

BBAIPW504T

Internship And Field Project Work

COURSE

OBJECTIVES:

- To bridge the gap between industry and institution.
- To gain 'on the field' experience and identify contemporary problems faced by the industry
- To equip students for placements.
- To gain practical exposure to become future professionals.

INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry /company during the 5th Semester and has to submit the report for the same before the end of 5th semester .

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the Head Of The Department
2. Internship / Project can be in any field of specialization (HR, Finance, Marketing and related Management based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12 pt for text, 14pt for sub-headings).
6. The candidate should submit the periodical report of the project to the Class Coordinator.
7. TWO reviews would be conducted before the final viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy to the Department at the time of final viva – voce.

EVALUATION SCHEME

Internal

-50 Marks

Project Evaluation and Viva voce-External Examiner- 50 Marks.

Total Marks

- 100 Marks

NOTE: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper.



BBADSE503CT	Security Analysis And Portfolio Management	L	T	P	C
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Unit 1: INTRODUCTION TO SECURITIES

Investment – Meaning & Definition, Types or Avenues of Investment, Investment v/s Gambling v/s Speculation v/s Arbitration v/s Hedging, Factors to be considered for Investment, Investment Policy, Risk and Return Analysis, Types of Risk Appetite, Types of Risks in Investment, Sources of Risk, Risk Measurement – Standard Deviation, Covariance, Beta, Correlation (problems), Legal framework and Regulatory cover for Investment in India.

Unit 2: SECURITY ANALYSIS

Introduction to Fixed and Variable Income Securities, Equity Valuation Models, Fixed Income Securities Valuation Models: Bonds, Introduction to – Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis – Modern Tools for Technical Analysis – Line, Point and Figure, Candlestick, Renko Chart, Heikin Ashi, etc. Price Patterns of Stock, Price Trends of Stock, Practical explanation on Technical Indicators used in Stock Market.

Unit 3: PORTFOLIO MANAGEMENT

Meaning of Portfolio Management, Need, Objectives, Process, Selection of securities, Capital Asset Pricing Model, CML, SML, Beta Factor – Alpha and Beta Coefficient – Problems, Single Index Model (Theory), Arbitrage pricing theory (Theory)

Unit 4: PORTFOLIO EVALUATION & REVISION

Portfolio Evaluation Strategies – Sharpe Model – Jensen Model – Treynor Model and MM Model - Problems Portfolio Revision, Active and Passive Management, Formula Plans, Recent development in strategies

Unit 5: GLOBAL MARKETS

Global Investment Benefits – Introduction to ADRs, GDRs, IDRs, Green Bond, Masala Bond, FCCBs, External Commercial Borrowings, Foreign Bonds, Global Mutual Funds – Relationship between Trends in Global Markets and the Domestic Markets, International Investing, International Funds Management, Emerging Opportunities.

BOOKS FOR REFERENCES

1. R.P.Rastagi -Investment analysis & portfolio management –

BBADSE503BT	SALES MANGEMENT	L	T	P	C
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UNIT I

Sales Management – Objectives – Types of Personal Selling objectives – Difference between sales and Marketing - Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods

UNIT II

Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives – Sales Organization Purpose - Setting up a Sale Organization - Basic types of Sales Organizational Structures – Organization of the sales department - Schemes for dividing Line Authority in the Sales Organization

UNIT III

Sales Force Management – Job Analysis – Job Description - Organization for Recruiting and Selection – Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training , Motivation And Compensation Of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

UNIT IV

Motivation – Motivational Help from Management - Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan Types of Compensation Plans - Fringe Benefits.

UNIT V

The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

BOOKS FOR REFERENCES

1. Ramneek Kapoor , Fundamentals of Sales Management , Macmillan
2. Inagram , LaForge, Avila, Schwepker Jr., Williams , Sales Management , Thomson

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BBADSE503AT	Leadership & Team management	L	T	P	C
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UNIT I

Leadership Attributes - Styles – Theories of Effective Leadership charismatic leader, transformational leader.

UNIT II

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

UNIT III

Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

UNIT IV

Description of teams in the organizations - organizational context of teams -- structure, culture, support, human resource policies - team topography - purpose of teams, types of teams, size, diversity, extent of use

UNIT V

Intra-team processes (task-related) : mission, goals, objectives, action planning - intra-team processes (relationship-related) : communication, conflict, trust, decision-making - inter-team processes: conflict, coordination - team effectiveness - measures of productivity, satisfaction, etc.

BOOKS FOR REFERENCES

1. Chandra Mohan, Leadership and Management, Himalaya Publishing House, 2007
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill Publication

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BBASE502T	Management Accounting	L	T	P	C
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UNIT-I Management Accounting: Meaning, Nature, Scope, Functions and Role of Management Accounting in decision making, management accounting vs. financial accounting and cost accounting. Tools and techniques of management accounting.

Unit-II

Financial Statement: Meaning importance and limitations, objectives and methods of financial statement analysis.

Ratio Analysis, Classification of Ratios - Profitability ratio, turnover ratio and financial ratios, advantages of ratio analysis, limitations of accounting ratios, trend analysis.

Unit - III

Fund flow statement, cash flow statement (As per Indian Accounting Standard-3) Process cost-concepts, types and methods, standard cost-variance analysis, concept and types.

Unit-IV

Absorption and marginal costing marginal and differential costing as a tools of decision making-make or buy, change of product mix, pricing, break even analysis, exploring new markets, shutdown decision.

Unit - V

Budgetary control, meaning of budget and budgetary control: Objectives, merits and limitations. Types of budget: Cash budget and flexible budget, concept of management audit, responsibility accounting, and management reports types of management report and quantity of good report.

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BBASE501T	Business Ethics And Corporate Social Responsibility	L	T	P	C
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UNIT I - Introduction: Morals, Values and Ethics, Integrity, Work Ethic, Respect for Others, Living Peacefully, Caring, Sharing, Honesty, Valuing Time, Co-operation, Commitment, Empathy, Self-Confidence, Character, Spirituality. Indian values (on the conceptual framework of Vedas): Purusharth, Niskama karma, Religion and Human Values, Towards a World Religion, Ethical Living and Harmony in Life.

UNIT II - Values, Types and Formation of Values, Values and Behaviour, Business Ethics and Values, Values of Indian Managers, Ethical Decision Making. Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vedanta in Management, Relevance of Ethics and Values in Business

UNIT III - Corporate Social Responsibility; Corporate Responsibility of Business: Employees, Consumers and Community, Consumer Protection Act, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Philanthropy

UNIT IV - Environmental Aspect of CSR, Models and benefits of CSR, Drivers of CSR; CSR in India

UNIT V - Corporate Governance, Code of Corporate Governance, Corporate Governance: Meaning, significance and principles, Management and corporate governance, Corporate Governance and Ethics; CSR and Corporate Governance,

Text Books

1 L. Hartman, Laura and A. Chatterjee, "Perspectives in Business Ethics", McGraw Hill Education, 2017.

2 M. Govindarajan, S. Natarajan and V. S. Senthil Kumar, "Professional Ethics and Human Values", PHI, 2013

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