

## **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

<b>Course Scheme</b>							
Course Code	Course	Instruction Hrs./Wk/Sem	Exam Hrs	Marks Final Exam	IA	Total Marks	Credit
<b>Semester I</b>							
BASBMCS 101	Principles of Management	3/42	3	60	40	100	3
BASBMCS 102	Functions of Management	3/42	3	60	40	100	3
BASBMOE 101	Personality Development & Communication Skills	3/42	3	60	40	100	3
<b>Semester II</b>							
BASBMCS 201	Marketing and Retail Management	3/42	3	60	40	100	3
BASBMCS 202	Financial Management	3/42	3	60	40	100	3
BASBMOE 201	Retail Management	3/42	3	60	40	100	3
<b>Semester III</b>							
BASBMCS 301	Business Entrepreneurship	3/42	3	60	40	100	3
BASBMCS 302	Strategic Management	3/42	3	60	40	100	3
BASBMOE 301	Transactional Analysis	3/42	3	60	40	100	3
<b>Semester IV</b>							
BASBMCS 401	Industrial Relations	3/42	3	60	40	100	3
BASBMCS 402	Research Methodology	3/42	3	60	40	100	3
BASBMOE 401	Employability Skills	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: BASBMCS 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: BASBMCS 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:**

#### **BASBMOE 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:**  
**BASBMCS 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: BASBMCS 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: BASBMOE 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

**BUSINESS MANAGEMENT**  
**II B.A. III SEMESTER**  
**PAPER-V: BASBMCS 301: BUSINESS ENTREPRENEURSHIP**

**Objective:** The primary objective of the course is to have students develop entrepreneurship competencies. The course is designed to prepare students for positions in the enterprises.

**Course Contents**

Course Outline		
Unit	Contents	Hours
I	Introduction to Entrepreneurship Entrepreneurs. Entrepreneurship, Characteristics Types of entrepreneurs, Concept of Evolution of Entrepreneurship Entrepreneurs v/s Managers, Intrapreneur.	14hrs
II	Small Scale Industries ( SSI ) Definitions & Classifications Procedures to start a SSI – Licensing- Registration- Financing Industrial Estates- Concept & Infrastructure for small business units Compliances – Government Procedures	14hrs
III	Entrepreneurial Ventures: Project Management Business Planning Process Idea Generation—Techniques and Classifications Identification of Business Opportunity Research, Environmental Scanning and SWOT Analysis	14hrs

**Books Recommended:**

- a. Entrepreneurship -Theory and Practice by Raj Shankar
- b. Entrepreneurial Development and Small Business Enterprises - by Poornima & Charantimath
- c. Desai .Vasant (2008) - Dynamics of Entrepreneurship Development and Management Himalaya publishing house
- d. Khanka.S (2007) - Entrepreneurial Development, S. Chand & Company Ltd.

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**BUSINESS MANAGEMENT**  
**II B.A. III SEMESTER**  
**PAPER-VI: BASBMCS 302: STRATEGIC MANAGEMENT**

**Objective:** The primary objective of the course is to have students develop strategic competencies. The course is designed to prepare students for the managerial positions.

**Course Contents**

Course Outline		
Unit	Contents	Hours
I	Strategic Management-Introduction, Strategic Decisions-Making-meaning, Classes of Decisions-Strategic, Administrative, & Operating. Issues in Strategic Decisions-Critical for decision making, Rationality in decision making, creativity, Variability, Personal Related Factors, Individual Versus group decision making.	14hrs
II	Elements in Strategic Management-Establishing the hierarchy of strategic intent, Formulation of Strategies, Implementation of Strategies, Performing strategic evaluation & control. Strategic Management Process.	14hrs
III	Business Environment- External Environment, Micro Environment, Macro environment.	14hrs

**Books Recommended:**

- a) Azhar Kazmi “Strategic Management and Business Policy” -3<sup>rd</sup> Edition-Tata McGraw-Hill Education Private Limited.
- b) Francis Cherunllam- “Strategic Management” 4<sup>th</sup> revised Edition2002-Himalaya Publishing House, Mumbai.
- c) V S P Rao, V Hari Krishna -“Strategic Management”-Excel Books, New Delhi.

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## BUSINESS MANAGEMENT

### II B.A. III SEMESTER

#### Open Elective PAPER-III: BASBMOE 301: TRANSACTIONAL ANALYSIS

**Objective:** The primary objective of the course is to have students develop transactional analysis skills.. The course is designed to prepare students for higher level positions in the organisations.

