Appendix - 1

JAI NARAIN VYAS UNIVERSITY, JODHPUR
SYLLABUS

(B.B.A. Undergraduate Programme)
(As per NEP 2020)
2026-2030

SEMESTER I & II EXAMINATION SESSION 2026-27
SEMESTER III & IV EXAMINATION SESSION 2027-28
SEMESTER V & VI EXAMINATION SESSION 2028-29
SEMESTER VII & VIII EXAMINATION SESSION 2029-30

DEPARTMENT OF BUSINESS FINANCE & ECONOMICS
FACULTY OF COMMERCE
JAI NARAIN VYAS UNIVERSITY, JODHPUR

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Jai Narain Vyas University
Jodhpur (Raj.) 342001

(B.B.A. Undergraduate Programme)

5.0	III	MINOR	02/BFE-BBA/MJR/201T	BUSINESS ECONOMICS	6	-	-	6	90	6	30	120	150
5.0	IV	MINOR	02/BFE-BBA/MNR/251 T	FINANCIAL MARKET OPRATIONS	6	-	-	6	90	6	30	120	150
5.5	VI	MINOR	02/BFE-BBA/MNR/351 T	FINANCIAL MANAGEMENT	6	-	-	6	90	6	30	120	150
6.0	VII	DSE	02/BFE-BBA/DSE/401T	INTERNATIONAL FINANCIAL MANAGEMENT	6	-	-	6	90	6	30	120	150
			02/BFE-BBA/DSE/402T	BANKING AND INSURANCE	6	-	-	6	90	6	30	120	150
6.0	VIII	DSE	02/BFE-BBA/DSE/451T	INVESTMENT ANALYSIS AND PROTFOLIO MANAGEMENT	4 X 3	4	-	-	4	60	20	80	100
			02/BFE-BBA/DSE/452T	BUSINESS ANALYSIS AND VALUATION		4	-	-	4	60	20	80	100
			02/BFE-BBA/DSE/453T	FINANCIAL PLANNING		4	-	-	4	60	20	80	100
			02/BFE-BBA/DSE/454T	MERCHANT BANKING AND FINANCIAL ANALYTICS	4 X 3	4	-	-	4	60	20	80	100

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER III
SESSION 2027-28

SEMESTER	**III**
NAME OF COURSE	**BUSINESS ECONOMICS**
COURSE CODE	**02/BFE-BBA/MJR/201T**
COURSE TYPE	**MJR(MAJOR)**
LEVEL OF THE COURSE	**5.0**
CREDITS	**6**
TOTAL MARKS	**30+120=150**

Course Objective: This course is meant to acquaint the student with the principles of Business Economics as are applicable in business.

Unit 1: **Business Economics:** Definitions, Features, Scope and Role of Business Economics, Micro and Macro Economics, Static and Dynamic Economics, National Income: Definition, Concept, Measurement, Distribution & Economic Welfare.

Unit 2: **Consumer Behaviour: -**Meaning, Characteristics, Measurement and Types of Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, **Indifference Curve Analysis**: Meaning, Characteristics, Superiority of Indifference Curve Analysis over Utility Analysis, Consumers surplus.

Unit 3: **Demand Analysis:** Definitions, Types, Determinants, Demand Schedule and Demand Curve. Law of Demands, Exceptions of Law of Demand. Extension & Contraction, Increase and decrease of Demand. **Elasticity of Demand**: Meaning, Definition, Importance, Types and Methods of Elasticity of Demand.

Unit 4: **Production Function**; Law of Return, Iso-Product Curve, List Cost Combination of Factors; Return to Scale, Factors of Production and Internal and External Economies and diseconomies.

