

## **Commerce Stream (BBA)**

The degree is entitled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce. The Course is full time course and the duration of the course shall be of three years. To deliver basic knowledge about Management Education to the students. This course offer students to tap opportunities being newly created in the Management Profession. The students develop their communication skills effectively.

### **Expected Outcomes:-**

1. To solve business problems we are applying knowledge of management theories and practices.
2. Nurture the analytical and critical thinking abilities for decision making.
3. Contribute effectively to a team environment and identify the ability to lead themselves in the achievement of organizational goals.

### **Finance Special Paper I (Semester V)**

**Subject Name :- Analysis of Financial Statements                      Course Code :- 505 – A**

Unit 1: Financial Statements of Corporate Organizations

Unit 2 : Introduction to analysis and Interpretation of financial statements

Unit 3: Ratio Analysis

Unit 4: Cash Flow Analysis

Unit 5: Funds Flow Analysis

### **Finance Special Paper II (Semester V)**

**Subject Name :- Long Term Finance                      Course Code :- 506 – A**

Unit 1: Sources of Finance

Unit 2 : Capital Structure

Unit 3: Capital Budgeting

Unit 4: Specialized Private Financial Institutions

Unit 5: Dividend Decisions

### **Marketing Special Paper I (Semester V)**

**Subject Name :- Sales Management                      Course Code :- 505 – B**

Unit 1: Introduction to Sales Management

Unit 2 : Sales Organization

Unit 3: Managing the Sales Force

Unit 4: Sales planning and control

Unit 5: Personal Selling and Relationship Management

### **Marketing Special Paper II (Semester V)**

**Subject Name :- Retail Management                      Course Code :- 506 – B**

Unit 1: Retailing

Unit 2 : Retail Location and site selection, store layout & design and visual merchandising,  
Category management

Unit 3: Retail Merchandising, Merchandise Planning and Category Management

Unit 4: Promotion mix in retailing and Retail Strategies 4.1 Promotion Mix in Retailing

Unit 5: Current trends in retailing.

### **Human Resource Management Special Paper I (Semester V)**

**Subject Name :- Human Resource Management and Principles Course Code :- 505 – C**

Unit 1: Human Resource Management and HR planning

Unit 2 : HR Recruitment and Selection

Unit 3: Training, development and evaluation

Unit 4: Personnel records reports and audit

Unit 5: New trends in HRM and exit policy

### **Human Resource Management Special Paper II (Semester V)**

**Subject Name :- Human Resource Practices Course Code :- 506 – C**

Unit 1: Introduction to Strategic HRM

Unit 2 : Executive Compensation

Unit 3: Organizational Development

Unit 4: Employee Grievance & Discipline

Unit 5: E- Human Resource

### **Finance Special Paper III (Semester VI)**

**Subject Name :- Financial Services Course Code :- 605 – A**

Unit 1: Indian Financial System

Unit 2 : Introduction to Financial Markets

Unit 3: Financial Services in India

Unit 4: Banking and Insurance Sector in India

Unit 5: Recent Trends in Accounting and Finance

### **Finance Special Paper IV (Semester VI)**

**Subject Name :- Cases in Finance/ Project Code :- 606 – A**

Unit 1: Topics for Project

### **Marketing Special Paper III (Semester VI)**

**Subject Name :- Advertising and Sales Promotion Course Code :- 605 – B**

Unit 1: Introduction and Measurement of Effective Advertising

Unit 2 : Copy Decisions

Unit 3: Media Decisions

Unit 4: Sales Promotion And Brand Equity

Unit 5: Role of Information Technology in Advertising and Sales Promotion

**Marketing Special Paper IV (Semester VI)**

**Subject Name -: Cases in Marketing / Project Course Code -: 606 – B**

Unit 1: Introduction to Case Studies

Unit 2 : Topics for Case Studies

**Human Resource Management Special Paper III (Semester VI)**

**Subject Name -: Labour Laws Course Code -: 605 – C**

Unit 1: An Introduction to Labour Laws in India

Unit 2 : The Employees Provident Funds And Miscellaneous Provisions Act,1952

Unit 3: The Employees State Insurance Act,1948

Unit 4: The Child Labour (Prohibition and Regulation) Act,1986

Unit 5: Maternity Benefits Act,1961

**Human Resource Management Special Paper IV (Semester VI)**

**Subject Name -: Cases in Human Resource Management / Project**

**Course Code -: 606 – C**

Unit 1: Introduction to Case Studies

Unit 2 : Topics for Case studies