

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2026-27
COURSE STRUCTURE**

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	IV	8	Affiliate Marketing	4	4
		9	Search Engine Marketing	4	4
		10	Financial Management	4	4

SEMESTER-IV
COURSE 10: FINANCIAL MANAGEMENT

Theory 4 hrs/week

Credits: 4

Course Objectives

This course is designed to:

- Introduce students to the principles and functions of financial management.
- Provide knowledge on financial planning, capital budgeting, and working capital management.
- Develop skills in evaluating financial performance using various tools.
- Familiarize students with the concepts of cost of capital, capital structure, and dividend policies.
- Enable students to make sound financial decisions in business contexts.

Course Outcomes (COs)

Upon completion of the course, students will be able to:

CO1: Understand the role and scope of financial management in business.

CO2: Analyze financial statements and ratios to evaluate firm performance.

CO3: Apply capital budgeting techniques to assess investment decisions.

CO4: Evaluate decisions related to capital structure, leverage, and dividend policy.

CO5: Plan and manage working capital efficiently.

Unit I: Introduction to Financial Management

Nature, Scope, and Objectives of Financial Management – Profit vs. Wealth Maximization – Functions of Finance Manager – Time Value of Money – Risk and Return Trade-Off – Financial Decisions and their Interrelation.

Unit II: Capital Budgeting

Meaning and Importance of Capital Budgeting – Methods: Payback Period, NPV, IRR, Profitability Index – Capital Rationing Analysis

Unit III: Capital Structure and Cost of Capital

Concept and Significance of Capital Structure – Factors Affecting Capital Structure – Leverages: Operating, Financial, and Combined – EBIT-EPS Analysis – Cost of Capital: Cost of Equity, Debt, Preference Shares, Weighted Average Cost of Capital (WACC).

Unit IV: Working Capital Management

Concept and Need for Working Capital – Determinants of Working Capital – Operating Cycle – Management of Cash, Inventory, and Receivables – Working Capital Financing – Estimation of Working Capital Requirement.

Unit V: Dividend and Financial Decisions

Dividend Policy: Determinants and Types – Theories of Dividend: Walter, Gordon, and MM Hypothesis – Financial Planning – Sources of Finance: Long-Term and Short-Term.

Student-Centric Activities

- ☐ **Case Studies** on capital budgeting or working capital problems.
- ☐ **Group Projects** on analyzing financial performance of listed companies.
- ☐ **Role Play** as financial advisors making investment recommendations.
- ☐ **Financial Planning Simulation** using Excel for WACC or capital structure decisions.
- ☐ **Quizzes & MCQs** on time value of money and ratio analysis.

Recommended Textbooks

1. **Khan, M.Y. & Jain, P.K.** (2022). *Financial Management: Text, Problems and Cases*. McGraw Hill.
2. **Pandey, I.M.** (2021). *Financial Management*. Vikas Publishing.
3. **Chandra, Prasanna.** (2022). *Financial Management: Theory and Practice*. Tata McGraw Hill.
4. **Rustagi, R.P.** (2021). *Fundamentals of Financial Management*. Taxmann.
5. **Van Horne, J.C. & Dhamija, S.** (2020). *Financial Management and Policy*. Pearson Education.

MODEL QUESTION PAPER
SEMESTER-IV
COURSE 10: FINANCIAL MANAGEMENT
(w.e.f. 2026-27)

Time :3Hrs

Max Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following

5 X 12= 60 Marks

11. Long answer question from Unit-1
- OR**
12. Long answer question from Unit-1
13. Long answer question from Unit-2
- OR**
14. Long answer question from Unit-2
15. Long answer question from Unit-3
- OR**
16. Long answer question from Unit-3
- OR**
17. Long answer question from Unit-4
- OR**
18. Long answer question from Unit-4
19. Long answer question from Unit-5
- OR**
20. Long answer question from Unit-5