

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: V

**CONSUMER BEHAVIOUR
MARKETING ELECTIVE PAPER – II**

Course Code: 18BB506A

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize students with the behavior of consumers.
- To study the various determinants of consumer behavior.
- To study the effect of consumer dissatisfaction on the products or services.

LEARNING OUTCOMES:

- To enable the students to know the reason for the behavior of consumers.
- To analyze the determinants of consumer behavior.
- To enable the students to know the effectiveness of consumerism.

UNIT 1:INTRODUCTION:

10 HRS

Introduction to Consumer Behaviour – A managerial and Consumer perspective, why study Consumer Behaviour, Market Segment and Consumer Behaviour.

UNIT 2:

15 HRS

INDIVIDUAL DETERMINANTS OF CONSUMERBEHAVIOUR:

Consumer needs & motivation; Personality & Self concept; consumer perception; learning and memory; nature of consumer attitudes' Consumer attitude formation and change.

UNIT 3

15 HRS

ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR:

Family influences ; the influence of culture, sub culture and cross cultural Influences; group dynamics and consumer reference groups; social class & Consumer Satisfaction.

UNIT 4:

10 HRS

CONSUMER'S DECISION MAKING PROCESS:

Problem recognition ; Search & Evaluation ; Purchase Process ; Post-Purchase behaviour ; personal influence & opinion leadership process ; diffusion of innovations ; Models of Consumer Behaviour – Howard Sheth Model and Pavlovian Model Researching Consumer Behaviour;

UNIT 5

10 HRS

CONSUMER SATISFACTION & CONSUMERISM:

Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction ; Sources of Consumer Satisfaction; consumer delight, consumer astonishment, consumer ecstasy, consumer engagement, consumer retention- consumer attraction; growth & expansion of consumer base; Dealing with consumer complaint, Concept of consumerism ; Consumerism in India ; the Indian Consumer ; Reason for growth of consumerism in India ; Customer Relationship Marketing and its environment.

SKILL DEVELOPMENT

- Study of importance of children/ teenage segment.
- Consumers buying behavior (of various products).
- Changing consumer's attitude towards a product.
- Study on consumers decision making process for products(different products).
- Reading journals and case studies and presenting it.

REFERENCES:

1. Lean. G. Schiffman Leslve Lazor Kanut, Consumer Behaviour, Prentice hall International, 1996.
2. David L London and Albert J Della Bitta, Tata Mc Graw Hill, 2005
3. Jay D Lindquist and M Joseph Sirgy, Consumer behavior, Theory and marketing application, Biztantra, 2003.
4. Geoffrey P Lantos, Consumer Behavior in Action, Yen Dee Publishing pvt Ltd, 2011.
5. Suja R Nair, Consumer Behaviour in Indian Perspective, Himalaya Publishing House 2009.
6. Santakki – Consumer Behaviour
7. Schiffman – Consumer Behaviour
8. Suja R Nair – Consumer Behaviour cases & Texts.

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Programme: B.B.A

Semester: V

**SECURITY ANALYSIS
FINANCE ELECTIVE PAPER**

Course Code: 18BB506B

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize the students with the issues relating to security analysis, markets, management exchange rates and the risk associated with it.
- gives the knowledge on stock market.
- It enhance the knowledge on stock market terminology

LEARNING OUTCOMES:

- Gives the opportunities in the investment banking sectors.
- Gives the opportunities in the portfolio management sectors.
- Gives the opportunities in the advisories and project evaluation service.

UNIT 1:

04 HRS

Nature & Scope of Investment Management:

Investment-speculation-gambling & investment-objectives-features-investment process-investment policy-security analysis-valuation.

UNIT 2:

06 HRS

Investment opportunities:

Non Marketable financial assets- Bank Deposits, Post Office Deposits, NSC, Employee Provident fund- Meaning and Benefits only.

Money Market Instruments: Different types of instruments (meaning only)

Fixed income securities: Government bonds, Savings bonds

Others: Equity shares(concept only), Mutual Fund –different types of schemes, Life Insurance- types of policies- Real Estate, Precious objects- Gold, Silver, Art objects and Antiques.

Investment opportunities in India

UNIT 3

14 HRS

Introduction to Security Analysis-

Sources of information- factors influencing market behavior-

Fundamental Analysis - Introduction-

Economy Analysis- Meaning- economic forecasting and forecasting techniques-

Industry analysis- Meaning-classification of industries-Industry life cycle - indicators of Industry analysis

Company analysis: Meaning- Non-financial & financial aspects of Company analysis- Ratios (meaning only)

UNIT 4:

16 HRS

Technical analysis:

Introduction- assumptions- Dow Theory -Advanced Decline Theory- charts as a technical tool- types of charts- point and figure chart, line chart, bar chart, moving averages, Technical analysis v/s Fundamental analysis- Criticisms of Technical Analysis

Efficient Market Hypothesis :

Introduction- Assumptions- Weak form, semi-strong, strong form, Benefits of an efficient market- Random Walk Theory

UNIT 5

12 HRS

Valuation of Securities

Time Value of money- Present value and Future Value concepts and problems- Annuity factors- Bond valuation-Equity valuation- Preference share valuation.

UNIT 6

08 HRS

Stock market indices

Meaning-usefulness of indices-computation of stock index- **Listing of securities:**

Meaning-merits of listing-demerits of listing-qualification for listing-listing of right shares-recent development

SKILL DEVELOPMENT

- Make list of thirty companies which gone for an IPO very recently.
- Prepare a statement showing the ups and downs in the BSE index to the last one year
- Using technical analysis identify five securities you would invest in.
- Using fundamental analysis identify five securities you would invest in.

REFERENCES:

1. Priti Singh- Portfolio Management-Himalaya Publications
2. V.K Avadhani-Security Analysis and Portfolio Management-HPH
3. Fischer and Jordan- Security Analysis and Portfolio Management-Prentice Hall

4. Prasanna Chandra- Security Analysis Investment management
5. Sudhindra Bhatt, Security Analysis and Portfolio management, Excel Books