

Preamble:

Business management gives skills and knowledge that are directly applicable in all aspects of life. Whether it is planning, influencing, analyzing, networking or organizing – business management helps to develop key competencies that will promote career prospects and will ultimately lead to success!

Business management helps to manage the human resources and develop team working and communication skills, which are both important qualities of successful leadership. No matter what you ultimately end up doing – starting your own business, working in the public or private sector - the ability to be a good team-player and to build relationships and influence others will be essential.

Name of the Degree Programme: B.A (B.A/Hons.)

Discipline: Business Management

Objectives of the Programme:

1. Develop key management skills.
2. Management courses teach students the art of analyzing information, weighing the pros and cons, and making sound decisions.
3. Business management can help individuals develop their leadership skills and increase their ability to lead and motivate teams.
4. Financial management is a critical aspect of management, and studying management can provide students with a thorough understanding of financial concepts and practices.
5. Business management study includes case studies of successful organizations, providing students with a practical understanding of how management principles are applied in the real world.

Business Management Choice Based Credit System Semester

Course Scheme							
Course Code	Courses	Instruction Hrs./Wk/ Sem	Exam Hrs	Marks Final Exam	IA	Total Marks	Credit
Semester I							
BASBMCN 101	Principles of Management	3/42	3	60	40	100	3
BASBMCN 102	Functions of Management	3/42	3	60	40	100	3
BASBMOEN 103	Personality Development and Communication Skills	3/42	3	60	40	100	3
Semester II							
BASBMCN 201	Marketing and Retail Management	3/42	3	60	40	100	3
BASBMCN 202	Financial Decisions	3/42	3	60	40	100	3
BASBMOEN 203	Retail Management	3/42	3	60	40	100	3

Semester III							
BASBMCN 301	Business Entrepreneurship	3/42	3	60	40	100	3
BASBMCN 302	Strategic Management	3/42	3	60	40	100	3
BASBMOEN 303	Transactional Analysis	3/42	3	60	40	100	3

Semester IV							
BASBMCN 401	Industrial Relations	3/42	3	60	40	100	3
BASBMCN 402	Research Methodology	3/42	3	60	40	100	3
BASBMOEN 403	Employability Skills	3/42	3	60	40	100	3
Semester-V							
BASBMCN 501	Managerial Economics and Basic Statistics	4/48	3	60	40	100	4
BASBMCN 502	Human Resources Management	4/48	3	60	40	100	4
BASBMCN 503	Auditing	4/48	3	60	40	100	4
Semester VI							
BASBMCN 601	Organization Behaviour	4/48	3	60	40	100	4
BASBMCN 602	Income Tax and Change Management	4/48	3	60	40	100	4
BASBMCN 603	Event Management	4/48	3	60	40	100	4

BUSINESS MANAGEMENT
I B.A. I SEMESTER
PAPER-I:
BASBMCN 101: PRINCIPLES OF MANAGEMENT
(3 hrs/week)(45 Hours)

Unit – I

MANAGEMENT – Meaning, definition, nature, characteristics, Management and Administration - Levels of management, importance of management. Role of managers, qualities of an effective manager.

Unit – II

MOTIVATION – Meaning, definition, Theories of Motivation- Maslow, Expectancy theory, MacGregor theory X and theory Y, motivation techniques.

Unit-III

LEADERSHIP – Meaning, definition, characteristics of good leadership, types, qualities, techniques.

Unit-IV

DELEGATION OF AUTHORITY: meaning principles, difficulties, steps to make delegation effective, Centralization and Decentralization, advantages and disadvantages- Line, Line and staff, functional and committee organization.

Unit – V

COMMUNICATION – Meaning, definition, characteristics, importance, channels, barriers, merits and demerits of written and verbal communication. Non-Verbal communication.

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.

BUSINESS MANAGEMENT
I B.A. I SEMESTER
PAPER-II:
BASBMCN 102: FUNCTIONS OF MANAGEMENT
(3 hrs/week)(45 Hours)

Unit – I

PLANNING - Meaning, definition, nature, types, elements, steps, advantages and Disadvantages.

