

CHOICE BASED CREDIT SYSTEM

Group I: Core Courses

B.A. - BUSINESS MANAGEMENT

Semester/ Paper	Examination	Int. Assmnt marks	Total marks	Credits	Teaching work load
I Sem-Paper I –BASBMC 131: Principles of Management	120	30	150	3	6hrs.
II Sem- Paper II BASBMC 181: Principles of Management	120	30	150	3	6hrs
III Sem-Paper III BASBMC 231: Marketing and Retail Management	120	30	150	3	6hrs
IV Sem-Paper IV BASBMC 281: Entrepreneurship & Financial Decisions	120	30	150	3	6hrs.
V Sem- Paper V BASBMC 331: Human Resource Management	120	30	150	3	5hrs.
V Sem- Paper-VI BASBMC 332: Managerial Economics and Basic Statistics	120	30	150	3	5hrs.
VI Sem-Paper VII BASBMC 381: Income Tax and Change Management	120	30	150	3	5hrs.
VI Sem - Paper VIII BASBMC 382: Project Report	120	30 (Viva Voce)	150	3	5hrs.

QUESTION PAPER PATTERN

Question paper consists of 3 parts. In all the 3 parts there must be at least one question from each unit.

In Part A, 5 out of 6 must be answered: 4 marks X5 = 20

In Part B, 5 out of 6 must be answered: 8 marks X5 = 40

In Part C, 4 out of 5 must be answered: 15 marks X 4= 60

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
I B.A. I SEMESTER
PAPER-I:
BASBMC 131: PRINCIPLES OF MANAGEMENT
(6 hrs/week)

MODULE – I

MANAGEMENT – Meaning, definition, nature, characteristics,
Management and Administration - Levels of management, characteristics of managerial levels. **15 hrs**

MODULE – II

PLANNING - Meaning, definition, nature, types, elements, steps, advantages and disadvantages. **10 hrs**

MODULE – III

DECISION MAKING - Meaning, definition, characteristics, importance, types, steps, qualities of good decision. **10 hrs**

MODULE – IV

ORGANISATION – Meaning, definition, steps, features, principles of organization, Delegation – principles, difficulties, steps to make delegation effective – Centralization and Decentralization, advantages and disadvantages- Line, Line and staff, functional and committee organization. **30 hrs**

REFERENCE BOOKS

1. Reddy : Business Management, Himalaya Publishing, Mumbai
2. Srinivasan : Management Principles and Practice
3. Sherlekar-: Principles of Business Management
4. R. Sharrna. Laxminarayana : Principles and Practice of Management, Agarwal, Agra.
5. J.S Chandan: Management Theory and Practice, Vikas Publishing, New Delhi.

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
I B.A. II SEMESTER
PAPER-II:
BASBMC 181: PRINCIPLES OF MANAGEMENT
(6 hrs/week)

MODULE – I

ORGANIZATION CHART – Types, principles, authority and responsibility-
Formal and informal organ – Departmentation, importance, types. **15 hrs**

MODULE – II

STAFFING – Need, factors influencing, Manpower Planning, features
CONTROLLING – Meaning, definition, steps, characteristics, advantages and limitations. **15 hrs**

MODULE – III

MOTIVATION – Meaning, definition, Theories of Maslow, McGregor, Expectancy techniques.
LEADERSHIP – Meaning, definition, characteristics of good leader, types, styles qualities, techniques. **15 hrs**

MODULE – IV

CO-ORDINATION – Meaning, definition, techniques. COMMUNICATION – Meaning, definition, characteristics, importance, channel, barriers, merits and demerits of written and verbal communication- Social responsibility of Business. **20 hrs**

REFERENCE BOOKS

1. Reddy : Business Management, Himalaya Publishing, Mumbai
2. Srinivasan : Management Principles and Practice
3. Sherlekar-: Principles of Business Management
4. R. Sharrna. Laxminarayana : Principles and Practice of Management, Agarwal, Agra.
5. J.S Chandan: Management Theory and Practice, Vikas Publishing, New Delhi.

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
II B.A. III SEMESTER
PAPER-III:
BASBMC 231: MARKETING AND RETAIL MANAGEMENT
(6 hrs/week)

MODULE- I

MARKETING – Meaning of market and marketing, elements of marketing mix, market research and marketing research – definition objectives, function and types.

