

BUSINESS MANAGEMENT

(MINOR)

II YEAR - IV SEMESTER

B.COM (Hon) CA/GEN/BBA

Programme: Business Management (Minor)

w.e.f. AY 2023-24 COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs / Week	No. of Credits	Marks		
						Int	Ext	Total
I	II	1A	Business Economics (OR)	4	4	25	75	100
		1B	Principles of Management					
II	III	2A	Business Law (OR)	4	4	25	75	100
		2B	Organisational Behavior					
	IV	3	Financial Management (OR) Marketing Management	4	4	25	75	100
		4	Human Resource Management	4	4	25	75	100
III	V	5	Financial Markets	4	4	25	75	100
	V	6	Project Management (OR) Managerial Communications	4	4	25	75	100

SEMESTER – IV - B.Com (Hon) CA/GEN/ BBA
COURSE 3 :FINANCIAL MANAGEMENT

Theory

Credits: 4

4hrs/week

Course objectives:

- To gain basic knowledge of objectives of Financial Management and its functions.
- To understand the capital budgeting process and risk analysis in capital budgeting.
- To gain familiarization with different financial decisions that impact any organisation.
- Understand decisions relating to dividend policies and their valuation.
- Knowledge regarding significance of working capital management to organisation.

UNIT I: INTRODUCTION

Nature, Scope and Objectives of Financial Management, Functions of Finance - Role of Financial Manager in Modern Business Organizations.

UNIT II: INVESTMENT DECISIONS

Capital Budgeting Process – Cash Flow Estimation and measurement, Investment criterion. Methods of appraisal- Traditional Techniques and Discounted Cash Flow Methods. Risk analysis in capital budgeting.

UNIT III: FINANCING DECISIONS

Concept of Leverage, Types of Leverages. Capital Structure, Determinants of Capital Structure- Theories– Net Income approach, Net Operating Income approach. Cost of Capital: Types of Cost of Capital, Weighted Average Cost of Capital.

UNIT IV: DIVIDEND DECISIONS

Kinds of Dividends, Types of Dividend Policy. Dividend Theories - Walter's Model, Gordon's Model, Retained Earnings Policies.

UNIT V: WORKING CAPITAL MANAGEMENT

Concept of Working Capital, Determinants of Working Capital. Determination of Optimum level of Current Assets – Liquidity vs. Profitability, Estimating working capital needs, Financing strategies of working capital. Inventory Management– Inventory Control Techniques.

ReferenceBooks:

1. Brealey, Richard and Myers, Stewart: Principles of Corporate Finance, New York, McGraw Hill India.
2. Solomon, Ezra, Theory of Financial Management, Columbia Press.
3. James C. VanHorne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugene F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, McGraw Hill India.
6. Khan, M. Y. and Jain, Financial Management, McGraw Hill India.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - IV B.Com (Hon) CA/ GEN/BBA

Course 3: FINANCIAL MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

SEMESTER – IV - B.Com (Hon) CA/GEN/ BBA
COURSE 3 :MARKETING MANAGEMENT

Theory

Credits: 4

4hrs/week

Course Objectives:

1. To give an overview of marketing environment.
2. To interpret the link between strategic planning and marketing.
3. To develop a detailed marketing plan.
4. To understand role of intermediaries in marketing activities.
5. To acquire knowledge on various promotional tools in marketing.

Unit-I: Introduction to Marketing Management:

Definition, Importance and Scope of Marketing; Core Concepts of Marketing; Company Orientations towards Marketing; Marketing Process; Selling Vs Marketing; Elements of Marketing Mix; Marketing environment.

Unit-II: Segmentation, Targeting and Positioning(STP):

Basis for Segmentation, STP process, Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit-III: Product

Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees.

Unit-IV:Pricing and Distribution:

Pricing –Factors influencing pricing decisions –pricing objectives –pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels, criteria of selecting a channel.

Unit-V: Promotion:

Integrated Marketing Communication (IMC) Process, Elements of Promotional Mix- Advertising– Publicity–Public Relations–Personal Selling–Direct selling and Sales promotion.

Reference Books:

1. Kotler.P,&Keller.K.L.,Koshy&Jha(2020).MarketingManagement,20thedition, Pearson.
2. Ramaswamy &Nmakumary- Marketing Management-Global Perspective- Indian Context-Mac Millon India Ltd.
3. Saxena,Rajan,Marketing Management,Tata-McGrawHill,NewDelhi.
4. S.A.Sherlekar,R.Krishnamoorthy,MarketingManagement,HimalayaPublishing House.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER – IV- B.Com (Hon) CA/ BBA

Course 3: MARKETING MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
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- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

- 11.
- 12.
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- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

BUSINESS MANAGEMENT (MINOR)
SEMESTER – IV – B.Com (Hon) CA/GEN/ BBA
COURSE 4 : HUMAN RESOURCE MANAGEMENT

Theory

Credits: 4

4hrs/week

Course Objectives:

- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the strategies in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

UNIT-1:INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments.

UNIT-II:PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection.

UNIT-III:TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Executive Development-Concept, significance, Training Vs Development.

UNIT-IV:PERFORMANCE APPRAISAL

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal-Traditional and modern techniques.

UNIT-V:INDUSTRIAL RELATIONS

Industrial Relations-Definition, Significance ,Objectives of Industrial Relations. Industrial disputes-Types of Industrial Disputes.Grievance Redressal Procedure. Collective Bargaining-Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining.

Reference Books:

1. A Textbook of Human Resource Management – C.B. Mammoria & S.V. Ghankar. - Himalaya Publishing House.
2. Personnel and Human Resource Management - Text & Cases, P. Subba Rao, Himalaya Publishing House.
3. Human Resource Management – P. Jyothi, Oxford University Press.
4. Human Resource Management, R. Wayne Mondy, Robert M. Noe, Pearson Education.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - IV B.Com (Hon) CA/ BBA

Course 4: HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
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Section - B

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