Unit – II

ORGANISATION – Meaning, definition, steps, features, principles of organization, Delegation – principles, difficulties, steps to make delegation effective.

ORGANIZATION CHART – Types, principles, authority and responsibility
Formal and informal organization – Departmentation, importance, types.

Unit-III

STAFFING – Need, factors influencing, manpower planning, features.

Unit-III

CONTROLLING – Meaning, definition, steps, characteristics, advantages and limitations.

Unit – IV

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

Unit-V

CO-ORDINATION – Meaning, definition, importance, techniques.

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.

BUSINESS MANAGEMENT
I B.A. I SEMESTER
Open Elective PAPER-I:
BASBMOEN 103: PERSONALITY DEVELOPMENT &
COMMUNICATION SKILLS
3 hrs/week(45 hours)

Unit-I

PERSONALITY DEVELOPMENT (PD)-Meaning, Characteristics, Importance of personality development, Stages, Skills.

Unit-II

Determinants of Personality, Personality Traits, Different types of Personality, Qualities of a good personality.

Unit-III

Role of Personality Development (PD) in Reducing Stress, Role of PD In Organizational Success, Personality Disorders, Personality Development at workplace, Dressing & Personality Development

Unit-IV

Communication Skills-Meaning, Good communication skills, importance of Communication Skills

Unit-V

The Language Skills, Importance of Language Skills, Group Communication, Group types, Methods of Group Communication-Verbal, Written, Non-verbal Communication. The role of individuals in group communication.

Reference Books:

1. The Art of Focused Conversation, By Susan Roanne
2. Social Fluency, By Patrick King.
3. Everyone Communicates, Few Connect, By John Maxwell
4. Communication skills and personality, By J R Khadam
5. Personality Development and Soft Skills, By Barun Mitra

BUSINESS MANAGEMENT
I B.A. II SEMESTER
PAPER-III:
BASBMCN 201: MARKETING AND RETAIL MANAGEMENT
(3 hrs/week) (45 Hours)

Unit- I

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

Unit – II

SERVICE MARKETING – Meaning, classification of services.

Unit – III

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

Unit-IV

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

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

Unit-V

Buying Motives – Types of customers, factors influencing purchase decisions – cultural, social, personal and psychological.

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.

BUSINESS MANAGEMENT
II B.A. II SEMESTER
PAPER-IV:
BASBMCN 202: FINANCIAL DECISIONS
(3 hrs/week) (45 Hours)

UNIT – I

FINANCIAL MANAGEMENT – Meaning, Characteristics, Objectives, Functions, Importance.

Unit-II

Fixed capital – factors to be considered for determining fixed capital requirements, fixed capital sources.

Unit-III

Working capital – factors to be considered, source – over and under capitalization – causes, effects, plough back.

UNIT – IV

Corporate Restructuring- Meaning, Characteristics, Objectives, Process.

International Financial Management- Meaning, Characteristics, Functions.

UNIT – V

PORTFOLIO MANAGEMENT – Meaning, role, types, process.

Investment – meaning, objectives, investment V/s speculation, investment V/s gambling, types of investors, investment avenues.

Risk- meaning, elements. Systematic risk and unsystematic risk.

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.

BUSINESS MANAGEMENT
I B.A. II SEMESTER
Open Elective PAPER-II:
BASBMOEN 203: RETAIL MANAGEMENT
3 hrs/Week (45 Hours)

Unit I:

Introduction to Retailing, Definition, Characteristics, Emerging Trends in Retailing.

Unit-II

Factors behind the change in Indian Retail Industry, Entrepreneurship in Retail Business, Concepts of sales & Management.

Unit III:

Retail Formats: Retail Sales by ownership, on the basis of merchandise offered, non-store based retail mix & nontraditional selling, Electronic Retailing-Types of Technology in Retailing, role of IT in Business.

Unit IV:

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, Retail Supply Chain Management, Retail Managers-Skills & Scope.

Unit-V

Employment Opportunities, Advertising in Retailing, Internationalization & Globalization of Retailing.

