

GOVERNMENT COLLEGE FOR MEN (A), KADAPA
DEPARTMENT OF COMMERCE
3rd YEAR B.Com General Structure (W.E.F. 2025-26)

SEMESTER	PAPER NO.	TITLE OF THE COURSE	No. of hours per week	No. of credits
Semester-V	12	Advertising and Media Planning // (OR) Stock Markets	4	4
	13	Customer Relationship Management // (OR) Stock Markets Analysis	4	4
	14	Digital Marketing (OR) Advanced Corporate Accounting //	4	4
	15	Service Marketing // (OR) Software Solutions to Accounting	4	4
	16	MINOR (COMPUTER APPLICATION)		
	17	MINOR (COMPUTER APPLICATION)		
Semester-VI		Internship		

5th SEMESTER B.COM (GENERAL)
SYLLABUS AND MODEL QUESTION
PAPERS

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. General Honours (Major) w.e.f. AY 2025-26

SEMESTER-V

COURSE 12A: ADVERTISING AND MEDIA PLANNING //

Theory Credits: 4

4 hrs/week

Learning Objectives:

The objective of this paper is to help students to acquire knowledge on advertising and media planning and to acquire skills in creating and developing advertisements.

Learning Outcomes:

- At the successful completion of the course students are able to: Understand the role of advertising in the business environment and understand the legal and ethical issues in advertising.
- Acquire skills in creating and developing advertisements and understand up-to-date advances in the current media industry.
- Acquire the necessary skills for planning and advertising media campaigns.

Unit 1: Introduction:

Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects - Its Significance – Advertising as a Marketing Tool and Process for Promotion of Business Development - Criticism on advertising

Unit 2: Strategies of Advertisements: Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR approach

Unit 3: Process of Advertisement:

Creativeness and Communication of Advertising –Creative Thinking – Process – Appeals – Copywriting - Issues in Creation of Copy Testing –Slogan Elements of Design and Principles of Design

Unit 4: Media Planning: Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other Media - Advantages and Disadvantages – Media Planning - Selection of Media.

Unit 5: Analysis of Market Media:

Media Strategy – Market Analysis -Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. General Honours (Major) w.e.f. AY 2025-26

SEMESTER-V: COURSE 13A: CUSTOMER RELATIONSHIP MANAGEMENT //

Theory Credits: 4

4 hrs/week

Learning objectives:

The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers Course Outcomes:

Learning Outcomes:

On successful completion of this course, the students will be able:

1. To be aware of the nuances of customer relationship and to analyze the CRM link with the other aspects of marketing.
2. To impart the basic knowledge of the Role of CRM in increasing the sales of the company and to make the students aware of the different CRM models in the service industry.
3. To make the students aware and analyze the different issues in CRM.

Unit1: Introduction to CRM and eCRM:

Definition, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, CRM technology components, Difference between CRM and eCRM, features of eCRM.

Unit 2: Sales Force Automations (SFA):

Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

Unit 3: Enterprise Marketing Automation (EMA):

Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Unit 4: Call center:

Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

Unit 5: Implementing CRM:

Pre implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, and follow up.

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. General Honours (Major) w.e.f. AY 2025-26

SEMESTER-V

COURSE 14B: ADVANCED CORPORATE ACCOUNTING //

Theory Credits: 4

4 hrs/week

Learning Objectives

The course aims to help learners to acquire conceptual knowledge of purchase of business and amalgamation of companies.

They are able to understand the accounting procedure of liquidation and corporate accounting procedures.

Learning Outcomes

- After completing the course, the student shall be able to: Understand Corporate Accounting environment and record transactions related to Purchase of Business, Amalgamation and Reconstruction.
- Analyze the situations of Purchase of Business and Liquidation and create formulas and calculations relating to Amalgamation, Internal Reconstruction and Holding company accounts.
- Acquire skills of Accounting Procedure of Advanced Corporate Accounting Environment.

Unit 1: Purchase of Business:

Meaning - Purchase Consideration - Methods for determining Purchase Consideration-Discharge of Purchase Consideration-Accounting Treatment.

Unit 2: Amalgamation of Companies:

Meaning and Objectives - Provisions for Amalgamation of Companies as per Accounting Standard 14 - Accounting Treatment.

