



Sarva Vidyalaya Kelavani Mandal(Kadi) Sanchalit - Gandhinagar Branch
B.P. College Of Business Administration
(A Constituent College Of Kadi Sarva Vishwavidyalaya)



KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

(Established Under the State Act of Gujarat, No-21, 2007)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester Pattern

Syllabus – SEM – III

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BBA Sem- III BUSINESS COMMUNICATION- I (BBA 13)

Rationale:

The intention behind this syllabus is to give as much help as possible in increasing the ability to use and utilize English effectively in business. Business firms today are constantly reviewing the form and substance of their messages – both Oral and Written. Henceforth business communication –I is required in semester-III. As the student, after being graduated, has to ultimately work in the industry and hence must know the basic Communication which is seen applied vehemently in the corporate and well in the social life. This course encompasses the business communication's concepts and their uses and applications.

Objective:

After the subject being taught the student will be able to know:

1. Definition and fundamentals of communication.
2. Students will undoubtedly be held accountable for the appearance and correctness of the messages on which they work...
3. Learn to adopt those basic skills to meet the special requirements of business.
4. Ability to identify various ways of organizing a message and to decide which the best is.
5. Learning the use of Practical communication to improve the effectiveness of verbal message during an oral interaction

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA13	Business Communication -I	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1	Review of English grammar	Abbreviations and numerals Transcription Punctuations	15%
2	Written communication	Business letters of Complaint, Reply, Inquiry and Adjustment in -block format -Semi-block format -Modified block format	30%
3	Oral communication	Group discussion Panel discussion Seminar Conference	20%
4	Questionnaires	Launching new product Review of existing product Regarding habits Academic and educational survey	20%
5	Supplementary reading	3 Indian short stories	15%
Total			100%

Suggested Activities / Practical (Any Three):

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Case Analysis:* Students will get a case to analyze and they have to search the core to decide ethically about the situation as it will be easy for them to grasp and it will give them initial exercise to become good manager.
4. *Debate:* Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
5. *Presentation:* with the help of presentation skills students will learn to make more effective presentations on various topics.
6. *Role Play:* These activities enhance their ability to speak confidently in public. In this activity students will be given certain issue or topic to perform in group or individually.
7. *Mock – Interview:* there will be panel of few students and the rest will be job seekers. They will participate actively to get the job. From this exercise students will learn Pre/Post preparations for an interview. They will learn the behavior before/during/after the interview.
8. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

References:

1. Effective technical Communication, Rizvi Ashraf, McGraw Hill
2. Management Communication by Anubha Singh and James O'Rourke
3. Effective English for Business Communication by Burtness and Clark
4. Effective technical communication by M.Ashraf Rizvi
5. Business communication by U.S.Rai and S.M.Rai
6. Business communication today by Bovee, Thill and Schazman

BBA Sem-III Economics for Managers (BBA 14)

Rationale:-

Having been exposed to the concepts and principles of both Micro and Macro Economics, now the students should know the application of the economic concepts related to Business and Management field. Economics for Managers is both challenging and a rewarding. A mastery over this subject bestows powerful tools for understanding and thinking over a remarkable range of business issues and phenomena of decision making. Economics for Managers is broadly concerned with principles involved and problems encountered in making economic decisions in business and management. Economics for Managers eventually seeks to provide the analytical framework and understanding of economic behaviour with sharp, logical thinking and useful techniques for decision making from economic view point, and to advance and highlight the businessman's or manager's role in the decision making process. Hence, there is a high need of a subject called Economics for Managers at the middle path of the BBA programme.