Readings

1. Cullen & Newman: Retailing - Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico PublishingHouse.
5. Harjit Singh: Retail Management, S. Chand Publication

BUSINESS MANAGEMENT
II B.A. III SEMESTER
PAPER-V
BASBMCN-301:BUSINESS ENTREPRENEURSHIP
3Hrs/Week (45 Hours)

Unit –I

Entrepreneur: Concept, Evolution of concept, meaning, characteristics of entrepreneur, functions, importance, distinction between entrepreneur and manager, advantages and disadvantages of being an entrepreneur.

Unit-II

Intrapreneur- meaning, distinction between Entrepreneur and Intrapreneur.

Unit-III

Entrepreneurship- meaning, development of entrepreneurship, entrepreneurial process, barriers to entrepreneurship.

Unit –IV

Small Scale Industries (SSIs): Meaning, characteristics, differences between small-scale and large scale industries, objectives of small scale industries, advantages of small scale industries, role played by SSI in the development of the Indian Economy, problems faced by small scale industries, steps taken by the Government to solve the problems of SSIs.

Unit –V

Business Opportunity: meaning of opportunity, identification of business opportunity, objectives of identification of business opportunity, factors affecting identification of business opportunity.

REFERENCE BOOKS:

1. Entrepreneurship -Theory and Practice by Raj Shankar
2. Entrepreneurial Development and Small Business Enterprises-by Poornima i.Charantimath
3. Desai .Vasant (2008) _Dynamics of Entrepreneurship Development and Management‘ Himalaya publishing house
4. Khanka.S (2007) _Entrepreneurial Development‘ S. Chand & Company Ltd.

BUSINESS MANAGEMENT
II B.A. III SEMESTER
PAPER-VI
BASBMCN 302: STRATEGIC MANAGEMENT
3Hrs/Week (45 Hours)

Unit –I

Strategic Management: Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactics, strategy and strategic plan, nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, the strategic management process, strategic management- merits and demerits.

Unit –II

Mission, Objectives, Goals, and Ethics: meaning of mission, concept of goals, integration of individual and organization goals. How mission and objectives are formulated, Why do mission and objectives change, vision, mission, objectives, goals and strategic management, ethics and strategy.

Unit –III

External Environment: Analysis and Appraisal, Concept of environment, Components of environment.

Unit-IV

SWOT: A tool of environmental analysis, techniques of environmental search and analysis.

Unit-V

Organizational Change and Innovation: Planned and unplanned change, causes or forces of organizational change, choosing a changed strategy, organizational creativity and innovation process.

REFERENCE BOOKS:

1. Azhar Kazmi “Strategic Management and Business Policy” -3rd Edition- Tata McGraw-Hill Education Private Limited.
2. Francis Cherunilam- “Strategic Management” 4th revised Edition 2002-Himalaya Publishing House, Mumbai.
3. V S P Rao, V Hari Krishna -“Strategic Management”-Excel Books, new Delhi.

BUSINESS MANAGEMENT
II B.A. III-SEMESTER
Open Elective- PAPER-III
BASBMOEN 303: TRANSACTIONAL ANALYSIS
3Hrs/Week (45 Hours)

Unit-I

Transactional Analysis: Introduction, Concept, Objectives of Transactional Analysis, Self Awareness, Personal Reflection, Effective Communication, Eliminates unhelpful thoughts, feelings & actions, Boots responsibility of one's thoughts & action.

Unit-II

Three States of Transactional Analysis: The child ego state, the parent ego state, and the ego state of the adult.

Unit-III

TA-Advantages-Easy to understand, self-awareness, improved communication and good relation with others, applicable to many social environment.

Limitations-requires a good degree of self awareness, may not be suitable for all. Modern TA has become more complicated.

Unit-IV

Games People Play-Psychological Games.

Unit-V

Script Analysis, Strokes in TA.

