**JYOTI NIVAS COLLEGE AUTONOMOUS**

**Programme: BBA / B. Voc** **Semester: VI**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**No. of Credits: 04** **No. of Hours: 60**

## COURSE OBJECTIVES:

- Evaluate the different types of investment alternatives.
- Evaluate portfolio and portfolio management.
- Understand fundamental and technical analysis.

## LEARNING OUTCOMES:

- To help the student understand the basic concept of Investment.
- To help the student understand the concept of risk and returns.
- To help the student identify the risk and return relationship of different portfolios.
- To help the student choose effective portfolio evaluation measures

## UNIT 1: INTRODUCTION TO INVESTMENTS 12 HRS

Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives, Introduction to Derivatives and NIFTY.
Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Money Market Instruments.

## UNIT 2: RISK-RETURN RELATIONSHIP 10 HRS

Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.

## UNIT 3: FUNDAMENTAL ANALYSIS 12 HRS

Introduction- Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis. Calculation of intrinsic value using fundamental analysis.

## UNIT 4: TECHNICAL ANALYSIS 12 HRS

Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators – RSI and Moving Averages, Testing Technical Trading Rules.

## UNIT 5: PORTFOLIO MANAGEMENT 14 HRS

Meaning of portfolio, Reasons to hold portfolio, Framework, Portfolio Analysis – Selection and Evaluation, Diversification analysis, Markowitz's Model, Assumptions, Risk and return

optimization, Portfolio-evaluation measures, Sharpe's Performance Index, Treynor's Performance Index, Jensen's Performance Index.

**SKILL DEVELOPMENT ACTIVITIES:**

- Using the internet, Identify the key differences between the Government Securities Market and the Corporate Debt Market.
- Explain the difference between systematic and unsystematic risk and give examples for each risk.
- Draw a structure of fundamental analysis.
- Draw and explain three basic types of chart patterns used in technical analysis using MS Excel.

**BOOKS FOR REFERENCE:**


- Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
- Singh Preeti, Investment Management, HPHG
- Alexander Fundamental of Investments, Pearson Ed.
- Hangen: Modern Investment theory. Pearson Ed.
- Kahn: Technical Analysis – Plain and sample Pearson Ed.
- Ranganthan: Investment Analysis and Port folio Management.
- Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
- Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
- Newyork Institute of Finance – How the Bond Market work – PHI.
- Mayo Investment Thomason learning


**Note: Latest edition of text books may be used.**

**JYOTI NIVAS COLLEGE AUTONOMOUS**

**Programme: B.Com/Int. B.Com-M.Com/BBA** **Semester: VI**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**No. of Credits: 4** **No. of Hours: 60**

**COURSE OBJECTIVES:**

- This course will help students to understand the key components of CRM and how it can be integrated within an organization.
- This course helps the students to understand the basics they need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.
- The objective here is to know how CRM creates value for organizations and customers.

**LEARNING OUTCOMES:**

- To learn the framework of customer relationship management.
- To analyze the expectations of customers and the role of CRM in maintaining customer loyalty.
- To understand steps in building customer centricity.
- To get an insight into the strategies for CRM implementation.
- To make the students aware of the role of CRM in formulating marketing strategies to be adopted in the service sector.

**UNIT 1: INTRODUCTION TO CUSTOMER RELATIONSHIP** **12 HRS**

Introduction–CRM –Definition –Emergence of CRM Practice –Factors responsible for CRM growth -CRM process - framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM - Features of CRM - CRM and Cost-Benefit Analysis - CRM and Relationship Marketing. Recent trends in CRM.

**UNIT 2: CRM CONCEPTS** **14 HRS**

Introduction - Customer Value – Customer Expectation – Customer Satisfaction – Customer Centricity – Customer Acquisition - Customer Retention - Customer Loyalty - Customer Lifetime Value. Customer Experience Management – Customer Profitability – Enterprise Marketing Management – Customer Satisfaction Measurements – Web-based Customer Support.

**UNIT 3: PLANNING FOR CRM** **12 HRS**

Elements of CRM plan- Setting CRM Objectives - Steps in Planning-Building Customer Centricity– Defining Data Requirements - Planning Desired Outputs - Relevant issues while planning the Outputs - CRM Strategy: The Strategy Development Process - Customer Strategy Grid.

**UNIT 4: CRM IMPLEMENTATION** **12 HRS**

Information Technology tools in CRM –Strategies for CRM Implementation- Challenges in implementing CRM; Road Map for CRM Performance: CRM Metrics for measuring CRM performance

**UNIT 5: CRM AND MARKETING STRATEGY** **10 HRS**

Role of CRM in formulating Marketing Strategies - Sales Force Automation - Campaign Management –Call Centers. The practice of CRM: CRM in Consumer Markets - CRM in the Services Sector - CRM in Mass Markets –CRM in the Manufacturing Sector.

