



*Your Dreams Our Goal*

# POORNIMA UNIVERSITY

Member of Association of Indian Universities & Approved by UGC (Govt. of India) under 2(f) & 12(B)

## FACULTY OF RESEARCH, INNOVATION & ENTREPRENEURSHIP

### BBA IN FINANCIAL MARKET



## SCHEME & SYLLABUS BOOKLET

**BATCH 2023-2026**

# **SCHEME SYLLABUS**

**BATCH: 2023-26**

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**Disclaimer:** The scheme, syllabus and other materials published in this booklet may be changed or modified as per the requirement after approval of competent authority. The decision taken by the management of Poornima University will be final and abiding to all.

## Student Details

Name of Student:		
Name of Program:		
Semester	Year	Batch
Faculty of:		



# *Your Dreams Our Goal* **POORNIMA** **UNIVERSITY**

Member of Association of Indian Universities & Approved by UGC (Govt. of India) under 2(f) & 12(B)

## ***Vision***

To create knowledge based society with scientific temper, team spirit and dignity of labor to face global competitive challenges.

## ***Mission***

To evolve and develop skill based systems for effective delivery of knowledge so as to equip young professionals with dedication and commitment to excellence in all spheres of life.

## ***Quality Policy***

To provide Quality Education through Faculty development, updating of facilities and continual improvement meeting University norms and keeping stake holders satisfied.

## Knowledge Wheel

At Poornima, the academic atmosphere is a rare blend of modern technical as well as soft skills and traditional systems of learning processes.



## **About Program and Program Outcomes (PO):**

**Title of the Programme:** BBA in Financial Market

**Nature of the Programme:** BBA is three year full-time programme.

### **Program Outcomes (PO):**

Graduates will be able to:

1. **Fundamental Knowledge:** The CFA Level 1 program equips candidates with a comprehensive understanding of key concepts and principles in finance, economics, accounting, and investment management. Candidates gain a strong foundation in these fundamental areas, which serves as a building block for the subsequent levels of the program.
2. **Ethical Awareness:** The program emphasizes ethical conduct and professionalism in the investment industry. Candidates learn about the CFA Institute's Code of Ethics and Standards of Professional Conduct, which promote integrity, transparency, and fiduciary responsibility. Ethical awareness is a core outcome of the CFA Level 1 program, fostering a commitment to ethical behavior throughout candidates' careers.
3. **Investment Analysis Skills:** The CFA Level 1 program develops candidates' ability to analyze investments and assess their value. Candidates learn various techniques for evaluating financial statements, analyzing industry and company performance, and understanding valuation models. These skills enable candidates to make informed investment decisions based on rigorous analysis.
4. **Risk Management:** Risk assessment and management are critical components of investment decision-making. The CFA Level 1 program covers different types of risk, including market risk, credit risk, and liquidity risk. Candidates learn how to identify and measure these risks and implement risk management strategies to protect investment portfolios.
5. **Portfolio Management:** The program introduces candidates to the principles of portfolio management and asset allocation. Candidates learn about the different asset classes, portfolio construction techniques, and the importance of diversification. By understanding the principles of portfolio management, candidates are equipped to construct and manage investment portfolios that align with clients' objectives and risk tolerance.

## **PROGRAM SPECIFIC OUTCOMES (PSOs)**

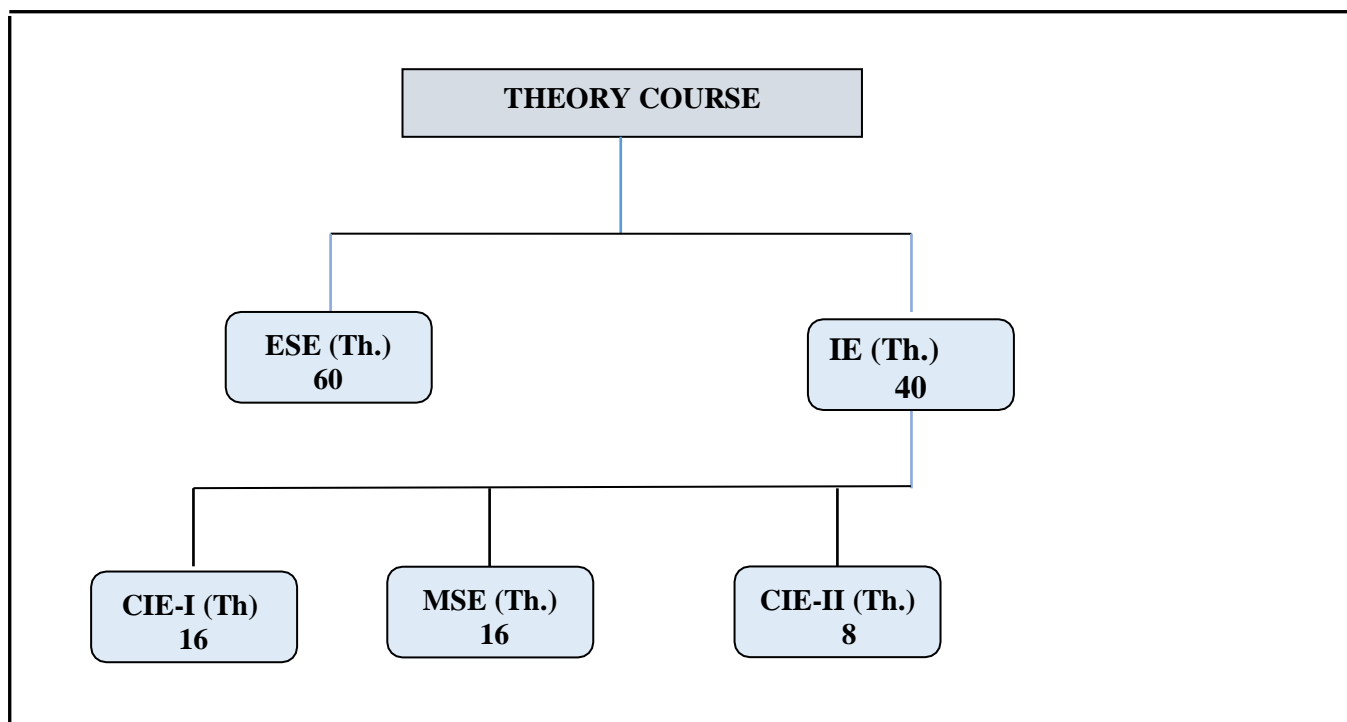
**PSO 1: Investment Analysis and Research Skills:** The CFA program equips candidates with advanced investment analysis and research skills. Candidates learn to critically evaluate financial statements, assess industry and company performance, analyze investment opportunities, and apply various valuation models. These skills enable CFA charter holders to make well-informed investment decisions and provide accurate and reliable investment recommendations to clients.

**PSO 2: Ethical and Professional Standards:** The CFA program places a strong emphasis on ethical conduct and professionalism in the investment industry. Candidates learn about the CFA Institute's Code of Ethics and Standards of Professional Conduct, which govern the behavior and responsibilities of investment professionals. CFA charter holders are expected to adhere to these high ethical standards and demonstrate professionalism in their interactions with clients, colleagues, and the broader financial community.

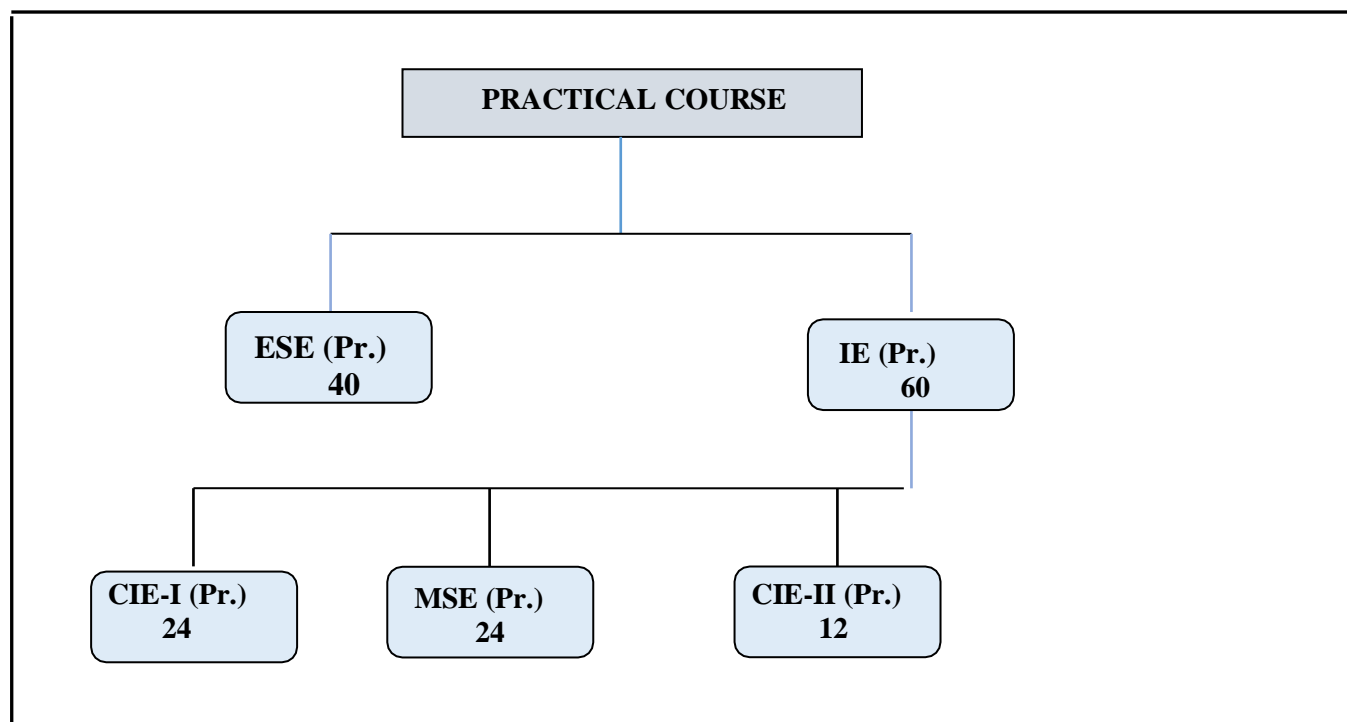
**PSO 3: Portfolio Management and Wealth Planning:** The CFA program provides candidates with a comprehensive understanding of portfolio management principles and wealth planning strategies. Candidates learn how to construct and manage investment portfolios, assess risk tolerance, develop asset allocation strategies, and tailor investment solutions to meet clients' financial goals. This outcome enables CFA charter holders to effectively manage portfolios and provide comprehensive wealth management services to individual and institutional clients.

## Examination System:

### A. Marks Distribution of Theory Course:



### B. Marks Distribution of Practical Course :



**Th.:** Theory, **Pr.:** Practical, **ESE:** End Semester Examination, **MSE:** Mid Semester Examination, **CIE:** Continuous Internal Evaluation.



### **CO Wise Marks Distribution:**

	Theory Subject		Practical/ Studio Subject	
	Maximum Marks	CO to be Covered	CO to be Covered	Maximum Marks
<b>CIE-I (Class Test)</b>	16 ( 8 + 8)	1 & 2	1 & 2	24 (12 + 12)
<b>MSE</b>	16 ( 8+ 8)	3 & 4	3 & 4	24 (12 + 12)
<b>CIE-II (Activity/ Assignment )</b>	8 (8)	5	5	12 (12)
<b>Attendance</b>	0	-	-	0
<b>ESE</b>	60	-	-	40
<b>TOTAL</b>	100	-	-	100

### **Minimum Passing Percentage in All Exams:**

S No.	Program Name	Minimum Passing Percentage in		
		IE Component	ESE Component	Total Component
1	Course Work for PhD Registration	-	-	50%
2	B. Arch.	-	45%	50%
3	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH	-	40%	40%
4	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH	-	35%	35%

### SGPA Calculation

$$SGPA = \frac{C_1G_1 + C_2G_2 + \dots + C_nG_n}{C_1 + C_2 + \dots + C_n}$$

$$SGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

$C_i$  is the number of credits of subject  $i$ ,

$G_i$  is the Grade Point for the subject  $i$  and  $i = 1$  to  $n$ ,

$n$  = number of subjects in a course in the semester

### CGPA Calculation

$$CGPA = \frac{C_1G_1 + C_2G_2 + \dots + C_nG_n}{C_1 + C_2 + \dots + C_n}$$

$$CGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

$C_i$  is the number of credits of subject  $i$ ,

$G_i$  is the Grade Point for the subject  $i$  and  $i = 1$  to  $n$ ,

$n$  = number of subjects in a course of all the semesters up to which CGPA is computed

## Grading Table:

Applicable for B.Arch. & Ph.D. Courses				Applicable for All Courses except B.Arch. & Ph.D.			
Academic Performance	Grade	Grade Point	Marks Range (in %)	Academic Performance	Grade	Grade Point	Marks Range (in %)
Outstanding	O	10	$90 \leq x \leq 100$	Outstanding	O	10	$90 \leq x \leq 100$
Excellent	A+	9	$80 \leq x < 90$	Excellent	A+	9	$80 \leq x < 90$
Very Good	A	8	$70 \leq x < 80$	Very Good	A	8	$70 \leq x < 80$
Good	B+	7	$60 \leq x < 70$	Good	B+	7	$60 \leq x < 70$
Above Average	B	6	$50 \leq x < 60$	Above Average	B	6	$50 \leq x < 60$
Fail	F	0	$x < 50$	Average	C	5	$40 \leq x < 50$
Absent	Ab	0	Absent	Pass	P	4	$35 \leq x < 40$
				Fail	F	0	$x < 35$
				Absent	Ab	0	Absent

**CGPA to percentage conversion rule:**

$$\text{Equivalent \% of Marks in the Program} = \text{CGPA} * 10$$

### **Award of Class**

CGPA	Percentage	Equivalent Division
$7.50 \leq \text{CGPA}$	75% or more	First Division with Distinction
$6.00 \leq \text{CGPA} < 7.50$	$60\% \leq x < 75\%$	First Division
$5.00 \leq \text{CGPA} < 6.00$	$50\% \leq x < 60\%$	Second Division
$4.00 \leq \text{CGPA} < 5.00$	$40\% \leq x < 50\%$	Pass Class

# **Guidelines for Massive Open Online Courses (MOOCs)**

**(Session 2023-24)**

Poornima University, in its never ending endeavor to equip students with best-of-class learning and knowledge, has undertaken to include MOOC courses as part of its credit scheme from session 2023-24 onwards. The objective behind this is to enable students to study courses designed by the best teachers in the country and to scale their knowledge base with the rest of learners from the nation. The MOOCs which are included under this scheme is can be chosen from SWAYAM and NPTEL.

## **1. Introduction of MOOCs: SWAYAM and NPTEL**

### **About SWAYAM:**

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

This is done through a platform that facilitates hosting of all the courses, taught in classrooms to be accessed by anyone, anywhere at any time. All the courses are interactive, prepared by the best teachers in the country and are available, free of cost to any learner. However learners wanting a SWAYAM certificate should register for the final proctored exams that come at a fee and attend in-person at designated centers on specified dates. Eligibility for the certificate will be announced on the course page and learners will get certificates only if this criteria is matched.

The courses hosted on SWAYAM are in 4 quadrants – (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. Steps have been taken to enrich the learning experience by using audio-video and multi-media and state of the art pedagogy / technology.

In order to ensure that best quality content is produced and delivered, nine National Coordinators have been appointed. They are:

1. AICTE (All India Council for Technical Education) for self-paced and international courses
2. NPTEL (National Programme on Technology Enhanced Learning) for Engineering
3. UGC (University Grants Commission) for non-technical post-graduation education
4. CEC (Consortium for Educational Communication) for under-graduate education
5. NCERT (National Council of Educational Research and Training) for school education
6. NIOS (National Institute of Open Schooling) for school education
7. IGNOU (Indira Gandhi National Open University) for out-of-school students
8. IIMB (Indian Institute of Management, Bangalore) for management studies
9. NITTTR (National Institute of Technical Teachers Training and Research) for Teacher Training programme

Two types of courses are offered on SWAYAM platform: Credit Courses and Non- Credit Courses. Credit courses are offered for each semester in January and July every year. The list is available on SWAYAM official website: <https://onlinecourses.swayam2.ac.in/>

### **About NPTEL:**

NPTEL (National Programme on Technology Enhanced Learning), is a joint venture of the IITs and IISc, funded by the Ministry of Education (MoE) Government of India, and was launched in 2003. Initially started as a project to take quality

education to all corners of the country, NPTEL now offers close to 600+ courses for certification every semester in about 22 disciplines.

### **Some highlights:**

- Largest online repository in the world of courses in engineering, basic sciences and selected humanities and management subjects
- YouTube channel for NPTEL – most subscribed educational channel, 1.3 billion views and 40+ lakhs subscribers
- More than 56000 hours of video content, transcribed and subtitled
- Most accessed library of peer-reviewed educational content in the world
- Translation of more than 12000 hrs of English transcripts in regional Indian languages

### **NPTEL Online Certification:**

The objective of enabling students obtain certificates for courses is to make students employable in the industry or pursue a suitable higher education programme. Through an online portal, 4, 8, or 12-week online courses, typically on topics relevant to students in all years of higher education along with basic core courses in sciences and humanities with exposure to relevant tools and technologies, are being offered. Enrolment to and learning from these courses is free. Following these online courses, an in-person, proctored certification exam is conducted and a certificate is provided through the participating institutions and industry, as applicable.

Some statistics regarding the open online courses since March 2014 till Dec 2021

Completed courses: 3496;

Enrollments across courses: 1.58 CRORE +

Number of exam registrations: 15.1 LAKH +

All the statistics pertaining to completed courses are available at <https://beta.nptel.ac.in/courses>. All courses are completely free to enroll and learn from. The certification exam is optional and comes at a fee of Rs 1000/course exam.

## **2. MOOCs at Poornima University:**

MOOCs envelops best in class teaching - learning processes along with meeting the requirements of various courses in terms of quality of teaching and evaluation system. To promote the MOOCs among students of Poornima University, it is decided to consider the credits earned through MOOCs.

### **(a) Options for MOOCs at Poornima University**

**(For this document, only those MOOCs will be considered which are available on SWAYAM & NPTEL platforms)**

- Credit and Non-credit SWAYAM MOOCs can be opted by anyone, anytime, anywhere and in any language. However, prior-permission of the University Authorities is mandatory if the credits are to be transferred to regular degree.
- In case of credit courses, there are two ways to opt these courses for the purpose of credit transfer to PU system as given below:

**OPTION-I: As Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards):**

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Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards) are available at University level in offline mode for which relevant booklets are already published. **These courses carries 02 credits.** These category/type of courses (similar/different) are also available as MOOC courses. The respective Deans / HODs shall provide both the options to all the students to either select offline courses or MOOCs as per details given below:

- Deans / HODs shall prepare a list of upto 05 appropriate MOOC courses of 02/03 credits each, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.
- After approval, the respective Deans / HODs shall circulate a notice to all their respective students so that they can select any one course from the list, the credits (**only 02**) of which will be counted against Open Elective/ Multidisciplinary courses pertaining to that particular semester.
- If the students are not willing to opt for MOOC Open Elective/ Multidisciplinary course, they can proceed with the current offline practice of opting for Multidisciplinary courses.
- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.

**OR**

**OPTION–II: As Major / Minor Courses:**

- Deans / HODs shall identify a course of **03 credits** for each semester, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.
- After approval, the respective Deans / HODs shall circulate a notice to all their respective students citing that the particular course will be conducted through MOOCs only and is compulsory for all respective students. The credits of this course will be counted against Major/Minor courses pertaining to that particular semester.
- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.
- This is to be noted that if Deans / HODs decide to conduct any major/minor course in any semester through MOOCs, no offline course will be conducted against that.

