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BBA 501 : RETAIL MANAGEMENT

Section I

Introduction to Retailing: An Overview: Definition and scope– Retailer– Evolution of retailing industry – Factors behind the change of Indian Retailing industry– Economic growth Retailers' role in distribution channels–benefits of retailing– Retailing Environment– The legal Environment Economic Environment, technological Environment, competitive environment.

Section II

Retail institutions: Theories of institutional change: wheel of retailing, dialectic process, retail accordion, natural selection. Classification of retailers: Store based and Non – store based retailers Understanding the Retail Customer: **The Market Structure:** structure of buying population and their behavior. **Population Analysis. Demographic Analysis. Geographic Analysis.**

Section III

Merchandise Assortment Planning: Organizing the buying process by categories: Category Management process, The Buying Organization, Assortment planning process: Need for trade-off between variety, assortment and product availability, Assortment plan, Product mix trends: Shotgun merchandising, Rifle merchandising. **Purchasing Systems. Merchandise Purchasing. Merchandise Pricing. Retail promotion mix.**

Section IV

Store management: Store management, Role of Store managers, Retail Personnel Management Process, legal and ethical issues in managing store personnel, cost controls, reducing inventory shrinkage, detecting and preventing shoplifting. **Store layout, design and visual merchandise. Customer service. Retail selling. Contemporary Issues in Retailing: Ethical and Legal issues in retailing. Careers in retailing.**

Text Books:

1. Butchev, Mc Aneity _ Fundamentals of Retailing.
2. Dorothy, S. Rogers, L Merei, T . Grassi- Retailing : New perspectives.

Reference Book:

1. Diamond Allen, Fashion – Retailing
2. Diamond, Jay & Gerald Pintal- Retailing.
3. Levy, Michael & Barton A Weitz – Retailing Management.
4. Suja Nair- Retail Management.

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BBA 502 : INDIAN FINANCIAL SYSTEM

Section I

- **Financial system in India:** RBI and financial system, money market, characteristics, instruments, role of DFID, introduction to capital market, its role, significance.
- **History of stock exchanges,** regulations of stock exchanges, licensed dealer, online trading concept, qualification for membership, functions of stock exchanges, regulations on trading, measures to promote healthy stock markets.

Section II

- **Structure of Indian Financial markets;** Major players in the capital market – NSE, OTCEL, Regional Exchanges; Role of Broker, merchant banker, underwriter, depository
- **Types of instruments in the Indian Market** - Equity, Preference Shares, Debentures, Bonds, Warrants, Options, Convertible securities, Fixed deposits, Derivatives, Debt Securitization, Commercial Paper, Euro Issue etc.

Section III

- **Regulations of the capital market in India;** Securities and contracts Regulation Act; SEBI
- **Evolution of Merchant Banking,** scope, functions and its role in Indian context. SEBI Guidelines for Merchant Bankers.
- **SEBI Guidelines on Issue Management,** Pre-Issue & Post Issue work; Designing & pricing of Instruments preparing for public issues

Text Books:

1. MY Kahn (2004); Indian Financial System: Theory and Practice, 4th Edition; Tata McGraw Hill.

Reference Books:

1. Sundaram and Varshney, (2004); Banking Theory, Law, and Practice, 3rd Edition; Sultan Chand and Sons Publisher.

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BBA 503 : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Section I

1. Investment management: objective, investment opportunities, and philosophy of individual & institutional investors.
2. Fundamental analysis: concept and significance of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries.

Section II

1. Company analysis: nature and style of management, key role of financial analysis, ratio analysis.
2. Technical analysis: different techniques of analysis, Dow Theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.
3. Efficient market theory random walk: weak form, semi-strong, strong form of market.
4. Empirical tests. Comparison of random walk, technical & fundamental analysis.

Section III

1. Portfolio analysis selection: portfolio theory, return portfolio risk, efficient set of portfolios, optimum portfolio, capital asset pricing theory (CAPM), capital market line, security market line, corporate or folio management in India, portfolio revision techniques, constant value & constant ration plan, formula plan, dollar cost averaging.
2. Options & futures: concept of derivatives, option trading, option contracts settlement, pricing of option futures, concept of futures, characteristics of future contract, its types, difference between future, options, forwards & badla contracts.
3. Introduction to Investments.
4. Portfolios of risky securities.
5. Efficient frontier.
6. Sharpe's Single index model: Capital assets pricing model.

Text Books:

1. Investment Analysis and Portfolio management – Prasanna Chandra – TMH - 2nd Edition, 2005.
2. Investments – Zvi Bodie, & Mohanty – TMH – 6th Edition, 2005.
3. Investment Management – VK Bhalla - S.Chand & Co.
4. Security Analysis & Portfolio Management, S.Bhat, Excel Books.

Reference Books:

1. Investment Analysis & Portfolio Management – Reilly – 8/e –Thamson / Cengage Learning.
2. Security Analysis & Portfolio Management – Fisher and Jordan , 6/e, Pearson, PHI.
3. Investment science – David G. Luenberger. Oxford.

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BBA 504 : E-COMMERCE

Section I

- **Introduction:** E-Business & E-Commerce.
- **Fundamentals:** E-Commerce: E-Business Infrastructure; E-Environment.
- **Internet, Intranet, World Wide Web:** Introduction; Gopher, FTP, Telnet, HTTP, Network Protocols; Internet facilities through www.

Section II

- **E-Business Strategy:** Supply Chain Management; E-Procurement.
- **Case Studies:** Online Gambling; Music Industry; Amazon.com & Flipkart.com.

Section III

- **E-Marketing:** Customer Relationship Management; Change Management.

Text Books:

1. E-Business and E-Commerce Management: Strategy: Implementation and Practice; Chaffey, Dave; (2009); 4th Edition; ISBN 978-0-273-71960-1.
2. E-Commerce: Business, Technology, Society, Case Book Update; 2005, 2/E; Kenneth C. Laudon, & Carol Guercio Traver; ISBN: 0-321-26937-3 949.

Reference Books:

1. Applying E-commerce in Business; Tassabehji Rana; (2003) Sage Publications; ISBN 0-7619-4875-9.
2. Web 2.0: A Strategy Guide; Shuen, A; (2008); Cambridge, O'Reilly.
3. The Google Story; Vise, David A.; (2006); London, Pan.
4. Business @ the Speed of Thought; Gates, Bill; (2000); Penguin.

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BBA 505 : OJT [ON-THE-JOB-TRAINING]

[4 WEEKS INTERNSHIP IN AN INDUSTRY]

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