Unit 5: **Concept of Costs:** Short run and long run Cost, Importance of cost in Business Decision Making; **Revenue analysis**: Concept, Types of Revenue and Inter Relationship amongst TR-AR & MR. **Law of Supply**: Meaning, Definition, Supply curve, Determinants, Assumptions and degrees and importance of Elasticity of supply

SUGGESTED READINGS:

- Amit Ahuja: Managerial Economics: S.Chand, New Delhi
- Amit Kumar Upadhyay: Principles of Economics, S.Chand, New Delhi
- D.N.Dwivedi: Essential of Business Economics, S.Chand, New Delhi
- Dewett: Modern Economic Theory, S.Chand, New Delhi (Hindi & English)
- Ojha B.L Mathur, Rathore M.S.& Dave R.K.: Business Economics, RBD Publication, Jaipur.
- C.M. Chaudhary: Business Economics, Jaipur
- Agarwal M.D & Som Deo: Business Economics, RBD, Jaipur
- Agarwal M.D., Agarwal P.C. and Mahendra kumar: Vyavsayik Arthshastra RBD Publishing House, Jaipur

THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER IV
SESSION 2027-28

SEMESTER	IV
NAME OF COURSE	FINANCIAL MARKET OPERATIONS
COURSE CODE	02/BFE-BBA/MNR/251T
COURSE TYPE	MINOR
LEVEL OF THE COURSE	5.0
CREDITS	6
TOTAL MARKS	30+120=150

Course objective:

The objective of this course is to help students to understand the conceptual framework of financial market and its applications under various environmental constraints.

Unit1: Indian financial system: Meaning, Role of financial market in India, Structure of Financial Market, Money Market: Definition, composition, Defect, and suggestion for improving money market, Money market instruments, recent trends of organised money market.

Unit2: Capital market: Meaning, definition, instruments, Primary Market: Functions of New Issue market, Method of Issue of Stock & securities, Agencies related with new issue market, Problems of new issue market, Suggestion for new issue market reform.

Unit3: Stock Exchange: Definition, characteristics, advantages, disadvantages and functions of Stock Exchange, Listing & De-listing of Securities: procedure, advantage, legal requirement. Regulatory structure, public issue: Pricing, Marketing. Reform of secondary market. Functionaries of stock Exchanges: Stock Broker, and sub-broker.

Unit4: SEBI: Establishment, Organisation & Management, power and function of SEBI, role and achievement of SEBI, Guidelines of SEBI: new issue market, Initial Public Offers (IPO's), secondary market, listing, underwriting, bonus share.

Unit5: Merchant banking: Meaning, functions, Guidelines of SEBI regarding Merchant banking. Investor protection: grievances and removal. Credit rating: Meaning, objectives, functions advantages & disadvantages. Credit rating in India.

BOOKS RECOMMENDED :

- Gurley,J and Saw,E.S : Money in a Theory of Finance, Washington, Brooking Institution
- Gold Smith, R.W. : Financial Institution, Random House
- Khan, M.Y. : Indian Financial Theory and Practice, Vikas Publishing House, Delhi
- Khan, M.Y. Financial Services, Vikas Publishing House, Delhi
- Bhalla V.K.: Financial Market, S chand, Delhi
- Mehta Jogendra: Mutual Fund & Stock Exchange, Aadi Publication, Jaipur
- Mathur B.L. & Dave R.K.: Financial Market Operations, (Hindi & English), Vide Vision Publisher, Jaipur
- Mishra V.K.: Financial Market Operations, (Hindi & English), RBD, Jaipur
- Saraswat & Choudhary: Financial Market Operations, (Hindi & English), RBD, Jaipur

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VI
SESSION 2028-29

SEMESTER	**VI**
NAME OF COURSE	**FINANCIAL MANAGEMENT**
COURSE CODE	**02/BFE-BBA/MNR/351T**
COURSE TYPE	**MINOR**
LEVEL OF THE COURSE	**5.5**
CREDITS	**6**
TOTAL MARKS	**30+120=150**

Course Objectives: The objective of the course is to help students understand the conceptual framework of financial-Management/institutions and its applications under various environmental constraints

SYLLABUS

Unit 1: Financial Management: Meaning, nature and scope of finance, Importance and Limitation, Financial goal: Profit vs. wealth maximization; finance functions- investment, financing and dividend decisions, Financial Planning: Meaning, Definition, Contents, Types, process, estimating financial requirement, Factors affecting Financial planning, Characteristic of sound financial plan, Significance, Limitation.