**(b) Important points related to MOOCs at Poornima University**

- Only one MOOC shall be allowed in a particular semester for the purpose of credit transfer in the beginning.
- No attendance will be taken for MOOC courses.
- Last period of T/T/S shall be taken for MOOC courses which shall be in self-study mode.
- The method of assessments of MOOC such as assignments and examination are completely associated with that particular MOOC and no exam will be conducted by the department as well as by the Examination Cell.
- The respective Dean / HOD must submit the detail of course i.e., code, name and credit of MOOC opted against that particular course in particular semester attached with highlighting in the related examination scheme of syllabus of that semester signed by BOS Convener / HoD and Dean of Faculty to the office of Pro-President before commencement of the classes.
- SWAYAM will award a certificate to all the students passing the examination along with the credit earned. The center of examination for SWAYAM MOOCs will be finalized by SWAYAM. All the responsibility related to registration for MOOCs, timely submission of assignments, examinations etc. will be borne by the students only.
- The list of registered students in MOOC along with name of course will be submitted to the Examination Cell by the Deans / HoDs before commencement of the classes.
- Any student who would not be able to register/present/clear/pass the MOOC in the stipulated time, it is the choice

of the student that he or she may register in next semester (odd or even) with MOOC again or appear as a back exam candidate of the University as per PU norms.

- There will be no provision of re-evaluation of MOOC.
- The scorecard and related certificate of MOOC along with a consolidated list of students with marks of assignment and final exam will be submitted to the examination cell by the concerned Dean / HOD for further process. It is also recommended that alteration/changes/scaling in marks obtained by the students in any MOOC will not be considered.
- The exam registration fee of MOOC up to Max. INR 1000/- will be reimbursed to the student only after successful completion of the course in first attempt and submission of the fee receipt, score-card and certificate of the MOOC to the concerned department within stipulated time after declaration of the results.

**NOTE: This is to be noted that the procedure for getting approval from BOS, Faculty Board, Academic Council and BoM is to be followed as per regular process.**

**Attached Items:**

Open Elective Booklet	Annexure-1
Soft Skills Booklet	Annexure-2
Value Added Course Booklet	Annexure-3

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-I**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR1101	Ideation to business & Startup Ecosystem	4	-	-		40	60	100	4
BBFCFR1102	Investment Planning	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR1201	Corporate Management Skill-I & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR1101	Business Accounts	2	-	-	-	40	60	100	2
BBFEFR1102	Website Building	2	-	-	-	40	60	100	2
<b>C</b>	<b>Multidisciplinary Courses</b>								
	NA	-	-	-					
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR1201	Verbal English	-	-	2		60	40	100	1
BXXCFR1102	Fundamental English	1	-	-		40	60	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	-	-	-	-	-	-	-	-	
<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR1601	Heritage Business Analysis	-	-	2		60	40	100	1



<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>									
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>									
<b>H.1</b>	Social Outreach, Discipline & Extra Curricular Activities									
<b>Total</b>		<b>13</b>	<b>0</b>	<b>12</b>					<b>19</b>	
<b>Total Teaching Hours</b>		<b>25/36</b>								<b>19</b>

**SH: Supporting Hours**

**\*Classes will be conducted fortnightly.**

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program : BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-II**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR2101	Quantitative methods	4	-	-		40	60	100	4
BBFCFR2102	Economics	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR2201	Corporate Management Skills -II & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR2101	Ethics of CFA	4	-	-		40	60	100	4
<b>B.2</b>	<b>Practical</b>								
<b>C</b>	<b>Multidisciplinary Courses</b>								
BFREMC2221	MOOC Courses	3	-	-	3*	60	40	100	3
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR2201	Linguistic Lab	1	-	2		60	40	100	2
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	<b>Elective -</b>								
BXXEFR2601	Blockchain Management	1	-	2		60	40	100	2
BXXEFR2602	Tech for Productivity								

	Enhancement									
<b>F</b>	<b>Value Added Courses (VAC)</b>									
BXXCFR2601	Health & Fitness Management	-	-	2		60	40	100	1	
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>									
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>									
<b>H.1</b>	Social Outreach, Discipline & Extra Curricular Activities									
<b>Total</b>		<b>14</b>		<b>20</b>					<b>24</b>	
<b>Total Teaching Hours</b>		<b>34/36</b>								

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-III**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>		<b>Major (Core Courses)</b>							
<b>A.1</b>	<b>Theory</b>								
BBFCFR3101	Equity: Valuation of securities-CFA	4	-	-		40	60	100	4
BBFCFR3102	Financial Statement Analysis-CFA	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR3201	Corporate Management Skills -III & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>		<b>Minor Stream Courses/ Department Electives</b>							
<b>B.1</b>	<b>Theory</b>								
BBFEFR3101	Alternative Investment and Derivative market – CFA	4	-	-		40	60	100	4
<b>B.2</b>	<b>Practical</b>								
<b>C</b>		<b>Multidisciplinary Courses</b>							
BFREMC3221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>		<b>Ability Enhancement Courses (AEC)</b>							
BXXCFR3201	Personal Branding and	-	-	2		60	40	100	1

	Grooming								
<b>E</b>		<b>Skill Enhancement Courses (SEC)</b>							
	<b>Elective –</b>								
BXXEFR3601	Financial Modelling	1	-	2		60	40	100	2
BXXEFR3602	Law for Layman								
<b>F</b>		<b>Value Added Courses (VAC)</b>							
BXXCFR3601	Scientific Knowledge of Exercise	-	-	2		60	40	100	1
<b>G</b>		<b>Summer Internship / Research Project / Dissertation</b>							
<b>H</b>		<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>							
<b>Total</b>		<b>13</b>		<b>18</b>					<b>22</b>
<b>Total Teaching Hours</b>			<b>31/36</b>						

**SH: Supporting Hours**

**\*Classes will be conducted fortnightly.**

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-IV**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>		<b>Major (Core Courses)</b>							
<b>A.1</b>	<b>Theory</b>								
BBFCFR4101	Corporate Finance	4	-	-		40	60	100	4
BBFCFR4102	Portfolio Management	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR4201	Corporate Management Skill –IV & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>		<b>Minor Stream Courses/ Department Electives</b>							
<b>B.1</b>	<b>Theory</b>								
BBFEFR4101	Debt Valuation	4	-	-		40	60	100	4
<b>B.2</b>									
<b>C</b>		<b>Multidisciplinary Courses</b>							
BFREMC4221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>		<b>Ability Enhancement Courses (AEC)</b>							
BXXCFR4201	Public Speaking	-	-	2		60	40	100	1
<b>E</b>		<b>Skill Enhancement Courses (SEC)</b>							
	<b>Elective –</b>								

BXXEFR4601	Data Analysis	1		2		60	40	100	2
BXXEFR4602	Trading Strategies								
<b>F</b>		<b>Value Added Courses (VAC)</b>							
BXXCFR4601	Indian Mythology & Scriptures	-	-	2		60	40	100	1
<b>G</b>		<b>Summer Internship / Research Project / Dissertation</b>							
<b>H</b>		<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>							
<b>Total</b>		<b>13</b>		<b>18</b>					<b>22</b>
<b>Total Teaching Hours</b>			<b>31/36</b>						

**SH: Supporting Hours**

**\*Classes will be conducted fortnightly.**

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-V

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR5101	Risk & Estate Planning – CFP	4	-	-		40	60	100	4
BBFCFR5102	Retirement & Tax Planning – CFP	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR5201	Corporate Management Skill-V & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Elective</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR5101	Trading Strategies (Futures and Options)	4	-	-		40	60	100	4
<b>C</b>	<b>Multidisciplinary Courses</b>								
BFREMC5221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR5201	Corporate Communication Skills	-	-	2		60	40	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	<b>Elective –</b>								
BXXEFR5601	Behavioural Analysis & Human Psychology	1		4		60	40	100	3
BXXEFR5602	Video & Image Editing								



<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR5601	Science Behind Food	-	-	2		60	40	100	1
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>								
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>								
<b>Total</b>		<b>13</b>		<b>20</b>					
<b>Total Teaching Hours</b>		<b>33/36</b>							<b>23</b>

**SH: Supporting Hours**

**\*Classes will be conducted fortnightly.**

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

**Teaching Scheme for Batch 2023-26**

**Semester-VI**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR6101	Investment Planning	4	-	-		40	60	100	4
BBFCFR6102	Advanced Financial Planning	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR6201	Corporate Management Skills -VI & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR6101	Personal Taxation	4	-	-		40	60	100	4
<b>C</b>	<b>Multidisciplinary Courses</b>								
	NA								
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR6201	Employability Skills	-	-	2		60	40	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR6601	Sustainable Living	-	-	2		60	40	100	1
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>								

H	Social Outreach, Discipline & Extra Curricular Activities							
<b>Total</b>	<b>12</b>		<b>12</b>					<b>18</b>
<b>Total Teaching Hours</b>	<b>24/36</b>							

**SH: Supporting Hours**

**\*Classes will be conducted fortnightly.**

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-I**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR1101	Ideation to business & Startup Ecosystem	4	-	-		40	60	100	4
BBFCFR1102	Investment Planning	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR1201	Corporate Management Skill-I & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR1101	Business Accounts	2	-	-	-	40	60	100	2
BBFEFR1102	Website Building	2	-	-	-	40	60	100	2
<b>C</b>	<b>Multidisciplinary Courses</b>								
	NA	-	-	-					
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR1201	Verbal English	-	-	2		60	40	100	1
BXXCFR1102	Fundamental English	1	-	-		40	60	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	-	-	-	-	-	-	-	-	
<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR1601	Heritage Business Analysis	-	-	2					1

<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>									
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>									
<b>H.1</b>	Social Outreach, Discipline & Extra Curricular Activities									
<b>Total</b>		<b>13</b>	<b>0</b>	<b>12</b>					<b>19</b>	
<b>Total Teaching Hours</b>		<b>25/36</b>								<b>19</b>

## DETAILED SYLLABUS FOR FIRST SEMESTER

**Code:BBFCFR1101      IDEATION TO BUSINESS AND STARTUP ECOSYSTEM      4 Credits [LTP: 4-0-0]**

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Understand key concepts and frameworks of innovation and startup ecosystems Have insight into the key global trends in startup ecosystems particularly those from the global South.
<b>CO2</b>	Understand the role and functions of different ecosystem organisations in building and supporting growth of startups
<b>CO3</b>	Gain knowledge of how to develop startup ecosystem, key components and how to influence, catalyse dynamics between them and govern to drive ecosystem productivity.
<b>CO4</b>	Nurture, track performance and influence the course of ecosystems for productivity.
<b>CO5</b>	Gaining knowledge about the critical players involved, such as entrepreneurs, investors, mentors, and support organizations.

### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Startup Ecosystem in India	9
2.	Rajasthan Startup Ecosystem	11
3.	Varieties of Startups	15
4.	Accelerators, Incubators and Mentors	15
5.	Market Research and Validation	10

### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1.</b>	<b>Startup Ecosystem in India</b>
	<ul style="list-style-type: none"> <li>• Startup Policy of India - Government of India Initiatives</li> <li>• Top Cities in India - Bangalore, Hyderabad, Delhi, Mumbai, Ahmedabad and other cities</li> <li>• Funding and Investments in Indian Startups</li> <li>• Analysis of some key startups of India like Flipkart, Ola, Free charge and others</li> </ul>
<b>2.</b>	<b>Rajasthan Startup Ecosystem</b>

	<ul style="list-style-type: none"> <li>• Rajasthan Startup Policy</li> <li>• Key entities in the Rajasthan Startup Ecosystem - I-Start, Startup Oasis, GCEC, MNIT, Banasthali, BITS Pilani</li> <li>• Key entities in the Rajasthan Startup Ecosystem - I-Start, Startup Oasis, GCEC, MNIT, Banasthali, BITS Pilani</li> <li>• Key advantages and challenges for startups in Rajasthan</li> </ul>
<b>3.</b>	<b>Varieties of Startups</b>
	<ul style="list-style-type: none"> <li>• Social Startups, Impact based startups, Rural startups, social entrepreneurship, Sustainability</li> <li>• Aggregators, Marketplaces, listing platform, trading platforms</li> <li>• Media, knowledge, blogs and other influencers</li> <li>• Key Sectors in trend - Technology, food, education, healthcare and others</li> </ul>
<b>4.</b>	<b>Accelerators, Incubators and Mentors</b>
	<ul style="list-style-type: none"> <li>• Knowledge of Key Accelerators, Incubators and Mentors in India</li> <li>• Understanding their role and advantages and disadvantages</li> <li>• Support frameworks for Startups and Entrepreneurs</li> <li>• Key events and activities by all ecosystem players</li> </ul>
<b>5.</b>	<b>Market Research and Validation</b>
	<ul style="list-style-type: none"> <li>• Conducting market research to validate startup ideas</li> <li>• Identifying target customers and understanding their needs</li> <li>• Techniques for validating product-market fit</li> </ul>

### C. RECOMMENDED STUDY MATERIAL:

<b>Sr. No</b>	<b>References</b>
1.	Online articles from Your story, Inc42 and others
2.	Government of India Startup Policy
3.	DOIT, DST and Niti Ayog policy documents
4.	Open-source material online

## COs AND POs MAPPING

COs and POs	PO 1	PO2	PO3	PO4	PO5
CO.1	0	3	3	3	2
CO.2	1	3	3	2	1
CO.3	1	3	3	2	1
CO.4	0	3	3	3	2
CO.5	1	2	3	2	3

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	2	3
CO.2	3	2	3
CO.3	3	2	2
CO.4	3	2	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



**COURSE OUTCOME:** After Successful completion of the course students will be able to:

**CO1:** Understand various asset classes and factors affecting them, the interplay between asset classes, products constituting those asset classes and their complexity and riskiness.

**CO2:** Enable a client to appreciate goal-based investing whereby systematic, periodical investments are made in one or multiple investment instruments as per the basic risk profile or goal specific risk capacity.

**CO3:** Determine various goal-based strategies and evaluate investment choices in the context of client's financial planning needs.

**CO4:** Determine the tax implication of the investment choices made, measure investment risk and risk-adjusted return in the strategy adopted, analyze performance of investment products and portfolios.

**CO5:** Recommend appropriate strategy to model a portfolio comprising varied investment products in tune with a well-established asset allocation suited to achieve the client's financial goals

## OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Investment Products Universe and their Applications	08
2.	Risk profiling of products and investors- Asset Allocation Determination	10
3.	Goal-based Investment Planning,	15
4.	Measuring and Managing Risks, Analysis of Return	12
5.	Regulatory Aspects- Investment Products and Investment Advisory	15

### A. DETAILED SYLLABUS

Unit	Unit Details
1.	<b>Investment Products Universe and their Applications</b>
	<ul style="list-style-type: none"> <li>• Fixed Income Instruments</li> <li>• Mutual Fund Products</li> <li>• Equity Market</li> <li>• Derivatives and Commodities</li> <li>• Foreign Exchange Market</li> <li>• Real Estate and other Investments</li> </ul>
2.	<b>Risk profiling of products and investors- Asset Allocation Determination</b>

	<ul style="list-style-type: none"> <li>Types of Investment Risks</li> <li>Risk Profiling of Investors</li> <li>Asset Allocation- Financial Assets</li> <li>Types of Asset Allocation Strategies</li> </ul>
<b>3.</b>	<ul style="list-style-type: none"> <li><b>Goal-based Investment Planning,</b></li> </ul>
	<ul style="list-style-type: none"> <li>Investment Planning to achieve Financial Goals</li> <li>Diversification Strategies</li> </ul>
<b>4.</b>	<ul style="list-style-type: none"> <li><b>Measuring and Managing Risks, Analysis of Return</b></li> </ul>
	<ul style="list-style-type: none"> <li>Measuring Risk</li> <li>Analysis of Returns</li> <li>Investment Strategies and Portfolio Management</li> <li>Passive Investment Strategies</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li><b>Regulatory Aspects- Investment Products and Investment Advisory</b></li> </ul>
	<ul style="list-style-type: none"> <li>Regulatory Oversight of Financial Products and Services</li> <li>Other Entities Facilitating Market Play and Intermediation</li> </ul>

#### B. RECOMMENDED STUDY MATERIAL:

S.No	Reference Books
1.	Introduction to Financial Planning
<b>Websites</b>	
<a href="https://india.fpsb.org/wp-content/uploads/2020/01/Syllabus_Ver07_CFP_Certification_Program_UpdatedFPSB_190718.pdf">https://india.fpsb.org/wp-content/uploads/2020/01/Syllabus_Ver07_CFP_Certification_Program_UpdatedFPSB_190718.pdf</a>	

#### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	1	1	-	-
CO.2	1	1	2	1	1
CO.3	1	1	3	1	1
CO.4	1	1	3	-	-
CO.5	1	1	3	-	1

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	2	3	-
CO.2	1	3	-
CO.3	3	1	1
CO.4	3	2	2
CO.5	3	2	-

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO-1</b>	Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements
<b>CO-2</b>	Apply the Financial Statement Analysis associate with Financial Data in the organization.
<b>CO-3</b>	Define the qualitative characteristics of financial information.
<b>CO-4</b>	Explain the context and purpose of financial reporting.
<b>CO-5</b>	Record transactions and events.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Preparing basic financial statements	6
2	Preparing simple consolidated financial statements	6
3	Interpretation of financial statements	8
4	The context and purpose of financial reporting	4
5	The qualitative characteristics of financial information and recording	6

#### B. DETAILED SYLLABUS

Unit	Unit Details
1.	<b>Preparing basic financial statements</b>
	<ul style="list-style-type: none"> <li>● Statements of financial position</li> <li>● Statements of profit or loss and other comprehensive income</li> <li>● Disclosure notes</li> <li>● Event after the reporting period</li> <li>● Statements of cash flows</li> <li>● Incomplete records</li> </ul>
2.	<b>Preparing simple consolidated financial statements</b>
	<ul style="list-style-type: none"> <li>● Subsidiaries</li> <li>● Associates</li> <li>● Preparation of CFS</li> </ul>

<b>3</b>	<b>Interpretation of financial statements</b>
	<ul style="list-style-type: none"> <li>• Importance and purpose of analysis of financial statements</li> <li>• Ratios</li> <li>• Analysis of financial statements</li> </ul>
<b>4.</b>	<b>The context and purpose of financial reporting</b>
	<ul style="list-style-type: none"> <li>• The scope and purpose of financial statements for external reporting</li> <li>• Users' and stakeholders' needs</li> <li>• The main elements of financial reports</li> <li>• The regulatory framework (legislation and regulation, reasons and limitations, relevance of accounting standards)</li> <li>• Duties and responsibilities of those charged with governance</li> </ul>
<b>5.</b>	<b>The qualitative characteristics of financial information and recording</b>
	<ul style="list-style-type: none"> <li>• The qualitative characteristics of financial information</li> <li>• Sales and purchases</li> <li>• Cash</li> <li>• Inventory</li> <li>• Tangible non-current assets</li> <li>• Depreciation</li> <li>• Intangible non-current assets and amortization</li> <li>• Accruals and prepayments</li> <li>• Receivables and payables</li> <li>• Provisions and contingencies</li> <li>• Capital structure and finance costs</li> <li>• Trial balance</li> <li>• Correction of errors</li> <li>• Control accounts and reconciliations</li> <li>• Bank reconciliations</li> <li>• Suspense accounts</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

S. No	Reference Book
1.	BPP Interactive Text F3
2.	KAPLAN Publishing Study Text F3
3.	BPP Interactive Text F3
<b>Websites</b>	
<a href="https://www.udemy.com/course/how-to-size-a-market/">https://www.udemy.com/course/how-to-size-a-market/</a>	

