Sixth Semester  Skill Development Paper-II  Hours:32

Objective: To make them to equip different skills required for their career.

Unit-1. Defining Communication-Special features of communication, Communication process – importance of Communication- Barriers to communication-Tips for effective communication-Tips for powerful presentation-Art of public speaking- public speaking tips.

Unit-2. Career planning-Benefits of career planning-Guidelines for choosing career-Myths about choosing a career- Tips for successful career planning-Things one should Know while starting career and during his career.


Unit-4. Interview Skills-Introduction- Types of Interview- Types of questions asked-Telephonic Interview-Dress code –Tips to make good impression in an interview- How to search for Job effectively.


Reference books:
2. Personality Development Dr. R.C. Bhatia. Ane Books Pvt. Ltd., Ansari Road, New Delhi-110002, India, Daryaganj.
DEVELOPMENT ACTIVITIES:

- Creating Power Point Presentation of Your College Profile.
- Write Simple VB programs to find Area of a Circle, Circumference of a Circle, Area of a Triangle, etc.
- Program like Simple Interest, Compound Interest and Future Annuity.

REFERENCES:

- Sushila Madan, Taxmann's.
- Pradhan, Satpati and Dhar, Principles of E-Commerce, Dishari Prakashani.
- Sudalaimuthu and S. Anthony Raj, Computer Applications in Business, HPH
- Saha, K.B. Manjunatha and Dr. T. Jayanna, Visual Basic and SQL, HPH
Bachelor of Business Management (BBM) CBCS: 2016-17

Course Code: Elective: 6.4

5 Hours of per Week

Computer-2

INTERNET, POWER POINT AND VISUAL BASIC

Course Objectives: To make the students to understand the concept of Internet, power point and visual basic.

Pedagogy: Combination of Class-room Lectures, Practice in the Computer Laboratory and exercises.

Module-1: INTRODUCTION TO INTERNET:

8 Hours

Meaning and brief history of Internet. Meaning of Intranet and Extranet, E-Mail, Meaning and features of Networking, LAN, WAN, MAN, WWW, Advantages and Disadvantages of Internet, Difference between Internet and Intranet.

Module-2: INTRODUCTION TO POWER POINT:

6 Hours

Introduction, Meaning of power point, uses, creating a presentation slide, design templates and blank presentation, working with the text in a slide, changing font, font size, bold, standard tool bar buttons.

Module-3: INTRODUCTION TO VISUAL BASIC:

16 Hours

Fundamentals of Visual Basic, Drawings with Visual Basic, Manipulating, Colors and Pixels with Visual Basic Multiple Document Interface, Constants, Operator, Conditional statements, Command Buttons, Labels, Text Box, Image, Shapes, Properties, etc.

Module-4: LOOPING:

10 Hours

Using Looping Procedures, For Statement, While Statement, Functions and Database programming with Visual Basic.

Module-5: VB PROGRAMS:

10 Hours

Writing Basic Programs, Addition, Modification and Deletion of Records, Single Document Interface, Creation of Dialogue Boxes.

Module-6: Orientation of Skills:

30 Hours

Simple Visual Basic Programs like Simple and Compound Interest, Future Annuity, Biggest and Smallest among Numbers.

VB programs like Generate Multiplication Table, Factorial, Fibonacci numbers.

VB Programs like Generate Natural Numbers, Even and Odd Numbers, etc.

VB Programs like Conditional Marks Card, Employee Salary, Commission Payable, etc.
Skill Development Activities;

1. List out the various mutual fund companies in the country
2. Visit Local stock brokerage office and collect the date of assessment of the stock prices in the share market.
3. Visit local Agricultural produce trading Market and write the procedure in trading the commodities.