Unit 2: Capital Budgeting: Meaning, Definition, importance, kinds, types, process, investment evaluation criteria, net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison, Capital rationing, Risk analysis in capital budgeting. Capital Structure: Meaning and Definition, Factor affecting Capital structure, optimum capital structure, Trading on equity, Capital Gearing.

Unit 3: Cost of Capital Meaning, Definition, and significance, characteristic, calculation of cost of debt; preference capital, equity capital, retained earnings, Combined Cost of capital (weighted). Operating and Financial Leverage Concept, characteristic, Measurement, Effect of operating and financial leverage on profit Analysis, Combined leverage.

Unit 4: Working Capital: Meaning, Concept, Type, Importance, Calculation, Determinants of Working Capital. Management of Inventory: Meaning, objective, Needfor holding inventory, Techniques of inventory control.

Unit 5: Dividend Policy: Meaning, Forms of dividend, sound dividend policy, Factors affecting Dividend policy, Types, dividend decisions, Walter's model, and Gordon's model.

Suggested Readings

- I.M. Pandey – Financial Management (Vikas Publishing House)
- Prasanna Chandra – Financial Management: Theory and Practice (McGraw-Hill)
- Khan, M.Y. & Jain, P.K. – Financial Management: Text, Problems and Cases (McGraw-Hill)
- Van Horne, James C. & Wachowicz, John M. – Fundamentals of Financial Management (Pearson Education)
- Rustagi, R.P. – Financial Management: Theory, Concepts and Problems (Taxmann)
- Chandra Bose, D. – Fundamentals of Financial Management (PHI Learning)7.
- Damodaran, Aswath – Corporate Finance: Theory and Practice (Wiley)

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VII
SESSION 2029-2030

SEMESTER	**VII**
NAME OF COURSE	**INTERNATIONAL FINANCIAL MANAGEMENT**
COURSE CODE	**02/BFE-BBA/DSE/401T**
COURSE TYPE	**DSE**
LEVEL OF THE COURSE	**6.0**
CREDITS	**6**
TOTAL MARKS	**30+120=150**

Course Objectives: The aim of this course is to help students to

- Understand the unique challenges in managing the financial activities of a global corporation
- Understand the structure, functioning and importance of Foreign Exchange Markets
- Understand the factors determining and impacting foreign exchange rates
- Appreciate the challenges of global fund raising, global portfolio investing and financing international subsidiaries

Unit 1: Introduction to International Financial Management Domestic vs International Financial Management, Multinational Corporations, Exchange Rate, International Trade, Theory of Comparative Costs, Hecksher-Ohlin Theory, Free Trade V/s Protection, Barriers to Foreign Trade, Tariff and Non-Tariff Barriers;

Unit 2: Meaning of BOP, Importance of BOP, Components of BOP, Foreign Exchange Reserves, Surplus and Deficit BOP, Disequilibrium and Adjustments, Accounting Principles in BOP.

Unit 3: Exchange Rate Determinants Fixed rate, Floating Rate, Managed Rate, Factors affecting Exchange rates; Theories of Purchasing Power Parity Theory, Demand and Supply, Fisher Effect, Interest rate parity; Role of Central banks in managing exchange rate; Exchange rate shocks – devaluation and economic crisis

Unit 4: Foreign Exchange Market Defining Foreign Exchange Market, Participants, Structure, Spot and Forward rates, Foreign Exchange Quotations, Cross Rates, Inverse rates, Arbitrage

Unit 5: International Investments Raising capital across the globe, GDRs, ADRs, Dollar Debt, Masala Bonds International Portfolio Investments, Diversification benefits, Global Macroeconomic risks International Capital Investments, Global CAPM, Subsidiary financing Exchange rate and Geopolitical shocks

Textbooks (Latest Editions)