**COs AND POs MAPPING**

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	3	2	1	1	1
CO.2	2	2	1	2	1
CO.3	2	3	1	1	1
CO.4	2	1	3	0	1
CO.5	2	2	2	1	1

**COs AND PSOs MAPPING**

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	2	2
CO.2	2	3	1
CO.3	1	2	3
CO.4	1	2	2
CO.5	1	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.
<b>CO2</b>	How to and where to start research, planning for website & actually build excellent web sites.
<b>CO3</b>	Pro level skills in SEO with keyword research and content strategy for your website.
<b>CO4</b>	To create web elements like buttons, banners & Bars and of course complete UI designs.
<b>CO5</b>	Setting up page layout, color schemes, contract, typography in the designs. Writing valid and concise code for webpages.
<b>CO6</b>	Best use of social media for revenue generation. Setting up a perfect landing page for business, clients and yourself.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Technology, types of application	8
2	Website, Domain & Hosting	10
3	Web Technologies	15
4	Wordpress	12
5	Marketing	15

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Technology, types of application</b>
	<ul style="list-style-type: none"> <li>Understanding the concept</li> <li>Technology redefined in 2019</li> <li>Future technologies (AI, ML, NLP, Cloud)</li> </ul>
<b>2.</b>	<b>Website, Domain &amp; Hosting</b>
	<ul style="list-style-type: none"> <li>What is website and how it works</li> <li>What is Domain and Hosting</li> <li>Types of websites</li> </ul>
<b>3</b>	<b>Web Technologies</b>
	<ul style="list-style-type: none"> <li>Intro to HTML5</li> <li>Intro to CSS3</li> <li>Intro to JS &amp; Bootstrap</li> </ul>

<b>4.</b>	<b>Wordpress</b>
	<ul style="list-style-type: none"> <li>● Wordpress introduction</li> <li>● Theme selection and theme building</li> <li>● Adding pages, making website live</li> </ul>
<b>5.</b>	<b>Marketing</b>
	<ul style="list-style-type: none"> <li>● What is marketing.</li> <li>● Traditional vs Digital Marketing</li> <li>● Digital Marketing in 2019</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

S. No	Reference References
1.	Class notes and reading material provided by Teacher
2.	General internet research, primary research from entrepreneurs
3.	Research articles, news updates and documented experiences of startups

**COs AND POs MAPPING**

COs and POs	PO1	PO2	PO3	PO4	PO5
<b>CO.1</b>	1	1	0	1	1
<b>CO.2</b>	0	1	1	0	0
<b>CO.3</b>	1	0	1	1	0
<b>CO.4</b>	0	1	0	0	1
<b>CO.5</b>	1	0	1	1	0

**COs AND PSO3s MAPPING**

COs and PSO3s	PSO1	PSO2	PSO3
<b>CO.1</b>	3	2	2
<b>CO.2</b>	2	3	1
<b>CO.3</b>	1	2	3
<b>CO.4</b>	1	2	2
<b>CO.5</b>	1	1	-

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development Page 40 of 137



**COURSE OUTCOMES:**

The student would be able to:

**C01:** Students will develop clear and accurate pronunciation of English sounds, improve their intonation patterns, and gain confidence in oral communication.

**C02:** Students will expand their vocabulary and learn idiomatic expressions commonly used in spoken English, enabling them to express themselves more effectively and fluently.

**C03:** Students will learn and practice various communication strategies, such as paraphrasing, clarifying meaning, and using appropriate non-verbal cues

**C04:** Students will improve their listening comprehension skills by practicing with a variety of audio materials, including dialogues, lectures, and interviews.

**C05:** learn techniques for organizing their thoughts, structuring their speeches, and delivering them with clarity and impact.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to verbal English	3
2	Phonetics and Pronunciation	3
3	Vocabulary Building and Grammar and Sentence Structure	3
4	Speaking Practice and Fluency	3
5	Presentation and Public Speaking Skills	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to verbal English</b>
	<ul style="list-style-type: none"> <li>Overview of the course objectives and syllabus</li> <li>Importance of verbal English skills</li> <li>Introduction to key concepts: pronunciation, intonation, and fluency</li> </ul>
2.	<b>Phonetics and Pronunciation</b>
	<ul style="list-style-type: none"> <li>Introduction to English phonetic sounds</li> <li>Practice with consonant and vowel sounds</li> <li>Common pronunciation errors and how to correct them</li> <li>Introducing stress and rhythm in spoken English</li> </ul>
3.	<b>Vocabulary Building and Grammar and Sentence Structure</b>
	<ul style="list-style-type: none"> <li>Strategies for expanding vocabulary</li> <li>Learning and practicing new words and phrases</li> <li>Word families, synonyms, and antonyms</li> <li>Contextual usage of vocabulary in sentences and conversations</li> <li>Review of basic grammar rules</li> <li>Building grammatically correct sentences</li> <li>Verb tenses and their usage</li> <li>Common grammatical errors and how to avoid them</li> </ul>
4.	<b>Speaking Practice and Fluency</b>

	<ul style="list-style-type: none"> <li>Engaging in conversations and dialogues</li> <li>Role-plays and situational exercises</li> <li>Developing fluency through guided speaking activities</li> <li>Using appropriate expressions and idioms in speech</li> </ul>
<b>5.</b>	<b>Presentation and Public Speaking Skills</b>
	<ul style="list-style-type: none"> <li>Structuring effective presentations</li> <li>Techniques for engaging the audience</li> <li>Overcoming stage fright and building confidence</li> <li>Practicing public speaking skills through individual and group presentations</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1.	The Oxford Guide to English Grammar	John Eastwood	2012	Oxford University Press
2.	Longman English Grammar Practice	L.G. Alexander	1990	Pearson Education
3.	A Comprehensive Grammar of the English Language	Randolph Quirk, Sidney Greenbaum, Geoffrey Leech, and Jan Svartvik	1991	Longman

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	3	1	3
CO.2	2	2	3	1	1
CO.3	2	3	1	1	3
CO.4	2	1	2	2	2
CO.5	1	2	3	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	2	2	1
CO.3	1	2	2
CO.4	1	2	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development  
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**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop effective communication skills in spoken and written English.

**C02:** Enhance reading comprehension and critical thinking abilities.

**C03:** Expand vocabulary and improve grammar usage.

**C04:** Acquire knowledge of basic writing techniques and strategies.

**C05:** Develop cultural awareness and sensitivity through the study of English literature.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Effective writing and Grammar and Sentence Structure	3
2	Vocabulary & Paragraph development	3
3	Essay Structure, Writing Styles and Genres	3
4	Writing styles and Genres, Critical thinking in Writing	3
5	Self-Editing, Revision and Final Writing Project	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Effective writing and Grammar and Sentence Structure</b>
	<ul style="list-style-type: none"> <li>• Course overview and expectations</li> <li>• Importance of effective writing skills</li> <li>• Understanding the writing process</li> <li>• Review of basic grammar rules</li> <li>• Sentence types and structures</li> <li>• Subject-verb agreement</li> <li>• Common grammatical errors and how to avoid them</li> </ul>
2.	<b>Vocabulary &amp; Paragraph development</b>
	<ul style="list-style-type: none"> <li>• Strategies for expanding vocabulary</li> <li>• Effective use of synonyms and antonyms</li> <li>• Contextual word usage</li> <li>• Topic sentences and supporting details</li> <li>• Coherence and unity in paragraphs</li> <li>• Using transitions for smooth flow</li> </ul>
3.	<b>Essay Structure, Writing Styles and Genres</b>
	<ul style="list-style-type: none"> <li>• Introduction, body, and conclusion</li> <li>• Thesis statement and supporting arguments</li> <li>• Incorporating evidence and examples</li> <li>• Different types of writing (e.g., descriptive, narrative, persuasive)</li> </ul>

	<ul style="list-style-type: none"> <li>Tailoring writing style to audience and purpose</li> </ul>
<b>4.</b>	<b>Critical thinking in Writing , Self-Editing,and Revision</b>
	<ul style="list-style-type: none"> <li>Analyzing and evaluating written texts</li> <li>Developing logical arguments and counterarguments</li> <li>Expressing opinions and providing supporting evidence</li> <li>Techniques for self-editing and proofreading</li> <li>Addressing common writing mistakes</li> <li>Incorporating feedback for improvement</li> </ul>
<b>5.</b>	<b>Final Writing Project</b>
	<ul style="list-style-type: none"> <li>Applying all learned skills to a comprehensive writing assignment</li> <li>Individualized feedback and guidance</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Oxford Guide to English Usage	Edmund Weiner and Andrew Delahunty	2010	Oxford University
2	The Elements of Style	William Strunk Jr. and E.B. White	2009	Pearson
3	A Writer's Reference	Diana Hacker and Nancy Sommers	2018	Bedford/St. Martin's

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	1	1	1	3
CO.2	1	1	3	1	1
CO.3	2	2	1	1	2
CO.4	2	1	1	2	1
CO.5	1	2	3	1	2

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	1	1
CO.2	1	1	2
CO.3	1	1	2
CO.4	1	2	2
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development. Page 44 of 137

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop effective communication skills in spoken and written English.

**C02:** Enhance reading comprehension and critical thinking abilities.

**C03:** Expand vocabulary and improve grammar usage.

**C04:** Acquire knowledge of basic writing techniques and strategies.

**C05:** Develop cultural awareness and sensitivity through the study of English literature.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Market analysis for heritage-based businesses	3
2	Developing heritage brand identities	3
3	Heritage tourism trends and destination marketing	3
4	Designing and sourcing heritage-inspired products	3
5	Festivals and cultural events as business opportunities	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Market analysis for heritage-based businesses</b>
	<ul style="list-style-type: none"> <li>Consumer behavior and motivations in heritage consumption</li> <li>Target audience segmentation and niche marketing strategies</li> <li>Branding and Marketing Heritage-Based Businesses</li> </ul>
2.	<b>Developing heritage brand identities</b>
	<ul style="list-style-type: none"> <li>Communicating heritage narratives and storytelling in marketing</li> <li>Integrated marketing communications for heritage businesses</li> <li>Tourism and Hospitality in Heritage Destinations</li> </ul>
3.	<b>Heritage tourism trends and destination marketing</b>
	<ul style="list-style-type: none"> <li>Sustainable tourism practices for heritage sites</li> <li>Heritage-themed accommodations and hospitality experiences</li> <li>Retail and Cultural Heritage Products</li> </ul>
4.	<b>Designing and sourcing heritage-inspired products</b>
	<ul style="list-style-type: none"> <li>Visual merchandising and store design for heritage retail</li> </ul>

	<ul style="list-style-type: none"> <li>• Cultural heritage branding in the retail industry</li> </ul>
<b>5.</b>	<b>Festivals and cultural events as business opportunities</b>
	<ul style="list-style-type: none"> <li>• Event management and marketing strategies for heritage festivals</li> <li>• Collaborations with local communities and stakeholders</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Heritage Business: Entrepreneurs, Technologies, and Markets	Marie-Cécile Cervellon	2018	Routledge
2	Heritage Marketing	Russell W. Belk	2019	Routledge
3	Cultural Heritage and Tourism: An Introduction	Dallen J. Timothy and Gyan P. Nyaupane	2019	Channel View Publications

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	1	1	1	3
CO.2	1	1	1	1	1
CO.3	2	2	1	1	2
CO.4	2	1	1	2	1
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	1	1
CO.2	1	1	2
CO.3	1	0	1
CO.4	1	2	2
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program : BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-II**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR2101	Quantitative methods	4	-	-		40	60	100	4
BBFCFR2102	Economics	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR2201	Corporate Management Skills -II & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR2101	Ethics of CFA	4	-	-		40	60	100	4
<b>B.2</b>	<b>Practical</b>								
<b>C</b>	<b>Multidisciplinary Courses</b>								
BFREMC2221	MOOC Courses	3	-	-	3*	60	40	100	3
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR2201	Linguistic Lab	1		2		60	40	100	2
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	<b>Elective -</b>								
BXXEFR2601	Blockchain Management	1		2		60	40	100	2
BXXEFR2602	Tech for Productivity								

	Enhancement									
<b>F</b>	<b>Value Added Courses (VAC)</b>									
BXXCFR2601	Health & Fitness Management			2		60	40	100	1	
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>									
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>									
<b>H.1</b>	Social Outreach, Discipline & Extra Curricular Activities									
<b>Total</b>		<b>14</b>		<b>20</b>					<b>24</b>	
<b>Total Teaching Hours</b>		<b>34/36</b>								



## DETAILED SYLLABUS FOR SECOND SEMESTER

**Code: BBFCFR2101**

**QUANTITATIVE METHODS**

**4 Credits [LTP: 4-0-0]**

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Gain a deep understanding of the principles and applications of discounting cash flows over time for investment decision-making, and develop proficiency in effectively organizing and visualizing data to enhance data interpretation.
<b>CO2</b>	Master probability theory and its distributions, enabling informed decision-making and risk assessment in finance.
<b>CO3</b>	Develop expertise in sampling methods and estimation techniques, enabling accurate data analysis and informed decision-making in various fields such as finance, economics, and market research.
<b>CO4</b>	Develop proficiency in hypothesis testing, enabling you to effectively analyze data, draw meaningful conclusions, and make informed decisions in finance, economics, and research-driven fields.
<b>CO5</b>	Master linear regression analysis for predictive modeling and data-driven decision-making in finance, economics, and data science.

### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Financial Maths and Statistics	15
2	Probability Concepts	15
3	Sampling and Estimation	10
4	Hypothesis Testing	10
5	Introduction to Linear Regression	10

### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>The Time Value of Money</b>
	<ul style="list-style-type: none"> <li>• EAY and Compounding Frequency</li> <li>• Calculating PV and FV</li> </ul>

	<ul style="list-style-type: none"> <li>• Uneven Cash Flows</li> <li>• Organizing Data</li> <li>• Visualizing Data</li> <li>• Measures of Central Tendency</li> <li>• Measures of Location and Dispersion</li> <li>• Skewness, Kurtosis, and Correlation</li> </ul>
<b>2</b>	<b>Probability Concepts</b>
	<ul style="list-style-type: none"> <li>• Conditional and Joint Probabilities</li> <li>• Conditional Expectations and Expected Value</li> <li>• Portfolio Variance, Bayes, and Counting Problems</li> <li>• Uniform and Binomial Distributions</li> <li>• Normal Distributions</li> <li>• Lognormal, T, Chi-Square, and F Distributions</li> </ul>
<b>3.</b>	<b>Sampling and Estimation</b>
	<ul style="list-style-type: none"> <li>• Sampling Methods, Central Limit Theorem, and Standard Error</li> <li>• Coincidence Intervals, Resampling, and Sampling Biases</li> </ul>
<b>4.</b>	<b>Hypothesis Testing</b>
	<ul style="list-style-type: none"> <li>• Hypothesis Tests and Types of Errors</li> <li>• P-Values and Tests of Means</li> <li>• Mean Differences and Difference in Means</li> <li>• Tests of Variance, Correlation, and Independence</li> </ul>
<b>5.</b>	<b>Introduction to Linear Regression</b>
	<ul style="list-style-type: none"> <li>• Linear Regression: Introduction</li> <li>• Goodness of Fit and Hypothesis Tests</li> <li>• Predicting Dependent Variables and Functional Forms</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. N o</b>	<b>Reference References</b>
1.	"Quantitative Methods for Business" by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, and James J. Cochran.
2.	"Quantitative Methods for Management" by Barry Render, Ralph M. Stair Jr., and Michael E. Hanna.
3.	"Quantitative Methods for Investment Analysis" by Richard A. DeFusco, Dennis W. McLeavey, Jerald E. Pinto, and David E. Runkle.

**COs AND POs MAPPING**

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	1	1	3	3	1
CO.3	1	2	3	2	2
CO.4	1	1	3	2	1
CO.5	2	1	2	2	2

**COs AND PSOs MAPPING**

COs and PSOs	PSO1	PSO2	PSO3	PSO4
CO.1	3	1	1	1
CO.2	1	1	2	2
CO.3	2	1	2	-
CO.4	2	1	1	2
CO.5	1	1	2	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Understand the fundamental principles and theories of economics to analyze and interpret economic phenomena.
<b>CO2</b>	Apply quantitative and qualitative methods to analyze economic data and make informed decisions.
<b>CO3</b>	Evaluate the impact of government policies and regulations on economic systems and outcomes.
<b>CO4</b>	Identify and analyze the factors influencing consumer behavior and their impact on market dynamics.
<b>CO5</b>	Demonstrate effective communication skills in presenting economic concepts, theories, and analysis to diverse audiences.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Firms and Market	10
2	Economy and Business Cycle	10
3	Monetary and Fiscal Policy	15
4	Introduction to Geopolitics	15
5	International Trade and Currency	10

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Firms and Market</b>
	<ul style="list-style-type: none"> <li>• Elasticity</li> <li>• Demand and Supply</li> <li>• Perfect Competition</li> <li>• Monopolistic Competition</li> <li>• Oligopoly Monopoly and Concentration</li> </ul>
<b>2</b>	<b>Economy and Business Cycle</b>
	<ul style="list-style-type: none"> <li>• GDP, Income, and Expenditures</li> </ul>

	<ul style="list-style-type: none"> <li>• Aggregate Demand and Supply</li> <li>• Macroeconomic Equilibrium and Growth</li> <li>• Business Cycle Phases</li> <li>• Inflation and Indicators</li> </ul>
<b>3</b>	<b>Monetary and Fiscal Policy</b>
	<ul style="list-style-type: none"> <li>• Money and Inflation</li> <li>• Monetary Policy</li> <li>• Fiscal Policy</li> </ul>
<b>4</b>	<b>Introduction to Geopolitics</b>
	Geopolitics and Geopolitical Risk
<b>5</b>	<b>International Trade and Currency</b>
	<ul style="list-style-type: none"> <li>• International Trade and Benefits</li> <li>• Trade Restrictions</li> <li>• Foreign Exchange Rate</li> <li>• Forward Exchange Rate</li> <li>• Managing Exchange Rate</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. No</b>	<b>Reference References</b>
1.	"Principles of Economics" by N. Gregory Mankiw
2.	"Capital in the Twenty-First Century" by Thomas Piketty
3.	"The Wealth of Nations" by Adam Smith

**COs AND POs MAPPING**

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	1	2	1	1
<b>CO.2</b>	2	1	3	2	1
<b>CO.3</b>	1	1	1	1	2
<b>CO.4</b>	2	2	3	1	1
<b>CO.5</b>	1	1	3	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	1	2
CO.3	2	1	2
CO.4	2	1	1
CO.5	1	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOME**

The student would be able:

**CO1:** Describe the role of a code of ethics in defining a profession

**CO2:** Demonstrate the application of the Code of Ethics and Standards of Professional Conduct to situations involving issues of professional integrity

**CO3:** Explain why the GIPS standards were created, what parties the GIPS standards apply to, and who is served by the standards

**CO4:** Explain how the GIPS standards are implemented in countries with existing standards for performance reporting and describe the appropriate response when the GIPS standards and local regulations conflict

**CO5:** Identify challenges to ethical behavior in professionalism.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Ethical and Professional Standards	10
2	Code of Ethics and Standards of Professional Conduct	10
3	Guidance for Standards	15
4	Introduction to the Global Investment Performance Standards (GIPS)	15
5	Application of Ethics in Investment Management	10

**B. DETAILED SYLLABUS**

Unit	Unit Details
<b>1</b>	<b>Ethical and Professional Standards</b>
	<ul style="list-style-type: none"> <li>• Ethics and Professionalism</li> <li>• Professionalism in Investment Management</li> <li>• Challenges to Ethical Conduct</li> <li>• Ethical vs. Legal Standards</li> <li>• Ethical Decision- Making Frameworks</li> </ul>
<b>2</b>	<b>Code of Ethics and Standards of Professional Conduct</b>
	<ul style="list-style-type: none"> <li>• Evolution of the Code of Ethics and Standards of Professional Conduct</li> <li>• Ethics and the Investment Industry</li> </ul>

<b>3</b>	<b>Guidance for Standards</b>
	<ul style="list-style-type: none"> <li>• Standard I: Professionalism</li> <li>• Standard II: Integrity of Capital Markets</li> <li>• Standard III: Duties to Clients</li> <li>• Standard IV: Duties to Employers</li> <li>• Standard V: Investment Analysis, Recommendations, and Actions</li> <li>• Standard VI: Conflicts of Interest</li> <li>• Standard VII: Responsibilities as a Professional member</li> </ul>
<b>4.</b>	<b>Introduction to the Global Investment Performance Standards (GIPS)</b>
	<ul style="list-style-type: none"> <li>• Global Investment Performance Standards (GIPS)</li> <li>• Provisions of the Global Investment Performance Standards</li> <li>• Fundamentals of Compliance</li> <li>• GIPS Valuation Principles</li> </ul>
<b>5</b>	<b>Application of Ethics</b>
	<ul style="list-style-type: none"> <li>• Understanding Ethics in an Investment Management Profession</li> <li>• Application and Violation of Ethical Standards</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. No</b>	<b>Reference References</b>
1.	"Ethics in Finance" by John R. Boatright
2.	"The Theory of Moral Sentiments" by Adam Smith
3.	"Ethics in Investment Banking" by John R. Searle
4.	"Financial Ethics: Cases and Materials" by Ronald Duska and Julie Ragatz

**COs AND POs MAPPING**

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	-	2	-	1
<b>CO.2</b>	2	-	3	2	-
<b>CO.3</b>	-	1	1	-	2
<b>CO.4</b>	2	2	3	-	-
<b>CO.5</b>	-	-	3	-	2



### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3		-
CO.2	-	-	2
CO.3	2		2
CO.4	2		-
CO.5	-		2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

- C01: Understand fundamental concepts and theories in linguistics.  
 C02: Apply various analytical tools and methods to investigate linguistic phenomena.  
 C03: Develop critical thinking and analytical skills for linguistic analysis  
 C04: Conduct independent research projects related to linguistics.  
 C05: Demonstrate effective oral and written communication skills in the field of linguistics.

**OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Listening & Speaking Skills	7
2	Reading & Writing Skills	6
3	Grammar & Vocabulary	6
4	Language Practice Activities	7
5	Assessment & Progress tracking	4

**A. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Listening &amp; Speaking Skills</b>
	<ul style="list-style-type: none"> <li>• Introduction to effective listening skills</li> <li>• Practice in understanding different accents and speech patterns</li> <li>• Listening to audio recordings and answering comprehension questions</li> <li>• Dictation exercises to improve listening accuracy</li> <li>• Listening to conversations and dialogues for everyday situations</li> <li>• Developing fluency and accuracy in spoken English</li> <li>• Conversational activities to improve speaking confidence</li> <li>• Role-plays and simulations of real-life situations</li> <li>• Group discussions and debates on various topics</li> <li>• Pronunciation exercises and drills</li> </ul>
2.	<b>Reading &amp; Writing Skills</b>
	<ul style="list-style-type: none"> <li>• Enhancing reading comprehension abilities</li> <li>• Skimming and scanning techniques for efficient reading</li> <li>• Vocabulary building exercises through reading texts</li> <li>• Reading and analyzing different genres of texts (fiction, non-fiction, articles)</li> <li>• Reading and interpreting graphs, charts, and diagrams and developing writing skills for different purposes (formal, informal, academic)</li> <li>• Sentence structure and paragraph development</li> <li>• Grammar exercises and error correction activities</li> <li>• Essay writing on various topics</li> <li>• Letter and email writing practice</li> </ul>
3.	<b>Grammar &amp; Vocabulary</b>
	<ul style="list-style-type: none"> <li>• Review and practice of essential grammar rules</li> <li>• Vocabulary building activities and word games</li> <li>• Contextual usage of words and phrases</li> <li>• Sentence construction and transformation exercises</li> <li>• Grammar quizzes and interactive exercises</li> </ul>

<b>4.</b>	<b>Language Practice Activities</b>
	<ul style="list-style-type: none"> <li>• Language games and puzzles for fun and engagement</li> <li>• Language drills for quick recall of vocabulary and grammar concepts</li> <li>• Language-based quizzes and competitions</li> <li>• Language immersion activities (watching movies, listening to songs, etc.)</li> <li>• Collaborative projects and presentations in English</li> </ul>
<b>5.</b>	<b>Assessment &amp; Progress tracking</b>
	<ul style="list-style-type: none"> <li>• Regular assessments to evaluate students' language skills</li> <li>• Feedback and constructive suggestions for improvement</li> <li>• Individual and group performance tracking</li> <li>• Setting language learning goals and monitoring progress</li> <li>• Final project or presentation to demonstrate overall language proficiency</li> </ul>

## B. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	An Introduction to Language	Victoria Fromkin, Robert Rodman, and Nina Hyams	2019	Cengage Learning
2	The Study of Language	George Yule	2016	Cambridge University Press
3	Linguistics: An Introduction to language & communication	Adrian Akmajian, Richard A. Demers, Ann K. Farmer, and Robert M. Harnish.	2017	The MIT Press

## CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Gain a comprehensive understanding of the underlying concepts, principles, and components of blockchain technology, including decentralized networks, cryptographic techniques, consensus algorithms, and smart contracts.

**C02:** identify and analyze various real-world use cases where blockchain technology can be applied to enhance transparency, security, and efficiency in different industries and sectors.

**C03:** acquire the skills to design, develop, and implement blockchain-based applications and systems, including the ability to select appropriate platforms and frameworks.

**C04:** learn to assess the security risks and privacy implications associated with blockchain networks and explore methods to mitigate potential vulnerabilities.

**C05:** insights into the legal and regulatory challenges related to blockchain technology, enabling students to understand the compliance requirements and navigate the legal landscape.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Blockchain and Cryptography and Security	7
2	Blockchain Architecture and Blockchain Development	6
3	Blockchain Use Cases	6
4	Blockchain Adoption and Governance	7
5	Case Studies and Practical Exercises	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Blockchain and Cryptography and Security</b>
	<ul style="list-style-type: none"> <li>• What is blockchain technology?</li> <li>• Brief history and evolution of blockchain</li> <li>• Core principles of blockchain</li> <li>• Advantages and challenges of blockchain</li> <li>• Cryptographic primitives in blockchain</li> <li>• Hash functions, digital signatures, and public-key cryptography</li> <li>• Understanding blockchain security and consensus mechanisms</li> <li>• Attacks on blockchain systems and countermeasures</li> </ul>
2.	<b>Blockchain Architecture and Blockchain Development</b>
	<ul style="list-style-type: none"> <li>• Types of blockchains: public, private, and consortium</li> <li>• Distributed ledger technology (DLT) and its components</li> <li>• Smart contracts and their role in blockchain ecosystems</li> <li>• Blockchain platforms and frameworks (e.g., Ethereum, Hyperledger)</li> <li>• Setting up a development environment (Ethereum, Solidity, Truffle)</li> <li>• Basics of writing smart contracts</li> </ul>

	<ul style="list-style-type: none"> <li>Interacting with a blockchain network</li> <li>Deploying and testing smart contracts</li> </ul>
<b>3.</b>	<b>Blockchain Use Cases</b>
	<ul style="list-style-type: none"> <li>Real-world applications of blockchain technology</li> <li>Blockchain in finance, supply chain, healthcare, and more</li> <li>Evaluating the feasibility of blockchain solutions</li> <li>Future trends and potential challenges</li> </ul>
<b>4.</b>	<b>Blockchain Adoption and Governance</b>
	<ul style="list-style-type: none"> <li>Regulatory and legal considerations</li> <li>Challenges and opportunities for blockchain adoption</li> <li>Governance models for blockchain networks</li> <li>Ethical implications of blockchain technology</li> </ul>
<b>5.</b>	<b>Case Studies and Practical Exercises</b>
	<ul style="list-style-type: none"> <li>Analyzing and discussing real-world blockchain projects</li> <li>Hands-on exercises to reinforce concepts learned throughout the course</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Blockchain Basics: A Non-Technical Introduction in 25 Steps	Daniel Drescher	2017	Apress
2	Blockchain: Blueprint for a New Economy	Melanie Swan	2015	O'Reilly Media
3	Blockchain for Dummies	Tiana Laurence	2017	For Dummies

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Understand the principles of technology-driven productivity enhancement and its applications in various industries.

**C02:** Analyze existing workflows and identify areas where technology can be implemented to optimize productivity and efficiency.

**C03:** Demonstrate proficiency in using productivity software tools and applications to streamline tasks and automate processes.

**C04:** Evaluate the impact of technology on productivity and its potential benefits and challenges in a business context.

**C05:** Design and implement a technology-based productivity enhancement project, showcasing the ability to integrate different tools and strategies effectively.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Productivity Enhancement and Technology and Office Tools	7
2	Productivity Analysis and Metrics and Technology Selection and Evaluation	6
3	Automation and Workflow Optimization	6
4	Data Analytics for Productivity Enhancement	7
5	Cybersecurity, Data Privacy and Future Trends in Productivity Technology	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Productivity Enhancement and Technology and Office Tools</b>
	<ul style="list-style-type: none"> <li>• MS Office</li> <li>• Google Documents (Docs, ppt, spreadsheet, google form)</li> <li>• Canva for day to day designing needs</li> <li>• Online video conferencing platforms (Zoom, Google Meet, Microsoft Teams, Cisco Webx)</li> <li>• Various online websites to fetch royalty free resources for commercial use</li> <li>• AI tools to enhance productivity</li> <li>• Google Chrome extensions</li> <li>• Online Tools for document conversions</li> <li>• Data sharing tools with team members</li> <li>• Important websites industry wise</li> <li>• Current knowledge</li> <li>• Productivity overview and significance</li> <li>• Role of technology in productivity improvement</li> <li>• Current trends in productivity-enhancing tech</li> </ul>

<b>2.</b>	<b>Productivity Analysis and Metrics and Technology Selection and Evaluation</b>
	<ul style="list-style-type: none"> <li>• Key productivity metrics and measurements</li> <li>• Data gathering and analysis techniques</li> <li>• Identifying areas for improvement</li> <li>• Evaluating productivity tools and software</li> <li>• Cost-benefit analysis for technology adoption</li> <li>• Creating a technology implementation plan</li> </ul>
<b>3.</b>	<b>Automation and Workflow Optimization</b>
	<ul style="list-style-type: none"> <li>• Understanding automation and its benefits</li> <li>• Implementing robotic process automation (RPA)</li> <li>• Optimizing workflows using technology</li> </ul>
<b>4.</b>	<b>Data Analytics for Productivity Enhancement</b>
	<ul style="list-style-type: none"> <li>• Introduction to data analytics</li> <li>• Data-driven decision making</li> <li>• Predictive analytics for productivity</li> </ul>
<b>5.</b>	<b>Cybersecurity, Data Privacy and Future Trends in Productivity Technology</b>
	<ul style="list-style-type: none"> <li>• Understanding security risks in productivity tech</li> <li>• Best practices for securing data and systems</li> <li>• Compliance with data protection regulations</li> <li>• Emerging technologies for productivity enhancement</li> <li>• Ethical considerations in technology adoption</li> <li>• Building a roadmap for the future</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Productivity Project: Accomplishing More by Managing Your Time, Attention, and Energy	Chris Bailey	2016	Crown Business
2	The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich	Timothy Ferriss	2007	Harmony
3	Digital Minimalism: Choosing a Focused Life in a Noisy World	Cal Newport	2019	Portfolio

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop a comprehensive understanding of yoga and pranic healing principles, techniques, and their applications in promoting health and well-being.

**C02:** Demonstrate proficiency in designing and implementing personalized yoga and pranic healing programs for individuals with specific health goals and needs.

**C03:** Analyze and evaluate the scientific basis of yoga and pranic healing, including their physiological, psychological, and energetic effects on the body and mind.

**C04:** Apply ethical and professional standards in the delivery of yoga and pranic healing services, ensuring client safety, privacy, and respect.

**C05:** Develop effective communication and interpersonal skills to facilitate the education and motivation of individuals and groups in adopting a healthy lifestyle through yoga and pranic healing practices.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Yoga: Asanas, Pranayama, and Meditation and Yoga Anatomy and Physiology	3
2	Pranic Healing - Energy Anatomy and Techniques	3
3	Integrating Yoga and Pranic Healing	4
4	Stress-related disorders and the role of Yoga and Pranic Healing	2
5	Therapeutic Applications of Yoga and Pranic Healing	3

**B. DETAILED SYLLABUS**

Unit	Title of the unit
1.	<b>Yoga: Asanas, Pranayama, and Meditation and Yoga Anatomy and Physiology</b>
	<ul style="list-style-type: none"> <li>Hatha Yoga and its asanas (postures)</li> <li>Pranayama (breathing exercises) for energy management</li> <li>Meditation techniques for relaxation and mental clarity</li> <li>Understanding the physical body and energy systems in Yoga</li> <li>Alignment principles and modifications for asanas</li> <li>Injury prevention and safety considerations in Yoga practice</li> </ul>
2.	<b>Pranic Healing - Energy Anatomy and Techniques</b>
	<ul style="list-style-type: none"> <li>Chakra system and energy anatomy in Pranic Healing</li> <li>Basic Pranic Healing techniques for cleansing and energizing the energy body</li> <li>Pranic breathing and meditation practices</li> </ul>
3.	<b>Integrating Yoga and Pranic Healing</b>
	<ul style="list-style-type: none"> <li>The synergy between Yoga and Pranic Healing practices</li> <li>Combining asanas, pranayama, and Pranic Healing techniques</li> <li>Designing holistic health programs incorporating both modalities</li> </ul>

	<ul style="list-style-type: none"> <li>Yoga and Pranic Healing for Stress Management</li> </ul>
<b>4.</b>	<b>Stress-related disorders and the role of Yoga and Pranic Healing</b>
	<ul style="list-style-type: none"> <li>Relaxation techniques and stress reduction practices</li> <li>Mindfulness and awareness training for stress management</li> </ul>
<b>5.</b>	<b>Therapeutic Applications of Yoga and Pranic Healing</b>
	<ul style="list-style-type: none"> <li>Yoga therapy for specific health conditions</li> <li>Pranic Healing protocols for common ailments</li> <li>Adaptations and modifications for different populations</li> </ul>

#### D. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	"The Science of Yoga: The Risks and Rewards	William J. Broad	2012	Simon & Schuster
2.	The Complete Book of Ayurvedic Home Remedies	Vasant Lad	1999	Harmony
3.	Pranic Healing	Master Choa Kok Sui	2004	Institute for Inner Studies Publishing Foundation

#### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	1	1	3
CO.2	2	2	3	1	1
CO.3	2	1	1	1	1
CO.4	2	3	2	2	2
CO.5	1	2	3	1	2

#### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	3
CO.2	1	2	3
CO.3	1	2	2
CO.4	1	2	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-III**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>		<b>Major (Core Courses)</b>							
<b>A.1</b>	<b>Theory</b>								
BBFCFR3101	Equity: Valuation of securities	4	-	-		40	60	100	4
BBFCFR3102	Financial Statement Analysis	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR3201	Corporate Management Skills -III & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>		<b>Minor Stream Courses/ Department Electives</b>							
<b>B.1</b>	<b>Theory</b>								
BBFEFR3101	Alternative Investment and Derivative market	4	-	-		40	60	100	4
<b>B.2</b>	<b>Practical</b>								
<b>C</b>		<b>Multidisciplinary Courses</b>							
BFREMC3221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>		<b>Ability Enhancement Courses (AEC)</b>							
BXXCFR3201	Personal Branding and	-	-	2		60	40	100	1

	Grooming								
<b>E</b>		<b>Skill Enhancement Courses (SEC)</b>							
	<b>Elective –</b>								
BXXEFR3601	Financial Modelling	1	-	2		60	40	100	2
BXXEFR3602	Law for Layman								
<b>F</b>		<b>Value Added Courses (VAC)</b>							
BXXCFR3601	Scientific Knowledge of Exercise	-	-	2		60	40	100	1
<b>G</b>		<b>Summer Internship / Research Project / Dissertation</b>							
<b>H</b>		<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>							
<b>Total</b>		<b>13</b>		<b>18</b>					<b>22</b>
<b>Total Teaching Hours</b>			<b>31/36</b>						

## DETAILED SYLLABUS FOR THIRD SEMESTER

**Code: BBFCFR3101      EQUITY: VALUATION OF SECURITIES      4 Credits [LTP: 4-0-0]**

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Analyze financial market's organization and structure to make informed investment decision-making.
<b>CO2</b>	Evaluate and calculate security market indices to assess market performance and guide investment decisions.
<b>CO3</b>	Conduct industry and company analysis and determine equity valuation for informed investment decisions.
<b>CO4</b>	Gain a comprehensive understanding of equity securities, including their characteristics, valuation, and role in investment portfolios.
<b>CO5</b>	Understand the concept of market efficiency and its implications for investment decision-making and portfolio management.

### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Market Organisation and Structure	12
2	Security Market Indexes	12
3	Equity Valuation: Concepts and Tool	12
4	Overview of Equity Securities	12
5	Market Efficiency	12

### B. DETAILED SYLLABUS

Unit	Unit Details
1	Market Organisation and Structure

	<ul style="list-style-type: none"> <li>i) The Functions of the Financial System</li> <li>ii) Assets and Contracts</li> <li>iii) Financial Intermediaries</li> <li>iv) Positions &amp; Orders</li> <li>v) Primary Security Markets, Secondary Security Market and Contract Market Structure</li> </ul>
<b>2</b>	<b>Security Market Indexes</b>
	<ul style="list-style-type: none"> <li>i) Index Definition and Calculations of Value and Returns</li> <li>ii) Uses of Market Indexes</li> <li>iii) Equity Indexes</li> <li>iv) Fixed- Income Indexes</li> <li>v) Indexes for Alternative Investments</li> </ul>
<b>3</b>	<b>Equity Valuation: Concepts and Tools</b>
	<ul style="list-style-type: none"> <li>i) Approaches to Identifying Similar Companies</li> <li>ii) Industry Classification Systems</li> <li>iii) Describing and Analysing an Industry</li> <li>iv) Estimated Value and Market price of a company</li> <li>v) Major Categories of Equity Valuation model</li> <li>vi) Present value Models: The Dividend Discount Model</li> <li>vii) Multiplier Model</li> <li>viii) Asset Based Valuation</li> </ul>
<b>4</b>	<b>Overview of Equity Securities</b>
	<ul style="list-style-type: none"> <li>i) Equity Securities in Global Financial Market</li> <li>ii) Types and Characteristics of Equity Securities</li> <li>iii) Private versus Public Equity Securities</li> <li>iv) Investing in non domestic Equity Securities</li> </ul>

5	<ul style="list-style-type: none"> <li>Market efficiency</li> </ul>
	<ul style="list-style-type: none"> <li>i) The Concept of Market Efficiency</li> <li>ii) Forms of Market Efficiency</li> <li>iii) Market Pricing Anomalies</li> <li>iv) Behavioral Finance</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

S. No	Reference References
1.	"Security Analysis" by Benjamin Graham and David Dodd
2.	"The Intelligent Investor" by Benjamin Graham
3.	"Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company

**COs AND POs MAPPING**

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	0	3	2	1
CO.3	1	1	1	1	2
CO.4	2	2	3	1	1
CO.5	1	1	3	0	2

**COs AND PSOs MAPPING**

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	1	2
CO.3	2	1	2
CO.4	2	0	1
CO.5	1	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Analyze financial statements and apply accounting standards for informed decision-making.
<b>CO2</b>	Develop a comprehensive understanding of income statements, balance sheets, and cash flow statements for financial analysis and decision-making.
<b>CO3</b>	Acquire proficiency in financial analysis techniques to assess the performance and value of companies for investment decisions
<b>CO4</b>	Gain the ability to effectively value items on the balance sheet, enabling accurate financial analysis and decision-making.
<b>CO5</b>	Develop the skills to evaluate and ensure the quality of financial reporting for reliable and informed decision-making.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Introduction to Financial Statements Analysis and Accounting Standards	10
2	Understanding of Income Statement, Balance Sheet and cashflow	10
3	Financial Analysis Techniques	15
4	Valuation of items in Balance Sheet	15
5	Financial Reporting Quality	10

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Introduction to Financial Statements Analysis and Accounting Standards</b>
	<ul style="list-style-type: none"> <li>Roles of Financial Reporting and Financial Statement Analysis</li> </ul>



	<ul style="list-style-type: none"> <li>• Primary Financial Statements and Other Information Sources</li> <li>• Financial Statements and Supplementary Information</li> <li>• Other Sources of Information</li> <li>• Financial Statement Analysis Framework</li> <li>• Articulate the Purpose and Context of Analysis</li> <li>• Collect Data</li> <li>• Process Data</li> <li>• Analyze/Interpret the Processed Data</li> <li>• Develop and Communicate Conclusions/Recommendations</li> <li>• The Objective of Financial Reporting</li> <li>• Standard- Setting Bodies and Regulatory Authorities</li> <li>• Accounting Standards Boards</li> <li>• Regulatory Authorities</li> <li>• Qualitative Characteristics of Financial Reports</li> <li>• Constraints on Financial Reports</li> <li>• The Elements of Financial Statements</li> <li>• General Requirements for Financial Statements</li> <li>• Comparison of IFRS with Alternative Reporting Systems</li> </ul>
<b>2</b>	<b>Understanding Income Statements , Balance Sheet and Cashflow Statement</b>
	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Components and Format of the Income Statement</li> <li>• Revenue Recognition</li> <li>• General Principles</li> <li>• Accounting Standards for Revenue Recognition</li> <li>• General Principles</li> <li>• Implications for Financial Analysis</li> <li>• Non- Recurring Items and Non-Operating Items</li> <li>• Discontinued Operations</li> <li>• Components and Format of the Balance Sheet</li> <li>• Balance Sheet Components</li> <li>• Current and Non-Current Classification</li> <li>• Current Assets and Current Liabilities</li> <li>• Non- Current Assets</li> <li>• Intangible Assets</li> <li>• Goodwill</li> </ul>

	<ul style="list-style-type: none"> <li>• Deferred Tax Assets</li> <li>• Cashflow from investing, finance and operating activities</li> <li>• Cashflow under IFRS and US GAAP</li> <li>• Direct and Indirect method of presenting cashflow</li> </ul>
<b>3</b>	<b>Financial Analysis Techniques</b>
	<ul style="list-style-type: none"> <li>• Tools and Technique of Financial Analysis</li> <li>• Calculating and Interpreting Solvency, Liquidity, profitability and valuation ratios</li> <li>• DuPont Analysis</li> </ul>
<b>4</b>	<b>Valuation of items in Balance Sheet</b>
	<ul style="list-style-type: none"> <li>• Valuation of Inventories</li> <li>• Valuation of Long Lived Assets</li> <li>• Valuation of Long Lived Assets</li> <li>• Income Tax</li> </ul>
<b>5</b>	<b>Financial Reporting Quality</b>
	<ul style="list-style-type: none"> <li>• Reporting Quality</li> <li>• Accounting Choices and Estimates</li> <li>• Warning Signs</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. No</b>	<b>Reference References</b>
1.	"Financial Statement Analysis and Security Valuation" by Stephen H. Penman
2.	"Analysis of Financial Statements" by Leopold A. Bernstein and John J. Wild
3.	"Financial Statement Analysis: A Practitioner's Guide" by Martin S. Fridson and Fernando Alvarez

**CO AND PO MAPPING**

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	1	2	1	1
<b>CO.2</b>	2	1	3	2	1
<b>CO.3</b>	1	1	1	1	2
<b>CO.4</b>	2	2	3	1	2
<b>CO.5</b>	1	1	3	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	1	2
CO.3	2	0	2
CO.4	2	1	1
CO.5	1	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**Code: BBFEFR3101****ALTERNATE INVESTMENTS & DERIVATIVE MARKET****4 Credits [LTP: 4-0-0]****COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Students will learn about various types of derivative instruments such as futures, options and swaps and how they can be used for risk management and speculation
<b>CO2</b>	Analyze the valuation and pricing of derivative instruments using various models
<b>CO3</b>	Gain knowledge of alternative investments, including private equity, hedge funds, real estate, and commodities, and evaluate their role in portfolio diversification and risk management.
<b>CO4</b>	Assess the benefits, risks, and strategies associated with derivative and alternative investments, and understand their impact on investment portfolios and risk-return profiles.
<b>CO5</b>	Students will be able to assess the impact of alternative investment and derivative instruments on financial market and the broader economy

**A. OUTLINE OF THE COURSE**

<b>Unit No.</b>	<b>Title of the unit</b>	<b>Time required for the Unit (Hours)</b>
1	Introduction to Alternative Investments	10
2	Various Types of Alternative Investment	15
3	Basics of Derivative Instruments	10
4	Valuation of Forward, Future, and Interest Rate Swaps	15
5	Valuation of Options and its methodologies	10

**B. DETAILED SYLLABUS**

<b>Unit</b>	<b>Unit Details</b>
<b>1.</b>	<b>Introduction to Alternative Investments</b>
	<ul style="list-style-type: none"> <li>Alternative Investment Structures</li> </ul>
<b>2.</b>	<b>Various Types of Alternative Investments</b>

	<ul style="list-style-type: none"> <li>• Hedge Funds</li> <li>• Private Capital</li> <li>• Natural Resources, Real Estate, and Infrastructure Module 47.5: Performance Appraisal and Return Calculations Key</li> </ul>
<b>3</b>	<b>Basics of Derivative Market</b>
	<ul style="list-style-type: none"> <li>• Derivative Markets</li> <li>• Forwards and Futures</li> <li>• Swaps</li> <li>• Uses, Benefits and Risk of Derivative</li> </ul>
<b>4.</b>	<b>Valuation of Future, Forwards and Interest Rate Swaps</b>
	<ul style="list-style-type: none"> <li>• Arbitrage, Replication and Cost of carry in Pricing Derivatives</li> <li>• Pricing and Valuation of Forwards</li> <li>• Pricing and Valuation of Future</li> <li>• Pricing and Valuation of Interest Rate and other Swaps</li> </ul>
<b>5.</b>	<b>Valuation and Pricing of Options</b>
	<ul style="list-style-type: none"> <li>• Option Valuation</li> <li>• Option Replication using put call parity</li> <li>• Binomial Model for Option Value</li> </ul>

### CO AND PO MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	1	3	2	1
CO.3	1	1	1	0	2
CO.4	2	2	3	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	0	2
CO.3	2	1	2
CO.4	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** able to define and articulate their personal brand, including their values, strengths, and unique qualities that set them apart from others.

**C02:** learn how to present themselves professionally in various settings, including dressing appropriately, maintaining proper grooming, and displaying confident body language.

**C03:** develop the ability to effectively communicate their personal brand through verbal and non-verbal communication, including networking, public speaking, and online presence.

**C04:** understand the importance of managing their online reputation and learn strategies for building a positive personal brand through social media platforms and online networking.

**C05:** Acquire the skills to strategically position themselves for career growth and advancement, including developing a professional network, leveraging personal branding tools, and showcasing their expertise in their chosen field.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Personal Branding	3
2	Image And Appearance and Communication Skills	3
3	Online Presence and Social media	3
4	Personal Branding through Personal Style and Professional Etiquette and Business Protocol	4
5	Personal Branding Collateral and Brand Maintenance and Future Growth	2

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Personal Branding and</b>
	<ul style="list-style-type: none"> <li>Understanding the concept of personal branding</li> <li>Identifying personal values, strengths, and unique selling points</li> <li>Defining career goals and target audience</li> <li>Crafting a personal brand statement</li> </ul>
2.	<b>Image And Appearance and communication skills</b>
	<ul style="list-style-type: none"> <li>Importance of personal appearance in professional settings</li> <li>Dressing for success: appropriate attire for different occasions</li> <li>Color analysis and understanding the psychology of colors</li> <li>Basics of grooming: skincare, haircare, and personal hygiene</li> <li>Effective verbal and non-verbal communication</li> <li>Public speaking and presentation skills</li> <li>Active listening and empathy</li> <li>Building rapport and networking skills</li> </ul>
3.	<b>Online Presence and Social media</b>

	<ul style="list-style-type: none"> <li>• Managing online reputation and digital footprint</li> <li>• Creating and optimizing professional profiles on LinkedIn and other platforms</li> <li>• Content creation and curation for social media</li> <li>• Leveraging social media for personal branding</li> </ul>
<b>4.</b>	<b>Personal Branding through Personal Style and Professional Etiquette and Business Protocol</b>
	<ul style="list-style-type: none"> <li>• Developing a personal style that aligns with personal branding goals</li> <li>• Understanding different style archetypes</li> <li>• Wardrobe audit and building a versatile wardrobe</li> <li>• Styling tips and tricks for different body types</li> <li>• Business etiquette: greetings, introductions, and handshakes</li> <li>• Dining and social etiquette in professional settings</li> <li>• Cross-cultural etiquette and sensitivity</li> <li>• Email and phone etiquette</li> </ul>
<b>5.</b>	<b>Personal Branding Collateral and Brand Maintenance and Future Growth</b>
	<ul style="list-style-type: none"> <li>• Creating a professional resume and cover letter</li> <li>• Designing a personal website or portfolio</li> <li>• Developing a professional bio and elevator pitch</li> <li>• Business card design and content</li> <li>• Strategies for maintaining and evolving personal brand</li> <li>• Personal branding in career advancement and entrepreneurship</li> <li>• Managing personal and professional reputation</li> <li>• Continuing personal growth and development</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	"Personal Branding for Success: The Ultimate Guide to Creating a Powerful Personal Brand	Paul Peterman	2021	Wiley
2.	The Power of Personal Branding: Creating Success Through Authenticity and Personal Branding	Bill Green	2019	Amacom
3.	Personal Branding and Marketing Yourself: The Three P's Marketing Technique as a Guide to Career Empowerment	Carla Jenkins	2018	Jenkins Publishing

## COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	1	1	3
CO.2	2	1	3	1	1
CO.3	2	3	1	1	1
CO.4	2	3	1	2	2
CO.5	1	2	3	1	2

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	2	3
CO.2	3	2	3
CO.3	3	2	2
CO.4	3	2	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



**COURSE OUTCOMES:**

The student would be able to:

**C01:** gather and interpret financial data from various sources, including financial statements, market data, and economic indicators.

**C02:** learn to construct comprehensive financial models that help in forecasting, budgeting, and decision-making for businesses and investments.

**C03:** understand how to conduct sensitivity analysis to assess the impact of changes in variables on financial outcomes and make informed recommendations.

**C04:** Use financial models to evaluate investment opportunities, assess risks, and calculate key performance indicators (KPIs) like ROI, NPV, and IRR.

**C05:** communicate the results of financial models to stakeholders through reports, presentations, and visualizations.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Excel	7
2	Introduction to Financial Analysis, P&L and B&S	6
3	Economic Analysis: Macro and Micro	6
4	Financial Modelling and Valuation Methods	7
5	Capstone Project	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
<b>1.</b>	<b>Introduction to Excel</b>
	<ul style="list-style-type: none"> <li>• Advance Excel</li> <li>• NPV, Concepts and Example, Goal Seek</li> <li>• VLookUp, IRR, HlookUp, XIRR, FV, PV</li> </ul>
<b>2.</b>	<b>Introduction to Financial Analysis, P&amp;L and B&amp;S</b>
	<ul style="list-style-type: none"> <li>• Preparation of Balance sheet and P&amp;L from Money control</li> <li>• Ratio and Ratio Analysis</li> <li>• Ratio and Ratio Analysis of Prepared Balance Sheet and P&amp;L</li> </ul>
<b>3.</b>	<b>Economic Analysis: Macro and Micro</b>
	<ul style="list-style-type: none"> <li>• Using Economic Analysis to Project items in Balance sheet</li> <li>• Forecasting and Cashflows</li> <li>• Projecting Revenue and Cashflow in order to Prepare the Free Cashflow of the firm</li> </ul>
<b>4.</b>	<b>Financial Modelling and Valuation Methods</b>
	<ul style="list-style-type: none"> <li>• Learning about various valuation models such as DCF, relative, Liquidation value etc.</li> <li>• DCF Valuation</li> <li>• Valuation of company on excel using DCF methods</li> </ul>
<b>5.</b>	<b>Capstone Project</b>

	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Cracking IB and Private Equity</li> </ul>
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### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Financial Modeling in Excel For Dummies"	Danielle Stein Fairhurst	2022	For Dummies
2	Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity	Paul Pignataro	2019	Wiley
3	Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA	Michael Rees	2018	Wiley

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** develop a comprehensive understanding of the legal system, its structure, key legal terminologies, and the roles of various legal professionals.

**C02:** gain knowledge of fundamental areas of law, such as contract law, property law, criminal law, and family law, to be better equipped to navigate legal issues in everyday life.

**C03:** become familiar with their legal rights and responsibilities as citizens, employees, consumers, and members of society.

**C04:** learn how to conduct basic legal research, access legal resources, and use legal databases to find relevant information and support for legal matters.

**C05:** develop critical thinking and problem-solving skills to approach legal issues, disputes, and conflicts effectively.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Indian Legal System and Fundamental Rights and Duties	7
2	Family Law and Property and Real Estate Law	6
3	Consumer Protection , Contract Law and Criminal Law	6
4	Employment and Labor Laws & Intellectual Property Rights (IPR)	7
5	Cyber Laws and Data Privacy Alternative Dispute Resolution (ADR)	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Indian Legal System and Fundamental Rights and Duties</b>
	<ul style="list-style-type: none"> <li>• Overview of the Indian Constitution and its significance in the legal framework</li> <li>• Different branches of law in India (Civil, Criminal, Constitutional, etc.)</li> <li>• Sources of law and hierarchy of courts</li> <li>• Understanding the fundamental rights guaranteed by the Indian Constitution</li> <li>• Limitations on fundamental rights</li> <li>• Fundamental duties of citizens</li> </ul>
2.	<b>Family Law and Property and Real Estate Law</b>
	<ul style="list-style-type: none"> <li>• Marriage and divorce laws in India</li> <li>• Maintenance and alimony</li> <li>• Child custody and adoption laws</li> <li>• Basics of property ownership and transfer</li> <li>• Legal aspects of buying and selling property</li> <li>• Landlord-tenant rights and responsibilities</li> </ul>

<b>3.</b>	<b>Consumer Protection, Contract Law and Criminal Law</b>
	<ul style="list-style-type: none"> <li>• Consumer rights and protection against unfair trade practices</li> <li>• Essentials of a valid contract</li> <li>• Breach of contract and remedies</li> <li>• Types of crimes and their classifications</li> <li>• Understanding the Indian Penal Code (IPC)</li> <li>• Rights of an accused person and the criminal justice process</li> </ul>
<b>4.</b>	<b>Employment and Labor Laws &amp; Intellectual Property Rights (IPR)</b>
	<ul style="list-style-type: none"> <li>• Overview of labor laws in India</li> <li>• Rights and obligations of employees and employers</li> <li>• Employment contracts and termination</li> <li>• Types of intellectual property (patents, trademarks, copyrights)</li> <li>• Protection and enforcement of IPR in India</li> <li>• Role of Intellectual Property Rights in innovation and entrepreneurship</li> </ul>
<b>5.</b>	<b>Cyber Laws and Data Privacy &amp; Alternative Dispute Resolution (ADR)</b>
	<ul style="list-style-type: none"> <li>• Understanding cyber laws and their implications</li> <li>• Data protection and privacy regulations</li> <li>• Cybercrime and legal remedies</li> <li>• Introduction to ADR methods (mediation, arbitration, etc.)</li> <li>• Advantages and limitations of ADR</li> <li>• Role of ADR in reducing court backlog</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Everything You Need to Know About the American Legal System	Jay M. Feinman	2019	Oxford University Press
2	Street Law: A Course in Practical Law	Lee P. Arbetman, Edward L. O'Brien, et al.	2016	Glencoe/McGraw-Hill
3	Legal Guide for the Visual Artist	Tad Crawford	2018	Allworth Press

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

## COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

<b>C01</b>	Understand the fundamental principles of exercise physiology and their application to sports performance.
<b>C02:</b>	Analyze and evaluate the physiological adaptations that occur in response to various exercise modalities.
<b>C03:</b>	Demonstrate knowledge of the role of nutrition in exercise performance and recovery.
<b>C04:</b>	Apply scientific methods and research techniques to study exercise-related phenomena.
<b>C05:</b>	Critically assess current scientific literature and emerging trends in the field of sports science.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Role of hormones in exercise adaptations and recovery	3
2	Nutrition for Exercise and Sports Performance	3
3	Understanding weight management and body composition in athletes	3
4	Sports Psychology and Team Building	3
5	Strategies for effective team building and communication	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Role of hormones in exercise adaptations and recovery</b>
	<ul style="list-style-type: none"> <li>• Effects of exercise on hormones such as cortisol, testosterone, and growth hormone</li> <li>• Hormonal regulation of metabolism, muscle growth, and repair</li> <li>• Muscular system Cardiovascular and respiratory responses to physical activity</li> <li>• Energy systems and metabolism during exercise</li> <li>• Hormonal Responses to Exercise</li> <li>•</li> </ul>
2.	<b>Nutrition for Exercise and Sports Performance</b>
	<ul style="list-style-type: none"> <li>• Macronutrient and micronutrient requirements for athletes</li> <li>• Timing and composition of pre-, during, and post-exercise meals</li> <li>• Hydration strategies and sports drinks</li> <li>• Diet, Weight, and Body Composition</li> </ul>
3.	<b>Understanding weight management and body composition in athletes</b>
	<ul style="list-style-type: none"> <li>• Effects of different dietary approaches on athletic performance</li> <li>• Body Mass Index (BMI) and its limitations in athletic populations</li> </ul>

	<ul style="list-style-type: none"> <li>Physical Fitness Assessment and Training</li> <li>Components of physical fitness (e.g., cardiovascular endurance, strength, flexibility)</li> <li>Assessment methods for measuring fitness levels</li> <li>Designing exercise programs for different fitness goals</li> </ul>
<b>4.</b>	<b>Sports Psychology and Team Building</b>
	<ul style="list-style-type: none"> <li>Psychological factors influencing sports performance</li> <li>Team dynamics and cohesion in sports</li> </ul>
<b>5.</b>	<b>Strategies for effective team building and communication</b>
	<ul style="list-style-type: none"> <li>Common sports injuries and their causes</li> <li>Injury Prevention and Rehabilitation</li> <li>Principles of injury prevention and prehabilitation</li> <li>Rehabilitation strategies and return-to-play protocols</li> <li>Performance Enhancement Techniques</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	Exercise Physiology: Nutrition, Energy, and Human Performance	William D. McArdle, Frank I. Katch, Victor L. Katch	2021	Wolters Kluwer Health
2.	Physiology of Sport and Exercise	W. Larry Kenney, Jack H. Wilmore, David L. Costill	2022	Human Kinetics
3.	Sports and Exercise Physiology	William E. Garrett, Donald T. Kirkendall	2019	Routledge