For Reference:

- SAPM – punithavathy pandian – vikas publications
- SAPM – Shashi k gupta & rosy joshi – kalyani publishers
- SAPM – prasanna Chandra – Mc graw hill
- SAPM – sudhindra bhatt – excel books
PORTFOLIO MANAGEMENT

Course objective: is to acquaint the students with the basics of portfolio management

Pedagogy: a combination of lectures, case analysis, assignments and presentations, group discussions, field work

Module 1: Port folio Construction: 10 Hours

Meaning, approaches in portfolio construction – traditional approach: analysis of constraints, determination of objectives, selection of portfolio, diversification

Module 2: Portfolio Approaches: 16 Hours

Modern approach of portfolio construction: Markowitz model, simple diversification, Markowitz efficient frontier, Sharps optimal portfolio – problems there on

Module 3: Portfolio Risk Return Analysis: 16 Hours

Portfolio theory – assumptions, capital market line, security market line, simple problems, Arbitrage pricing theory – problems there on

Module 4: Portfolio Evaluation: 18 Hours

- Mutual fund, features, Sharps performance index, Treynors performance index, Jensons performance index - problems there on

Module 5: Commodity and Derivative Markets: 12 Hours

- Meanings and futures – Meaning, nature, distinctions

Module 6: Orientation of skills: 8 Hours

1. Case study – mutual fund companies.
2. Illustrate the various approaches to portfolio construction
1. Write a detailed notes in respect of designing and sustaining of brand strategies from the following:
   A. Brand Hierarchy
   B. Branding Strategy
   C. Brand Extension and Brand Transfer
   D. Managing Brand Over Time

Skill Development Activities:

1. List out a few celebrity brand endorsement and the appropriateness of using them.
2. Draw a chart showing the brand environment.
3. List out a few recent news and trend about brands.
4. List out some of the methods of brand valuation.
5. List out the few brands and the adjectives attached to their ads.
Bachelor of Business Management (BBM) CBCS: 2016-17

VI-SEMESTER

Course Code: Elective: 6.2

Marketing Management-2

PRODUCT AND BRAND MANAGEMENT

Module -1: Product Management:

12 Hours

Introduction To Product Concept, Meaning Of Product- Product Personality, Types Of
Product, Product Line, And Product Mix-Objectives Of Product Planning.

Module -2: Product Development:

18 Hours

Product Attractiveness, Factors, Influencing The Selling Of The Product-Changes Affecting
Product Management-Developing Product Strategy, Setting Objectives And Alternatives,
Product Strategy Over The Life Cycle, Customer Analysis, Competitor Analysis, Design Of
Manufacture, New Product Development-Product Differentiation And Positioning Strategies
Failure Of New Product.

Module -3: Market Potential And Sales Forecasting:

16 Hours

Sales, Forecasting, Qualities Of A Good Salesman, Recruitment Of Salesmen In The
Organization Product, Knowledge Planned Selling, Customer Psychology Buying Motives Of
Customer, Effective Speaking-Consumer Product Vs. Industrial Products, Planning For
Involvement In International Market.

Module -4: Brand Management:

14 Hours

Planning Of Brand- Brand Development, Product Vs. Brands, Goods And Services, Retailer
Distributor People And Organization, Brand Challenges And Opportunities. The Brand
Concept, Identifies, And Image.

Module -5: Brand Building:

12 Hours

Knowledge, Brand Portfolios And Market Segmentation-Steps Of Brand Building,
Establishing Brand Positioning, And Defining And Establishing Brand Values.

Module -6: Skill Orientation:

8 Hours
Module 6: Orientation of Skills

8 Hours

1. Identify and Record the present Trends in HRD
2. Collection of information of new sources of Recruitment
3. Identify and Record the present Trends in HRD

Skill Development Activities:

1. Visit and Identify Programmes conducted by any local industry as part of TQM.
2. Record the data of different types of sources of Recruitment.
3. Collect an advertisement copy of job vacancy and fill it.
4. Critically evaluate the role played by the HR Managers of two Organisations.

Books for Reference:

- Human Resource Management by P SubbaRao
- Human Resource Management by Shashi K Gupta and Rosy Gupta
- Human Resource Development by Sharma
- Human Resource Development by Rao and Varma
- Strategic Human Resource Management by Rajesh Viswanath
Bachelor of Business Management (BBM) CBCS: 2016-17

VI-SEMESTER

Course Code: Elective-6.1

5 Hours of per Week

Human Resource Management -2

STRAIGHTIC HUMAN RESOURCE MANAGEMENT

Course Objectives: The Objective as the Course is to expose the students to the various aspects at Human Resource Development Strategies for better Management of People in Organisation.