Reference Books :

- a) Berne, E. (1957). Ego states in psychotherapy. American journal of psychotherapy, 11(2), 293-309.
- b) Berne, E. (1958). Transactional analysis: A new and effective method of group therapy. American Journal of Psychotherapy, 12(4), 735-743.
- c) Eghbali, M., Mousavi, S. V., & Hakima, F. (2017). The effectiveness of transactional analysis on mothers' parenting styles. Journal of Family Psychology, 3(2), 17-26
- d) Ertem, M, Y., & Eker, F. (2016). Therapeutic Approach in Psychiatric Nursing: Transactional Analysis. Annals of Clinical and Laboratory Research, 4(1:56)

BUSINESS MANAGEMENT
II B.A. IV SEMESTER
PAPER-VII
BASBMCN 401:- Industrial Relations
3Hrs/Week (45 Hours)

Unit- I

Industrial Relation: Meaning, Characteristics, Scope, objectives, Importance, Functions, Factors affecting industrial relations, Approaches to industrial- Psychological, Sociological, Human relationships, Gandhian approach, HRM Approach.

Unit-II

Trade Unions and Employers' Association: Trade Unions meaning, Characteristics, Functions, objectives of Indian Trade Unions, types, advantages and disadvantages, structure- craft unions, General Unions, Industrial Unions, and Federations. Problems of Trade Unions, characteristics of successful Trade Unions, Decline in trade unions after Globalization-Reasons.

Unit-III

Industrial Conflicts: Dispute meaning, definition, causes of industrial conflicts, types of industrial conflicts, prevention of industrial conflicts.

Unit-IV

Labour welfare Officer: functions of labour welfare officer.

Unit-V

Collective Bargaining: meaning, definition, characteristics, importance, need for collective bargaining.

REFERENCE BOOKS:

1. P. Subba Rao "Essentials of Human Resource Management and Industrial Relations" Himalaya Publishing House -2003
2. Parul Gupta "Industrial Relations and Labour Law for Managers"- Sage Texts
3. Pradhyuman Singh Lakhawat Poonam Singh "Contemporary Issues of Industrial Relations"-An Indian Perspective

BUSINESS MANAGEMENT
II B.A. IV SEMESTER
PAPER-VIII
BASBMCN 402: RESEARCH METHODOLOGY
3Hrs/Week (45 Hours)

Unit-I

Research- Meaning, objectives, definition, characteristics, types, steps of research, methods of research.

Unit-II

Research Design: Concept, features of a good research design, types of research- Exploratory, Descriptive, Experimental.

Unit-III

Sampling: Meaning, definition, characteristics of a good sample. Probability Sample Meaning Types. Non-Probability sample- Meaning Types.

Unit- IV

Data Collection - Methods-Questionnaire, interview, observation.

Unit-V

Data Analysis: Meaning, Importance, Process, Types, Methods, and Techniques.

REFERENCE BOOKS:

- 1) Dr. S Schldeva- “Research Methodology”-Laxmi Narayan Agrwa.
- 2) Ranjith Singh-” Research Methodology”- RT Publications.
- 3) CR Kothari, Gaurav Garg- “Research Methodology” - 4th edition-New Age International Publishers
- 4) Business Research Methods- Donald Cooper and Pamela Schindler, TMGH, 9th edition.
- 5) Business Research Methods- Alan Bryman and Emma Bell, Oxford University Press.

BUSINESS MANAGEMENT
II B.A. IV-SEMESTER
Open Elective- PAPER-IV
BASBMOEN 403: Employability Skills

Unit-I

Employability Skills-Meaning, skills that employers want-Communication & interpersonal skills, problem solving skills, Initiator & Self-motivated, Working under pressure and deadlines.

The most In- Demand Skills for Employability: Management, customer service, leadership, sales, project management, research, Analytical skills, marketing skills, teamwork.

Unit-II

Organizational skills, Team working, ability to learn & adopt, Numerical skills, Valuing diversity & difference, Negotiation skills.

Unit-III

Importance Of Employability Skills- Getting along with and working well with other people, willingness to learn new skills, being reliable and dependable.

Unit-IV

Employability skills Developing Techniques: Sharpening Soft Skills, Seeking Trusted advice, Advance learning, Get organized, Learn team work, Develop communication skills & professionalism, Become self-motivated.

Unit-V

Social Etiquette: Characteristics of a responsible citizen-respecting self, others and environment, caring for duty and value for time.

