

MODEL CURRICULUM

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

Discipline: Business Management

Starting year of Implementation: 2021-22

General Objectives of the Programme:

1. To enable the students gain the basic understanding about Principles of management
2. To get employment in Corporate sector
3. To provide the necessary soft skills to find jobs.

Business Management Choice Based Credit System
Semester Scheme:2021-22Onwards

Course Scheme							
Course Code	Course	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
BASBMEN 101	PERSONALITY DEVELOPMENT & 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 MANAGEMENT	3/42	3	60	40	100	3
BASBMEN 201:	RETAIL MANAGEMENT	3/42	3	60	40	100	3

Evaluation of the course consists of

1. Theory exam for 3 hours duration for 60 marks
2. Internal Formative Continuous Assessment for 40 marks
 - a. 20 marks for Two written Internal Assessment tests
 - b. 20 marks for Two activities

Pedagogy: Class Lecture, Group discussions, Role play, Micro Project, Field Visits, Using PPT & Videos, Focus group Discussion, Class Seminar and Case studies

Internal Assessment:

The internal assessment marks for a course shall be based on two tests and two activities of 10 marks each. The test shall be of at least one hour duration. The total marks of the tests and activities shall be taken as the internal assessment marks. Any two activities may be selected from the list of the activities given below or the concerned department may choose an activity that is appropriate to the course and the local relevance.

Item	Test 1	Test 2	Activity1	Activity2	Total
Score	10	10	10	10	40

List of Activities:

1. Assignment and presentation.
2. Seminar presentation on the assigned topic
3. Industrial visit and report.
4. Interview and submit the report
5. Role play
6. Collage preparation
7. Visit to the industries
8. Group discussion

Question Paper Pattern

Time:2Hours

Max.Marks-60

(Title of the Course)

I. Answer any FIVE questions in 2-3sentences each (2x5=10)

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.
6. Q.
7. Q.

II. Answer any Four questions in10-12 sentences each (5x4=20)

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.
6. Q.
7. Q.

III. Answer any THREE in 20-25 sentences each (10x3=30)

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.

BUSINESS MANAGEMENT
I B.A. I SEMESTER
PAPER-I: BASBMCN 101: PRINCIPLES OF MANAGEMENT

MODULE-I

MANAGEMENT - Meaning, definition, nature, characteristics

Management and Administration - Levels of management, characteristics of managerial Levels.

14 hrs

MODULE - II

PLANNING & DECISION MAKING - Meaning, definition, characteristics, importance, types, steps, qualities of good decision - Meaning, definition, nature, types, elements, steps, advantages and disadvantages.

14 hrs

MODULE - III

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

14 hrs

REFERENCE BOOKS

1. Reddy: Business Management, Himalaya Publishing, Mumbai
2. Srinivasan: Management Principles and Practice
3. Sherlekar: Principles of Business Management
4. R. Sharma. 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

MODULE – I

ORGANIZATION - Meaning, definition, steps, features, principles of organization

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

14 hrs

MODULE – II

STAFFING – Need, factors influencing, Manpower Planning, features

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

CO-ORDINATION – Meaning, definition, techniques.

COMMUNICATION – Meaning, definition, characteristics, importance, channel, barriers, merits and demerits of written and verbal communication- Social responsibility of Business.

14 hrs

MODULE – III

MOTIVATION – Meaning, definition, Theories of Maslow, McGregor, Expectancy Theory

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

14 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.

BUSINESS MANAGEMENT

I B.A. I SEMESTER

Open Elective PAPER-I:

BASBMEN 101: PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS

Objectives of Course:

To develop the skills of the professional undergraduate students for proper self expression, social communication, correct pronunciation, voice modulation and business etiquette.

The students should improve their personality, communication skills and enhance their self-confidence.

Course Outcome:

To understand the importance of personality development.

Discipline, Positive Thinking, Helping Tendency, Zeal to grow, Sincerity, integrity & gratitude, Awareness & Alertness, Sociability, Will Power, Interest in clean & Neat Appearance, Command Over Language.

Unit-I

PERSONALITY DEVELOPMENT-Meaning, Characteristics, Importance of personality development, Stages, Skills, Determinants of Personality, Personality Traits, Different types of Personality, Qualities of good personality.

14 hrs

Unit-II

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

14 hrs

Unit-III

Communication Skills & Personality-Meaning, Good communication Kills, importance of Communication Skills, The four Language Skills, Importance of Language Skills, Group Communication, Group types, Methods of Group Communication-Verbal, Written, Non-verbal Communication. Role of individuals in group communication.

14 hrs

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

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 and classification of services.

14 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

14 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.

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

14 hrs

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
I B.A. II SEMESTER
PAPER-IV: BASBMCN 202: FINANCIAL MANAGEMENT

Course Description for Financial Management:

The focus of this course is in the area of financial management. We will show managers how to interface with finance departments, help to understand how firms meet their financial objectives utilizing financial decision-making.

This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

Objectives for Financial Management:

The main goal of this course is to develop a foundation of financial management concepts.

This will enable to the student to understand how corporations make important investment and financing decisions, and how they establish working capital policies.

The course also lays a foundation for more complex financial topics that arise in additional elective courses in finance.

This course in financial management describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance

MODULE – I

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.

14hrs

MODULE – II

CORPORATE RESTRUCTURING - Meaning, Characteristics, objectives.

INTERNATIONAL FINANCE MANAGEMENT- Meaning, features, functions.

14hrs

MODULE – III

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

14 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.

BUSINESS MANAGEMENT

I B.A. II SEMESTER

Open Elective PAPER-II: BASBMEN 201: RETAIL MANAGEMENT

Objective: The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector.

Course Contents

Unit I:

Introduction to Retailing, Definition, Characteristics, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry, Entrepreneurship in Retail Business, Concepts of sales & Management.

(14 hrs)

Unit II:

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.

(14hours)

Unit III:

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, Retail Supply Chain Management, Retail Managers-Skills & Scope. Employment Opportunities, Advertising in Retailing, Internationalization & Globalization of Retailing.

(14 hours)

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