

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**  
**NH-12 (Old NH-34), Simhat, Haringhata, Nadia -741249**



**Syllabus of BBA Banking and Financial Services**  
**(Effective from academic session 2021-22)**

**Semester-I**

<b>Name of the Course:</b> Bachelors in Banking and Financial Services			
<b>Subject:</b> Introduction to Financial Markets			
<b>Course Code:</b> BBABFS101		<b>Semester:</b> 1	
<b>Duration:</b> 30		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
<b>Theory:</b> 5 hours per week		<b>End Semester Exam:</b> 70	
<b>Tutorial:</b> 1 hours per week		<b>Teacher's Assessment:</b> 10	
<b>Practical:</b>		<b>Internal Assessment:</b> 30	
<b>Credit:</b> 6		<b>Practical Sessional internal continuous evaluation:</b>	
		<b>Practical Sessional external examination:</b>	
<b>Aim:</b>			
<b>Sl. No.</b>			
1.	Build a foundational understanding of the Functioning of the Financial Markets		
2.	Establish a link between various components of the Financial Markets		
<b>Objective:</b>			
<b>Sl. No.</b>			
1.	Describe the working of the Financial Markets		
2.	State the Role of the Financial Markets		
<b>Pre-Requisite:</b>			
<b>Sl. No.</b>			
1.	Basic knowledge of Economics		
<b>Contents</b>			<b>Hrs./week</b>
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
01 Fundamentals of Financial Markets	<ul style="list-style-type: none"> <li>• Describe Financial System Of the economy.</li> <li>• List Components of the Securities markets.</li> <li>• Describe Stock Exchanges.</li> <li>• List Various Stock Exchanges.</li> <li>• List classification of markets.</li> <li>• Describe Equity, Debt and Money Markets.</li> </ul>	2	7
02 Financial Instruments and Participants	<ul style="list-style-type: none"> <li>• Describe Financial System Of the economy.</li> <li>• List Components of the Securities markets.</li> <li>• Describe Stock Exchanges.</li> <li>• List Various Stock Exchanges.</li> <li>• List Classification of Securities Markets.</li> <li>• Describe Equity, Debt and Money Markets.</li> </ul>	4	9



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03 Alternative Investment Schemes and other Investment Products	<ul style="list-style-type: none"> <li>Describe Mutual Funds.</li> <li>Describe Derivatives.</li> <li>Describe Commodity Markets.</li> <li>Describe Forex Markets.</li> </ul>	4	9
04 Regulators and Regulations	<ul style="list-style-type: none"> <li>Describe Regulators and their role.</li> <li>List Various Regulations of Securities Markets.</li> </ul>	4	9
05 Public Issues and Process	<ul style="list-style-type: none"> <li>Describe issue of securities.</li> <li>Describe Process of IPO.</li> <li>List Category of Investors.</li> <li>Describe FPO.</li> <li>Describe payment methodology in IPO.</li> <li>Describe Book Building Process.</li> <li>Describe basis of allotment.</li> </ul>	4	9
06 Market Indices	<ul style="list-style-type: none"> <li>Describe issue of securities</li> <li>Describe Process of IPO</li> <li>List Category of Investors</li> <li>Describe FPO</li> <li>Describe payment methodology in IPO</li> <li>Describe Book Building Process</li> <li>Describe basis of allotment</li> </ul>	4	9
07 Demat and Online Trading	<ul style="list-style-type: none"> <li>Describe the Index Theory</li> <li>Describe the process of Stock Selection, Index Calculation &amp; Maintenance</li> <li>Describe the Free-Float Concept</li> <li>List the Utility of Indices</li> <li>Explain the BSE Indices</li> </ul>	4	9
08 Trading, Clearing and Settlement	<ul style="list-style-type: none"> <li>Describe Demat.</li> <li>Describe Depository System.</li> <li>Describe Trading on BSE.</li> <li>Define Screen Based Trading</li> </ul>	4	9
	<b>Sub Total:</b>	<b>30</b>	<b>70</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		<b>30</b>
	<b>Total:</b>		<b>100</b>

**Practical:**

**Skills to be developed:**

Intellectual skills:

1. Analytical skills. The ability to do quality market analysis is fundamental to success in trading. .
2. Research skills. ...
3. Record maintenance. ...