REFERENCE BOOKS:

1. M. S. Rao, Soft Skills - Enhancing Employability: I K International Publishing House Pvt. Ltd

2. Shalini Verma - Enhancing Employability @ Soft Skills- Pearson Education

1 <https://www.linkedin.com/business/talent/blog/talent-strategy/linkedin-most-in-demand-hard-and-soft-skills>

2. https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_737648.pdf

BUSINESS MANAGEMENT
III B.A. V-SEMESTER
PAPER-IX
BASBMCN 501 : MANAGERIAL ECONOMICS & BASIC STATISTICS
4Hrs/Week (48 Hours)

Unit –I

Economics:

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

Unit-II

STATISTICS –Meaning, definition, characteristics, functions, limitations.

Unit- III

Data Interpretation:

Meaning, need for data interpretation, process of data interpretation,

Unit-IV

Quantitative Data - Meaning, Advantages and Disadvantages of Quantitative Research. **Qualitative Data** - Meaning, Advantages and Disadvantages of Qualitative Research.

Unit –V

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.

BUSINESS MANAGEMENT
III B.A. V- SEMESTER
PAPER:X
BASBMCN 502 : HUMAN RESOURCE MANAGEMENT
(4 hrs/week) (48 Houes)

Unit – I

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

Unit-II

RECRUITMENT - Sources, steps in selection process, Promotion – meaning, features, purpose, types, and benefits. Talent Acquisition Transfer-meaning, purpose, types and causes. Grievances-meaning, causes, effective steps to handle employee grievances most effectively. Grievances principles.

Unit – III

TRAINING – Meaning, need, areas of training, methods of wage payment – time wage, piece wage, merits and demerits of methods of wage payments. Incentives – meaning, types.

Unit-IV

JOB SATISFACTION – Meaning, definition, factors related to job satisfaction, advantages of job satisfaction. Job stress-meaning, symptoms, sources, management of stress.

Unit – V

INDUSTRIAL DISPUTES – Meaning, causes, consequences, Absenteeism-meaning, causes, how to reduce absenteeism in the work place.

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

BUSINESS MANAGEMENT
III B.A. SEMESTER
PAPER-:
BASBMCN 503: AUDITING
(4 hrs/week) (48 Hours)

Unit – I

INTRODUCTION TO AUDIT: Meaning, definition, objectives, differences between Accounting and Auditing, advantages and limitations of auditing, classifications of auditing- Statutory, Govt, Internal, Continuous and Annual audit

INTERNAL CHECK: Meaning, definition, objectives, advantages of internal check.

Unit-II:

AUDIT ROGRAMME: meaning, advantages and disadvantages, Audit notebook, audit working papers.

Unit-III

VOUCHING: Meaning, definition, objectives, voucher-meaning types, Verification-meaning, definition, differences between verification and valuation.

Unit-IV

COMPANY AUDIT:

Qualifications and Disqualifications, Appointment and Removal of auditor, Rights, Duties of company auditor. Audit report-Meaning, types.

Unit -V

AUDIT OF COMPUTERIZED ACCOUNTS: meaning, Auditing in EDP environment.

CORPORATE GOVERNANCE: meaning, definition, nature, factors influencing corporate governance, 4P's of corporate governance, Benefits.

SOCIAL AUDIT: meaning, features, benefits.

BOOKS FOR REFERENCE:

1. Auditing: T.R. Sharma-Sahithya Bhavan Publications
2. Auditing :Shekhar K.C- Sulthan Chand and company
3. Auditing: B.C. Raman-United Publishers
4. Auditing: Maxim Carl-Universal King Publishers

BUSINESS MANAGEMENT
III B.A. VI SEMESTER
PAPER-XII
BASBMCN 601 : ORGANIZATION BEHAVIOUR
(4 hrs/week) (48 Hours)

Unit - I

Introduction to Organization Behaviour: Definition, Concept of OB, Significance of OB.

Unit-II

Organization Behaviour Theories: Classical Theories- Scientific Management Theory, Administrative Theory, Bureaucracy Theory.

Unit-II

Neoclassical Theory: Hawthorne Effect, Human Relation Approach, Behavioral Science Approach.

Unit-III

Frustration, Stress and Burnout:

Frustration-meaning, causes, coping mechanisms. **Stress**-meaning, causes, coping mechanism. **Bournout**- meaning, causes, coping mechanisms.