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	1	1	1	1
CO.2	2	1	3	1	1
CO.3	2	3	1	1	1
CO.4	2	3	1	2	2
CO.5	1	2	3	1	2

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	3	2	3
CO.2	3	2	3
CO.3	3	2	2
CO.4	3	2	3
CO.5	2	1	2

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BB in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

**Semester-IV**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>		<b>Major (Core Courses)</b>							
<b>A.1</b>	<b>Theory</b>								
BBFCFR4101	Corporate Finance	4	-	-		40	60	100	4
BBFCFR4102	Portfolio Management	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR4201	Corporate Management Skill –IV & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>		<b>Minor Stream Courses/ Department Electives</b>							
<b>B.1</b>	<b>Theory</b>								
BBFEFR4101	Debt Valuation	4	-	-		40	60	100	4
<b>B.2</b>									
<b>C</b>		<b>Multidisciplinary Courses</b>							
BFREMC4221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>		<b>Ability Enhancement Courses (AEC)</b>							
BXXCFR4201	Public Speaking	-	-	2		60	40	100	1
<b>E</b>		<b>Skill Enhancement Courses (SEC)</b>							
	<b>Elective –</b>								



BXXEFR4601	Data Analysis	1		2		60	40	100	2
BXXEFR4602	Trading Strategies								
<b>F</b>		<b>Value Added Courses (VAC)</b>							
BXXCFR4601	Indian Mythology & Scriptures	-	-	2		60	40	100	1
<b>G</b>		<b>Summer Internship / Research Project / Dissertation</b>							
<b>H</b>		<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>							
<b>Total</b>		<b>13</b>		<b>18</b>					<b>22</b>
<b>Total Teaching Hours</b>			<b>31/36</b>						

## DETAILED SYLLABUS FOR FOURTH SEMESTER

**Code: BBFCFR4101**

**CORPORATE FINANCE AND ETHICS**

**4 Credits [LTP: 4-0-0]**

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

**CO1:** Identify potential risks of poor corporate governance and stakeholder management and identify benefits from effective corporate governance and stakeholder management;

**CO2:** Describe the capital budgeting process and distinguish among the various categories of capital projects and calculate and interpret net present value (NPV), internal rate of return (IRR), payback period, discounted payback period, and profitability index (PI) of a single capital project

**CO3:** Calculate and interpret the cost of equity capital using the capital asset pricing model approach, the dividend discount model approach, and the bond- yield- plus risk- premium approach;

**CO4:** Define and explain leverage, business risk, sales risk, operating risk, and financial risk and classify a risk

**CO5:** describe primary and secondary sources of liquidity and factors that influence a company's liquidity position

### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Introduction to Business and Corporate Structure	12
2	Sources and Uses of Capital	12
3	Cost of Capital	12
4	Capital Structure	12
5	Measure of Leverage	12

### B. DETAILED SYLLABUS

Unit	Unit Details
1.	<b>Introduction to Business and Corporate Structure</b>
	<ul style="list-style-type: none"> <li>• Introduction to Corporate Governance and Other Environmental, Social and Governance (ESG) Considerations</li> <li>• Business Structures</li> <li>• Business Models</li> </ul>
2.	<b>Sources and Uses of Capital</b>
	<ul style="list-style-type: none"> <li>• Uses of Capital</li> <li>• Sources of Capital</li> <li>• Cost of Capital</li> </ul>

<b>3</b>	<b>Cost of Capital</b>
	<ul style="list-style-type: none"> <li>• Weighted Average Cost of Capital</li> <li>• Beta Estimation and Floatation Cost</li> </ul>
<b>4.</b>	<b>Capital Structure</b>
	<ul style="list-style-type: none"> <li>• Capital Structure theories</li> <li>• Capital Structure Decisions</li> </ul>
<b>5.</b>	<b>Measure of Leverage</b>
	<ul style="list-style-type: none"> <li>• Measure of Leverage</li> </ul>

### C. RECOMMENDED STUDY MATERIAL:

<b>S. No</b>	<b>Reference References</b>
1.	"Ethics in Finance" by John R. Boatright
2.	"Business Ethics: Ethical Decision Making and Cases" by O.C. Ferrell, John Fraedrich, and Linda Ferrell
3.	"Corporate Finance: A Focused Approach" by Michael C. Ehrhardt and Eugene F. Brigham

### CO AND PO MAPPING

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	1	2	0	1
<b>CO.2</b>	2	0	3	2	1
<b>CO.3</b>	1	1	1	1	2
<b>CO.4</b>	2	2	3	1	1
<b>CO.5</b>	2	2	3	1	1

### COs AND PSOs MAPPING

<b>COs andPSOs</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO.1</b>	3	1	1
<b>CO.2</b>	1	1	2
<b>CO.3</b>	2	0	2
<b>CO.4</b>	2	1	0
<b>CO.5</b>	2	1	1

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Students will develop a comprehensive understanding of portfolio management principles and techniques, enabling them to construct and manage investment portfolios effectively.
<b>CO2</b>	Students will gain practical skills in assessing risk and return trade-offs, asset allocation, and diversification strategies, allowing them to optimize portfolio performance.
<b>CO3</b>	Students will learn how to analyze and evaluate different investment instruments, such as stocks, bonds, and derivatives, considering factors such as liquidity, volatility, and market conditions.
<b>CO4</b>	Students will acquire knowledge of portfolio performance measurement and evaluation techniques, enabling them to track and assess the effectiveness of their investment strategies.
<b>CO5</b>	Students will be able to apply modern portfolio theory and other relevant models to make informed investment decisions, considering factors such as risk tolerance, investment objectives, and market dynamics.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Portfolio Management: An Overview	12
2	Portfolio Risk and Return	12
3	Portfolio Construction, Bias and Risk Management	12
4	Technical Analysis	12
5	Fintech in Investment Management	12

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Portfolio Management: An Overview</b>
.	<ul style="list-style-type: none"> <li>Portfolio Management Process</li> <li>Asset Management and Pooled Investments</li> </ul>
<b>2</b>	<b>Portfolio Risk and Return</b>
.	

	<ul style="list-style-type: none"> <li>• Returns Measures</li> <li>• Risk Aversion</li> <li>• Portfolio Standard Deviation</li> <li>• The Efficient Frontier</li> <li>• Systematic Risk and Beta</li> <li>• The CAPM and the SML</li> </ul>
<b>3</b>	<b>Portfolio Construction, Bias and Risk Management</b>
	<ul style="list-style-type: none"> <li>• Systematic Risk and Beta</li> <li>• The CAPM and the SML</li> <li>• Portfolio Planning and Construction</li> <li>• Cognitive Errors vs. Emotional Biases Module: Emotional Biases</li> <li>• Introduction to Risk Management</li> </ul>
<b>4.</b>	<b>Technical Analysis</b>
	Technical Analysis
<b>5.</b>	<b>Fintech in Investment Management</b>
	Fintech in Investment Management

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. No</b>	<b>Reference References</b>
1.	"Investment Valuation: Tools and Techniques for Determining the Value of Any Asset" by Aswath Damodaran
2.	"Quantitative Investment Analysis" by Richard A. DeFusco, Dennis W. McLeavey, Jerald E. Pinto, and David E. Runkle
3.	"Portfolio Management Formulas: Mathematical Trading Methods for the Futures, Options, and Stock Markets" by Ralph Vince

**CO AND PO MAPPING**

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	1	2	1	1
<b>CO.2</b>	2	1	3	2	1
<b>CO.3</b>	1	1	1	1	2
<b>CO.4</b>	2	2	3	0	1
<b>CO.5</b>	2	2	3	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	0	2
CO.3	2	1	2
CO.4	2	0	1
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

**CO1:** Describe how legal, regulatory, and tax considerations affect the issuance and trading of fixed- income securities and describe how cash flows of debt securities are structured;

**CO2:** Describe types of debt issued by corporations and describe structured financial instruments

**CO3:** Identify the relationships among a bond's price, coupon rate, maturity, and market discount rate (yield-to- maturity)

**CO4:** Describe types and characteristics of residential mortgage- backed securities, including mortgage pass-through securities and collateralized mortgage obligations, and explain the cash flows and risks for each type

**CO5:** Calculate and interpret the sources of return from investing in a fixed- rate bond;

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Basics of Bond Market	10
2	Valuation of Bond Market	10
3	Asset Backed Securities	15
4	Understanding Fixed Income Risk and Return	15
5	Fundamentals of Credit Analysis	10

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1.</b>	<b>Basics of Bond Market</b>
	Fixed-Income Securities: Deining Elements <ul style="list-style-type: none"> <li>• Bond Indentures, Regulation, and Taxation</li> <li>• Bond Cash Flows and Contingencies</li> <li>• Types of Bonds and Issuers</li> <li>• Corporate Debt and Funding Alternatives Key</li> </ul>
<b>2.</b>	<b>Valuation of Bond Market</b>
	<ul style="list-style-type: none"> <li>• Bond Valuation and Yield to Maturity               <ul style="list-style-type: none"> <li>• Spot Rates and Accrued Interest</li> <li>• Yield Measures</li> <li>• Yield Curves</li> <li>• Yield Spreads</li> </ul> </li> </ul>
<b>3.</b>	<b>Asset backed Securities</b>

	<ul style="list-style-type: none"> <li>• Structure of Mortgage-Backed Securities</li> <li>• Prepayment Risk and Non-Mortgage-Backed ABS</li> </ul>
<b>4.</b>	<b>Understanding Fixed Income Risk and Return</b>
	<ul style="list-style-type: none"> <li>• Sources of Returns, Duration</li> <li>• Interest Rate Risk and Money Duration</li> <li>• Convexity and Yield Volatility</li> </ul>
<b>5.</b>	<b>Fundamentals of Credit Analysis</b>
	<ul style="list-style-type: none"> <li>• Credit Risk and Bond Ratings</li> <li>• Evaluating Credit Quality</li> </ul>

**C. RECOMMENDED STUDY MATERIAL:**

S. No	Reference References
1.	"The Handbook of Fixed Income Securities" by Frank J. Fabozzi and Steven V. Mann.
2.	"Debt Markets and Analysis" by R. Stafford Johnson.
3.	"Fixed Income Securities: Tools for Today's Markets" by Bruce Tuckman and Angel Serrat.

**CO AND PO MAPPING**

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	-	2	-	1
CO.2	2	-	3	2	-
CO.3	-	1	1	-	2
CO.4	2	2	3	-	-
CO.5	2	2	3	-	-

**COs AND PSOs MAPPING**

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3		-
CO.2	-	-	2
CO.3	2		2
CO.4	2		-
CO.5	2		-

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development Page 96 of 137



**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop effective communication skills: Students will enhance their ability to express ideas clearly and persuasively, using appropriate verbal and non-verbal techniques.

**C02:** Analyze and evaluate arguments: Students will learn to critically assess different perspectives, identify logical fallacies, and construct well-reasoned arguments.

**C03:** Enhance research and information literacy skills: Students will acquire the ability to gather relevant evidence, evaluate sources, and incorporate supporting materials into their speeches.

**C04:** Foster critical thinking and problem-solving abilities: Students will develop skills in analyzing complex issues, formulating coherent arguments, and responding to counter arguments.

**C05:** Build confidence and overcome public speaking anxiety: Students will gain self-assurance in delivering speeches, managing nervousness, and engaging with diverse audiences.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Public Speaking and Preparing Your Speech	3
2	Delivery Techniques and Persuasive Speaking	4
3	Impromptu Speaking and Introduction to Debating	3
4	Constructing Arguments and Rebuttal and Cross-Examination	2
5	Debate Practice and Conclusion and Final Presentations	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Public Speaking and Preparing Your Speech</b>
	<ul style="list-style-type: none"> <li>Overview of the course and its objectives.</li> <li>Understanding the importance of public speaking and debate skills.</li> <li>Introduction to effective communication strategies.</li> <li>Introduction to the art of persuasion.</li> <li>Selecting and analyzing a topic.</li> <li>Conducting research and gathering evidence.</li> <li>Organizing your speech with a clear introduction, body, and conclusion.</li> <li>Understanding different speech structures and formats.</li> </ul>
2.	<b>Delivery Techniques and Persuasive Speaking</b>
	<ul style="list-style-type: none"> <li>Enhancing vocal skills (projection, intonation, pace, etc.).</li> <li>Body language and non-verbal communication.</li> <li>Using visual aids effectively.</li> <li>Managing stage fright and nervousness.</li> <li>Identifying persuasive techniques and rhetorical devices.</li> <li>Developing logical arguments and appeals.</li> <li>Understanding the target audience and adapting the speech accordingly.</li> <li>Practicing persuasive delivery.</li> </ul>
3.	<b>Impromptu Speaking and Introduction to Debating</b>

	<ul style="list-style-type: none"> <li>• Strategies for impromptu speaking.</li> <li>• Developing quick thinking and improvisation skills.</li> <li>• Structuring impromptu speeches effectively.</li> <li>• Practice sessions with impromptu topics.</li> <li>• Overview of the debate format and structure.</li> <li>• Understanding the roles of different participants.</li> <li>• Analyzing and evaluating arguments</li> </ul>
<b>4.</b>	<b>Constructing Arguments and Rebuttal and Cross-Examination</b>
	<ul style="list-style-type: none"> <li>• Identifying and formulating strong arguments.</li> <li>• Using evidence and examples to support your points.</li> <li>• Developing logical and coherent argumentation.</li> <li>• Counter-arguments and refutation techniques.</li> <li>• Effective rebuttal techniques.</li> <li>• Strategies for countering opponents' arguments.</li> <li>• Cross-examination skills and tactics.</li> <li>• Practice sessions for rebuttal and cross-examination.</li> </ul>
<b>5.</b>	<b>Debate Practice and Conclusion and Final Presentations</b>
	<ul style="list-style-type: none"> <li>• Conducting mock debates.</li> <li>• Applying the learned techniques in real debate scenarios.</li> <li>• Receiving constructive feedback and analysis.</li> <li>• Recap of key concepts and techniques.</li> <li>• Final presentations by participants.</li> <li>• Peer evaluation and feedback.</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1.	The Art of Public Speaking	Stephen E. Lucas	2020	McGraw-Hill Education
2.	Speak with Confidence: A Practical Guide	Dianna Booher	2018	Harper Business
3.	Debate: A Strategy for Successful Academic Writing	Gary Goshgarian and Kathleen Krueger	2012	Longman

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	1	2	1	1
CO.2	2	1	1	2	2
CO.3	0	1	1	1	1
CO.4	2	2	3	0	1
CO.5	0	0	3	0	2

## COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	1	0
CO.2	0	2	2
CO.3	2	1	2
CO.4	2	1	0
CO.5	0	3	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop a solid understanding of data analysis concepts, methodologies, and tools, enabling them to manipulate, clean, and preprocess data effectively.

**C02:** acquire knowledge and skills in applying statistical techniques to analyze datasets, interpret results, and draw meaningful conclusions.

**C03:** create informative and visually appealing data visualizations using various tools and techniques to communicate insights effectively.

**C04:** grasp the fundamentals of machine learning algorithms and their application in solving data analysis problems and making predictions.

**C05:** gain practical experience in tackling real-world data analysis challenges, working with datasets from different domains and applying appropriate analytical techniques.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Data Analysis	7
2	Data Preprocessing and Cleaning	6
3	Exploratory Data Analysis	6
4	Statistical Analysis	7
5	Introduction to Machine Learning	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
<b>1.</b>	<b>Introduction to Data Analysis</b>
	<ul style="list-style-type: none"> <li>Overview of data analysis process</li> <li>Data types and sources</li> <li>Introduction to data analysis tools (e.g., Python, R, Excel)</li> </ul>
<b>2.</b>	<b>Data Preprocessing and Cleaning</b>
	<ul style="list-style-type: none"> <li>Data cleaning techniques</li> <li>Handling missing data</li> <li>Data transformation and normalization</li> </ul>
<b>3.</b>	<b>Exploratory Data Analysis</b>
	<ul style="list-style-type: none"> <li>Descriptive statistics</li> <li>Data visualization using Matplotlib and Seaborn</li> <li>Identifying patterns and outliers</li> </ul>
<b>4.</b>	<b>Statistical Analysis</b>
	<ul style="list-style-type: none"> <li>Hypothesis testing</li> <li>t-tests, ANOVA, and chi-square tests</li> <li>Correlation and regression analysis</li> </ul>
<b>5.</b>	<b>Introduction to Machine Learning</b>
	<ul style="list-style-type: none"> <li>Supervised vs. unsupervised learning</li> <li>Linear regression</li> <li>Classification algorithms (e.g., Decision Trees, Random Forests)</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking	Foster Provost, Tom Fawcett	2013	O'Reilly Media
2	Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow	Aurélien Géron	2019	O'Reilly Media
3	Data Analysis Using SQL and Excel	Gordon S. Linoff	2021	Wiley

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Understand the fundamental concepts and principles of trading in financial markets.

**C02:** Analyze different trading strategies, their risk-reward profiles, and suitability for various market conditions.

**C03:** Apply technical and fundamental analysis to identify potential trading opportunities.

**C04:** Develop and implement trading plans with appropriate risk management techniques.

**C05:** Evaluate the impact of psychological factors on trading performance and implement strategies to improve emotional discipline.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Trading Strategies	7
2	Technical Analysis	6
3	Fundamental Analysis	6
4	Risk Management	7
5	Trading Psychology	4

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Trading Strategies</b>
	<ul style="list-style-type: none"> <li>Overview of financial markets and trading instruments</li> <li>Types of trading strategies: day trading, swing trading, position trading</li> <li>Trading platforms and tools</li> </ul>
2.	<b>Technical Analysis</b>
	<ul style="list-style-type: none"> <li>Candlestick patterns and chart analysis</li> <li>Support and resistance levels</li> <li>Moving averages and other indicators</li> <li>Fibonacci retracements and extensions</li> </ul>
3.	<b>Fundamental Analysis</b>
	<ul style="list-style-type: none"> <li>Evaluating company financials and ratios</li> <li>Analyzing economic indicators and their impact on markets</li> <li>News and event-driven trading</li> </ul>
4.	<b>Risk Management</b>
	<ul style="list-style-type: none"> <li>Understanding risk and reward in trading</li> <li>Position sizing and money management</li> <li>Stop-loss and take-profit strategies</li> </ul>
5.	<b>Trading Psychology</b>
	<ul style="list-style-type: none"> <li>Emotions and biases in trading</li> <li>Developing a disciplined trading mindset</li> <li>Dealing with trading losses and staying focused</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications	John J. Murphy	1999	New York Institute of Finance
2	Market Wizards: Interviews with Top Traders	Jack D. Schwager	1989	HarperCollins
3	The New Trading for a Living: Psychology, Discipline, Trading Tools and Systems, Risk Control, Trade Management	Alexander Elder	2014	Wiley

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Demonstrate comprehensive knowledge of major Indian mythological texts, including their themes, characters, and narratives.

**C02:** Analyze and interpret the symbolism, allegories, and metaphors present in Indian mythological and scriptural texts.

**C03:** Understand the historical and cultural contexts in which Indian mythology and scriptures originated and evolved.

**C04:** Critically examine the philosophical and spiritual aspects of Indian mythology and scriptures and their relevance in contemporary society.

