

Details of Discipline Centric Core and Elective Courses  
 For Fresher's who will be admitted in the **Session 2023-24**  
 Name of University : J.N.V.University, Jodhpur  
 Name of Faculty : Commerce & Management Studies  
 Name of Discipline/ Subject : B.B.A (BFE)  
**Three Yearly Bechelors Degree**

S.No.	Level	Semester	Course Code	Category of Courses	Title of Courses	SEE	CIE	Total Marks	Credit			Credits
									L	T	P	
1	5 (4.5)	Semester II	BFE5008 T	DCC	Managerial Economic	70	30	100	06	-	-	06
2	6 (5)	Semester I II	GEC6217 T	GEC	Currency and Banking	70	30	100	06	-	-	06
3	6 (5)	Sem. IV	GEC6220 T	GEC	Economic Environment	70	30	100	06	-	-	06
4	7 (5.5)	Sem. V	BFE7110 T	DSE	Foreign Trade & Foreign Exchange	70	30	100	06	-	-	06
5	7 (5.5)	Sem. V	BFE7111 T	DSE	Financial Market Operation	70	30	100	06	-	-	06
6	7 (5.5)	Sem. VI	BFE7112 T	DSE	Operation Research	70	30	100	06	-	-	06
7	7 (5.5)	Sem. VI	BFE7113 T	DSE	Financial Management	70	30	100	06	-	-	06
					Total Credits							36

**Name of Programme : B.B.A (BFE)**  
**Semester: II**  
**Course Code : BFE5008T**  
**Title of Course : MANAGERIAL ECONOMICS**  
**Category of Courses : DCC**

**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

### **MANAGERIALECONOMICS**

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

**Unit-1:** Managerial Economics : Definition, Nature and its role in Business Decision, Utility Analysis: Measurement of Utility; Law of Diminishing Marginal Utility; Law of Equi-Marginal Utility and Consumer Surplus

**Unit-2:** Demand Analysis: Meaning, Law and Exceptions of Law of Demand; Elasticity of Demand : Concepts, Importance, Types and its Measurement Techniques of Demand Forecasting. Indifference Curve Analysis : Characteristics and Consumer's Equilibrium.

**Unit-3:** Concept of Cost : Short-run and Long-run Cost, Importance of Costs in Business Decision Making, Revenue Analysis, General Theory of Value, Change in Demand and Supply and their effect on Equilibrium Price; Time Element in Price Determination; Normal and Market Price.

**Unit-4:** Market: Definition and Classification, Price and Output Determination under Perfect Competition, Monopoly, Discriminating Monopoly, Monopolistic Competition and Oligopoly

**Unit-5:** Pricing Strategies : Cost-plus pricing or mark-up pricing and marginal rule, multiple product pricing, pricing in life-cycle of a product, pricing in maturity period, pricing product in decline, transfer pricing, competitive bidding of price. Pricing in relation to established products.

### **Suggested Book**

- Joel Dean: Managerial Economics
- Small & Savage : Introduction to Managerial Economics
- Bringham & Pappas: Managerial Economics

**Name of Programme : BBA (BFE)**

**Semester : III**

**Title of Course : Currency and Banking SYSTEM**

**Course Code : GEC6217T**

**Category of Course: -GEC**

**( Credit 6 : 90 Hours, M.M.100, 70 SEE + 30 Sessional )**

### **CURRENCY AND BANKING SYSTEM**

**Objective:-** This course exposes the students to the working of money and banking system prevailing in India.

**Unit 1:-** Money- Definition, Functions, importance, Classification of money. Money Supply Components and Determinants, Measurement of Money by RBI, Money, Multiplier. Inflation and Deflation: Causes and Remedial Action.

**Unit 2:-** Fisher's quantity theory of money the Cambridge equation, The Keynesian approach, saving and Investment. Business cycle: Nature, Phases of a Business Cycle, the problems of Business Cycle.

