, commercial transactions, and general legal awareness, • Fundamental knowledge of agreements and financial instruments
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the legal environment of business and explain the fundamental principles of the Law of Contract.
CO 2	Analyze the essential elements of a valid contract, including offer, acceptance, consent, consideration, and capacity to contract.
CO 3	Evaluate the performance, discharge, and remedies for breach of contracts in practical business situations.
CO 4	Explain the concept, types, and legal provisions of negotiable instruments, including promissory notes, bills of exchange, and cheques
CO 5	Understand the provisions of the Information Technology Act, 2000, including digital signatures, cyber laws, offences, and regulatory framework.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Business and its Environment • Business and its Environment • Legal Environment of Business • Law of Contract • Introduction, • Meaning and Essentials of a Valid Contract • Proposal (or Offer) and Acceptance • Capacity to Contract • Consent and Free Consent • Consideration • Unlawful Consideration and Object • Contingent Contracts

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	• Quasi Contracts • Performance of Contracts • Different Modes of Discharge of Contracts • Remedies for Breach of Contracts • Freedom to Contract
Unit II	Law of Negotiable Instruments • Introduction • Meaning and Definition of a Negotiable Instrument • Certain Important Concepts and Explanations of Certain Terms • Promissory Notes and Bills of Exchange • Cheques • Holder and Holder in Due Course • Negotiation of a Negotiable Instrument Presentment • Dishonor Crossing of Cheques • The Paying Banker • International Law of concerning Negotiable Instrument
Unit III	Law of Sale of Goods • Introduction • Definition of Goods & their Classification • Meaning of Price Conditions & Warranties • Passing of Property in Goods • Transfer of Title by Non-Owners • Performance of a Contract of Sale of Goods • Unpaid Seller & his Rights • Sale by Auction
Unit IV	The Information Technology Act, 2000 • Introductory • Scope of the Act • Definitions • Digital Signature • Electronic Governance • Attribution, Acknowledgment and Dispatch of Electronic Records • Secure Electronic Records and Secure Digital Signatures • Regulation of Certifying Authorities • Digital Signature Certificates • Duties of Subscribers Penalties and Adjudication • Cyber Regulations Appellate Tribunal • Offences • Network Service Providers

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Textbooks / Reference Books:	1. Maheshwari, S. N., & Maheshwari, S. K. (Latest Edition). A Manual of Business Laws. Mumbai: Himalaya Publishing House. 2. Gulshan, S. S. (Latest Edition). Business Law (3rd ed.). New Delhi: Excel Books / S. Chand Publishing._	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF604B)
Semester VI (Minor – Performance Management & Reward)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Financial Planning and Analysis

Students will be able to apply financial management concepts and tools such as financial statement analysis, budgeting, working capital management, and capital budgeting to support effective financial planning and decision-making.

PSO 2: Investment, Risk, and Capital Management

Students will develop the ability to evaluate investment opportunities, manage financial risk, and understand capital market instruments, enabling them to make informed decisions related to investments, financing, and wealth management.

PSO 3: Ethical Financial Practices and Professional Skills

Students will demonstrate ethical conduct, regulatory compliance, analytical thinking, and communication skills, preparing them for professional roles in finance, banking, investment services, corporate finance, and entrepreneurship.

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Program Code	BBAFM
Program Name	BBA (Financial Management)
Course Code	BBAF604B
Course Name	Performance Management & Reward
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	Understand the basic meaning of Performance Management
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the basic concepts, importance, and process of performance management in an organization.
CO 2	Apply different techniques of performance planning and appraisal, including setting goals (SMART, KPIs, KRAs).
CO 3	Explain various types of reward and compensation systems, including financial and non-financial rewards.
CO 4	Analyze different incentive plans and employee benefit schemes used in organizations
CO5	Evaluate how performance is linked with rewards to improve employee motivation and organizational performance.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Performance Management - Meaning and importance of performance management - Objectives of performance management - Difference between performance appraisal and performance management - Performance management process - Role of HR in performance management
Unit II	Performance Planning & Appraisal - Setting performance standards and SMART goals - Key Result Areas (KRAs) and Key Performance Indicators (KPIs) - Methods of performance appraisal: - Traditional methods (ranking, rating scale) - Modern methods (360-degree feedback, MBO) - Errors in performance appraisal (bias, halo effect, etc.)
Unit III	Reward and Compensation Management - Meaning and objectives of reward management - Types of rewards: - Financial (salary, bonus, incentives) - Non-financial (recognition, promotion) - Compensation structure (basic pay, allowances) - Job evaluation and wage determination

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Unit IV	Incentives, Benefits & Linking Performance with Rewards	
	• Types of incentive plans (individual and group) • Employee benefits (PF, gratuity, insurance) • Pay-for-performance concept • Linking performance with rewards • Challenges in reward management • Recent trends in performance and reward systems	
Textbooks / Reference Books:	1. K. Aswathappa (Full syllabus coverage) 2. B.D. Singh (Compensation + rewards) 3. A.S. Kohli & T. Deb (Performance management focus)	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all Four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (Best 10 will be marked Per Unit) (10× 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Financial Management (Course Code: BBAF605)
Semester VI (OJT – ON-the-JOB-TRAINING)

(04 Credits for 100 Marks)

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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