Pedagogy: Combined with Classroom Lecture, Seminars, Group Discussion and Case Studies.


20 Hours


16 Hours


12 Hours


12 Hours


12 Hours
Skill Development Activities:

1) Visit a Women and a Rural Entrepreneur in your area and collect information regarding the motivating factors for starting the enterprise.
2) Visit five small scale units in your area and collect the details regarding the nature of business, capital investment, number of employees, and raw materials used.
3) Visit the District Industrial Centre and list out the schemes of Government of Karnataka for Rural and Women Entrepreneurs.
4) Visit a nearby Bank and collect details regarding the loan facilities provided by the Bank to promote Rural and Women Entrepreneurship.
5) List the different agencies promoting Entrepreneurship in India.

Recommended Books for Reference:

1) Peter Drucker, Innovation and Entrepreneurship, TMH Publications.
3) Gupta and Srinivasan, Entrepreneurship Development in India, Sultan Chan and Sons.
6) Dr. G.T. Govindappa, Rural Entrepreneurship, Chethana Book House.
7) S. S. Khanka, Entrepreneurial Development, Sultan Chand and Sons.
8) Baliger G. B., Entrepreneurship Development and Small Scale Industries
Bachelor of Business Management (BBM) CBCS: 2016-17

VI-SEMESTER

Course Code: Core: 6.5 ENTREPRENEURSHIP DEVELOPMENT

Objectives: To enable the students to understand the theoretical and practical aspects of entrepreneurship.

Pedagogy: Combination of classroom teaching, case study analysis, group discussion and field work.

Module-1: Entrepreneur and Entrepreneurship:

Meaning and Definition of Entrepreneur, Entrepreneurship, Characteristics of Entrepreneurs, Types of Entrepreneurs, factors motivating to entrepreneurs, Role of Entrepreneurship in Economic Development, Intrapreneurship, Entrepreneurs Vs Intrapreneur, Manager Vs Entrepreneur.

Module-2: Rural and Women Entrepreneurship:


Module-3: Entrepreneurial Development Programmes:

Meaning and Definition of Entrepreneurial Development Programmes, Objectives, Need for Training and Development, Phases of Entrepreneurial Development Programmes, Institutional support system to entrepreneurs.

Module-4: Project Identification and Formulation:


Module-5: Micro, Small and Medium Enterprises:


Module-6: Orientation of Skills:

a) Prepare a project report to relating to any MSMEs.

b) List the different Entrepreneurship Development Programmes organised by DIC and discuss their significance.
Module 6: ORIENTATION OF SKILLS

08 Hours

1. Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.

2. Draft a complaint to District Consumer Forum on the deficiency of service in a reputed corporate hospital for medical negligence.

SKILL DEVELOPMENT ACTIVITIES

1. Prepare a chart showing sources of business law and Indian Constitution Articles having economic significance.
2. Draft digital signature certificate.
3. Collect information of the leading cases and form groups in the class room and conduct group discussion.

BOOKS FOR REFERENCE:

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
6. Tulsian Business Law, Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.
8. Kamakshi P & Srikumari P, Business Regulation
9. Dr. Alice Mani: Business Regulations, SBH.
BUSINESS LEGISLATIONS

The objective is to introduce the students to various legislations affecting business and familiarize the students with such legislations.

Methods: Combination of Class-room lectures, Case Studies, Group Discussion, Seminar, Soft Skills and Field work

1: INTRODUCTION TO BUSINESS LAWS


2: CONTRACT LAW


3: THE COMPETITION ACT - 2002

The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, the components of Competition Act, CCI, CAT, offences and penalties under the Act.