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**Motor Skills:**

1. Capacity to stay calm. ...
2. Patience and discipline

**List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)**

1. Analytical skills
2. Research skills
3. Record maintenance
4. Capacity to stay calm
5. Patience and discipline

**List of Books**

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Alan R. Kanuk	Capital Markets of India: An Investors Guide	2007/ 978-0470137635	Wiley
George Soros	The Alchemy of Finance	13/978-0471445494	Wiley:edition (June 15)

**Reference Books:**

Niti Bhasin	Financial Institutions and Financial Markets in India: Functioning and Reforms	2010/	New Century Publications

**End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.**

Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
<b>A</b>	<b>1,2,3, 4</b>	<b>10</b>	<b>18</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>52</b>
<b>B</b>	<b>4,5, 6, 7, 8</b>	<b>10</b>		<b>4</b>	<b>3</b>		

- Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.

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- Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

<b>Name of the Course:</b> Bachelors in Banking and Financial Services			
<b>Subject:</b> Economics			
<b>Course Code:</b> BBABFS102-A		<b>Semester:</b> 1	
<b>Duration:</b> 30		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
<b>Theory:</b> 5 hours per week		<b>End Semester Exam:</b> 70	
<b>Tutorial:</b> 1 hours per week		<b>Teacher's Assessment:</b> 10	
<b>Practical:</b>		<b>Internal Assessment:</b> 20	
<b>Credit:</b> 6		<b>Practical Sessional internal continuous evaluation:</b>	
		<b>Practical Sessional external examination:</b>	
<b>Aim:</b>			
<b>Sl. No.</b>			
1.	Build a foundational understanding of economics for Capital Markets		
2.	Establish a link between various components of the Capital Markets		
<b>Objective:</b>			
<b>Sl. No.</b>			
1.	To gain an understanding of economic concepts for Capital Markets		
<b>Pre-Requisite:</b>			
<b>Sl. No.</b>			
1.	Basic knowledge of Economics		
<b>Contents</b>			<b>Hrs./week</b>
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hour s</b>	<b>Marks</b>
01 Introduction	<ul style="list-style-type: none"> <li>• Scope and Importance of Business Economics</li> <li>• Basic tools- Opportunity Cost principle- Incremental and Marginal Concepts</li> <li>• Basic economic relations - functional relations: equations- Total, Average and Marginal relations</li> <li>• Use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</li> </ul>	6	14
02 Demand Analysis	<ul style="list-style-type: none"> <li>• <b>Demand Function</b> - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand</li> </ul>	6	14



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	<p>(Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <ul style="list-style-type: none"> <li>• <b>Demand estimation and forecasting:</b> Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)</li> </ul>		
03 Supply and Production Decisions and Cost of Production	<ul style="list-style-type: none"> <li>• <b>Production function:</b> short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.</li> <li>• <b>Cost concepts:</b> Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)</li> </ul>	6	14
04 Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	<ul style="list-style-type: none"> <li>• Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</li> <li>• <b>Monopolistic competition:</b> Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples)</li> <li>• <b>Oligopolistic markets:</b> key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</li> </ul>	6	14
05 Pricing Practices	<ul style="list-style-type: none"> <li>• Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing</li> <li>• Case studies on how pricing methods are used in business world</li> </ul>	6	14
	<b>Sub Total:</b>	<b>30</b>	<b>70</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		<b>30</b>
	<b>Total:</b>		<b>100</b>
<b>Practical: Skills to be developed:</b>			



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**Intellectual skills:**

1. Analytical skills. Economists must be able to review data, observe patterns, and draw logical conclusions. ...
2. Communication skills. Economists must be able to explain their work to others. ...
3. Critical-thinking skills. ...
4. Math skills. ...