**SKILL DEVELOPMENT ACTIVITIES:**

- Prepare a report on the impact of technology on CRM.
- Analyse the ways to measure Customer Satisfaction for any consumer product
- Discuss the CRM strategies with a CRM manager of a retail service outlet and list them.
- Prepare a list of metrics to measure CRM performance.
- List out the strategies for customer retention followed by organizations.

**BOOKS FOR REFERENCE:**


- Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
- Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014.
- Jagdish N. Sheth, Atul Parvatiyar& G. Shainesh, "Customer Relationship Management",
- Emerging Concepts, Tools and Application, 2010, TMH
- DilipSoman& Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.
- Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.
- Ken Burnett, the Hand book of Key "Customer Relationship Management", 2010, Pearson Education.
- Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management - An
- Indian Perspective", 2010 Excel Books, 2nd edition


**Note: Latest edition of text books may be used.**

**JYOTI NIVAS COLLEGE AUTONOMOUS**

**Programme: BBA** **Semester: VI**

**HUMAN RESOURCE DEVELOPMENT**

**No. of Credits: 4** **No. of Hours: 60**

**COURSE OBJECTIVES:**

- The course will showcase the contribution of HRD to organizations.
- It will enable students to develop an ability to decide learning and training needs and help develop competence in the design and delivery of learning programs.
- The course aims to equip students to develop themselves into critically reflective and capable HRD practitioners.

**LEARNING OUTCOMES:**

- To understand the need for HRD.
- To implement effective HRD programs.
- To illustrate the models for evaluating the HRD programs.
- To comprehend the need for employee counselling.
- To apprehend the HR performance and benchmarking

**UNIT 1: CONCEPTUAL ANALYSIS OF HRD** **12 HRS**

Introduction – Meaning and Definition of HRD- Need for HRD-Multiple Goals of HRD- HRD Department and its Task- HRD for Organizational Effectiveness- HRD in the Indian Context- HRD Mechanisms- Employee Empowerment- HRD as a Motivational Factor.

**UNIT 2: FRAME WORK OF HUMAN RESOURCE DEVELOPMENT** **12 HRS**

The framework of Human Resource Development - HRD Processes - Assessing HRD Needs - HRD Model – Designing Effective HRD Program - HRD Interventions- Creating HRD Programs - Implementing HRD programs – Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming - Case Studies - Role Plays - Simulations – T-Groups - Transactional Analysis.

**UNIT 3: HUMAN RESOURCE PERFORMANCE** **12 HRS**

Introduction -HR Performance and Benchmarking - Impact of Globalization on HRD- Diversity of Work Force - Work Force Reduction, Realignment and Retention - HRD programs for diverse employees - Expatriate & Repatriate support and development. Realistic Job Review.

**UNIT 4: HRD PROGRAMMES** **12 HRS**

Introduction-Evaluating HRD Programs - Models and Frame Work of Evaluation - Assessing the Impact of HRD Programs - Human Resource Development Applications - Fundamental Concepts of Socialization.

**UNIT 5: EMPLOYEE WELLNESS** **12 HRS**

Introduction - Employee counselling and wellness services – Counselling as an HRD Activity-Counselling Programs - Issues in Employee Counselling - Employee Wellness and Health Promotion Programs - Organizational Strategies Based on Human Resources.

**SKILL DEVELOPMENT ACTIVITIES:**

- Discuss with the HR manager on HRD and prepare a report on the same.
- Identify the diversity issues and their impact on organizations and prepare reports on the same.
- Meet the HR trainer of any MNC and discuss their role and responsibilities.
- Visit any Organization, and discuss with employees about the effectiveness of training.
- Visit any Organization in your locality, collect information on employee wellness and health promotion programs provided by the company

**BOOKS FOR REFERENCE:**


- Werner & Desimone, Human Resource Development, Cengage Learning.
- Uday Kumar Haldar, Human Resource Development, Oxford University Press.
- Srinivas Kandula, Strategic Human Resource Development, PHI Learning.
- Nadler, Leonard: Corporate Human Resource Development, Van Nostrand Reinhold, ASTD, New York.
- Rao, T.V and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2005.
- Viramani, B.R and Seth, Parmila: Evaluating Management Development, Vision Books, New Delhi.
- Rao, T.V: HRD Audit, Sage Publications, New Delhi.
- ILO, Teaching and Training Methods for Management Development Hand Book, McGraw-Hill, New York.
- Rao, T.V: Human Resource Development, Sage Publications, New Delhi.
- Kapur, Sashi: Human Resource Development and Training in Practice, Beacon Books, New Delhi
- Tripathi P.C : Human Resource Development ( Sultan Chand & Sons)
- Mankin, D., Human resource development, Oxford University Press India.


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