1. Eun, C., Resnick, B., Chuluun, T., "International Financial Management", McGraw Hill

2. Apte, P.G. Kapshe, S., "International Financial Management," McGraw Hill.

3. Seth, A.K.," International Financial Management," Galgotia Publications, New Delhi

4. Gautam A., Jaiswal T., Keshari A., "International Financial Management", PH

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VII
SESSION 2029-30

SEMESTER	**VII**
NAME OF COURSE	**BANKING AND INSURANCE**
COURSE CODE	**02/BFE-BBA/DSE/402T**
COURSE TYPE	**DSE**
LEVEL OF THE COURSE	**6**
CREDITS	**6**
TOTAL MARKS	**30+120=150**

Course objective: The objective of this course is to help students to understand the conceptual framework of banking and insurance in India.

SYLLABUS

UNIT 1: INTRODUCTION TO BANKING: Definition and Function of Banks; Types of Banks: Commercial banks, cooperative banks, regional rural banks, development banks, payments banks. Small finance banks; Structure of Indian Banking System; Scheduled and non-scheduled banks, public sector, private sector, and foreign banks.

Unit II: Reserve Bank of India; Introduction and Establishment; Historical Background, RBI Act 1934; Functions of RBI; Monetary Policy: Objectives, tools, quantitative and qualitative credit control, recent trends.

Unit III: International and Foreign Banking: International Banking: Concept, need, offshore banking, correspondent banking, Euro-dollar markets; Foreign Banks in India: Role, impact, regulatory framework; Functions of Foreign Banks: Trade financing, foreign exchange operations, investment banking,

Unit IV: Introduction to Insurance: Meaning, nature, and importance of insurance, Principles of insurance including utmost good faith, insurable interest, indemnity, contribution, subrogation, and proximate cause. Role and responsibilities of insurance agents and advisors.

Unit V: Life insurance and Health Insurance: Concept and need for life insurance. Types of life insurance policies including endowment, term, whole life, ULIPs and annuities. Health insurance including features, importance, Mediclaim policies, and critical illness cover. Insurance policy documents and proposal forms. Nomination, assignment, and claim settlement process.

Suggested reading:

- Vasant Desai: Indian Banking Nature and Problems, Himalaya Publishing House, Delhi
- Natarajan S, Parameshwaran R: Indian Banking, S.Chand& Company
- Averbach, Robert D: Money, Banking and Financial Markets Macmillan, London.
- Varshney, P.N. : Indian Financial System, Sultan Chand & Sons, New Delhi.
- Khan, M.Y.: Indian Financial System, Tata McGraq Hill, Delhi.
- M.M. Mishra and S.B. Mishra- Insurance: Principles and Practice(S chand)

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VIII
SESSION 2029-30

SEMESTER	**VIII**
NAME OF COURSE	**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**
COURSE CODE	**02/BFE-BBA/DSE/451T**
COURSE TYPE	**DSE**
LEVEL OF THE COURSE	**6**
CREDITS	**4**
TOTAL MARKS	**20+80=100**

Course Objective: The objective of this course is to enable students learn various methods of building portfolio, evaluation and revision under various economic environmental constraints.

Unit 1: Introduction: Nature & Scope of Investment Management. Investment and specialization, Investment Media, Investment Process. Equity Research: Various aspects.

Unit 2: Security Valuation: Elements of Investment, Approaches to Investment Basic Valuation Models. Return: Measurement, Traditional Techniques, Holding Period, Yield, Risk Classification, Measurement, Investor's attitude towards Return and Risk.

Unit 3: Alternative forms of Investment, Divided policy and the investor: Kinds of Divided, Theories of dividend factors affecting dividend, decision of firm.

Unit 4: Fundamental Analysis: Economic Industry, Company, Ratio, book value, market value, Growth Income, Analysis of Management, Technical Analysis, Assumption Dow Theory, Technical indicators.

Unit 5: Efficient Market Theory: Efficient Market Hypothesis, Forms and test Portfolio Theories, Markavitz and Sharpe models.