**Unit 3:** - Commercial Banks- Meaning, definition, functions and importance, types and organization. Structure of Banking System. Instrument of Credit Control, Retail Banking, Recent development and changes in Indian Banking: Innovative Banking and Virtual Banking. E-Banking, Internet banking, National Electronic banking System: (NEFT), ECS, RTGS, Mobile banking, plastic Money: Debit, Credit & ATM Card. Regional Rural Bank.

**Unit 4 :-** State Bank of India- History, objectives, Functions, Structure, Organization, Working and progress, Reserve Bank of India - Objective, organization, functions and working system.

**Unit 5:** Development Banks and Other Non Banking Financial Institutions: Organisation, Function and working of IDBI, ICICI, IFCI, SFCS, SIDBI.

### **BOOKS RECOMMENDED**

Vasant Desai: Indian Banking Nature and Problems, Himalaya Publishing House, Delhi

Natarajan S, Parameshwaran R: Indian Banking, S.Chand & Company

Averbach, Robert D: Money, Banking and Financial Markets Macmillan, London.

Varshney, P.N. : Indian Financial System, Sultan Chand & Sons, New Delhi.

Khan, M.Y.: Indian Financial System, Tata McGraw Hill, Delhi.

Mittani D.M.: Money, Banking & International Trade, Himaliya Publishing, Delhi

Bhole L.M.: Financial Market and Institution, Tata McGraw Hill, Delhi

J.K. Tandon and T.N. Mathur, Banking and Finance, Shivam Book House, Jaipur ( Hindi & English Version)

Vashitha, Swami, Gupta: Banking and Finance, RBD, Jaipur

Agarwal & Singh: Internet Banking Technology, Raj Publishing house, Jaipur

Mathur B.L. & Dave R.K.: Money and Banking System, (Hindi & English), Vide Vision,

Ojha.B.L.: Money and Financial System, (Hindi & English), Ajmera book Company, Ajmer

Trivedi, dashora, Nagar and Jain: Money and Banking System, (Hindi & English), RBD, Jaipur

Mathur & Kateva: Banking & Finance, Wide Vision, Jaipur

Sundharam & Vaishney: Banking Theory Law & Practice, Sultan Chand & Sons, Delhi

**Name of Programme : B.B.A . BFE-IV**  
**Semester: IV**  
**Course Code : GEC6220T**  
**Name of Course : ECONOMICS ENVIRONMENT**  
**Category of Courses : GEC**  
**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

## ECONOMIC ENVIRONMENT

**Objective:** This course aims at acquainting the student with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

**Unit-1:** Indian Economic Environment and Non-Economic Environment: Concept, Components and Importance. Economic Trends (overview) Investment, Income, Saving, Concept and Trends, Economic Planning : Meaning, Importance and Objectives, Achievement of Planning in India, NITI Aayog.

**Unit-2:** Economic reforms and Recent growth strategies Programme of Industrialisation and Rural Development poverty and steps in India to remove poverty, Inequalities of income

**Unit-3:** New Industrial Policy International investment in India, Foreign Direct Investment, Rural industrialization.

**Unit-4:** Public sector, small business and cottage industries Economic Planning in India, Latest five year plan, objective, target and strategies

**Unit-5:** Different Economic Policies namely Exim policy, Employment policy Population policy Industrial relation policy, Monetary policy, Fiscal policy.