Unit 3: Internal Reconstruction of Companies :

Meaning - Forms of Internal Reconstruction - Alteration of Share Capital and Reduction of Share Capital- Accounting Treatment.

Unit 4: Accounts of Holding Companies:

Meaning of Holding Companies and Subsidiary companies- Consolidated Financial Statements- Legal requirements on Consolidation Calculation of Minority Interest- Accounting Treatment.

Unit 5: Liquidation:

Meaning - Modes of Winding up of a Company- - Liquidator's Final Statement of Account - Calculation of Liquidator's Remuneration - Preparation of Statement of Affairs and Deficiency Account- Accounting Treatment

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. General Honours (Major) w.e.f. AY 2025-26

SEMESTER-V: COURSE 15A: SERVICE MARKETING //

Theory Credits: 4

4 hrs/week

Learning Objectives:

The objective of this paper is to help students to acquire knowledge on service marketing and customer responses in services marketing.

To familiarize the students on marketing strategies in various services marketing.

Learning Outcomes

- Upon successful completion of the course the student will be able to; Discuss the reasons for growth of the service sector and examine the marketing strategies of Banking Services, insurance and education services.
- Review conflict handling and customer Responses in services marketing. Describe segmentation strategies in service marketing and
- Suggest measures to improve service quality and their service delivery.

Unit 1: Introduction:

Nature and scope of services, characteristics of services, classification of services – Need for service marketing -Reasons for the growth of services sector. Marketing of Banking Services -Marketing in Insurance Sector - Marketing of Education Services.

Unit 2: Consumer Behavior in Services Marketing:

Customer Expectations on Services Factors influencing customer expectation of services. - Service costs experienced by Consumer, the Role of customer in Service Delivery, Conflict handling in Services, Customer Responses in Services, Concept of Customer Delight.

Unit 3: Services Market Segmentation:

Services Market Segmentation: - Market segmentation -Basis & Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing.

Unit 4: Customer Defined Service Standards:

Customer Defined Service Standards - Hard and Soft, Concept of Service Leadership and Service Vision -Meeting Customer Defined Service Standards -Service Flexibility Versus Standards - Strategies to Match Capacity and Demand - managing Demand and Supply of Service .

Unit 5: Service Development and Quality Improvement:

Service Development – need, importance and Types of New Services - stages in development of new services, Service Quality Dimensions - Service Quality Measurement and Service Mapping, Improving Service Quality and Service Delivery, Service Failure and Recovery.

5th SEMESTER B.COM (CA) SYLLABUS
AND MODEL QUESTION PAPERS

GOVERNMENT COLLEGE FOR MEN (A), KADAPA
 DEPARTMENT OF COMMERCE
 3rd YEAR B.Com (CA) STRUCTURE AY 2025-26

Year	Semester	Paper No.	Title of the Course	No. of Hours per week	No. of credits
III	V	12	Advanced Corporate Accounting // (OR) Advertisement and Media Planning	3	3
			Advanced Corporate Accounting // (OR) Advertisement and Media Planning Practical course	2	1
		13	Stock Markets (OR) GST with Tally //	3	3
			Stock Markets (OR) GST with Tally //	2	1
		14	Business Analytics (OR) Cyber Security	3	3
			Business Analytics (OR) Cyber Security practical course	2	1
		15	Mobile Application Development (OR) Block Chain Technology	3	3
			Mobile Application Development (OR) Block Chain Technology Practical course	2	1
		16	MINOR (FM) Stock Market Operations	4	4
		17	MINOR (FM) Project Management	4	4
III	VI		Semester Internship/Apprenticeship		12

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GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. Computer Applications (Major) w.e.f. AY 2025-26

SEMESTER-V

COURSE 12A: ADVANCED CORPORATE ACCOUNTING //

Theory Credits: 3

3 hrs/week

Learning Objectives

The course aims to help learners to acquire conceptual knowledge of purchase of business and amalgamation of companies.

They are able to understand the accounting procedure of liquidation and corporate accounting procedures.