Recommended books :

- Maclachlan, DIL, Guide to share investment, N.Y.Longman, 1977.
- Meredith, G.G., Capital Investment Decisions, N.Y., Harper & Row, 1969.
- Newlyn, W.T., Theory of Money, Clarendon press, Oxford, 1971.
- Prime, John H., Investment Analysis, New Jersey, Prentice Hall, 1967.
- Quirin, G. David, Capital Expenditure Decision, Homewood, Illinois, Friwin, 1967.
- Sametz, Arnold W., Prospects for Capital Formation and Capital Markets: Financial Requirements Over the Next Decade, Lexington, Lexington Books, 1978.
- Sudhindhra Bhat, Security Analysis and Portfolio Management, Excel Books

THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VIII
SESSION 2029-30

SEMESTER	**VIII**
NAME OF COURSE	**BUSINESS ANALYSIS AND VALUATION**
COURSE CODE	**02/BFE-BBA/DSE/452T**
COURSE TYPE	**DSE**
LEVEL OF THE COURSE	**6**
CREDITS	**4**
TOTAL MARKS	**20+80=100**

Course Objectives:

This course aims to help the student

1. Understand the difference between DCF and Relative Valuation
2. Estimate operating cash flows and value the company using appropriate discount rates
3. Understand corporate restructuring events and their impact on valuation
4. Value a company relative to its peers by utilising the correct ratio.

SYLLABUS

Unit 1: Introduction to Valuation Market value vs Book value, valuation of equity and debt, enterprise valuation, discounted cashflow methods vs relative valuation, challenges in valuation methods

Unit 2: Discounted Cash Flow Valuation FCFF vs FCFE methods, appropriate discount rates, cost of equity – unlevered vs levered beta, choice of risk-free rate and expected market risk premium, cost of debt – choice of risk-free rate and appropriate credit risk premium, appropriate tax rate, assumptions for growth, challenges in using DCF valuation methods

Unit 3: Estimating cash flows, impact of non-cash expenses - depreciation, impact of taxes, forecasting cash flows, practice exercises; Perpetual growth rate and Terminal Value; Role of comparable companies in choosing growth rates and discounts rates

Unit 4: Relative Valuation Relative Valuation ratios – P/E, P/B, EV/EBITDA, evaluating comparable companies, challenges in using relative valuation, practice exercises

Unit 5: Corporate Restructuring and Valuation Restructuring, Organic and inorganic growth, Bankruptcy, Impact on cash flows and discount rates, premium for control and privately held firms; accounting for synergy – revenue growth or expense reduction;

Textbooks Book (Latest Editions):

1. Chandra, P., Corporate Valuation, McGraw Hill
2. Kishore, R. M., Corporate Valuation: Text and Cases, Taxmann Publications
3. Damodaran, A., Investment Valuation, Wiley
4. Damodaran, A., Damodaran on Valuation, Wiley

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THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VIII
SESSION 2029-30

SEMESTER	VIII
NAME OF COURSE	FINANCIAL PLANNING
COURSE CODE	02/BFE-BBA/DSE/453T
COURSE TYPE	DSE
LEVEL OF THE COURSE	6
CREDITS	4
TOTAL MARKS	20+80=100

Course Objective(s):

1. Analyse the impact of socio-economic and political factors on goal based financial planning and decisions.
2. Understand the fundamental concepts and importance of financial planning and identify the steps involved in the financial planning process.
3. Evaluate various types of investments products and assess their risk and return characteristics
4. Understand the importance of retirement savings to develop retirement planning options and strategies.

SYLLABUS

Unit 1: Introduction to Financial Planning; Analysis of social, political and economic environment, assessment of psychological and financial needs- real v/s perceived, identifying financial goals, types of Goals, concept and benefits of saving, financial discipline. Definition, need and scope of financial planning. Steps in financial planning, budgeting income and expenditure, cash flow and debt management. Risk-Return analysis, concept of Time Value of Money. Components of a financial plan. Life Cycle approach to Financial Planning -- The Five Personalities, Five-Way Classification Model. Assessing individual risk-taking level.