**Motor Skills:**

1. Detail oriented.
2. Writing skills

**List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)**

1. Analytical skills. Economists must be able to review data, observe patterns, and draw logical conclusions. ...
2. Communication skills. Economists must be able to explain their work to others. ...
3. Critical-thinking skills. ...
4. Detail oriented. ...
5. Math skills. ...
6. Writing skills

**Assignments:**

**List of Books**

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Roy E. Bailey	The Economics of Financial Markets	2005/978-0521612807	Cambridge University Press
Paul Heyne, Peter Boettke, David Prychitko	The Economic way of Thinking	978/0132991292	Pearson

**Reference Books:**

Milton Friedman	Money Mischief	1994/ 978-0156619301	Harcourt Publishers Group

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<b>List of equipment/apparatus for laboratory experiments:</b>							
Sl. No.							
1.	<b>NA</b>						
2.							
3.							
4.							
5.							
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-70.</b>			<b>Time</b>		
<b>allotted-3hrs.</b>							
<b>Group</b>	<b>Unit</b>	<b>Objective Questions</b> (MCQ only with the correct answer)		<b>Subjective Questions</b>			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
<b>A</b>	<b>1,2,3, 4</b>	<b>10</b>	<b>18</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>52</b>
<b>B</b>	<b>4,5, 6, 7, 8</b>	<b>10</b>		<b>4</b>	<b>3</b>		
<ul style="list-style-type: none"> <li>Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.</li> <li>Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.</li> </ul>							

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<b>Name of the Course:</b> Bachelors in Banking and Financial Services			
<b>Subject:</b> Accounting			
<b>Course Code:</b> BBABFS102-B		<b>Semester:</b> 1	
<b>Duration:</b> 30		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
<b>Theory:</b> 5 hours per week		<b>End Semester Exam:</b> 70	
<b>Tutorial:</b> 1 hours per week		<b>Teacher's Assessment:</b> 10	
<b>Practical:</b>		<b>Internal Assessment:</b> 20	
<b>Credit:</b> 6		<b>Practical Sessional internal continuous evaluation:</b>	
		<b>Practical Sessional external examination:</b>	
<b>Aim:</b>			
<b>Sl. No.</b>			
1.	Build a foundation to understand the various concepts of Financial Accounting		
2.	Gain a better understanding of Accounting Mechanics, Accounting Standards and dealing with Financial Statements of Companies		
<b>Objective:</b>			
<b>Sl. No.</b>			
1.	To articulate the financial concepts of accounting in companies		
2.	To gain a clear understanding of Financial Accounting with the help of case studies		
<b>Pre-Requisite:</b>			
<b>Sl. No.</b>			
1.	NA		
<b>Contents</b>			<b>Hrs./week</b>
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
01 Introduction to Accounting	<ul style="list-style-type: none"> <li>• Introduction to concepts of Accounting</li> <li>• Concept and necessity of Accounting</li> <li>• An Overview of Income Statement and Balance Sheet.</li> </ul>	2	6
02 Introduction and Meaning of GAAP	<ul style="list-style-type: none"> <li>• Introducing the meaning of GAAP</li> <li>• Concepts of Accounting</li> <li>• Impact of Accounting</li> <li>• Concepts on Income Statement and Balance Sheet.</li> </ul>		





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03 Accounting Mechanics	<ul style="list-style-type: none"> <li>Understanding of Accounting Mechanics</li> <li>Process leading to preparation of Trial Balance and Financial Statements</li> </ul>		
04 Preparation of Financial Statements with Adjustment Entries.	<ul style="list-style-type: none"> <li>Understanding the Preparation of Financial Statements with Adjustment Entries.</li> </ul>	2	6
05 Revenue Recognition and Measurement	<ul style="list-style-type: none"> <li>Describing Revenue Recognition and Measurement</li> <li>Capital and Revenue Items</li> <li>Treatment of R &amp; D Expenses</li> <li>Preproduction Cost</li> <li>Deferred Revenue Expenditure etc.</li> </ul>	2	6
06 Fixed Assets and Depreciation Accounting	<ul style="list-style-type: none"> <li>Describing Fixed Assets and Depreciation Accounting</li> <li>Evaluation and Accounting of Inventory</li> </ul>	2	6
07 Preparation and Complete Understanding of Corporate Financial Statements	<ul style="list-style-type: none"> <li>Preparation and Complete Understanding of Corporate Financial Statements</li> <li>'T' Form and Vertical Form of Financial Statements.</li> </ul>	2	6
08 Important Accounting Standards	<ul style="list-style-type: none"> <li>Corporate Financial Reporting – Analysis of Interpretation thereof with reference to Ratio Analysis. Fund Flow, Cash Flow.</li> <li>Corporate Accounting. Accounting of Joint Stock Companies: Overview of Share Capital and Debentures, Accounting for Issue and forfeiture of Shares, Issue of Bonus Share, Issue of Debentures.</li> </ul>	2	6
09 Financial Statements of Companies	<ul style="list-style-type: none"> <li>Financial Statements of Companies: Income Statement and Balance Sheet in Schedule VI. Provisions of the Companies Act: Affecting preparation of Financial Statements, Creative Accounting, Annual Report, Presentation and analysis of Audit reports and Directors report. (Students should be exposed to reading of Annual</li> </ul>	2	6