**C05:** Apply the principles and teachings of Indian mythology and scriptures to gain insights into human nature, ethical values, and personal development.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Mythology and Personal Growth	3
2	Mythology and Leadership	3
3	Mythology and Relationships	3
4	Mythology and Morality	4
5	Mythology and Social Responsibility	2

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Mythology and Personal Growth</b>
	<ul style="list-style-type: none"> <li>Exploring the concept of personal growth and self-realization through mythological narratives</li> <li>Understanding the archetypal characters and their symbolic representations</li> <li>Applying mythological teachings to enhance self-awareness, resilience, and personal development</li> <li>Examining the relevance of ancient wisdom in addressing contemporary life challenges</li> <li>Analyzing the lessons of perseverance, courage, and determination from mythological heroes and heroines</li> </ul>
2.	<b>Mythology and Leadership</b>
	<ul style="list-style-type: none"> <li>Identifying leadership qualities and attributes exemplified in mythological figures</li> <li>Analyzing leadership styles and decision-making processes in mythological stories</li> <li>Applying mythological teachings to contemporary leadership challenges</li> <li>Understanding the importance of ethical leadership and accountability</li> <li>Exploring the concept of servant leadership through mythological examples</li> </ul>



<b>3.</b>	<b>Mythology and Relationships</b>
	<ul style="list-style-type: none"> <li>• Exploring the dynamics of relationships through mythological narratives</li> <li>• Analyzing the concepts of love, loyalty, and sacrifice in mythological stories</li> <li>• Examining the role of communication, trust, and conflict resolution in relationships</li> <li>• Applying mythological teachings to foster healthy and fulfilling relationships</li> <li>• Recognizing the importance of balance and harmony in personal and professional relationships</li> </ul>
<b>4.</b>	<b>Mythology and Morality</b>
	<ul style="list-style-type: none"> <li>• Understanding the moral and ethical teachings embedded in Indian mythology</li> <li>• Analyzing the consequences of actions and the concept of karma</li> <li>• Exploring the values of honesty, integrity, and righteousness in mythological stories</li> <li>• Applying mythological principles to make ethical decisions in today's society</li> <li>• Examining the relevance of mythological teachings in addressing contemporary moral dilemmas</li> </ul>
<b>5.</b>	<b>Mythology and Social Responsibility</b>
	<ul style="list-style-type: none"> <li>• Exploring the social and environmental messages conveyed through mythological narratives</li> <li>• Understanding the principles of social responsibility, compassion, and inclusivity in Indian mythology</li> <li>• Analyzing the challenges faced by society and identifying solutions inspired by mythological wisdom</li> <li>• Examining the concepts of sustainable living and ecological balance in mythological stories</li> <li>• Applying mythological teachings to promote social justice and positive social change</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1.	The Illustrated Mahabharata: The Definitive Guide to India's Greatest Epic	DK	2017	DK Publishing
2.	The Ramayana: A Shortened Modern Prose Version of the Indian Epic	R.K. Narayan	1998	Penguin Classics
3.	The Penguin Book of Hindu Names for Boys	Maneka Gandhi	2010	Penguin Books

## COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	0	2	0	1
CO.2	2	0	3	2	0
CO.3	0	1	1	0	2
CO.4	1	2	3	0	0
CO.5	0	0	3	0	2

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	2	1	1
CO.2	0	2	2
CO.3	2	1	1
CO.4	2	1	0
CO.5	1	3	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-V

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR5101	Risk & Estate Planning	4	-	-		40	60	100	4
BBFCFR5102	Retirement & Tax Planning	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR5201	Corporate Management Skill-V & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Elective</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR5101	Trading Strategies (Futures and Options)	4	-	-		40	60	100	4
<b>C</b>	<b>Multidisciplinary Courses</b>								
BFREMC5221	MOOC Courses	2	-	-	2*	60	40	100	2
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR5201	Corporate Communication Skills	-	-	2		60	40	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
	<b>Elective –</b>								
BXXEFR5601	Behavioural Analysis & Human Psychology	1		4		60	40	100	3
BXXEFR5602	Video & Image Editing								

<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR5601	Science Behind Food	-	-	2		60	40	100	1
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>								
<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>								
<b>Total</b>		<b>13</b>		<b>20</b>					
<b>Total Teaching Hours</b>		<b>33/36</b>							<b>23</b>

## DETAILED SYLLABUS FOR FIFTH SEMESTER

<b>Code: BBFCFR5101</b>	<b>RISK &amp; ESTATE PLANNING</b>	<b>4 Credits[LTP: 4-0-0]</b>
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**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Understand the key concepts and principles of risk management in estate planning to minimize potential financial and legal pitfalls
<b>CO2</b>	Explore various strategies and techniques to assess and mitigate risks associated with estate planning, such as asset protection and insurance.
<b>CO3</b>	Learn how to develop comprehensive estate plans that effectively address potential risks and protect the interests of beneficiaries.
<b>CO4</b>	Gain knowledge of tax implications and considerations in estate planning to minimize tax burdens and optimize wealth preservation.
<b>CO5</b>	Acquire the skills to evaluate and select appropriate professional advisors for estate planning, including attorneys, financial planners, and insurance agents, to ensure comprehensive risk management.

### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Risk Management	12
2	Insurance	12
3	Basics of Estate Planning	12
4	Estate Planning Process	12
5	Strategies	12

### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1.</b>	<b>Risk Management</b>
	<ol style="list-style-type: none"> <li>1. Principles</li> <li>2. Risk Exposure</li> </ol>
<b>2</b>	<b>Insurance</b>
	<ol style="list-style-type: none"> <li>1. Introduction to Insurance</li> <li>2. Insurance Company</li> <li>3. Strategic Solution</li> </ol>
<b>3.</b>	<b>Basics of Estate Planning</b>

	<ol style="list-style-type: none"> <li>1. Estate Planning Terminology</li> <li>2. Wealth Distribution Goals</li> <li>3. Estate Planning Strategies</li> </ol>
<b>4</b>	<b>Estate Planning Process</b>
	<ol style="list-style-type: none"> <li>1. Estate Planning Process</li> <li>2. Transfer During Life and at Death</li> <li>3. Planning for Incapacity</li> </ol>
<b>5</b>	<b>Strategies</b>
	Estate Planning Strategies

### C. RECOMMENDED STUDY MATERIAL:

S. No	Reference References
1.	"The Estate Planning Sourcebook" by Deborah V. Dunn and Bruce A. Tannahill.
2.	"The Four Pillars of Investing: Lessons for Building a Winning Portfolio" by William J. Bernstein.
3.	"The Intelligent Investor: The Definitive Book on Value Investing" by Benjamin Graham.

### CO AND PO MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	1	3	2	1
CO.3	1	1	1	1	2
CO.4	2	2	3	1	1
CO.5	2	2	3	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	1	2
CO.3	2	1	2
CO.4	2	1	1
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

**CO1-** Understand the importance of retirement planning as a necessary objective in view of increasing longevity, inflation and changing social structure, governmental stance.

**CO2-** Enable the client to appreciate retirement goal and demonstrate the ability to evaluate client's financial situation pre and post-retirement.

**CO3-** Determine appropriate retirement strategy for the client, account for superannuation benefits and assets to be utilized for income post-retirement.

**CO4-** Determine the tax implication of annuity or stream of income post-retirement and the legal structure for encashment or bequeathing of assets.

**CO5-** Implement the retirement solution in consultation with the client to achieve the objective of post-retirement income stream, monitoring progress periodically.

#### A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Basics	12
2	Retirement Planning and Optimization	12
3	International Taxation	11
4	Tax Strategies	10
5	Accounting Standards and Research	15

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1.</b>	<b>Basics</b>
	<ol style="list-style-type: none"> <li>1. Retirement Principles</li> <li>2. Retirement Objectives</li> </ol>
<b>2.</b>	<b>Retirement Planning and Optimisation</b>
	<ol style="list-style-type: none"> <li>1. Retirement Need Analysis and Projections</li> <li>2. Sources of Retirement CashFlows</li> <li>3. Retirement Cash Flow, Withdrawal Projections and Strategies</li> </ol>
<b>3.</b>	<b>International Taxation</b>
	<ol style="list-style-type: none"> <li>1. International Taxation</li> <li>2. Cross Border and Source Rules</li> </ol>
<b>4.</b>	<b>Tax Strategies</b>

	1. Tax Strategies
<b>5.</b>	<b>Accounting Standards and Research</b>
	1. Accounting Standards and Research

**C. RECOMMENDED STUDY MATERIAL:**

<b>S. No</b>	<b>Reference References</b>
1.	"Retire Inspired: It's Not an Age, It's a Financial Number" by Chris Hogan
2.	"Tax-Free Retirement" by Patrick Kelly
3.	"Choose FI: Your Blueprint to Financial Independence" by Chris Mamula, Jonathan Mendonsa, and Brad Barrett

**CO AND PO MAPPING**

<b>COs and POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO.1</b>	2	1	2	1	1
<b>CO.2</b>	2	1	3	2	1
<b>CO.3</b>	1	1	1	0	2
<b>CO.4</b>	2	2	3	1	1
<b>CO.5</b>	2	2	3	1	1

**COs AND PSOs MAPPING**

<b>COs and PSOs</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO.1</b>	3	1	1
<b>CO.2</b>	1	0	2
<b>CO.3</b>	2	1	2
<b>CO.4</b>	2	1	1
<b>CO.5</b>	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



**COURSE OUTCOMES:** After Successful completion of the course students will be able to-

<b>CO1</b>	Understand the fundamental principles of options and futures trading, including their underlying mechanics and market dynamics.
<b>CO2</b>	Learn various options and futures trading strategies, such as long and short positions, spreads, and straddles, and their applications in different market conditions.
<b>CO3</b>	Develop skills to analyze and evaluate market trends, volatility, and risk factors to make informed trading decisions.
<b>CO4</b>	Gain knowledge of advanced trading techniques, including options pricing models, hedging strategies, and arbitrage opportunities.
<b>CO5</b>	Acquire practical experience in executing options and futures trades, managing positions, and assessing performance using relevant tools and software.

**A. OUTLINE OF THE COURSE**

<b>Unit No.</b>	<b>Title of the unit</b>	<b>Time required for the Unit (Hours)</b>
1	Basic concepts- Futures and Options	10
2	Factors affecting Options Price	11
3	Different views and strategies for each view	12
4	Various Future and Option Formula to calculator	12
5	Application of Strategies in Real Market	15

**B. DETAILED SYLLABUS**

<b>Unit</b>	<b>Unit Details</b>
<b>1</b>	<b>Basic concepts- Futures and Options</b>
	Need And Importance. Characteristics of Options - Payoff structures. Scenario Analysis. What if analysis.
<b>2</b>	<b>Factors affecting Options Price</b>

	<p>Reasons for complexity in options price</p> <ul style="list-style-type: none"> <li>- Models and calculators for option price calculation</li> <li>- Individual impact of Time, Volatility, and Underlying Asset Price Movements</li> </ul>
<b>3</b>	<b>Different views and strategies for each view</b>
	<p>Direction neutral strategies and Spread strategies</p> <ul style="list-style-type: none"> <li>- Vertical and horizontal spread strategies</li> <li>- Volatility strategies &amp; Advanced structures with Options</li> </ul>
<b>4.</b>	<b>Various Future and Option Formula to calculator</b>
	<p>Delta, Gamma, Theta, Vega - concepts and use in Risk management</p> <ul style="list-style-type: none"> <li>- Gamma scalping. Exotic options overview.</li> </ul>
<b>5</b>	<b>Application in Real market</b>
	Learn about how to apply strategies in the real market and do's and don'ts to do

**C. RECOMMENDED STUDY MATERIAL:**

S. No	Reference References
1.	"Options, Futures, and Other Derivatives" by John C. Hull
2.	"Option Volatility and Pricing: Advanced Trading Strategies and Techniques" by Sheldon Natenberg
3.	"The Complete Guide to Option Selling: How Selling Options Can Lead to Stellar Returns in Bull and Bear Markets" by James Cordier and Michael Gross

## CO AND PO MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	0	3	2	1
CO.3	1	1	1	1	2
CO.4	2	2	3	0	1
CO.5	2	2	3	1	1

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	0	2
CO.3	2	1	2
CO.4	2	1	1
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop effective verbal communication skills for various corporate settings, such as presentations, meetings, and interviews.

**C02:** Demonstrate proficiency in written communication, including business emails, memos, and reports, with an emphasis on clarity and professionalism.

**C03:** Understand the principles of non-verbal communication and how to use body language effectively in a corporate context.

**C04:** Acquire essential interpersonal skills for building positive professional relationships and resolving conflicts in the workplace.

**C05:** Master the art of active listening and empathetic communication to enhance understanding and collaboration within corporate teams.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Self-Assessment and Goal Setting	3
2	Effective Communication Skills	3
3	Resume Writing and Cover Letter and Interview Preparation	3
4	Professional Etiquette and Workplace Skills	3
5	Continuous Learning and Career Development	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Self-Assessment and Goal Setting</b>
	<ul style="list-style-type: none"> <li>Understanding personal strengths, weaknesses, and interests</li> <li>Identifying long-term career goals</li> <li>Setting short-term goals for employability enhancement</li> </ul>
2.	<b>Effective Communication Skills</b>
	<ul style="list-style-type: none"> <li>Verbal communication skills: speaking clearly, active listening, and non-verbal cues</li> <li>Written communication skills: composing professional emails, memos, and reports</li> <li>Presentation skills: preparing and delivering effective presentations</li> </ul>
3.	<b>Resume Writing and Cover Letter and Interview Preparation</b>
	<ul style="list-style-type: none"> <li>Crafting a targeted resume: structuring, formatting, and highlighting relevant skills and experiences</li> <li>Writing a compelling cover letter: customizing for specific job applications</li> <li>Understanding different interview formats (phone, video, in-person)</li> <li>Researching the company and position</li> <li>Practicing common interview questions and developing effective responses</li> <li>Enhancing body language and non-verbal communication during interviews</li> </ul>
4.	<b>Professional Etiquette and Workplace Skills</b>

	<ul style="list-style-type: none"> <li>• Understanding workplace norms and etiquette</li> <li>• Developing effective teamwork and collaboration skills</li> <li>• Time management and organization skills</li> <li>• Professionalism in the workplace: dress code, punctuality, and workplace ethics</li> </ul>
<b>5.</b>	<b>Continuous Learning and Career Development</b>
	<ul style="list-style-type: none"> <li>• Cultivating a growth mindset and embracing continuous learning</li> <li>• Exploring professional development opportunities (workshops, webinars, certifications)</li> <li>• Developing a career advancement plan</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Effective Business Communication	Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas	2020	McGraw-Hill Education
2	Corporate Communication: A Guide to Theory and Practice	Joep P. Cornelissen	2017	SAGE Publications Ltd
3	Business Communication: Process & Product	Mary Ellen Guffey, Dana Loewy	2019	Cengage Learning

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Understand the foundational principles of behavioral analysis and human psychology.

**C02:** Analyze and interpret human behavior through various psychological theories and frameworks.

**C03:** Apply behavioral analysis techniques to real-life scenarios and case studies.

**C04:** Demonstrate critical thinking skills in evaluating and comparing different psychological approaches.

**C05:** Develop effective communication strategies based on an understanding of human behavior.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Behavioural Analysis & Human Psychology	9
2	Biological Foundations of Behavior	9
3	Cognitive Processes and Psychological Development	9
4	Social and Cultural Influences on Behavior	9
5	Abnormal Psychology and Psychopathology	9

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
<b>1.</b>	<b>Introduction to Behavioural Analysis &amp; Human Psychology</b>
	<ul style="list-style-type: none"> <li>• Overview of behavioural analysis and human psychology</li> <li>• Historical perspectives and key theories</li> <li>• Basic concepts and terminology in psychology</li> <li>• Research methods in behavioural analysis</li> </ul>
<b>2.</b>	<b>Biological Foundations of Behaviour</b>
	<ul style="list-style-type: none"> <li>• Introduction to biological factors influencing behaviour</li> <li>• Structure and function of the nervous system</li> <li>• Genetics and behaviour</li> <li>• Neurotransmitters and their impact on behaviour</li> <li>• Hormones and behaviour</li> </ul>
<b>3.</b>	<b>Cognitive Processes and Psychological Development</b>
	<ul style="list-style-type: none"> <li>• Cognitive processes and information processing</li> <li>• Learning and memory</li> <li>• Perception and attention</li> <li>• Language and thought</li> <li>• Psychological development across the lifespan</li> </ul>
<b>4.</b>	<b>Social and Cultural Influences on Behavior</b>
	<ul style="list-style-type: none"> <li>• Social psychology and group dynamics</li> <li>• Attitudes, beliefs, and persuasion</li> <li>• Social cognition and attribution</li> <li>• Cultural influences on behavior</li> </ul>

	<ul style="list-style-type: none"> <li>Interpersonal relationships and communication</li> </ul>
<b>5.</b>	<b>Abnormal Psychology and Psychopathology</b>
	<ul style="list-style-type: none"> <li>Introduction to abnormal psychology</li> <li>Classification and diagnosis of psychological disorders</li> <li>Major psychological disorders (e.g., anxiety disorders, mood disorders, personality disorders)</li> <li>Causes and risk factors for psychopathology</li> <li>Treatment approaches and interventions</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Behavior Modification: Principles and Procedures	Raymond G. Miltenberger	2020	Cengage Learning
2	Introduction to Psychology	James W. Kalat	2021	Wadsworth Publishing
3	Psychology: The Science of Mind and Behavior	Michael W. Passer, Ronald E. Smith	2018	McGraw-Hill Education

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Demonstrate a fundamental understanding of the principles of photography, including composition, lighting, exposure, and camera settings.

**C02:** Apply various techniques for capturing compelling and visually appealing photographs in different settings and conditions.

**C03:** Utilize image editing software proficiently to enhance, retouch, and manipulate photographs effectively.

**C04:** Analyze and critique photographs and images with an understanding of visual aesthetics and storytelling elements.

**C05:** Create a portfolio of edited photographs that showcase technical skills and creative vision in photography and image editing.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Video Editing and Video Editing Software Basics	9
2	Video Transitions and Effects And Color Correction and Grading	9
3	Audio Editing & Mixing and Advanced Video Editing Techniques	9
4	Introduction to Image Editing and Image Editing Software Basics	9
5	Image Retouching and Enhancement & Advanced Image Editing Techniques	9

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Introduction to Video Editing and Video Editing Software Basics</b>
	<ul style="list-style-type: none"> <li>Understanding the basics of video editing</li> <li>Exploring different video editing software options</li> <li>Navigating the video editing interface and tools</li> <li>Introduction to video file formats and resolutions</li> <li>Getting started with a popular video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)</li> <li>Importing video footage and organizing media files</li> <li>Basic video editing techniques (trimming, splitting, merging)</li> <li>Adding and adjusting audio tracks in video projects</li> </ul>
2.	<b>Video Transitions and Effects and Color Correction and Grading</b>
	<ul style="list-style-type: none"> <li>Utilizing video transitions to enhance visual continuity</li> <li>Applying video effects for creative enhancements</li> <li>Adding text overlays and lower thirds in videos</li> <li>Exploring keyframe animation for advanced effects</li> <li>Understanding the basics of color correction and grading</li> <li>Adjusting exposure, contrast, and color balance</li> <li>Applying color grading techniques for visual aesthetics</li> </ul>



	<ul style="list-style-type: none"> <li>Utilizing color presets and LUTs (Look-Up Tables)</li> </ul>
<b>3.</b>	<b>Audio Editing &amp; Mixing and Advanced Video Editing Techniques</b>
	<ul style="list-style-type: none"> <li>Working with audio tracks and editing audio clips</li> <li>Applying audio effects (equalization, noise reduction, audio levelling)</li> <li>Mixing multiple audio tracks for balanced sound</li> <li>Syncing audio and video elements in the editing process</li> <li>Utilizing advanced video editing features (multicam editing, nested sequences)</li> <li>Incorporating green screen (chroma key) techniques</li> <li>Adding visual effects and motion graphics to videos</li> <li>Time-remapping and speed adjustment techniques</li> </ul>
<b>4.</b>	<b>Introduction to Image Editing and Image Editing Software Basics</b>
	<ul style="list-style-type: none"> <li>Understanding the basics of image editing</li> <li>Exploring different image editing software options</li> <li>Navigating the image editing interface and tools</li> <li>Introduction to image file formats and resolutions</li> <li>Getting started with a popular image editing software (e.g., Adobe Photoshop, GIMP) <ul style="list-style-type: none"> <li>Importing and organizing image files</li> <li>Basic image editing techniques (cropping, resizing, rotating)</li> <li>Adjusting brightness, contrast, and color levels in images</li> </ul> </li> </ul>
<b>5.</b>	<b>Image Retouching and Enhancement &amp; Advanced Image Editing Techniques</b>
	<ul style="list-style-type: none"> <li>Utilizing retouching tools for skin and blemish correction</li> <li>Removing unwanted objects and distractions from images</li> <li>Enhancing image details and sharpness</li> <li>Applying filters and artistic effects to images</li> <li>Utilizing advanced image editing features (layers, masks, blending modes)</li> <li>Creating composites and collages from multiple images</li> <li>Incorporating text and typography in image designs</li> <li>Introduction to non-destructive editing techniques</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	The Digital Photography Book	Scott Kelby	2021	Rocky Nook
2	Adobe Photoshop CC Classroom in a Book	Andrew Faulkner and Conrad Chavez	2022	Adobe Press
3	Understanding Exposure: How to Shoot Great Photographs with Any Camera	Bryan Peterson	2019	Amphoto Books

## CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

## COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Understand the fundamental principles of food science and its relevance in various aspects of the food industry.