Unit 2 : Investment Planning Investment definition, need for investment, investment v/s speculation v/s gambling. Objectives of investment. Principles of successful investing. Concept of measurement of risk and return. Popular investment avenues and their characteristics – Stocks, Bonds, Mutual Funds, Gold / Silver, Real Estate, ETFs, Commodities, banking products, Unit Linked Insurance Products (ULIPS), overseas investment avenues etc.

Unit 3: Computing risk and return of investment avenues. Mapping investment avenues with the financial goals. Diversification and building an investment portfolio. Effect of cultural perspectives on investment behavior. Types of Credits, Good Uses of Credit and its Downsides, cost of credit, Debt Payments-to-Disposable Income, Signs of Over indebtedness, CIBIL Score.

Unit 4: Retirement Planning Principles, stages and steps in retirement planning. Various retirement schemes – Employee Provident Fund, Public Provident Fund, Superannuation Fund, Gratuity, National Pension Scheme, Old Pension Scheme, Other Pension Plans. Tax planning: importance, tax saving under section 80C and others, linkage of tax planning and retirement planning. Effect of cultural perspectives on retirement planning.

Unit 5: Insurance and Estate Planning Insurance Planning-Meaning- Risk Management -Risk Exposures- Role of Insurance company in advisor Selection-Various strategic solutions for Insurance Planning-Estate Planning Terminology-Process of Estate Planning-Wealth Distribution Goals-Strategies for Estate Planning. Practical Orientation: Prepare a Financial Plan for a Person / Manager / Entrepreneur / Director / CEO of a Company / Bank / Insurance Agent, considering his / her current expense level, future needs of family, retirement age and contingency funds/ Time Value of Money

Textbooks (Latest Editions)

1. Gitman, L. J., & Joehnk, M. D.; Personal financial planning. South-Western Cengage Learning.
2. Keown, A. J.; Personal finance: Turning money into wealth. Pearson
3. Kapoor, J. R., Dlabay, L. R., Hughes, R. J., & Hart, M. M.; Focus on Personal Finance: An Active Approach to help you develop successful financial skills. McGraw-Hill Education.

THREE YEAR UNDERGRADUATE PROGRAMME BBA SYLLABUS, SEMESTER VIII
SESSION 2029-30

SEMESTER	VIII
NAME OF COURSE	MERCHANT BANKING & FINANCIAL ANALYTICS
COURSE CODE	02/BFE-BBA/DSE/454T
COURSE TYPE	DSE
LEVEL OF THE COURSE	6
CREDITS	4
TOTAL MARKS	20+80=100

Course Objective: The course aims at developing necessary skills for applying the principles of financial analysis to management of funds by merchant banks.

Unit 1: Merchant Banking: Nature and Scope Types of Merchant Bankers, Regulation of Merchant Banking Activity, Project Preparation and Appraisal, Types of Securities, Money Market Instruments.

Unit 2: Design of capital Structure: Savings and Primary Markets, SEBI Guidelines for Public Issues, Pre-issue Management, Types of Issues and Analysis of Prospectus, Public Issue through Prospectus, Private Placement Bought out Deals, Book Building Method Pricing of Securities,

Unit 3: Management of Public Issues, Coordination, Marketing and Underwriting Allotment/ Refunds Listing Requirement, Loan Syndication; Domestic and External, Buy-Back of Shares.

Unit 4: Mergers, Acquisitions, Amalgamations and Takeovers Advisory Services, Non-Residents, Indian Investors, Overseas Corporate Body, Foreign Institutional Investors and Recent Developments.

Unit 5: Regulation of futures markets: -Regulatory instruments in India, Issue in Regulations, FMC, NCDC, MCX and other Exchanges.

Suggested Readings:-

- Gurusamy; Merchant Banking and Financial Services; Publisher: Tata McGraw Hill.
- Dr K Ravichandran, Merchant Banking and Financial Services, HPH.
- K C Gupta and Joginder Singh, Merchant Banking in India; RBSA Pub.
- Stanley Chapman, The Rise of Merchant Banking;
- Thomson Learning, Commercial Bank Management , Rose Peter Thomson Learning, Bank Management Koch;