Learning Outcomes

- After completing the course, the student shall be able to: Understand Corporate Accounting environment and record transactions related to Purchase of Business, Amalgamation and Reconstruction.
- Analyze the situations of Purchase of Business and Liquidation and create formulas and calculations relating to Amalgamation, Internal Reconstruction and Holding company accounts.
- Acquire skills of Accounting Procedure of Advanced Corporate Accounting Environment.

Unit 1: Purchase of Business:

Meaning - Purchase Consideration - Methods for determining Purchase Consideration-Discharge of Purchase Consideration-Accounting Treatment.

Unit 2: Amalgamation of Companies:

Meaning and Objectives - Provisions for Amalgamation of Companies as per Accounting Standard 14 - Accounting Treatment.

Unit 3: Internal Reconstruction of Companies :

Meaning - Forms of Internal Reconstruction - Alteration of Share Capital and Reduction of Share Capital- Accounting Treatment.

Unit 4: Accounts of Holding Companies:

Meaning of Holding Companies and Subsidiary companies- Consolidated Financial Statements- Legal requirements on Consolidation Calculation of Minority Interest- Accounting Treatment.

Unit 5: Liquidation: Meaning - Modes of Winding up of a Company - - Liquidator's Final Statement of Account - Calculation of Liquidator's Remuneration - Preparation of Statement of Affairs and Deficiency Account- Accounting Treatment

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.Com. Computer Applications (Major) w.e.f. AY 2025-26

SEMESTER-V

COURSE 13B: GOODS AND SERVICES TAX WITH TALLY //

Theory Credits: 3

3 hrs/week

Learning Outcomes

After completing the course, the student shall be able to:

- Understand the concept of Liability and Payment of GST
- Create a new company in Tally with GST components and establish an environment for GST Voucher entry.
- Comprehend the utilization of input tax credit, and the reverse charge mechanism in GST
- Acquire Skills of preparation of GST Returns in accordance with GST Law and Tally
- Acquire skill of online payment of GST through GST Portal.

Unit 1: Introduction:

Overview of GST - Concepts –Taxes Subsumed under GST –Components of GST- GST Council- Advantages of GST-GST Registration.

Unit 2: GST – Accounting Masters and Inventory Masters in Tally :

Company Creation - General Ledgers & GST Ledgers Creation - Stock Groups , Stock Items and Unit of Measure - GST Rate Allocation to Stocks

Unit 3: GST Voucher Entry:

GST Vouchers - Customizing the Existing Voucher types with applicable GST Rates –Mapping of Input Tax Credit on Purchase Vouchers - Output Tax on Sales Vouchers- Purchase and Sales Voucher Entries with Single Rated GST and Multiple Rated GST Goods.

Unit 4: GST Returns: Regular Monthly returns and Annual Return- Returns for Composition Scheme- Generation of Returns - GSTR-1, GSTR-2, GSTR-3, GSTR-4, GSTR-9, GSTR-3B

Unit 5: Payment of GST online:

Payment of GST- Electronic Filing of GST Returns – Refunds – Penalties- Administrative structure of GST Officers- Powers- Jurisdiction.

Activities

• Seminars, • Practice of Terminology of Goods and Service Tax ; Prepare chart showing rates of GST, • Follow GST Council meeting updates regularly, • Creation of GST Vouchers and Tax invoices, • Visit a Tax firm (Individual and Group), Guest lecture by GST official, • Prepare Tax invoice under the GST Act, • Practice on how to file a Returns, Debate on Single GS, Dual GST, Group Discussions on Goods and Services outside the Purview of GST

5TH SEMESTER B.COM(CA) MINOR (FM)
SYLLABUS AND MODEL QUESTION
PAPERS

GOVERNMENT COLLEGE FOR MEN (A), KADAPA
MINOR FOR B.COM (CA): FINANCIAL MANAGEMENT
SEMESTER-V: COURSE 5: STOCK MARKET OPERATIONS //
MODEL QUESTION PAPER (W.E.F. 2025-26)

Theory Credits: 4

4 hrs/week

Course objectives:

- To make the student understand the Capital Markets' scenario
- To make the student understand the nature and significance of stock markets
- To understand the process of listing of stocks.
- To provide an overview of the Stock Market Indices.
- To impart basics of the commodity and currency markets.