**C02:** Analyze the chemical composition and nutritional value of different food components.

**C03:** Explain the various physical and chemical processes involved in food preparation, preservation, and storage.

**C04:** Apply scientific methods to evaluate the quality and safety of food products.

**C05:** Critically examine emerging trends and advancements in the field of food science and technology.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Food Combinations and Flavor Pairing	3
2	Cooking Methods and Techniques	3
3	Food Texture and Structure	3
4	Culinary Innovation and Food Science Applications	3
5	Food Safety and Quality Control	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Food Combinations and Flavor Pairing</b>
	<ul style="list-style-type: none"> <li>Exploring the science behind food pairing and flavor combinations</li> <li>Understanding taste receptors and the five basic tastes (sweet, sour, salty, bitter, umami)</li> <li>Analyzing the principles of flavor profiles and how they interact</li> <li>Studying complementary and contrasting flavor combinations in various cuisines</li> <li>Exploring the concept of molecular gastronomy and its impact on food combinations</li> </ul>
2.	<b>Cooking Methods and Techniques</b>
	<ul style="list-style-type: none"> <li>Introduction to different cooking methods, including dry heat, moist heat, and combination methods</li> <li>Understanding the effects of heat on food and the principles of heat transfer</li> <li>Exploring the science behind techniques such as baking, roasting, grilling, sautéing, boiling, steaming, and sous vide</li> <li>Analyzing the impact of cooking methods on nutritional content and sensory characteristics of food</li> <li>Understanding the importance of temperature control and proper cooking techniques for food safety</li> </ul>
3.	<b>Food Texture and Structure</b>
	<ul style="list-style-type: none"> <li>Understanding the role of food texture in sensory perception and palatability</li> <li>Studying the science behind texture-modifying techniques such as emulsification, gelation, foaming, and thickening</li> <li>Exploring the role of ingredients such as starches, proteins, and fats in texture development</li> <li>Analyzing the impact of cooking methods and processing on food texture and</li> </ul>

	<ul style="list-style-type: none"> <li>structure</li> <li>Investigating the science behind food structure and its influence on mouthfeel and eating experience</li> </ul>
<b>4.</b>	<b>Culinary Innovation and Food Science Application</b>
	<ul style="list-style-type: none"> <li>Exploring emerging trends in culinary innovation and the role of food science</li> <li>Investigating food science applications in areas such as molecular gastronomy, food technology, and food product development</li> <li>Analyzing the impact of food processing techniques on nutrition, flavor, and quality</li> <li>Understanding the science behind food preservation methods and techniques</li> <li>Exploring the future of food science and its role in addressing global food challenges</li> </ul>
<b>5.</b>	<b>Food Safety and Quality Control</b>
	<ul style="list-style-type: none"> <li>Foodborne illnesses and their prevention</li> <li>Principles of quality control and assurance in food production</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Food Science	B. Srilakshmi	2019	New Age International Publishers
2	The Science of Food: An Introduction to Food Science, Nutrition and Microbiology	P. M. Gaman	2018	Royal Society of Chemistry
3	Introduction to Food Science"	Rick Parker	2020	CRC Press

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**POORNIMA UNIVERSITY, JAIPUR**  
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Financial Market

Duration: 3 years  
Total Credits: 128

**Teaching Scheme for Batch 2023-26**

**Semester-VI**

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
<b>A.</b>	<b>Major (Core Courses)</b>								
<b>A.1</b>	<b>Theory</b>								
BBFCFR6101	Investment Planning	4	-	-		40	60	100	4
BBFCFR6102	Advanced Financial Planning	4	-	-		40	60	100	4
<b>A.2</b>	<b>Practical</b>								
BBFCFR6201	Corporate Management Skills -VI & Reflection Paper	-	-	8		60	40	100	4
<b>B.</b>	<b>Minor Stream Courses/ Department Electives</b>								
<b>B.1</b>	<b>Theory</b>								
BBFEFR6101	Personal Taxation	4	-	-		40	60	100	4
<b>C</b>	<b>Multidisciplinary Courses</b>								
	NA								
<b>D</b>	<b>Ability Enhancement Courses (AEC)</b>								
BXXCFR6201	Employability Skills	-	-	2		60	40	100	1
<b>E</b>	<b>Skill Enhancement Courses (SEC)</b>								
<b>F</b>	<b>Value Added Courses (VAC)</b>								
BXXCFR6601	Sustainable Living	-	-	2		60	40	100	1
<b>G</b>	<b>Summer Internship / Research Project / Dissertation</b>								

<b>H</b>	<b>Social Outreach, Discipline &amp; Extra Curricular Activities</b>							
<b>Total</b>	<b>12</b>		<b>12</b>					<b>18</b>
<b>Total Teaching Hours</b>	<b>24/36</b>							

## DETAILED SYLLABUS FOR SIXTH SEMESTER

**Code: BBFCFR6101**

**Investment Planning**

**4 Credits [LTP: 4-0-0]**

**COURSE OUTCOMES:** After Successful completion of the course students will be able to

<b>CO1</b>	Student will be able to analyze investment goals and develop personalized strategies for clients' financial success
<b>CO2</b>	Evaluate various investment vehicles to maximize returns and minimize risks for clients.
<b>CO3</b>	The paper aims to analyse open access publication sources, copy rights and self achieving policies.
<b>CO4</b>	Demonstrate the ability to critically analyze and evaluate existing literature in a specific field or topic.
<b>CO5</b>	Identify and synthesize key concepts, theories, and research findings from multiple sources to provide a comprehensive overview of the topic.

### A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Personal Finance	12
2	Financial Management Strategies for Client	12
3	Investment Alternatives	12
4	Behavioral finance	12
5	Regulatory Environment and Law	12

### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Personal Finance</b>
	<ol style="list-style-type: none"> <li>1. Understanding client financial situation</li> <li>2. Time value of money</li> </ol>
<b>2</b>	<b>Financial Management Strategies for Client</b>
	<ul style="list-style-type: none"> <li>• Cash Flow Demand and Conflicts</li> <li>• Budget and Emergency Fund</li> <li>• Debt and Financing Alternatives</li> <li>• Financial Management Strategies</li> </ul>
<b>3</b>	<b>Investment Alternatives</b>

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	<ul style="list-style-type: none"> <li>• Asset Class and Securities</li> <li>• Pooled Investment Products</li> <li>• Investment Performance Management</li> </ul>
<b>4</b>	<b>Behavioural Finance</b>
	<ul style="list-style-type: none"> <li>• Asset Allocation</li> <li>• Behavioural Finance and Wealth Management</li> </ul>
<b>5</b>	<b>Regulatory Environment, Law and Compliance</b>
	<ul style="list-style-type: none"> <li>• Economic Environment</li> <li>• Social and Political Environment</li> <li>• Compliance and Implications</li> <li>• Anti Money Laundering</li> </ul>

### CO AND PO MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	1	3	2	1
CO.3	1	1	1	1	2
CO.4	2	2	3	1	1
CO.4	2	2	3	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	0	2
CO.3	2	1	2
CO.4	2	0	1
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



**COURSE OUTCOMES:** After Successful completion of the course students will be able to

<b>CO1</b>	Establishing client planner relationship
<b>CO2</b>	Analyze client objectives, needs & financial situation
<b>CO3</b>	Students will learn about how to Develop the financial plan
<b>CO4</b>	Students will be able to implement the financial plan
<b>CO5</b>	Students shall be able to Monitor the financial plan of the client

#### A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Financial Planning process	10
2	Understanding Client Characteristics	10
3	Critical Thinking	15
4	Engaging Clients for Life	15
5	Developing Effective Financial Plan	10

#### B. DETAILED SYLLABUS

Unit	Unit Details
<b>1</b>	<b>Financial Planning Process</b>
	<ol style="list-style-type: none"> <li>1. Financial Planning process</li> <li>2. Practice Standards</li> <li>3. Professional Skills</li> </ol>
<b>2</b>	<b>Understanding Client Characteristics</b>
	<ul style="list-style-type: none"> <li>• Evaluating a client</li> <li>• Client Engagement and Communication</li> </ul>
<b>3</b>	<b>Critical Thinking</b>
	<ul style="list-style-type: none"> <li>• Evaluating options</li> <li>• Making Financial Plan for the client</li> </ul>
<b>4</b>	<b>Engaging Clients for Life</b>

	<ul style="list-style-type: none"> <li>• Introduction to the discovery process</li> <li>• Appreciation Inquiry</li> <li>• Discovery process applied</li> <li>• Goal Determination, Retirement and Setting</li> <li>• Develop Financial Planning recommendations</li> <li>• Presenting recommendations to Client</li> </ul>
<b>5</b>	<b>Regulatory Environment, Law and Compliance</b>
	<ul style="list-style-type: none"> <li>• Financial Planning overview</li> <li>• Financial Plan Elements</li> <li>• Developing effective plans</li> <li>• Sample Financial Plan</li> <li>• Financial Plan Assessment</li> </ul>

### CO AND PO MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	2	1	2	1	1
CO.2	2	1	3	2	1
CO.3	1	1	1	1	2
CO.4	2	2	3	1	1
	1	1	1	1	2

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	3	1	1
CO.2	1	0	2
CO.3	2	1	2
CO.4	2	1	1
CO.5	2	1	1

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**Course Objective:**

<b>CO1</b>	To understand the basic concepts of Income tax act.
<b>CO2</b>	To understand & study different heads of income under income tax act 1961.
<b>CO3</b>	To understand the computation of total taxable income.
<b>CO4</b>	To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.
<b>CO5</b>	To know & understand the procedure of online ITR filing

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	Introduction to Income Tax act 1961.	12
2.	Heads of Income and computation of total income as per Income Tax 1961.	12
3.	Computation of Total Taxable Income & Filing of Online ITR.	12
4.	Other important aspects of Income tax act 1961	12
5.	Methods of payment of Tax	12

**B. DETAILED SYLLABUS**

Unit	Contents
<b>1.</b>	<b>Introduction to Income Tax act 1961.</b>
	<ul style="list-style-type: none"> <li>• Income Tax Act -1961 (Meaning, Concepts and Definitions)</li> <li>• History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,</li> <li>• Canons of Taxation,</li> <li>• Objectives of Income Tax,</li> <li>• Taxation structure in India,</li> <li>• Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee. Permanent Account Number (PAN)- Uses &amp; Benefits.</li> </ul>
<b>2.</b>	<b>Heads of Income and computation of total income as per Income Tax 1961.</b>
	<p>Different heads of Income: -</p> <p>Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)</p> <p>Income from House Property: Basis of Chargeability- Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Basic Practical Cases).</p> <p>Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.</p> <p>Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains- permissible deductions (Only Theory).</p> <p>Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.( only Theory).</p>

<b>3.</b>	<b>Computation of Total Taxable Income &amp; Filing of Online ITR.</b>
	<ul style="list-style-type: none"> <li>• Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.</li> <li>• Form 26 AS- Uses</li> <li>• Various types of ITR,</li> <li>• Procedure to file various online ITRs.</li> </ul> Refund of Tax
<b>4.</b>	<b>Other important aspects of Income tax act 1961</b>
	<ul style="list-style-type: none"> <li>• Tax deducted at source (TDS), (TDS section 192- 194)</li> <li>• Tax Collection at Sources (TCS)</li> <li>• Advance payment of Tax,</li> </ul>
<b>5.</b>	<b>Methods of payment of Tax</b>
	Methods of payment of Tax, (Theory Only).

### Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Taxmann's Students' Guide to Income Tax.	Dr. Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited
3	Indian Income Tax Act	H.C. Malhotra	Sahitya Bhavan Publication.
4	Income Tax Laws	V K Singhania,	Taxmann Publication.

### COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO1	1	1	1	3	1
CO2	1	3	1	2	1
CO3	1	1	2	3	1
CO4	1	1	3	1	1
CO5	1	1	3	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	3	1	1
CO2	1	2	2	1	3
CO3	1	1	1	3	2
CO4	1	3	1	2	1
CO5	1	3	1	2	1

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop effective communication skills, including verbal, written, and non-verbal communication, to enhance professional interactions and relationships in the workplace.

**C02:** Demonstrate critical thinking and problem-solving abilities to analyze workplace challenges, identify solutions, and make informed decisions.

**C03:** Acquire teamwork and collaboration skills to work effectively in diverse groups and contribute to achieving common goals in a professional setting.

**C04:** Develop adaptability and resilience to navigate through changes in the workplace and handle dynamic environments successfully.

**C05:** Cultivate leadership and time management skills to take on responsibilities, lead projects, and manage time efficiently for personal and organizational success.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Digital Literacy and Technology Skills	3
2	Time Management and Organization	3
3	Problem Solving and Critical Thinking	3
4	Adaptability and Flexibility	3
5	Professionalism and Ethics	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
1.	<b>Digital Literacy and Technology Skills</b>
	<ul style="list-style-type: none"> <li>Basic computer skills, including operating systems, file management, and keyboard shortcuts</li> <li>Internet literacy, including effective searching, evaluating online information, and avoiding online scams</li> <li>Digital communication tools, such as email, instant messaging, and video conferencing</li> <li>Productivity software skills, such as word processing, spreadsheet manipulation, and presentation creation</li> <li>Cybersecurity awareness, including best practices for data protection and online privacy</li> </ul>
2.	<b>Time Management and Organization</b>
	<ul style="list-style-type: none"> <li>Setting goals and prioritizing tasks</li> <li>Creating schedules and managing time effectively</li> <li>Strategies for overcoming procrastination</li> <li>Organizing workspace and managing files and documents</li> <li>Dealing with interruptions and managing distractions</li> </ul>
3.	<b>Problem Solving and Critical Thinking</b>
	<ul style="list-style-type: none"> <li>Identifying problems and analyzing situations</li> <li>Developing creative and innovative solutions</li> <li>Decision-making techniques and strategies</li> <li>Critical thinking skills and logical reasoning</li> </ul>

	<ul style="list-style-type: none"> <li>• Collaboration and teamwork in problem-solving</li> </ul>
<b>4.</b>	<b>Adaptability and Flexibility</b>
	<ul style="list-style-type: none"> <li>• Embracing change and adapting to new situations</li> <li>• Resilience and coping with stress and pressure</li> <li>• Problem-solving in dynamic and uncertain environments</li> <li>• Learning agility and continuous self-improvement</li> <li>• Balancing multiple priorities and handling unexpected challenges</li> </ul>
<b>5.</b>	<b>Professionalism and Ethics</b>
	<ul style="list-style-type: none"> <li>• Understanding workplace ethics and professional conduct</li> <li>• Demonstrating integrity, honesty, and accountability</li> <li>• Building a positive personal brand and professional image</li> <li>• Networking skills and building professional relationships</li> <li>• Workplace etiquette and cultural sensitivity</li> </ul>

### C.RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	The Essential Guide to Workplace Competencies	Richard S. Deems and Terri A. Deems	2019	Praeger
2	Soft Skills: The Software Developer's Life Manual	John Sonmez	2014	Manning Publications
3	Emotional Intelligence 2.0	Travis Bradberry and Jean Greaves	2009	TalentSmart

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	1	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	2

### COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3
CO.1	1	2	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

**COURSE OUTCOMES:**

The student would be able to:

**C01:** Develop the ability to communicate clearly and professionally in both written and verbal forms, fostering successful interactions in various professional settings.

**C02:** Apply analytical thinking to identify and address complex problems in the workplace, proposing effective and innovative solutions.

**C03:** Work collaboratively with colleagues to achieve common goals, valuing diverse perspectives and contributing positively to group dynamics.

**C04:** Exhibit a strong sense of ethical behavior and integrity in all professional activities, understanding the importance of honesty and accountability.

**C05:** Acquire the necessary skills, knowledge, and attitudes to enhance employability prospects and adapt effectively to the dynamic demands of the job market.

**A. OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Sustainable Living	3
2	Energy & Water Conservation and Efficiency	3
3	Waste Management	3
4	Recycling and Circular Economy	3
5	Sustainable Energy Solutions	3

**B. DETAILED SYLLABUS**

Unit	Title of the Unit
<b>1.</b>	<b>Introduction to Sustainable Living</b>
	<ul style="list-style-type: none"> <li>Overview of sustainable living principles and their importance</li> <li>Understanding the ecological footprint and its measurement</li> <li>Exploring the concept of sustainable development</li> </ul>
<b>2.</b>	<b>Energy &amp; Water Conservation and Efficiency</b>
	<ul style="list-style-type: none"> <li>Energy consumption patterns and their environmental impact</li> <li>Strategies for reducing energy usage at home and work</li> <li>Renewable energy sources and their benefits</li> </ul>
<b>3.</b>	<b>Waste Management</b>
	<ul style="list-style-type: none"> <li>Introduction to waste management hierarchy: reduce, reuse, recycle</li> <li>Composting and organic waste management</li> <li>Strategies for minimizing waste generation and promoting responsible consumption</li> </ul>
<b>4.</b>	<b>Recycling and Circular Economy</b>
	<ul style="list-style-type: none"> <li>Understanding the recycling process and its environmental benefits</li> <li>Identifying recyclable materials and proper sorting techniques</li> <li>Exploring the concept of a circular economy and its role in waste reduction</li> </ul>
<b>5.</b>	<b>Sustainable Energy Solutions</b>
	<ul style="list-style-type: none"> <li>Renewable Energy Technologies</li> </ul>

### C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Essential Guide to Workplace Competencies	Richard S. Deems and Terri A. Deems	2019	Praeger
2	Soft Skills: The Software Developer's Life Manual	John Sonmez	2014	Manning Publications
3	The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change	Stephen R. Covey	2004	Simon & Schuster

### CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5
CO.1	1	3	1	0	1
CO.2	1	2	0	1	1
CO.3	1	3	1	1	3
CO.4	2	3	2	2	2
CO.5	1	2	1	1	1

### COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3
CO.1	1	1	1
CO.2	1	2	1
CO.3	1	2	2
CO.4	1	1	3
CO.5	2	1	2

**Note:** On the basis of mapping of COs with POs, this course is related to Employability / Skill Development



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