Unit-IV

Individual Behaviour: Meaning, Personality- Determinants of personality,

Perception: Process of perception- three stages of the perception process.

Attitude- meaning, components of an attitude, functions of attitude.

Values: meaning, types.

Learning: Meaning, Elements of Learning.

Motivation-Meaning, Theories of motivation- Alderfer's ERG theory, Goal Setting theory, Carrot and stick Approach to Motivation-Reinforcement Theory.

Unit-V

Group Behaviour: Team Building-types, process. Leadership- Characteristics, Importance.

REFERENCE BOOKS:

1. Kavita Singh, Organizational Behaviour, Vikas Publications.
2. Robbins, Timothy Judge, Seema Sanghi, Organizational Behaviour, Stephen Pearson Prentice Hall, 12th edition.
3. Red Luthans, Organizational Behaviour, McGraw Hill Inc.
4. Jhon Newstrom and Keith Davis, Organizational Behaviour, Tata McGraw Hill, 11th edition.
5. Ashwa Thapa, Organizational Behaviour.

BUSINESS MANAGEMENT
III B.A. VI SEMESTER
PAPER-XIII
BASBMC 602: INCOME TAX AND CHANGE MANAGEMENT
(4 hrs/week) (48 Hrs)

UNIT-I

INCOME TAX

INTRODUCTION- Meaning of tax, types of tax. Definitions of the term Assessment, Assessment year, Previous year including exceptions, Assessee, Person, Income, Gross Total Income- Income tax Slab – PAN - Agricultural Income.

UNIT- II

GOOD AND SERVICE TAX (GST) Introduction, Meaning, Objectives, Features, Advantages and Disadvantages of GST- Taxes Subsumed under GST- Types of GST- GST Council. Meaning of the terms Goods, Services, Business, Place of Business, Place of Supply, Casual Taxable Person, Input Tax Credit, Job Worker, Reverse Charge Mechanism(RCM), Aggregate turnover(ATO).

Unit – III

GST Registration – Procedure for Registration, person liable for GST and person not liable for GST registration, GSTIN

Unit – IV

CHANGE MANAGEMENT-meaning, importance, nature of change, types, environmental factors – resistance to change, reasons, guidelines for implementing change.

Unit- V

ORGANIZATIONAL BEHAVIOUR – Meaning, importance, role of managers in organizations. Personality – Meaning, definition, heredity v/s environment, factors influencing personality. Transactional analysis and Johari window model.

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.

BUSINESS MANAGEMENT
III B.A. VI SEMESTER
PAPER-XIV
BASBMCN 603 : Event Management
(4 hrs/week)

Unit--I: INTRODUCTION TO EVENT MANAGEMENT: Event-Meaning, Characteristics, types. Meaning and Definition of Event Management. Five C's of Event Management, need for Event Management, analysis of events.

Unit-II: Swot Analysis in event management: Key decision makers, Managing Technical Staff, Establishing Policies and Procedures of an event, Procedures to be followed in conducting of events.

Unit-III: Record Keeping -meaning, record keeping system, benefits of record keeping system, types of record keeping system, steps for developing record keeping systems.

Unit--IV: EVENT MANAGEMENT PROCEDURE : Principles for holding an Event, General Details, Permissions-Policies, Government and local Authorities –Phonographic Performance, License, Utilities-Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.

Unit-V: CONDUCT OF AN EVENT: Preparing a Planning Schedule, Organizing Tables, assigning Responsibility, Communication and Budget of Event-Checklist, Computer Aided Event Management, Roles and responsibilities of event managers for different events.

BOOKS FOR REFERENCE:

- 1.Swarup K Goyal-Event Management(Adhyayan Publishers and Distributors,2010).
- 2.Shone(A) and Parry B-Successful Event Management (Cengage Learning).
- 3.Savita Mohan-Event Management (Enkay Publishing House).
4. Dr. Hoshi Bhivandiwalla- Event Management, Nirali Nirali, Prakashan, Educational Publishers (17 January 2017) .
5. Event Management, CP Harichandan Adam Musgrave, Global Vision Publishing House; (2nd Edition 1 January 2017) .