SYLLABUS:

UNIT I : CAPITAL MARKETS IN INDIA

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market - Methods of floatation of capital - Problems of New Issues Market - IPO's - Investor protection in primary market - Recent trends in primary market - SEBI measures for primary market.

UNIT II : STOCK EXCHANGES

Meaning, Nature and Functions of Secondary Market - Organization and Regulatory framework for stock exchanges in India - SEBI: functions and measures for secondary market - Overview of major stock exchanges in India.

UNIT III : LISTING OF SECURITIES

Meaning - Merits and Demerits - Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue - Listing conditions of BSE and NSE - Delisting.

UNIT IV : STOCK MARKET INDICES

Stock Market Indices: Meaning, Purpose, and Construction in developing index - Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-float method) - Stock market indices in India - BSE Sensex - Scrip selection criteria - BSE indices (briefly) - NSE indices - S&P CNX Nifty.

UNIT V : COMMODITY AND CURRENCY MARKETS

Commodity exchanges : evolution and history - governing regulations - price -risk management - commodity exposure - hedge accounting - currency futures - managing exchange rate - carbon markets - weather derivatives - ETFs - Purpose, Importance, types , construction.

Recommended Books:

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House
2. Dr. V.A. Aradhani, Security Analysis and Portfolio Management, Himalaya Publishing House, Mumbai.

GOVERNMENT COLLEGE FOR MEN (A), KADAPA
MINOR FOR B.COM (CA): FINANCIAL MANAGEMENT
SEMESTER-V COURSE 6: PROJECT MANAGEMENT //
MODEL QUESTION PAPER (W.E.F.2025-26)

Theory Credits: 4 4 hrs/week

Course Objectives:

1. To enable the student to conduct preliminary screening of project.
2. To gain knowledge on conducting the studies of market, technical and operational feasibility of the Project.
3. To analyse the financial viability of the project.
4. To provide insight into implementation and abandonment of project.

SYLLABUS;

UNIT I

Project Management; Meaning, Characteristics and importance project management; Classification of Projects, Project Life Cycle and its Phases- identification, formulation and implementation.

UNIT II

Appraisal of Projects – Market feasibility, technical feasibility, financial feasibility - feasibility report. .
Financial Appraisal of a Project – Project Evaluation Techniques – traditional and modern (theory only).

UNIT III

Project Financing; Project Financing Capital structure, sources of finance Margin money, promoter's contribution, consortium lending and local syndication by banks, financing through markets and public issues, Term loans and debentures.

UNIT IV

Project Implementation and Control: Organizing human resources, systems and procedure for project implementation. Working of systems, Design of systems, project work system design, work breakdown structure, project execution plan, project control system, project diary, project control –scope/progress control, performance control, schedule control and cost control.

UNIT V

Social Cost benefit Analysis: The rationale for Social cost benefit analysis, UNIDO approaches for Social Cost benefit analysis, Methods followed by Financial Institutions. Project Scheduling: PERT and CPM networks.

Recommended Books:

1. Gido: Effective Project Management, Thomson.
2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Company Pvt. Ltd.
3. Damodaran, Corporate Finance, John Wiley Publications.
4. Erhardt & Brigham, Principles of Corporate Finance, Thomson.
5. Singh M.K, Project Evaluation and Management.

5th SEMESTER ~~PROGRAM~~ (BBA) SYLLABUS
AND MODEL QUESTION PAPERS

GOVERNMENT COLLEGE FOR MEN (A), KADAPA
DEPARTMENT OF COMMERCE

BBA 3rd YEAR STRUCTURE (W.E.F.2025-26)

S.NO.	SEMESTER	SUBJECT	NO. OF HOURS PER WEEK	CREDITS
1	V	Sales and Distribution (OR) Advertising Management //	4	4
2	V	Training and Development // (OR) Labour Legislation	4	4
3	V	Security Analysis and Portfolio (OR) Financial Markets //	4	4
4	V	Production and Operations Management (OR) Project Management //	4	4
	V	MINOR (COMPUTER)		
	V	MINOR (COMPUTER)		
	VI	INTERNSHIP		

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.B.A. Honours (Major) w.e.f. AY 2025-26

SEMESTER-V

COURSE 12: ADVERTISING MANAGEMENT //

4 hrs/week

Theory Credits: 4

Course Objectives:

- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.
- To know the importance of advertising budgeting, advertising agencies and evaluating advertising campaigns.
- To equip the students with the concepts, types and importance of branding.
- To learn about brand equity, brand evaluation and brand management.