4: CONSUMER PROTECTION ACT


5: FEMA Act

1999: Objects of FEMA, definition of important terms - authorized dealer, currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the Act, offences and penalties.
Module-5: Budgetary Control: 12 Hours

Meaning, Definitions, Objectives, Types of Budgets- Flexible Budget, Cash and Sales Budget. Problems there on

Module-6: ORIENTATION OF SKILLS 8 Hours

1. Prepare a Comparative Financial Statement by Collecting Financial Statements of a Company Published in Newspapers.
2. Prepare a Cash Budget for a Particular Period by Collecting Data of any firm.

Skill Development Activities:

1. Advise any firm to implement ratio analysis technique for improving their business results.
3. Write the procedure in preparing the company annual budgets.

Reference Books:

1. Made Gowda J., Accounting for Managers, Himalaya Publishing House
2. Gupta S.P., Management Accounting
3. Sharma R.K. & Gupta, Management Accounting
4. Maheshwari S.N., Management Accounting
5. Goyal S.N. & Dr. Manmohan, Management Accounting
Bachelor of Business Management (BBM ) CBCS: 2016-17

VI-SEMESTER

Course Code: Core: 6-3 MANAGEMENT ACCOUNTING

5 Hours of per Week

Course Objectives: To understand the applications and the utilities of management accounting for organizations in dynamic business world.

Pedagogy: Combination of Class-room Lectures, Financial and Cost Statements Analysis, Student Presentations and Practical Applications.

Module-1: Introduction to Management Accounting 10 Hours

Meaning, Definitions, Objectives and Scope of Management Accounting, Significance and Limitations of Management Accounting, Management Accounting Vs. Financial Accounting, Management Accounting Vs. Cost accounting.

Module-2: Financial Statement Analysis 16 Hours


Module-3: Ratio Analysis 20 Hours

Meaning and Definitions, Importance and Limitations of Ratio Analysis, Classification of Ratios and problems on the following:


b. Profit and Loss Account Ratios: Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Operating Profit Ratio, Stock Turnover Ratio

c. Inter-Statement Ratios: Debtors’ Turnover Ratio, Debt Collection Period, Creditors Turnover Ratio, Debt Payment Period, Return on Capital Employed Ratio

Module-4: Fund Flow and Cash Flow Statements: 14 Hours

Books for Reference:

1) Dr. Aswathappa-International Business
2) P Subba Rao-International Business
3) Shyam Shukla-International Business
4) Francis Cherunilam-International Business, Prentice Hall of India
5) Mahua Dutta-International Business, I. K. Intl
6) Dr. Ramachandra, Dr. Chandrashekhar, International Business
Bachelor of Business Management (BBM) CBCS: 2016-17

VI-SEMESTER

Course Code: Core: 6.2 : GLOBAL BUSINESS MANAGEMENT

5 Hours of per Week

Objectives: To enable the students to understand the various aspects relating to Global Business.

Pedagogy: Combination of Class-room lectures, Case studies, Group Discussion, Seminar, Soft Skills, Presentations and Field work.

Module 1: Introduction to Global Business Management: (12 Hours)

Module 2: Global Trade Policies: (14 Hours)

Module 3: Modes of Entry into Global Business: (14 Hours)
Different modes of entry to Global Business-Exporting-Licensing-Franchising-Contract Manufacturing-Turn Key projects-FDI-Mergers, Acquisitions and Joint Ventures-Their Comparison.

Module 4: Globalisation and MNC's: (18 Hours)
Meaning, Definition, Features Stages and Components (Market, Production, Invention and Technology) of Globalisation-Arguments in favour and against of Globalisation-Advantages and Disadvantages-Meaning, Definition, Features of MNC's-IC, MNC, GC and TNC (concepts only) - Merits and Demerits of MNC's.

Module 5: Recent Trends in Global Business: (14 Hours)

Module 6: ORIENTATION OF SKILLS: (8 Hours)
1. Collecting Information on MNC's of Indian Origin and Foreign Origin.
2. Collecting Information on India's Major items of Import and Export.
3. Understanding Balance of Trade and Balance of Payment-Understanding TRIPs and TRIMs.

