



Programme: Bachelor of Business Administration

Semester VI

BBA 621-18

PERSONAL FINANCIAL PLANNING

Objective: The objective of this course is to enable the students to analyze their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.
CO2	Understand the various sources of investment and credit and their respective income tax implications.
CO3	Understand the concept of risk-return and risk management.
CO4	Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.
CO5	Master the ethical guidelines and standards, disciplinary rules and procedures, and the consumer protection laws regarding personal finance.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf>)