Objectives:

After the subject being taught the student will be able to know:

1. The various Managerial economic concepts used for evaluating the rationality and optimality of business decision taken by any agent.
2. Scope of application of the various concepts and principles taught.
3. Utility of application of the concepts and the principles.
4. Utility of application of the concepts and principles for the industry.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA14	Economics for Managers	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1	Introduction to Economics for Managers	Meaning and Objectives of Economics for Managers - Decision Making in Business - The Nature and Scope of Economics for Managers.	10%
2	Demand Distinctions	Demand Distinction (i.e. Types of Demand) - Producers Goods and Consumers Goods Demand-Durable Goods Demand and Non-Durable Goods Demand-Firm Demand and Industry Demand-Derived Demand and Autonomous Demand - Short Run Demand and Long Run Demand-Market Demand and Sectoral Demand	10%
3	Elasticity of Demand	Meaning - Price Elasticity – Various Degrees of Price Elasticity of Demand - Income Elasticity - Cross Elasticity - Methods of Estimating Elasticity of Demand - Advertising Elasticity of Demand - Factors Affecting Elasticity of Demand.	15%
4	Demand Forecasting	Meaning of Demand Forecasting - Purpose of Demand Forecasting - Methods of Demand Forecasting (Primary Methods and Statistical Methods)	15%
5	Market Structure and Revenue Relationship	Concept of AR & MR-Relationship between AR and MR Curves - Perfect Competition Monopoly- Oligopoly and Monopolistic Competition (Only Features).	10%
6	Production Function	Short run Production Function (The Law of Variable Proportions) and Long-run Production Function – ISO-quants, ISO-Cost Line/Producer's Budget Line, Point of Equilibrium - Laws of returns to scale.	20%
7	Cost of Production and Cost Curves	Concepts of Cost - Accounting Cost and Economic Cost - Opportunity or Alternative Cost - Sunk Cost - Short-run and Long-run Cost - Fixed and Variable Cost – Short-run Cost Curves – Average Fixed Cost (AFC), Average Variable Cost (AVC), Average Total Cost (ATC), Relationship between Average Cost (AC) and Marginal Cost (MC), Long-run Average Cost Curve - Explanation of U-shaped of the LAC.	20%
		Total	100%

Suggested Activities / Practical (Any Two):

1. *Assignments*: The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes*: Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Library work*: Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

References:

1. Managerial Economics-Theory and Applications, Dr. D M Mathai,Himalaya Publishing House
2. Economics for Business, Sloman and Sutcliffe, Pearson Education
3. Economics for Business and Management,K.Alec Chrystal and Richard G Lipsey,Oxford University Press
4. *Managerial Economics* by R. L. Varshney and K. L. Maheswari, Sultanchand Publications

BBA Sem-III Financial Accounting- II (BBA 15)

Rationale:

Students of management must be exposed to financial accounting as a subject after being given basic inputs in accountancy. This is highly required since managers deal with accounting related issues affecting decision making in their everyday life. Being part of executive committee and review committee of company operations, such future executives must be well versed with the concepts and principles of financial accounting.

Objectives:

To enable student teachers-

1. To get equipped with concepts and principles of accounting area.
2. To learn record-keeping and classification of business transactions.
3. To understand and analyze business transaction which helps to take day to day decisions in business.
4. To understand the relationship of subject with other allied areas of Management.
5. To understand and equipped with recent trends & changes in this area.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA15	Financial Accounting - II	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1	Company's Final Account	Company final Account-Horizontal form of Balance Sheet and Profit & Loss A/c (As per Schedule VI) (Practical problems will be based on Horizontal Form only)	25%
2	Consumer markets and consumer buyer behavior	1. Common-size statement 2. Cash flow Statement (Only Theory understanding) 3. Fund flow statement (Only Theory understanding)	15%
3	Ratio Analysis:	1. Meaning, Advantages & Limitations of Ratio Analysis 2. Calculation and brief interpretation of following ratios: A. Liquidity Ratio: Current Ratio, Liquidity Ratio, Acid-test Ratio B. Solvency Ratio: Proprietary Ratio, Debt-Equity Ratio, Capital-Gearing Ratio, Fixed Assets to Proprietary Ratio, Long Term Funds to Fixed Assets Ratio. C. Profitability Ratio: Gross Profit Ratio, Net Profit Ratio, Return on Capital Employed Ratio, Return on Shareholder's Fund. D. Efficiency Ratio: Stock Turnover Ratio, Debtors Ratio, Creditors Ratio, Operating Ratio. (Introductory level sums are expected)	20%
4	Budget and Budgetary Control	Meaning, Zero base budget and Managerial Application of the following budgets with calculation: 1. Production Budget 2. Sales Budget 3. Cash Budget and 4. Flexible Budget	25%
5	Contemporary issues in accounting	1. Social Responsibility accounting Meaning, Methods of Valuation Advantages & Disadvantages 2. Human resource accounting Meaning, Objectives, Obstacles and Specimen Of Reporting Social Responsibility.	15%
		Total	100%