Skill Development Activities:
1. Listing Regional Trading Blocks and their Constituent countries and their objectives.
2. Illustrate any 5 Indian MNCs.
3. List out any 10 Foreign MNCs.
BOOKS FOR REFERENCE:
1. Statistical Methods - S. C. Gupta
3. Statistics (Theory, Methods & Applications) - Sanchati & Kapoor.
5. Business Statistics - G. V. Kibhojkar
Bachelor of Business Management (BBM) CBCS: 2016-17

VI-SEMESTER

Course Code: Core: 6.1 STATISTICAL METHODS AND TECHNIQUES

Objectives: To enable students to understand the practical application of statistical tools in business area.

Pedagogy: Combination of Class-room lectures, Case studies, Group Discussion, Seminar, Soft Skills, Presentations and Field work.

Module-1: CORRELATION ANALYSIS: (14 Hours)
Meaning, Definition and Types of Correlation, Degree of Correlation, Karl Pearson’s and Bowley’s Co-efficient of Correlation, Probable Error (Univariate and Bivariate Tables). Problems thereon.

Module-2: REGRESSION ANALYSIS: (12 Hours)
Meaning, Lines of Regression, Relation between correlation coefficient and Regression coefficient. Determination of Regression Co-efficient, Estimation through Regression Equations (Univariate and Bivariate Tables), Problems thereon.

Module-3: STATISTICAL QUALITY CONTROL (16 Hours)
Meaning, Causes of Variations, Advantages, Types of control Charts: Control charts for Variables-Mean Chart and Range Chart.

Module-4: TIME SERIES ANALYSIS: (14 Hours)
Introduction, Definition, Utility and Components of Time Series, Measurement of Trend: Meaning, Methods: Graphic, Semi-Average, Moving Average and Method of Least Square, Problems on each method.

Module-5: INDEX NUMBERS: (16 Hours)
Meaning, Purpose, Steps and Problems in the Construction of Index Numbers, Limitations, Types -Weighted, Simple Aggregate Index Number, Simple Price Relative Method, Weighted Index Numbers, Laspeyre's, Paasche's, Bowley’s and Fisher’s, Ideal Index Numbers, Test of Adequacy - TRT and FRT- Cost of Living Index Number - Aggregate Expenditure Method, and Family Budget Method.

Module-6: ORIENTATION OF SKILLS (8 Hours)
1. Forecast the sales of a firm using time series technique (at least 10 years).
2. Correlation between any two quantitative variables of your choice.

SKILL DEVELOPMENT ACTIVITIES:

1. Collect the GDP growth rate statements, diagrams and graphs.
2. Construct the cost of living index of two families and interpret.
3. Finding the unknown value by using Regression Equation.
Fifth Semester - Skill Development Paper-I

Objective: To enable the students to understand the importance of Personality and develop soft skills for their future life.

Unit-1. Personality: Meaning-Development-components of Personality-Elements of Success-Determinants of Personality-Soft skills-importance of soft skills-different soft skills-training.

Unit-2. Know Thyself/Self-Discovery: Importance of knowing yourself-SWOT analysis-Benefits of SWOT analysis-SWOT analysis grid-Questions to complete the grid.

Unit-3. Forming values:Introduction-Meaning-what is value & values relating to education-self and others, Civic responsibility, Personal values-cultural values, Social values.

Unit-4. Art of listening: Benefits of active listening-common poor listening habits-Listening Tips-Art of reading – determining reading rates-Activities for increasing reading rates: Art of writing-importance of writing-writing tips. Art of E-mail writing.

Unit-5. Body Language: Forms of body language-Parts of body language-Developing confidence with correct body language. Etiquette and Manners-Benefits of Etiquette and manners-Practicing good manners. Manners in different places and functions.

Reference books:

BOOKS FOR REFERENCES:

1. ORACLE -10, Ivan Bayross, BPB Publications.
3. Information Technology, Dr. Sushila Madan, Taxmann’s.
Bachelor of Business Management (BBM) CBCS: 2016-17

V-Semester

Course Code: ELECTIVE: 5.4

DBMS AND TALLY

Course Objectives: To enable the students to learn simple tasks of Database Management System Using Oracle and Tally.