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	Reports of Companies both detailed and summarized version).		
10 Inflation Accounting & Ethical Issue in Accounting	<ul style="list-style-type: none"> <li>Describing Inflation Accounting &amp; Ethical Issue in Accounting</li> </ul>	2	6
11 Case Studies and Presentations	<ul style="list-style-type: none"> <li>Case Studies and Presentations</li> </ul>	<b>10</b>	<b>10</b>
	<b>Sub Total:</b>	<b>30</b>	<b>70</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		<b>30</b>
	<b>Total:</b>		<b>100</b>

**Practical:**

**Skills to be developed:**

Intellectual skills:

1. Analytical Skills.
2. Critical Thinking. ...

Motor Skills:

1. Attention to Detail
2. Interpersonal Communication. ...
3. Adaptability. ...
4. Time Management. ...

**List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)**

1. Analytical Skills.
2. Critical Thinking. ...
3. Attention to Detail
4. Interpersonal Communication. ...
5. Adaptability. ...

**Assignments:**

**List of Books**

**Text Books:**

<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>
P C Tulsian ,	Financial Accounting	2002/ 9788177582284	Pearson

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Gregory Becker	Accounting Principals: The ultimate Beginners Guide to Accounting	978-1081670290	Pearson				
<b>Reference Books:</b>							
M C Shukla S C Gupta T S Grewal	Advanced Accounting Vol - I	2018/ 978-9352533022	S.CHAND				
M C Shukla S C Gupta T S Grewal	Advanced Accounting Vol - II	2018/ 978-8121911009	S.CHAND				
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-70.</b>	<b>Time</b>				
<b>allotted-3hrs.</b>							
Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
<b>A</b>	<b>1,2,3, 4</b>	<b>10</b>	<b>18</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>52</b>
<b>B</b>	<b>4,5, 6, 7, 8</b>	<b>10</b>		<b>4</b>	<b>3</b>		
<ul style="list-style-type: none"> <li>Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.</li> <li>Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.</li> </ul>							



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<b>Name of the Course:</b> Bachelors in Banking and Financial Services			
<b>Subject:</b> Fundamental Analysis & Financial Reporting			
<b>Course Code:</b> BBABFS103		<b>Semester:</b> 1	
<b>Duration:</b> 30		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
<b>Theory:</b> 5 hours per week		<b>End Semester Exam:</b> 70	
<b>Tutorial:</b> 1 hours per week		<b>Teacher's Assessment:</b> 10	
<b>Practical:</b>		<b>Internal Assessment:</b> 20	
<b>Credit:</b> 6		<b>Practical Sessional internal continuous evaluation:</b>	
		<b>Practical Sessional external examination:</b>	
<b>Aim:</b>			
<b>Sl. No.</b>			
1.	Build a foundational understanding of Fundamental Analysis & Financial Reporting		
2.	Establish a link between various components of Fundamental Analysis		
<b>Objective:</b>			
<b>Sl. No.</b>			
1.	To gain an understanding of the various concepts of Fundamental Analysis and financial reports		
<b>Pre-Requisite:</b>			
<b>Sl. No.</b>	<b>NA</b>		
<b>Contents</b>			
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hrs./week</b>	
		<b>Hour s</b>	<b>Marks</b>
01 Introduction to Fundamental Analysis	<ul style="list-style-type: none"> <li>• Describe What is Fundamental Analysis</li> <li>• Identify Who Performs Fundamental Analysis</li> <li>• List the steps of the Fundamental Analysis Process</li> <li>• Data Gathering</li> <li>• Building Models</li> <li>• Analysis</li> <li>• Determining the Business Outlook and Value</li> <li>• Buy / Sell Recommendations</li> </ul>	1	6
02 Economic Analysis	<ul style="list-style-type: none"> <li>• Understanding concepts of economic analysis</li> <li>• Economic cycle</li> <li>• Acceleration</li> <li>• Declaration</li> <li>• Fiscal Policy</li> </ul>	2	6