UNIT-I: INTRODUCTION TO ADVERTISING MANAGEMENT

Advertising- Meaning, Importance and objectives of Advertising. History, Classification and Functions. Role of Advertising in Promotional Mix, Types of Advertising, Integrated Marketing Communication. Digital Advertising- Meaning, Advantages, Limitations, Types of Digital Advertising.

UNIT-II: ADVERTISING AND MEDIA PLANNING

Types of Advertising Appeals, Media – Objectives. Media Plan- Media Planning and Role of Media Planning. Market Analysis, Target Market Coverage, Geographic Coverage. Scheduling Creative aspects, Reach and Frequency, Developing and Implementing Media Strategies. Media mix Decisions, Evaluating the effectiveness.

UNIT-III: ADVERTISING BUDGET AND AD AGENCIES

Advertising Budgets, Methods of Formulating Advertising Budgets. Evaluating Advertising Effectiveness (DAGMAR), Advertising Agencies, Functions of Advertising Agency, Various Functional Departments, Evaluation Criteria for selecting an Advertising Agency. International Advertising, Impact of Culture, Customs, Laws and Regulations, ethics.

UNIT-IV: BRANDING

Introduction to Branding, benefits, Types of Brands. Branding decisions, Brand Identity, Brand Personality and Positioning, Brand repositioning. Product and Brand Extensions, Advantages of Extensions, Disadvantages of Brand Extensions.

UNIT-V: BRAND MANAGEMENT

Measuring Brand Equity, Evaluating Brand Performance. Designing Brand Marketing Programmes, Branding in Retail Business, Role of Own Label.

Reference Books:

1. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi.
2. S.H.H.Kazmi, Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi.

GOVT. COLLEGE FOR MEN (A), KADAPA

Programme: B.B.A. Honours (Major) w.e.f. AY 2025-26

SEMESTER-V: COURSE 13: TRAINING AND DEVELOPMENT //

4 hrs/week

Theory Credits: 4

Course Objectives:

- Understand basic concepts associated with the learning process, learning theories, training and development.
- Understand training needs, identification of training needs, training processes, training methods.
- To familiarize with evaluation design to assess training program effectiveness.
- Emerging trends in training and development.
- Relevance and usefulness of training expertise in the organizational work environment.

UNIT-I: TRAINING AND DEVELOPMENT

Introduction to Training- Scope, Objectives and Importance. Beneficiaries of Training, Factors influencing working and learning. Training Need Analysis, Training practices, Problems in Training process, emerging trends in training.

UNIT-II: STEPS IN TRAINING PROGRAM

Need for Training and Development, Role of training managers – Administrators, Consultants, Designers and Instructors, Identification of training needs – Potential macro needs, - Designing Competency Based training programs. Evaluation of training programs- Evaluation process, Feedback mechanism, Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

UNIT-III : TRAINING DESIGN

Introduction to Training Design, Factors affecting design of a training program, Designing a training module, Identification of Trainer, designing the Training Schedule, Preparing content, Study Material. Budgeting for training, types of cost involved in training programs. Identification of alternative methods of instruction. Conduct of the Program- Physical arrangements, Creating climate for learning, tips for effective implementation.

UNIT-IV: TRAINING METHODS AND TRAINER'S STYLE

Types of training- On-the-Job methods, Off-the-Job training methods (Job Instruction method, Job Rotation Method, presentation methods, hands on methods, group building methods), choosing a training method. Competence of trainer- Trainer's skills and style , Trainer's roles, Do's and Don'ts for Trainers.

UNIT-V : DEVELOPMENT

Executive Development- Need, importance of Training for Managers. Steps in the organization of Executive Development Programs, Techniques of Development Programs. Difference between Training and Development, Career Development. Counselling- Meaning of Counselling, Process of Counselling. Non-Directive Counselling, Evaluation of Counselling programs, Factors determining Effectiveness of Counselling.