### **Suggested Books**

- Raj.K.N.:IndianEconomicGrowth,PerformanceandPerspective
- ChaudharyPramit:IndianEconomy,PovertyandDevelopment
- UppalJ.S:India'sEconomicProblems
- Sengupta,N.K:Government&Business
- Verma,M.L.:ForeignTradeManagementinIndia

**Name of Programme : B.B.A . BFE-V**  
**Course Code : BFE7110T**  
**Semester :- V**

**Name of Course : Foreign Trade & Foreign Exchange**  
**Category of Courses : DSE**  
**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

**Objective:**ThiscourseenablesthestudenttoknowtheworkingoftheinternationaltradeandFinance.

### **Foreign Trade & Foreign Exchange**

- Unit 1 Introduction: Meaning , definition, importance and problems of foreign trade.terms oftrade: Meaning, types, and factors,Balance of trade, Balance of payment, concept, importance,causes of disequilibrium and remedial measures.
- Unit 2 International payments: Meaning, characteristics, need, difficulties, and methods.Documentarycredit: Meaning, characteristics, procedure, types, advantages, limitations and precautions.
- Unit 3 International Economicand Trade Organization, International Monetary Fund (IMF), International Bank for Reconstruction & Development (IBRD), International Financial Corporation (IFC), Asian Development Bank (ADB), World Trade Organisation (WTO), Special Drawing (SDR)

- Unit 4 Foreign exchange rate: Meaning, types, importance, causes of Fluctuations and theories of Foreign exchange ratedetermination. ExchangeControl : Meaning, objectives and methods,ExchangecontrolinIndia.
- Unit 5 Export promotion and import substitution. Export Credit Guarantee cooperation(ECGC). Commercial Policy, Export houses and Trading Houses, Export Processing Zones (EPZ's), Special Economic Zones (SEZ's), 100 % Export Oriented Units (EOU), Export Import (EXIM) bank.

### **BOOKSRECOMMENDED**

Saini, H.C.: India's Foreign Trade, Its Nature and Financing

Choudhary, B.K.: Foreign Trade and Its Financing, Himalaya Pub. House, Agra

Mathur B.L. & Dave R.K. : International Trade & Finance, (Hindi & English), Vide Vision Publisher, Jaipur.

Singhal: Antarashtriya Arthshastra, Sahitya Bhawan, Agra

Agarwal, Singh, & Gupta: International Trade & Finance, RBD, Jaipur.

Ojha B.L. & Hai M.A.: International Trade & Finance, RBD, Jaipur

Guttridge & Megral; Law Relating to Letter of Credit

Elseworth, P.T.: International Economy, New York

Habaler, G.: Theory of International Trade, William Hedge & Co. Uk.

Mittani D.M.: Money, Banking, International Trade & Public Finance, Himaliya Publishing, Delhi

Seth, M.L.: Money Banking and International Trade, Education Pub., Agra

**Name of Programme : B.B.A . BFE-V**

**Course Code :-BFE7111T**

**SemesterV**

**Title of Course : Financial Market Operation**

**Category of Courses : DSE**

**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

**Objective:**This Course aims at acquainting the students with the working of financial markets in India.

### **Financial Market Operations**

- Unit I : Indian financial system: Meaning, Role of financial market in India, Structure of Financial Market, Money Market: Definition, composition, Defect, and suggestion for improving money market, Money market instruments, recent trends of Organised money market.
- Unit 2: Capital market: Meaning, definition, instruments, Primary Market : Functions of New Issue market, Method of Issue of Stock & securities, Agencies related with new issue market, Problems of new issue market, Suggestion for new issue market reform.
- Unit 3: Stock Exchange: Definition, characteristics, advantages, disadvantages and functions of Stock Exchange. Listing & De-listing of Securities: procedure, advantage, legal requirement. Regulatory structure, Public issue: Pricing, Marketing. Reform of secondary market. Functionaries of stock Exchanges: Stock Broker, and sub-broker.
- Unit 4: SEBI: Establishment, Organisation & Management, power and function of SEBI, role and achievement of SEBI, Guidelines of SEBI: new issue market, Initial Public Offers (IPO's), secondary market, listing, underwriting, bonus share.
- Unit 5: Merchant banking: Meaning, functions, Guidelines of SEBI regarding Merchant banking. Investor protection: grievances and removal. Credit rating: Meaning, objectives, functions advantages & disadvantages. Credit rating in India.