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	<ul style="list-style-type: none"> <li>• Monetary policy</li> </ul>		
03 Industry Analysis	<ul style="list-style-type: none"> <li>• Understanding Porter's Five Forces</li> <li>• Industry Analysis</li> <li>• Industry Classification</li> <li>• Demand Analysis</li> <li>• Supply Analysis</li> <li>• Profitability</li> </ul>	2	6
04 Financial Statement Analysis	<ul style="list-style-type: none"> <li>• Describe Financial Statement Analysis</li> <li>• List Tools &amp; Techniques of Analysis</li> <li>• List Types of Comparison</li> </ul>	2	6
05 Introduction to Ratios	<ul style="list-style-type: none"> <li>• Describe Ratio Analysis</li> <li>• Describe how is a ratio is expressed</li> <li>• List advantages of Ratio Analysis</li> <li>• Define basis of Ratio Analysis</li> <li>• List classification of Ratios</li> <li>• Define Liquidity Ratios</li> </ul>	2	6
06 Profitability and Valuation Ratios	<ul style="list-style-type: none"> <li>• Describe Profitability Ratios</li> <li>• Describe Valuation Ratios</li> </ul>	3	6
07 Leverage and Efficiency Ratios	<ul style="list-style-type: none"> <li>• Understand Du Pont analysis</li> <li>• Describe Leverage Ratios</li> <li>• Describe Turnover Ratios</li> </ul>	3	6
08 Analyzing Annual Reports	<ul style="list-style-type: none"> <li>• Understand the components and significance of Annual Reports.</li> </ul>	3	6
09 Cash Flow Statements	<ul style="list-style-type: none"> <li>• Describe Cash Flow Statement</li> </ul>	3	6
10 Funds Flow Statement	<ul style="list-style-type: none"> <li>• Understand and Describe Funds Flow Statement</li> </ul>	3	6
11 Reporting Requirements	<ul style="list-style-type: none"> <li>• Reporting Requirements</li> </ul>	3	6
12 Investment Strategy Using FA	<ul style="list-style-type: none"> <li>• Understand Growth Investing using CAN SLIM</li> </ul>	3	4
	<b>Sub Total:</b>	<b>30</b>	<b>70</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		<b>30</b>
	<b>Total:</b>		<b>100</b>
<b>Practical:</b>			
<b>Skills to be developed:</b>			
Intellectual skills:			



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1. Analytical Skills
2. Risk Management.
3. Market Intelligence.
4. Forecasting.
5. Statistical Techniques.

**Motor Skills:**

1. Profiling.
2. Networking.

**List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)**

1. Analytical Skills
2. Risk Management.
3. Market Intelligence.
4. Profiling.
5. Networking.

**List of Books**

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Raghu Palat	Fundamental Analysis for Investors	2015 / 978-8170947950	Vision Books
Michael C Thomsett	Getting Started in Fundamental Analysis	978/0471754466	Pearson

**Reference Books:**

Robert G. Hagstrom	The Warren Buffett Way	2014 / 978-8126546435	Wiley

**List of equipment/apparatus for laboratory experiments:**

Sl. No.	
	<b>NA</b>



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End Semester Examination Scheme.			Maximum Marks-70.		Time allotted-3hrs.		
Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
<b>A</b>	<b>1,2,3, 4</b>	<b>10</b>	<b>18</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>52</b>
<b>B</b>	<b>4,5, 6, 7, 8</b>	<b>10</b>		<b>4</b>	<b>3</b>		

- Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.
- Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

<b>Name of the Course:</b> Bachelors in Banking and Financial Services	
<b>Subject:</b> English Communication	
<b>Course Code:</b> BBABFS104	<b>Semester:</b> 1
<b>Duration:</b> 30 hours	<b>Maximum Marks:</b> 100
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
<b>Theory:</b> 2 hours per week	<b>End Semester Exam:</b> 70
<b>Tutorial:</b>	<b>Teacher's Assessment:</b> 10
<b>Practical:</b>	<b>Internal Assessment:</b> 20
<b>Credit:</b> 2	<b>Practical Sessional internal continuous evaluation:</b>
	<b>Practical Sessional external examination:</b>
<b>Aim:</b>	
<b>Sl. No.</b>	
<b>1</b>	Build a foundational understanding of communications in domestic & international business situations
<b>2</b>	Establish a link between business and effective communication by reducing potential barriers
<b>Objective:</b>	
<b>Sl. No.</b>	
<b>1</b>	To understand and comprehend effective communication for domestic and international business
<b>Pre-Requisite:</b>	
<b>Sl. No.</b>	<b>NA</b>