SERVICE MARKETING – Meaning, classification of services. **10 hrs**

MODULE – II

Brand Management – Definition, brand name, characteristics, and advantages of brand, types, and brand mark. Introduction to Retailing, Definition, Characteristics, Emerging Trends in Retailing **15 hrs**

MODULE – III

ADVERTISING AND SALESMANSHIP – Advertising – meaning, definition, objectives, media, benefits, criticism, advertisement copy, essentials of good copy. Preparation of Advertisement Copy, Case studies. **20 hrs**

MODULE – IV

Salesmanship – Meaning, definition, importance, qualities of salesman, training, remuneration.

Buying Motives – Types of customers, factor influencing purchase decision – cultural, social, personal and psychological. **20 hrs**

* One practical oriented question for 10 marks is compulsory

REFERENCE BOOKS

1. R.S. Davar & N.R. Davar : Salesmanship and Publicity
2. P.K. Sahu & K.C. Raut : Salesmanship and Sales Management.
3. B.S. Raman : Marketing & Salesmanship
4. Philip Kotler : Marketing Management 5. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.

**CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
II B.A. IV SEMESTER**

PAPER-IV:

**BASBMC 281: ENTREPRENEURSHIP AND FINANCIAL DECISIONS
(6 hrs/week)**

MODULE – I

Entrepreneurship – Meaning, characteristics, qualities, Entrepreneur v/s Manager, functions. **15 hrs**

MODULE – II

Types, factors affecting entrepreneurial growth, selection of product, criteria for selection. **15 hrs**

MODULE – III

FINANCIAL MANAGEMENT – Meaning, objectives- fixed capital – factors to be considered for determining fixed capital requirement, sources – working capital – factors to be considered, source – over and under capitalization – causes, effects, Ploughing back.

MODULE – IV

PORTFOLIO MANAGEMENT – Meaning, role, Investment – meaning, objectives, investment Vs speculation, investment Vs gambling, types of investors, Investment avenues – risk, meaning, and elements. **15 hrs**

REFERENCE BOOKS

1. S. Kevin : Portfolio Management, Prentice Hall of India, New Delhi.
2. N.K Nair: Purchase Management, Vikas Publishing New Delhi.
3. Gopalakrishna, Sundresan: Materials Management, Prentice Hall of India, New Delhi.
4. I.M. Pandey : Financial Management, Vikas Publishing New Delhi.

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
III B.A. V SEMESTER
PAPER-V:
BASBMC 331: HUMAN RESOURCE MANAGEMENT
(5 hrs/week)

MODULE – I

HUMAN RESOURCE MANAGEMENT – Meaning, objectives, Managerial and operative functions – Qualities of HR manager. HRM Vs PM

RECRUITMENT - Sources, steps in selection process, Promotion – meaning, purpose, merit or Seniority – problems – Transfer –types, Demotion – Grievances, principles.

20 hrs

MODULE – II

TRAINING – Meaning, need, areas of training, methods of wage payment – time wage, piece wage, advantages, disadvantages, incentives – types.

15 hrs

MODULE – III

JOB SATISFACTION – Meaning, definition, and factors related to job satisfaction, advantages of job satisfaction study, Industrial Psychology – Meaning, definition, characteristics, and application in industry, objectives.

20 hrs

MODULE – IV

Industrial disputes – Meaning, consequences, causes, Absenteeism-causes, measures to check. Job stress-meaning, symptoms, sources, management of stress.

10hrs#

REFERENCE BOOKS

1. Prasad and Banerjee : Management of Human Resources, Sterling Ltd., New Delhi.
2. Astrid French: Interpersonal Skills, Sterling Ltd. New Delhi.
3. Jane Allen : How to develop your personal Management skills, Universal Book Stall, New Delhi.
4. Arun Monappa and Mirza S. Saiyadain: Personnel Management.
5. Yodere Dale: Personnel Management and Inter relations, Prentic Hall India.
6. R.Sharma, Laxmi Narayana : Personnel Management and Inter relations, Agarwal, Agra.
7. V.S.P. Rao : Human Resources Management

**CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
III B.A. V SEMESTER**

PAPER-VI:

BASBMC 332: MANAGERIAL ECONOMICS & BASIC STATISTICS

5Hrs/Week

MODULE – I

Meaning and nature, definition, features, Relationship between economics and managerial economics, Micro and Macro economics, Role of business economists in India.