GOVT. COLLEGE FOR MEN (A), KADAPA
Programme: B.B.A. Honours (Major) w.e.f. AY 2025-26
SEMESTER-V

COURSE 14: FINANCIAL MARKETS //

Theory Credits: 4

4 hrs/week

Course objectives:

- To gain conceptual knowledge on the financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.

UNIT-I: INDIAN FINANCIAL SYSTEM

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System - Financial markets- Financial institutions- Financial Instruments-Financial Services.

UNIT-II: MONEY MARKET.

Introduction-Definition of Money Market- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market-Money Market Instruments- Commercial Bills-Finance Bills or Usance Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits, - Deficiencies of Money Market.

UNIT-III: CAPITAL MARKET.

Introduction- Meaning, Objectives and importance and Functions of Capital Markets – Structure of Indian Capital Market – Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-Gilt edged Securities (Government Securities, Semi Government Securities) - Regulation of Capital Market (SEBI)Primary Mary Market (Functions, Methods and Operations of New Issue Market)- Secondary market (NSE)

UNIT-IV: FOREIGN EXCHANGE MARKET.

Features of Foreign Exchange Market-Functions and Organisation- Structure- Participants in the Foreign exchange Market- Forex Exchange rates (Spot & Forward) -Theory of Purchasing Power Parity -Arbitrage.

UNIT-V: THE DERIVATIVES MARKETS:

Futures (Swaps and forward contracts) & Options- Derivatives markets (MEFF) -Hedging Vs speculating with derivatives.

Reference Books:

1. Financial Markets, Institutions and Financial Services-Clifford Gomez-PHI Learning Private Limited.
2. I.M.Bhole, Financial Institution and Markets, McGraw hill.
3. Shashi K. Gupta, Nisha Agarwal and Neeti Gupta, Financial Institutions and Market, Kalyani Publications.
4. T.R. Jain, R.L.Sarma - Indian Financial System- VK Global publisher.
5. Jitendra Gala - Guide to Indian Stock Markets, Buzzing Stock publishing house.

GOVT. COLLEGE FOR MEN (A), KADAPA
Programme: B.B.A. Honours (Major) w.e.f. AY 2025-26
SEMESTER-V
COURSE 15: PROJECT MANAGEMENT //

4 hrs/week

Theory Credits: 4

Course Objectives:

- To expose Students to the concepts of project management and planning.
- To enable students to identify and select projects and its feasibility.
- To equip the students with network analysis tools and project evaluation techniques.
- To make them understand about the human aspects in managing the projects in an organisation.
- Demonstrate effective project execution and control techniques that result in successful projects.

UNIT-I: PROJECT MANAGEMENT

Definition of Project, Types of Projects. Project management –overview, significance of PM. Project Life Cycle-Project Initiation, Project Planning, Project Execution, Monitoring and Control, Project Closure. Typical project management issues.

UNIT-II: PROJECT PLANNING AND SELECTION

Project planning process- Sources of new project ideas, Preliminary screening of projects. Initial project coordination, Identification and determinants of cost of project, its financing. Project Appraisal, Feasibility studies- finance, technical and market potential, Creating a Project Action Plan, Creating the Work Breakdown Structure.

UNIT-III: NETWORK ANALYSIS AND PROJECT EVALUATION

Project Network Analysis- PERT/CPM, Time estimates in Critical Path Analysis, Floats and Project Time–Cost Trade-off in Project Time Management. Project evaluation methods- Payback Period, Net Present Value, Internal Rate of Return and Project Evaluation under uncertainty.

UNIT-IV: PROJECT ORGANIZATION

Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.

UNIT-V: PROJECT MONITORING

Designing the monitoring system, Project reporting, Measuring the performance of a project, Risk Management Process, Contingency Planning, Project Cost Management, Computerized Project Management Systems.

Reference Books

1. Gopala Krishnan & Rama Murthy, A Text book of Project Management, McMillan India
2. S. Choudhary, Project Management, Tata McGraw Hill Publication.
3. Clifford F Gray, Project Management: The Managerial Process, Oregon State University.