## **BOOKSRECOMMENDED**

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

**Name of Programme : B.B.A .( BFE)**

**Semester:-VI**

**Course Code :BFE7112T**

**Title of Course :Operation Research**

**Category of Courses :DSE**

**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

### **OPERATION RESEARCH**

**Unit-1:** Operation Research : Nature, significance and purpose, basic concepts and definitions; methodology of operation research; construction, solution and testing of the models; implementation and control of the solution

**Unit-2:** Algebra of vectors Matrices and Determinants : Addition, Subtraction, Multiplication and Inversion of vectors and matrix, Solution of system of linear equations with the help of matrix algebra

**Unit-3:** Linear Programming : Graphical, Trial & Error and Simplex Method; Duality Problems, Transportation and Assignment Problems

**Unit-4:** Network analysis (PERT and CPM): Concepts, Drawing Network and Numbering Events, Activity Time and Event Time, Project Time, Crashing the activities; Project Cost Control; Simulation

**Unit-5:** Elementary concept and application of Queuing Theory, Replacement Theory, Decision Theory and Game Theory

**Suggested Book**

- Sancheti, D.C. & Kapoor, V.K. :Business mathematics
- Sharma, S.D. : Operation Research
- Shrivastava Shenoy and Sharma: Quantitative Techniques for Managerial Decision Making
- Thiefohf, R.J. : Decision making through Operation Research
- Kapoor V.K. : Operation Research
- Gupta, P.K. & Hira, D.S.: Operation Research and Quantitative Analysis

**Name of Programme : B.B.A . BFE**

**Semester:-VI**

**Course Code :BFE7113T**

**Title of Course : Financial Management**

**Category of Courses : DSE**

**( Credit 6 : 90 Hours; M.M. 100, 70 SEE + 30 sessional )**

**Objective :** The objective of the course is to help students to understand the conceptual framework of financial management/institution and its applications under various environment constraints.

### **Financial Management**

- Unit 1 Meaning, Importance, Objectives and functions of Financial Management, Conflicts in profit versus value maximization principle, Role of Chief Financial Officer. Time value of money.
- Unit 2 Cost of Capital, Capital Structure decisions - Capital structure patterns, designing optimum capital structure, Various capital structure theories. operating leverage, financial leverage and Combined Leverage.
- Unit 3 Capital budgeting - concept, theory, Techniques of Decision making: Non-discounted and Discounted Cashflow approaches.
- Unit 4 Dividend & Dividend Policy, determinants of Dividend policy, Walter's, and Gordon's model, M.M. Hypothesis.
- Unit 5 Management of working capital: Nature, significance, determining of working capital requirements, Inventory management, cash management, Receivables management.

### ***SUGGESTED READINGS***

- Agarwal, Agarwal, Kothari: Financial Management,(Hindi & English) RBD Publication, Jaipur.  
Kothari & Dave : : Financial Management,(Hindi & English) Shivam book house, Jaipur.  
KhanM.Y andJainP.K.: FinancialManagement. TataMcGraw hill, New Delhi  
PandeyI.M:FinancialManagement. Vikas Publishing house, New Delhi  
PrasannaChandra:FinancialManagement - TheoryandPractice. TataMcGraw hill, New Delhi  
Agarwal&Mishra:FinancialManagement.  
Bierman, H. And Smidt, S.: The Capital Budgeting Decisions. Harcourt collage publisher, Singapore.  
Fama, E.F. and Miller, M.H.: The Theory of Finance.  
Hunt, P., Williams, C.M. and Donaldson, G.: Basic Business Finance.  
Van Horne, J.C.: Financial Management and Policy. Prentice hall, New Delhi  
Kuchhal, S.C.: Financial Planning – An Analytical Approach. Chaitanya Publishing House,Michgun.  
  
Malodia, G.L.: Financial Management. Jodhpur  
Ravi M. Kishore: Financial Management. Taxman Publisher, New Delhi  
S.N. Maheshwari: Financial Management. New Delhi