Suggested Activities / Practical (Any Two):

- Assignments:** The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
- Quizzes:** Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
- Debate:** Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
- Library work:** Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

References:

- M.P. Shukla, T.S. Grewal, S.C. Gupta, "Advanced Accounts Volume 2, S. Chand publications, New Delhi.
- R.S.N. Pillai, Bhagavathi, S. Uma, Fundamentals of Advanced Accounting, Vol. II, S.Chand Publications, New Delhi.
- T. J. Rana, Jayesh Tanna et al, BBA Accountancy – II, B.S. Shah Prakashan, Ahmedabad.
- Gokul Sinha, Financial Statement Analysis, PHI Learning Pvt. Ltd, New Delhi.

5. P.V. Rathnam, Hanumanta Raju, Rathnam's Company Accounts, Himalaya Publishing House, New Delhi.
6. Mukherjee Amitabha & Mohammed Hanif, "Modern Accountancy Volume-II", Tata Mc Graw Hill Publishing Company Limited, New Delhi.
7. Ahok Sehgal, Deepak Sehgal, Advanced Accounting, Taxmann, New Delhi.
8. P.C. Tulsian, "Advanced Accountancy", Tata Mc Graw Hill Publishing Company Limited, New Delhi.
9. S.N. Maheswari, "Problems and Solutions in Advanced Accountancy", Vikas Publishing House Pvt. Ltd, New Delhi.
10. Hrishikesh Chakroborthy, Advanced Accountancy, Oxford University Press, New Delhi.
11. Prin. T.J. Rana, Litty Denis et. al., BBA Accountancy – I, B.S. Shah Prakashan, Ahmedabad.

BBA Sem-III Marketing Management-I (BBA 16)

Rationale:

In the era where the firms have surmount the fundamentals of STP and have now moved towards more of integrated means in all of its mix. Nowhere is the old mass advertisement, today customers have turned more demanding and companies intend to give more opportunities of customized type and micro based for their survival. Even explored new forms of communication such as experiential, Entertainment and viral based. Thus the course intends to familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field. It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision making in a variety of real life situations. This course is intended to be a foundation course for those who plan to do further work in marketing. It is also designed to serve as a terminal course for those not intending to specialize in marketing.

Objective:

After the subject being taught the student will be able to know:

1. To orient the students towards the functional clarity of the subject
2. To make them aware of the happening trends in the field of marketing

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA16	Marketing Management– I	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1	Introduction to marketing management	What is marketing? Needs, wants and Demands, Products, Value, Satisfactions and Quality. Exchange, Transactions and Relationships, Markets, Marketing, Marketing Management, Demand Management, Building Marketing Management Profitable customer relationship Marketing Management Philosophies	20%

2	Consumer markets and consumer buyer behavior	Model of Consumer Behavior, Factor affecting consumer behavior, Consumer Buying Process	20%
3	Marketing Research and information systems	MIS Meaning & Process, Marketing Research process	20%
4	Market. Segmentation, targeting and positioning	Market segmentation, Bases of segmenting consumer Market Targeting, Evaluating Market segments, selecting market segments. Positioning: what is market positioning, Positioning strategies, choosing and implementing, positioning strategies.	20%
5	Pricing policy	Factors to consider when setting prices., General pricing Approaches, Cost based pricing Value based pricing.	20%
		Total	100%

Suggested Activities / Practical (Any Two):