#### Course Contents

Course Outline		
Unit	Contents	Hours
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.	
II	Three Stages of Transactional Analysis: The child ego state, the parent ego state, and the ego state of adult.	
III	TA-Advantages-Easy To Understand, Self Awareness, Improved communication & Good Relation with Others, Applicable To Many Social Environment. Limitations-Requires Good degree of Self Awareness, May not suitable to all, Modern TA has become more complicated.	

#### Books Recommended:

- 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)

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## BUSINESS MANAGEMENT

### II B.A. IV SEMESTER

#### PAPER-VII: BASBMCS 401: INDUSTRIAL RELATIONS

**Objective:** The primary objective of the course is to have students develop harmonious industrial relations. The course is designed to prepare students for positions HR managers.

#### Course Contents

Course Outline		
Unit	Contents	Hours
I	Industrial Relations- Meaning, Characteristics, Scope, Objectives, Functions. Causes for poor IR.	14hrs
II	Factors Affecting of Industrial Relations, Approaches to Industrial Relations-Psychological, Sociological, Human relation, Gandhian approach, HRM Approach.	14Hrs
III	Trade Unions- Meaning, Functions of Trade Unions, Problems of Trade Unions, Measures to strengthen Trade Union Movement in India. Major Trade Unions In India.	14hrs

#### Books Recommended:

- a. P. Subba Rao “Essentials of Human Resource Management and Industrial Relations”Himalaya Publishing House -2003
- c. Parul Gupta “Industrial Relations and Labour Law for Managers”-Sage Texts
- d. Pradhyuman Singh Lakhawat Poonam Singh “Contemporary Issues of Industrial Relations”-An Indian Perspective

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## BUSINESS MANAGEMENT

### II B.A. IV SEMESTER

#### PAPER-VIII: BASBMCS 402: RESEARCH METHODOLOGY

**Objective:** The primary objective of the course is to have students develop research competencies in management related field. The course is designed to prepare students for positions research analysts.

#### Course Contents

Course Outline		
Unit	Contents	Hours
I	Research-Meaning, Role of Research in Different Fields, Objectives of Research.	14hrs
II	Steps of Research- Define Research Problem, Literature Review, Collecting, Organizing & Data Analysis. Sources of Data Collection- Primary & Secondary Data, Methods of Data Collection. Sampling, Sampling Methods.	14hrs
III	Report Writing- Characteristics, and Format	14hrs

#### Books Recommended:

- Dr. S Schldeva- "Research Methodology"-Laxmi Narayan Agrwa.
- Ranjith Singh-" Research Methodology"- RT Publications.
- CR Kothari, Gaurav Garg- "Research Methodology" - 4th edition-New Age International Publishers

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## BUSINESS MANAGEMENT

### II B.A. IV SEMESTER

#### Open Elective PAPER-IV: BASBMOE 401: EMPLOYABILITY SKILLS

**Objective:** The primary objective of the course is to have students develop employability skills incorporate sector. The course is designed to prepare students for positions of higher level management.

#### Course Contents

Course Outline		
Unit	Contents	Hours
I	Employability Skills-Meaning, Skills that employers want- Communication & interpersonal skills, Problem solving skills, Initiator & Self-motivated, Work under pressure & deadlines, Organizational skills, Team working, ability learn & adopt, Numerical skills, Valuing diversity & difference, Negotiation skills.	
II	Importance Of Employability Skills- Getting along with and working well with other people, A willingness to learn new skills, Being reliable and dependable.	
III	Employability skills Developing Techniques: Sharpening Soft Skills, Seeking Trusted advice, Advance learning, Get organized, Learn team work, Develop communication skills & professionalism, Become self motivated.	

#### Books Recommended:

- a) M. S. Rao, Soft Skills - Enhancing Employability: I K International Publishing House Pvt. Ltd
- b) Shalini Verma - Enhancing Employability @ Soft Skills- Pearson Education

1. [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms\\_737648.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_737648.pdf)
2. <http://rh-us.mediaroom.com/2019-03-19-Survey-42-Percent-Of-Job-Applicants-Dont-Meet-Skills-Requirements-But-Companies-Are-Willing-To-Train-Up>
3. <https://docs.employment.gov.au/system/files/doc/other/australianjobs2019.pdf>
4. [https://www.jobvite.com/wp-content/uploads/2019/04/2019\\_Job\\_Seeker\\_Nation.pdf](https://www.jobvite.com/wp-content/uploads/2019/04/2019_Job_Seeker_Nation.pdf)

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