Pedagogy: Combination of Class-room Lectures, Practice in the Computer Laboratory and Exercises.

Module-1: INTRODUCTION TO MIS: (10 Hours)
Meaning and Definition of Management Information system (MIS), Features, Advantages, Disadvantages, Objectives, Role and Importance of MIS, DSS, Expert system and Meaning of Data and Information, Differences between data and information.

Module-2: M-COMMERCE: (10 Hours)

Module-3: DATA BASE MANAGEMENT SYSTEM: (15 Hours)
Meaning of Data, Database, RDBMS, Features, Advantages and Disadvantages of Database, Need of Relational Database, Models of Database Management System.

Module-4: INTRODUCTION TO SQL (ORACLE): (10 Hours)
SQL Meaning, Concepts, Commands, Data Definition, Data Manipulation Commands, SQL*plus Editing Commands, Create Table, Insert Into, Primary Key, Select, Delete, Update, Rollback, Commit and Save.

Module-5: COMPUTERIZED ACCOUNTING IN TALLY: (10 Hours)

Module-6: ORIENTAION OF SKILLS: (25 Hours)
1. Employees Salary Database Creation.
2. Viewing Employees Database by using Select.

SKILL DEVELOPMENT ACTIVITIES:
1. Create a structure of a Table named ‘Employee’ with the following attributes: E num, E name, Designation, Dept, Basic pay.
2. Give the steps for creating query using the table Employee to calculate salary elements (DA, HRA, etc).
3. Visit Business organization and collect about new type of accounting system.
Books for Reference:

1. SAPM—punithavathy pandian—vikas publications
2. SAPM—Shashi k gupta & rosy joshi—kalyani publishers
3. SAPM—prasanna Chandra—Mc graw hill
4. SAPM—sudhindra bhatt—excel books
Bachelor of Business Management (BBM) - CBCS: 2016-17

V-Semester

Course Code: ELECTIVE: 5.3

Financial Management-I

SECURITY ANALYSIS

Course Objective: Acquaint the students with the basics of investment management

Pedagogy: A combination of lectures, case analysis, assignments and presentations, group discussions, field work, stock trading observations.

Module 1: Introduction to investment: Meaning of security analysis, Meaning and objectives of investment, distinction of investment and speculation, process of investment. [15 Hours]

Module 2: Investment alternatives: Negotiable securities, non negotiable securities, other classifications, real assets, real estate, art and antiques. [15 Hours]

Module 3: Risk analysis: Definition, systematic risk, unsystematic risk, risk measurement, problems: std., deviation, alpha and beta calculations, valuation of fixed and variable income securities yield to maturity, NPV-problems. [15 Hours]

Module 4: Fundamental and Technical analysis: Economic analysis, industry analysis, company analysis, technical tools, Dow theory. [12 Hours]

Module 5: Market efficiency: Basic concepts, Random walk theory, hypothetical test-Run test problems. [15 Hours]

Module 6: Orientation of skills [8 Hours]

1. Draw a chart of Types of Investments.
2. Illustrate the Risks involved in the Investments in Stocks and Debentures.
3. Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years.

Skills Development:

1. Visit the local stock Brokerage office and gather the information about the stocks and share prices of the reputed companies in the country.
2. Illustrate the procedure in buying of the stocks in the stock market.
3. Identify and list out at least 10 Companies whose market share prices are more than 10 times of their face value of the shares.
Module -6: Orientation of Skills [ 8 Hours]

1. Write detailed notes in respect of consumer and market segmentation.
2. List out characteristics of Indian consumer buying behavior.
3. Identify the various aspects of the culture, sub-culture and cross culture.

Skill development activities:

1. List out the theories of consumer behaviour.
2. List out buying decisions involved in industrial buying process.
3. List out the buyers decision making process.
Bachelor of Business Management (BBM) CBCS: 2016-17

V-Semester
Course Code: ELECTIVE: 5.2

5 hours of per Week
Marketing Management-I

CONSUMER BEHAVIOUR

Course Objectives: To familiarize the students with various elements of behaviour of the consumers and their attitude.