1. *Fieldwork and Observation:* Practical short term assignments can be given to the students for observing consumption points of several products and services so that better understanding and application of marketing concepts can be imparted.
2. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
3. *Discussion with experts:* Industry experts can be called in classroom and students will be given a chance to interact with them to get aware about the existing industry scenario.
4. *Industry Visit and Report Preparation:* The students are guided to visit companies either in group or individually, prepare a report on the same and submit. The teacher shall evaluate it and record for the internal assessment.
5. *Debate:* Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
6. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

References:

1. Marketing Management, Phillip Kotler, Kevin Keller 12th ed. Pearson Education.
2. Marketing Genius, Peter Fisk.
3. Introduction to marketing : theory and practice, Adrian Palmer, Oxford Press

BBA Sem-III Business Statistics - I (BBA 17)

Rationale:

Business management is incomplete without education of Statistics. Statistics can be used in various fields from simple to complex. We may use it for counting things. We may use it in mathematics. Its main use is in research tasks. It makes our data compilation easier than ever before. It is all about simplification of things in a real world. It is helpful to keep and improve the record of an organization. Statistics plays an important role in business, because it provides the quantitative basis for arriving at decisions in all matters. All types of banks make use of statistics for a number of purposes. Statistical methods are also used in analyzing the experimental data and drawing conclusions there from. Statistics are very important in various aspects of business; a terrific example is the insurance industry. Statistics is playing a role in all of the fields, it has a role in buying fruits from market and it has a role in a big business deal as well. So we cannot deny its important and animated role in any way.

Objective:

After the subject being taught the student will be able to know:

1. To give basic knowledge of the subject and familiarity with techniques to use them effectively
2. Utility of application of the concepts and principles for the industry.
3. Analyze each problem to identify the given information.
4. Identify connections between basic statistics and the real world.
5. Develop strong problem-solving skills.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA17	Business Statistics-I	3+2=5	0	3	60	--	40	5	100

Module	Chapter	Topic	Wtge
1.	Statistical Data and Descriptive Statistics	1.1 Meaning and definition of Statistics 1.2 <u>Collection of data</u> : Introduction, data, raw data, primary data, secondary data, methods of collecting primary data, sources of secondary data, characteristics of an ideal questionnaire. 1.3 <u>Classification of data</u> : Variable and attribute, discrete and continuous variable, classification of data, types of classification. 1.4 <u>Tabulation of data</u> : Introduction, construction of frequency distribution, types of frequency distribution: discrete and continuous, cumulative frequency distribution. 1.5 <u>Graphic presentation of data</u> : Introduction, histogram, frequency	15%
2.	Measure of Central tendency and Measures of Dispersion (Variation)	2.1 <u>Measure of Central tendency</u> : Definition, <i>Mean</i> – Arithmetic mean(A.M), Geometric mean(G.M), Harmonic mean(H.M.), <i>Median</i> , Quartiles, Deciles and Percentiles, <i>Mode</i> . 2.2 <u>Measures of Dispersion (Variation)</u> : Definition, Measure of dispersion: Range, Inter-Quartile Range and Quartile Deviation, Mean Deviation, Standard Deviation/Variance and their co-efficient.	25%
3.	Moments, Skewness and Kurtosis:	3.1 <u>Moments</u> : Non- central (Raw) and Central moments, Relationship between Non central (Raw) and Central moments, Karl Pearson's Beta (β) and Gamma (γ) coefficients based on moments 3.2 <u>Skewness</u> : Concept of Skewness, Coefficient of Skewness Measure of Skewness- a) Karl Pearson's Method b) Bowley's Method 3.3 <u>Kurtosis</u> : Meaning of kurtosis, Measure of kurtosis	15%
4.	Correlation Analysis	4.1 Meaning of correlation 4.2 Types of correlation: 4.3 Methods of measuring correlation: a) Scatter diagram b) Karl Pearson's Coefficient of correlation c) Spearman's Rank correlation method	25%

