

## **BBA Semester V (Syllabus)**

### **BBA 501 E- COMMERCE**

**Unit I:** Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

**Unit II:** Developing e- Business Frame work: Developing e- Business Models, Introduction to Internet, www. Concepts, Building of e- commerce websites, software hardware and tools.

**Unit III:** Planning, Implementing and Controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

**Unit IV:** Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

### **BBA 502 FINANCIAL SERVICES**

The subject aims to provide the basic insights into the different types of financial services and the regulatory prescriptions for the same..

**Unit I:** Introduction to financial services. Fund and fee based services, Utility and significance; NBFCs.

**Unit II:** Leasing and Hire Purchase

**Unit III:** Factoring, Bill Discounting, Credit card services

**Unit IV:** Merchant Banking and advisory services; IPOs.

### **BBA 503 Insurance and Risk Management**

**Unit I** Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

**Unit II** Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.

**Unit III** Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

**Unit IV** Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks, Risk retention and its importance/basis of reinsurance.

## **BBA 504 RETAIL & RURAL MARKETING**

**Unit I:** Retailing: Role, Relevance & Trends, characteristics of Retailing, The changing face of Retail Industry in India, Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation.

**Unit II:** Retailing Strategy: Location- Types, Importance and determining factors, Product and Merchandise Strategies, Retail Space and Ambience Management Strategies, Retail Pricing & Promotion Strategies

**Unit III:** Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities. The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing.

**Unit IV:** Marketing of Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs. Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

## **BBA 505 TAXATION LAWS**

**Unit I:** Important Definitions, Concepts of Income, Exempted incomes, Residential Status and Tax Liability.

**Unit II:** Heads of Income - Income from Salaries, Income from House & Property, Profits and gains of a business or profession, Capital Gains, Income from other sources.

**Unit III:** Individual Assessment, Assessment procedure, Set off and Carry Forward of losses, Clubbing of Income, Income – Tax authorities and their powers.

**Unit IV:** Wealth Tax- exemptions, Deemed wealth, Calculation of wealth tax liability, Assessment procedure.

## **BBA 506 MANAGING PERSONAL FINANCE**

**Unit- 1** Personal Financial Basics, Time Value of Money, Financial Aspects of Career Planning, Money Management Strategy: Statements and Budgeting, Planning Your Tax Strategy

**Unit-2** MANAGING YOUR PERSONAL FINANCES: Savings Plans and Payment Accounts, Introduction to Consumer Credit, Choosing a Source of Credit: The Cost of Credit Alternatives, Consumer Purchasing Strategies and Legal Protection

**Unit-3** INVESTING YOUR FINANCIAL RESOURCES: Investing Fundamentals, Investing in Stocks, Investing in Bonds, Investing in Mutual Funds, Investing in Real Estate and Other Investment Alternatives ,The Housing Decision: Factors and Finances.

**Unit-4** INSURING YOUR RESOURCES: Property and Motor Vehicle Insurance, Health, Disability, and Long-Term Care Insurance, Life Insurance, CONTROLLING YOUR FINANCIAL FUTURE: starting Early: Retirement Planning, Estate Planning