**Syllabus of BBA Banking and Financial Services  
(Effective from academic session 2021-22)**

Contents		Hrs./week	
Chapter	Name of the Topic	Hours	Marks
01 Understanding communications in domestic & international business situations.	<ul style="list-style-type: none"> <li>Understanding communications in domestic &amp; international business situations.</li> <li>Cultural Context of Communications. Customs and Practices.</li> </ul>	4	4
02 Barriers to effective communication.	<ul style="list-style-type: none"> <li>Barriers to effective communication.</li> <li>Steps to structuring communication well.</li> <li>Powerful techniques to influence people.</li> <li>Importance of 1. Clear Objectives to Communication. 2. Analysis of Receivers Thoughts &amp; Feelings. Structuring Communication in a. Opening b. Body c. Closing.</li> <li>Importance of verbal &amp; non-verbal communication.</li> </ul>	4	4
03 Writing effective emails	<ul style="list-style-type: none"> <li>Writing effective emails. Emails to juniors. Emails to peers. Emails to Seniors. Emails to Customers for Developing Sales. Emails to Customers for Service Issues.</li> </ul>	4	4
04 Influencing & Handling Conflict & Differences of Opinion.	<ul style="list-style-type: none"> <li>Influencing &amp; Handling Conflict &amp; Differences of Opinion.</li> <li>Understanding Submissiveness, aggressive &amp; assertive communication</li> </ul>	4	4
05 Writing effective reports & analysis.	<ul style="list-style-type: none"> <li>Writing effective reports &amp; analysis.</li> <li>Structuring the Reports.</li> <li>Executive Summary. Flow. Methodology. Research Done. Key Findings. Your Analysis. Conclusions &amp; Recommendations.</li> </ul>		
06 Making an effective oral presentation	<ul style="list-style-type: none"> <li>Making an effective oral presentation.</li> <li>Preparing Objectives. Researching Audience needs &amp; wants.</li> <li>Communicating Key Points of the message.</li> <li>Handling Questions &amp; Objections from the Receiver.</li> <li>Closing with Action planning.</li> </ul>		





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**NH-12 (Old NH-34), Simhat, Haringhata, Nadia -741249**

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07 Making an effective presentation	<ul style="list-style-type: none"> <li>Making an effective presentation with PowerPoint slides / Interaction / Videos / audios.</li> </ul>		
	<b>Skill Enhancement Compulsory (SEC)</b>		
	<b>Sub Total:</b>	<b>30</b>	<b>30</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		<b>70</b>
	<b>Total:</b>		<b>100</b>

**Practical:**

**Skills to be developed:**

Intellectual skills:

1. Collaboration.
2. Public Speaking. ...
3. Written Communication.

Motor Skills:

1. Listening. ...
2. Nonverbal Communication. ...

**List of Practical: Sl. No. 1& 2 compulsory & at least three from the rest)**

1. Listening. ...
2. Nonverbal Communication. ...
3. Collaboration.
4. Public Speaking. ...
5. Written Communication.

**List of Books**

**Text Books:**

<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>
Courtland L. Bovee , John V. Thill	Business Communication Essentials	2011 / 978- 0132564809	Pearson
Kerry Patterson	Crucial Conversations:Tools	978/1259005213	McGraw Hill

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		for Talking when stakes are high					
<b>Reference Books:</b>							
Harvard Business Review		HBR's 10 Must Reads: On Communication		2015 / 978-1422189863		Harvard Business Review	
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>							
Group	Unit	Objective Questions (MCQ only with the correct answer)		Subjective Questions			
		No of question to be set	Total Marks	No of question to be set	To answer	Marks per question	Total Marks
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<ul style="list-style-type: none"> <li>Only multiple choice type question (MCQ) with one correct answer are to be set in the objective part.</li> <li>Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.</li> </ul>							