		4.4	Interpretation of correlation coefficient	
		4.5	Probable Error	
5.	Regression Analysis	5.1	Meaning regression	20%
		5.2	Regression lines	
		5.3	Equations of lines of regression	
		5.4	Calculation of regression coefficients	
		5.5	Utility of study of regression	
		Total		100%

Suggested Activities / Practical (Any Two):

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Industry Visit and Report Preparation:* The students are guided to visit companies either in group or individually, prepare a report on the same and submit. The teacher shall evaluate it and record for the internal assessment.
4. *Paper Solving:* During the time of revision previous year's question papers can be solved so that students get to know the kind of questions asked in exams.
5. *Library work:* Students shall be instructed to solve more problems sitting in the library from the books available so as to get more practice.
6. *Practical Work:* Students shall be asked to collect the data on their own and find the results of the on going topic in the class.

References:

1. A Textbook of Business Statistics – Padmalochan Hazarika (S. Chand)
2. Business Statistics – P N Arora, Amit Arora, S. Arora (S. Chand)
3. Statistics for management- Richard Levin, David Rubin 7th Edition, Prentice Hall of India
4. Business Statistics – Bharat Jhunjhunwala (S. Chand)

BBA Sem-III Financial Management - I (BBA 18)

Rationale:

After studying the overall frame work of management in the beginning of their BBA curriculum, the students need to focus on different key segments of the discipline i.e. Marketing Management, Financial Management and Human Resources Management. The study of these subjects will equip students with a detailed understanding of business management and give them a fair idea of different practical aspects involved in management of any business unit. In this curriculum, the subject of financial management has been spread over three semesters- semester –III, IV and V.

The theme of financial management is structured around the decision making in the three inter related financial areas: investment-long term as well as current assets; financing and dividend policy. As a sound businessman, investor or individual, one must first understand, be able to analyze, and interpret various investment opportunities. At the same time they should have the ability to evaluate different sources of finance- both long term and short term. In this semester, the students will first learn the basics of financial management and then will study long term investment opportunities along with sources of financing such opportunities. The next semester focuses on management of working capital in detail along with sources of finance for the same. The fifth semester will take students to a next level and provide them understanding of evaluation of sources of finance, preparing proper finance mix for their business, international business complexities and various contemporary issues in financial management.

Objective:

After the subject being taught the student will be able to know:

1. Fundamental concepts of finance management that are applied in the daily life.
2. Overview of the structure of financial system in India and regulatory framework.
3. Basic calculations of financial matters that are involved in decision making about any long term investment proposal.
4. Various sources of long term finance available for arranging fund for investment proposal and comparison of the same.
5. Effects of using owned and borrowed funds in the firm for long term finance.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA18	Financial Management- I	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1.	Introduction to Finance Management	<ol style="list-style-type: none">1. Evolution of Finance Management2. Executive functions of finance management3. Organization of finance function4. Objectives or goals of finance management	15%
2.	Financial System	<ol style="list-style-type: none">1. Flow of funds in the economy2. An introduction to financial markets and their classification.3. Structure of financial intermediaries in India.4. Overview of Regulatory frame work of SEBI,RBI,IRDA	15%
3.	Sources of Long Term Finance	<ol style="list-style-type: none">1. Types of finance needs – short term, Medium term and long term2. Long term sources of finance: Owned funds - Equity shares, Preference shares, Retained Earnings.3. Long term sources of finance: Borrowed funds - Debentures and Bonds, Term Loan form a Commercial Bank, Public Deposits.	15%
4.	Leverage Analysis	<ol style="list-style-type: none">1. Concept and types of leverages2. Examples based on calculation of Operating, Financial and Combined Leverages at introductory level3. Interpretation of leverages4. EBIT – EPS analysis	15%
5.	Fundamentals of Time Value of Money	<ol style="list-style-type: none">1. Concept of time value of money2. future value of lump sum, present value of lump sum3. future value of annuity, present value of annuity4. Examples of compounding and discounting of single investment with – annual, semi annual, quarterly and monthly compounding/discounting at introductory level.5. Examples of present value and future value of annuity investment with – annual, semi annual, quarterly and monthly compounding/discounting at introductory level.	15%
6.	Fundamentals of Capital Budgeting	<ol style="list-style-type: none">1. Introduction to Capital Budgeting Techniques – meaning and need to evaluate long term investment project2. Types of investment projects – Mutually exclusive and independent3. Non cash discounted techniques:<ol style="list-style-type: none">a. Payback period method and ARR method	25%

