

Sri Venkateswara University

BUSINESS MANAGEMENT (MINOR) III YEAR - V SEMESTER

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	Human Resource Management	4	4	25	75	100
	IV	4	Financial 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-V
COURSE-5:FINANCIAL MARKETS

Theory

Credits:4

4hrs/week

Course objectives:

- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.
- To develop an understanding on derivatives market.

UNIT-I:INDIAN FINANCIAL SYSTEM

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System
 -Financial markets-Financial institutions-Financial Instruments-Financial Services.

UNIT-II:MONEYMARKET:

Introduction-Definition of Money Market- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market-Money Market Instruments-Commercial Bills-Finance Bills or Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits,-Deficiencies of Money Market.

UNIT-III:CAPITAL MARKET:

Introduction- Meaning, Objectives and importance and Functions of Capital Markets – Structure of Indian Capital Market – Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-Gilt edged Securities (Government Securities, Semi Government Securities)-Regulation of Capital Market (SEBI) Primary Market (Functions, Methods and Operations of New Issue Market)-Secondary market(NSE)

UNIT-IV:FOREIGN EXCHANGE MARKET:

Features of Foreign Exchange Market-Functions and Organisation- Structure- Participants in the Foreign exchange Market- Forex Exchange rates (Spot & Forward) -Theory of Purchasing Power Parity-Arbitrage.

UNIT-V:THE DERIVATIVES MARKETS:

Futures (Swaps and forward contracts) & Options-Derivatives markets (MEFF)-Hedging Vs speculating with derivatives.

Reference Books:

1. Financial Markets, Institutions and Financial Services-Clifford Gomez-PHI Learning Private Limited.
2. L.M.Bhole, Financial Institution and Markets, McGrawhill.
3. ShashiK.Gupta,Nisha Agarwal and NeetiGupta, Financial Institutions and Market, Kalyani Publications.
4. T.R.Jain,R.L.Sarma- Indian Financial System-VKGlobal publisher.
5. JithendraGala –Guide to Indian Stock markets, Buzzing Stock publishing house.
6. SahaSiddhartha- Indian financial System-and Markets –McGraw hill Publications.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

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

SEMESTER - V

COURSE-5:FINANCIAL MARKETS

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-V**COURSE-6:PROJECT MANAGEMENT**TheoryCredits:44hrs/week**Course Objectives:**

- To expose Students to the concepts of project management and planning.
- To enable students identify and select of project and its feasibility.
- To equip the students with network analysis tools and project evaluation techniques.
- To make them understand about the human aspects in managing the projects in an organisation.
- Demonstrate effective project execution and control techniques that result in successful projects.

UNIT-I:PROJECT MANAGEMENT

Definition of Project, Types of Projects. Project management –overview, significance of PM. Project Life Cycle-Project Initiation, Project Planning, Project Execution, Monitoring and Control, Project Closure. Typical project management issues.

UNIT-II:PROJECT PLANNING AND SELECTION

Project planning process- Sources of new project ideas, Preliminary screening of projects. Initial project coordination, Identification and determinants of cost of project, its financing. Project Appraisal, Feasibility studies- finance, technical and market potential, Creating a Project Action Plan, Creating the Work Break Down Structure.

UNIT-III:NETWORK ANALYSIS AND PROJECT EVALUATION

Project Network Analysis- PERT/CPM, Time estimates in Critical Path Analysis, Floats and Project Time–Cost Trade-off in Project Time Management. Project evaluation methods- Payback Period, Net Present Value, Internal Rate of Return and Project Evaluation under uncertainty.

UNIT-IV:PROJECT ORGANIZATION

Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.

UNIT-V:PROJECT MONITORING

Designing the monitoring system, Project reporting, Measuring the performance of a project, Risk Management Process, Contingency Planning, Project Cost Management, Computerized Project Management Systems.

Reference ooks

1. Gopala Krishnan & Rama Murthy, A Text book of Project Management, Mc Millan India
2. S.Choudhary, Project Management, Tata McGraw Hill Publication.
3. Clifford F Gray, Project Management: The Managerial Process, Oregon State University.
4. Prasanna Chandra, "Projects ,Planning, Analysis, Selection, Financing, Implementation and Review", Tata Mc Graw Hill Company Pvt.Ltd., New Delhi 1998.
5. Erik Larson, Clifford Gray. Project Management. The Managerial Process. McGraw Hill Education.

Format of Model Question Paper

Semester-wise Syllabus under CBCS

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

SEMESTER - V

COURSE-6:PROJECT MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

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Section - B

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- 19.
- 20.

SEMESTER-V
COURSE-6:MANAGERIAL COMMUNICATION

Theory

Credits:45hrs/week

COURSE OBJECTIVES:

1. To help the students understand the principles of business communication.
2. To make the students aware of various types of communication.
3. To develop awareness on the role of various communication methods.
4. To make students understand business correspondence.
5. To enable the students understand the importance of technology related to communication for addressing the business audience.

Syllabus:

UNIT-I:CONCEPTS OF COMMUNICATIONS

Definition, Role of Communication in Business, Objectives of Communication. Process of Communication, Forms of communication- Written, Oral and non-verbal Communication, significance of non-verbal communication. Communication Road blocks, effective Listening.

UNIT-II:ORGANIZATIONAL COMMUNICATION

Formal and Informal Communication, Styles of Communication, Business etiquette, Barriers to Communication Gateways to Effective Communication, Mastering the art of conducting and giving Interviews,

UNIT-III:INTERPERSONAL COMMUNICATION

Significance of Interpersonal Communication-Role of Perception, Emotion and motivation in Inter Personal Communication. Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

UNIT-IV:BUSINESS CORRESPONDENCE SKILLS

Significance of Business Correspondence, essentials of effective Business Correspondence, Business Letter and Forms. Presentation Skills, Conducting Departmental Meetings, Use of Technology aided Business Communication, Telephone Communication ,Visual Communication, Audio Visual Communication, E-mail Messages- Tele and video Conferencing.

UNIT-V:REPORT WRITING

Significance of Report Writing, Structure of Reports. Types of Reports-Negative, Persuasive and Special Reporting, Informal Report- Proposals, Formal Reports- Organization of Press Meets –Media Management.

Reference books

1. K Bhardwaj, Professional Communication, IK International Publishing House, New Delhi.
2. Krizan,Merrier, Logan and Williams, Effective Business Communications, Cengage, NewDelhi.
- 3.Penrose,Business Communication for Managers, Cengage,NewDelhi.
4. Urmila Rai&S.M.Rai, Business Communication, Himalaya Publishers,
5. MeenakshiRaman—Business Communication, Oxford University Press.

Format of Model Question Paper

Semester-wise Syllabus under CBCS
(w.e.f. 2023-24 Admitted Batch)

SEMESTER - V

COURSE-6:MANAGERIAL COMMUNICATION

Time: 3 hrs

Max. Marks 75

Section A

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