MODULE – II

CONSUMER BEHAVIOR – Meaning, law of diminishing Marginal utility – assumption and limitations, consumer surplus, measurement, assumptions, criticism, demand, law of demand, assumptions, Supply, law of supply, assumption.

MODULE – III

STATISTICS – Meaning, definition, characteristics, functions, limitations. Basic concepts, statistical survey, primary and secondary data, methods of collection, classification, tabulation.

MODULE – IV

Diagrammatic & Graphical representation, uses/limitations, types.
Arithmetic mean, median, mode, simple problems.

REFERENCE BOOKS

1. Appaanaiah, Reddy, Shanthi: Economics for Business, Himalaya Publishing House.
2. Dr. S.K. Singh: Business Economics, Sahitya Bhawan Publications, Agra.
3. D.K. Setai, G. Andrews Frank ISC : Economics, Frank Broseco, Delhi.
4. Raj Mohan : Text book of Statistics, Benaka Books, Udupi.

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
III B.A. VI SEMESTER
PAPER-VII:
BASBMC 381: INCOME TAX AND CHANGE MANAGEMENT
(5 hrs/week)

MODULE – I

INCOME TAX – Meaning and definition of income, assesses, previous year, assessment year – income from salary, characteristics of salary income, definition of salary, simple problems Computation of Income under the head Salary, Deduction U/s 80 C, 80CCC, 80 CCD, 80 D, 80 C, Sec. 24, 80 G- PAN, who should apply. **20 hrs**

MODULE – II

MEANING AND IMPORTANCE OF CHANGE – Nature of change, types, environmental factors – resistance to change, reasons, guidelines for implementing change.
ORGANIZATIONAL BEHAVIOUR – Meaning, importance, role of managers in organizations.
Personality – Meaning, definition, heredity Vs environment, factors influencing personality. Transactional analysis and Johari window model. **15 hrs**

MODULE – III

TEAM – Meaning, importance, benefits of team building, characteristics of effective work team, strategies for team building, type of teams, Emotional intelligence – Meaning, components. Resume writing, Interview skills, Public speaking (Practical oriented) **15 hrs**

MODULE – IV

TQM – Meaning, concepts, steps that identify organization process toward TQM – four streams of TQM, techniques.

STRATEGIC MANAGEMENT – Definition, classes of decisions, characteristics of strategic decisions, strategic management process – benefits and limitations. **15 hrs**

Case studies, demonstrations, discussions are to be part of the teaching-learning process

Students must be exposed to psychometric tests and self-improvement techniques covering managerial, communication, group dynamics, environment, self enhancement skills

One practical oriented question for 10 marks is compulsory

REFERENCE BOOKS

1. S.K. Bhatia : Management of change Organization Development, Deep Publications Pvt. Ltd. New Delhi.
2. R.A. Paton and J. Mc Calman : Change Management, Response Books New Delhi.
3. Agarwal, Nair, Banergee : Organizational Behaviour, Pragati Publishers New Delhi.
4. Udai Pareek: Implementing Change in Organization, Oxford and IBH.
5. Income Tax text
6. Nirmal Sling : Organizational Behaviour, Deep Publications Pvt. Ltd. New Delhi.

CHOICE BASED CREDIT SYSTEM
BUSINESS MANAGEMENT
III B.A. VI SEMESTER
PAPER-VIII:
BASBMC 382: PROJECT REPORT
(5 hrs/week)

Students have to undertake a study on the working of a Small – Scale Industry. The study report should not exceed 25-30 pages. The report should cover the following aspects:

Introduction, need for the study, methodology, limitations, history of the industry, location, organization structure, problems faced by the industry, suggestions, conclusion.

The report shall carry 150 marks of which 30 shall be awarded on the basis of the performance of the students at the viva-voce conducted on the project by a panel consisting of the guide and one external examiner.

Work Load: 5 Hours per Week