		b. Accept/reject criterion under both methods c. Advantages and disadvantages of both methods d. Evaluating a given project using PBP and ARR methods with given free cash flow or net profits 4. Discounted techniques: a. Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI) (Benefit Cost Ratio-BCR) and Discounted Payback Period (DPBP) b. Accept/reject criterion under each method c. Advantages and disadvantages of each method d. Evaluation of a given project using these methods with given free cash flows or net profits e. Comparison of NPV and IRR methods NOTE: • ANNUITY TABLE TO BE PROVIDED IN EXAMINATION FOR SOLVING NUMERICALS OF TIME VALUE OF MONEY AND CAPITAL BUDGETING TECHNIQUES • EVALUATION OF MUTUALLY EXCLUSIVE PROJETS WITH GIVEN CASH FLOWS OR PROFITS TO BE INCLUDED ONLY.	
		Total	100%

Suggested Activities / Practical (Any Two):

- Assignments:** The students shall be given assignments at regular time intervals on the topics taught in form of descriptive theory questions, sums and short questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
- Quizzes:** Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
- Library work:** Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.
- Pre-session readings:** Students shall be given reading work from their suggested references before a session/topic is taken up in the class. They will have to write answers of very short/short questions based on their reading and come prepared for discussion in the class with written answers. The concerned subject teacher shall keep record of these activities for internal assessment.
- Case let discussions:** Case lets shall be given for applying concepts in a formulated situation. The students shall refer their class notes, references and follow instructions for solving these case lets. The concerned subject teacher shall keep record of these activities for internal assessment

References:

- Financial Management – Text and Cases – M.Y. Khan & P.K. Jain, Tata McGraw Hill Publishing Company Ltd, New Delhi.
- Financial Management - Theory and Practice – Prasanna Chandra, Tata McGraw Hill Publishing Company Ltd, New Delhi.
- Financial Management – Principles and Practice – Sridhar Bhat, Excel Books, New Delhi.
- Fundamentals of Financial Management – Bhabotosh Banerjee, PHI Learning Pvt. Ltd., New Delhi.
- Financial Management – Principles and Practice – G. Sudarshan Reddy, Himalaya Publishing House, New Delhi.
- Financial Management – I.M. Pandey – Vikas Publishing House Pvt. Ltd, New Delhi.
- Financial Management – Rajiv Srivastava & Anil Mishra – Oxford University Press, New Delhi.

8. Financial Management – Problems and Solutions – A.N. Sridhar, Shroff Publishers, New Delhi.
9. Fundamentals of Financial Management – Preeti Singh, Ane Books Pvt. Ltd., New Delhi.
10. Fundamentals of Financial Management – James C. Van Horne – Pearson Prentice Hall, New Delhi.
11. Financial Management and Policy – James C. Van Horne – Person, Prentice Hall, New Delhi.
12. Basic Managerial Finance – Lawrence J. Gitman, Harper Collins Publishers, New York.
13. Corporate Finance – Theory and Practice – Damodaran Aswath – Wiley Series in Finance.

KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR

Proposed rules for promotion of all UG/PG programs:

Promotion to	Condition for Promotion
Semester – II	Term of semester – 1 is granted
Semester – III	Term of semester – 1 and 2 are granted
Semester – IV	Pass in all subjects of semester – 1 and Term of semester – 2 and 3 both are granted
Semester – V	Pass in all subjects of semester – 1 & 2 and Term of semester – 3 and 4 both are granted
Semester – VI	Pass in all subjects of semester – 1, 2 & 3 and Term of semester – 4 and 5 both are granted