LNCT UNIVERSITY, BHOPAL

Program: BBA BIA **Semester-V** **Session : 2025-26**

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
MANAGERIAL ECONOMICS	BIA-501	3	1	70	30	100

Objectives : The objective of this course is to illustrate the application of economic theory and methodology as an alternative in managerial decisions.

Unit	Contents (Theory)	Hours/Week
I	Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.	9 Hours
II	Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting. Indifference curve, Utility Analysis	10 Hours
III	Market analysis-Nature of market, Types of markets and their characteristics pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.	8 Hours
IV	Pricing methods and Pricing Policies, Price Discrimination, National Income: Concepts and Measurements. GDP, GNP, NNP, NDP	9 Hours
V	Economic Growth and Development, Business Cycle, The balance of payments, Inflation. Fiscal Policy and Monetary Policy	9 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Dr. J P Mishra	Business Economics	2023	Sahitya Bhawan Publication
D N Dwivedi	Managerial Economics	9th Edition	Vikas Publishing

LNCT UNIVERSITY, BHOPAL

Program: BBA BIA **Semester-V** **Session : 2025-26**

Name of Paper	Paper Code					
FINANCIAL MANAGEMENT	**BIA-502**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *This course is intended to introduce the basic theory, concepts and practical applications in financial management and to enable students to analyze various corporate decisions.*

Unit		Hours/Week
I	**Introduction to Financial management:** Financial management& its scope, Corporate Governance and Agency Problem Financial Decisions, Time Value ofMoney, Du-pont Analysis	10 Hours
II	**Investment and Financing Decision:** Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Cash Flows as Profit and components of Cash Flows, Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analysing Projects.	10 Hours
III	**Financial Decision:** Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference.	9 Hours
IV	**Dividend Relevance:** Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, and Dividend Models: Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.	8 Hours
V	**Management of Working Capital** - Cash Receivables, Inventory Management, Internal Financing.	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Khan and Jain	Financial Management	7thEd	(Tata McGraw Hill)
William HakkaBettnerCarcello	Financial and Management Accounting	TMH-16thEd.	

LNCT UNIVERSITY, BHOPAL

Program: BBA BIA **Semester-V** **Session: 2025-26**

Name of Paper	Paper Code	Theory				
TIME SERIES ANALYSIS	**BIA-503**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *the objective of this course is to teach Time series data, A set of observations on the values that a variable takes at different time.*

Unit	Contents (Theory)	Hours/Week
I	Introduction of time series data using statistical technique — deals with data, Dependence refers to the association and features, Stationarity, Differencing, Specification	10 Hours
II	Components of Time series: Free Hand Methods, Semi Average method, Moving Average, Formulate moving average, Least Square method.	10 Hours
III	Curve fitting in time series analysis: Non-linear relationship, Dependent variable, Regression in curve fitting, Introduction of modelling time series, Moving average, exponential smoothing	9 Hours
IV	Introduction to ARIMA, ARIMA in Time series, Identification of ARIMA parameters	8 Hours
V	Exponential smoothing in time series analysis Predicts past and current values, Alpha, Gamma, Phi, and Delta. parameters that estimate the effect of the time series data	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Brockwell, P. J., & Davis, R. A.	Time Series: Theory and Methods		
John Paul Mueller	Beginning Programming with Python for Dummies		
Gallistel, C. R	Classical conditioning as a nonstationary, multivariate time series analysis: A spreadsheet model		

LNCT UNIVERSITY, BHOPAL

Program: BBA BIA **Semester-V** **Session : 2025-26**

Name of Paper	Paper Code	Theory				
DIGITAL MARKETING & SOCIAL MEDIA ANALYSIS	**BIA-504**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *The objective of this course is to introduce current and core practices of digital and social media marketing to analyze, plan, execute and evaluate a digital and social marketing strategy*

Unit	Contents (Theory)	Hours/Week
I	Digital and social media— the context. Traditional media space and media planning. Social media platforms, native content platforms, Online marketing and data sharing.	9 Hours
II	Introduction to digital and social media marketing: Overview. Digital marketing in India. Select topics- search engine advertising, search engine optimization (SEO), SEO phases, on page optimization	10 Hours
III	Digital Marketing analytics: How Web analytics works, Building blocks of Web and Digital analytics, Marketing analytics process, Association Rule mining.	8 Hours
IV	Media planning for social media marketing: Building a social media marketing strategy— target segment and objectives. Media buying Models – cost per click, cost per lead, targeting, analytical tools. Media planning. Creating and enhancing ad campaign.	10 Hours
V	Google Analytics: Advanced displays, segments & Views, Navigating, Reports, Dashboards.	8Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Gupta,	Digital Marketing		McGraw Hill
Bhatia,	Fundamentals of Digital Marketing,		Pearson

LNCT UNIVERSITY, BHOPAL

Program: BBA BIA **Semester-V** **Session : 2025-26**

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
MACHINE LEARNING ALGORITHMS & ARTIFICIAL INTELLIGENCE	BIA-505	3	1	70	30	100

Objectives: *The objectives of data mining are and how to conduct a data mining project. Provide knowledge of popular classification techniques, such as decision trees, and nearest-neighbor approaches.*

Unit	Contents (Theory)	Hours/Week
I	Decision Tree: Difference between Regression and Classification, Introduction to Decision Trees, Classification and Regression Tree, applications of decision trees, C5.0	10 Hours
II	Support Vector Machines (SVM) — introduction to SVM, application areas of SVM, SVM algorithms.	8 Hours
III	Introduction to Random Forest, Random forest for Regression, Random Forest with Classification, selection of optimum number of trees	8 Hours
IV	Introduction to Ensemble methods, understanding bagging, introduction to boosting, difference between bagging and boosting, Gradient Boosting, XG Boosting. Amazon Al	10 Hours
V	Image Processing, Augmented intelligence: Understanding the unstructured data, Image Processing, Support Vector Machine for predictive modelling of image data, Microsoft cognitive services.	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Turban, ShardaEfraim; Ramesh, DursunDelen and King, David.	Business Intelligence: A Managerial Approach		Prentice Hall.
Han, Jiawei and Kamber, Micheline.	Data Mining: Concepts and Techniques,		Morgan Kaufman Publishers.
Tang, P.N., Steinback, M. and Kumar, V.	Introduction to Data Mining.		Addison Wesley.