Pedagogy: Combination of Class-room lectures, Case studies, Group Discussion, Seminar Presentations, Soft skills and Field work.

Module -1: The Role of Consumer behaviour in marketing: [14 Hours]

Module -2: Consumer Decision Making Process: [16 Hours]

Module -3: Social class-Social Stratification: [16 Hours]
Meaning And Definition Of Social Stratification, Factors Responsible For Social Stratification Characteristics Features Of Social Classes, Social Influence On Consumer Behaviour, Culture-Meaning And Definitions, Sub Culture Cross Culture Marketing Analysis, Conclusion

Module -4: Organizing Buying behaviour: [10 Hours]

Module -5: Industrial/Organizational buying behaviour: [16 Hours]
Module – 6 Orientation of Skills

1. List the operational Goals of Organisation Development
2. Write down the method of training suitable for following industries
   a) Hotel, b) Telecom, c) Banking Institutions, d) Hospitals, e) Manufacturing units.

Skill Development Activities:
1) List out the objectives of HRD of Business Enterprises.
2) List out the circumstances under which counseling is required in hospitals, hotels, chemical industries etc.,
3) Visit any industry near to your location and write method of using computer and internet in the development of HR.

Books for Reference:
1) Pandey, Human Resource Development.
4) Jean Marleen, Performance Oriented Human Resource Development.
7) Gupta & Chhabra : Human Resource Information System
Objective: To enable the students to understand the various concepts of Human Resources Development and also the recent trend in Training and Development.

Pedagogy: Combination of class room teaching, case study, analysis, group discussion and field work.

Module - 1: Human resource Development 12 Hours
Meaning and importance of human resource development, Objectives of human resource development. Scope of human resource development

Module - 2: Training and Development 18 Hours
Meaning and definition of Training. Orientation and training process, needs and analysis techniques, evaluating training efforts, Methods of training, sensitivity training - types roles of instructor, method, feedback, goals, misconceptions; case study, role play, business game, in-basket exercise, Designing training program - performance appraisal as a tool.

Development Nature and purpose of management development, on-the-job training, job rotation and management, off-the-job management development techniques, computerized managerial assessment and development program, using HR to build a responsive learning organization.

Module - 3: Organisational Development 16 Hours
Introduction, definition and concept, characteristics, operational goals of OD, conditions for OD success, Phases of OD, Techniques of OD, benefits and limitation, OD change process Types of change, managing resistance, OD assumptions.

Module - 4: Development of Managers in HRD 16 Hours
Meaning of Potential Appraisal, meaning of counselling, counselling as a process of developing in organisation. Definition and concept counselling, objectives, what constitutes, conditions for effective counselling, process of counseling.

Module - 5: Recent Trends in the Area of HRD 10 Hours
Recent trends in the area of HRD - Personality quotient, Emotional quotient and others, the use of computer and the internet.
BOOKS FOR REFERENCE:
1. Dr. Sathya Prasad & P.V. Kulkarni, Financial Management.
2. V.K. Bhalla, Investment management.
5. Dr. S.N. Maheswari & Dr. C.B. Gupta, Financial Management.
8. Sharma & Gupta, Financial Management
FINANCIAL MANAGEMENT

Course Objectives: To develop ability among the students to take financing and investment decisions using various tools and techniques of Financial Management.

Pedagogy: Combination of Class-room lectures, Case studies, Group Discussion, Seminar, Soft Skills, Presentations and Field work.

Module - 1: Financial Management and Financing Decision 10 Hours

Module - 2: Cost of Capital 15 Hours

Module - 3: Capital Structure and Leverages 15 Hours

Module - 4: Capital Budgeting 16 Hours

Module - 5: Management of working capital 16 Hours
Meaning - Introduction - concepts of working capital - Factors Influencing working capital Requirements - Importance of adequacy of working capital - Components of working capital Cash Management - Receivables Management and Inventory Management (Meaning and Importance Only) - Simple Problems on estimation of working capital requirements

Module - 6: Orientation of Skills 8 Hours
1. Prepare a capital budget by applying different techniques for a new business to be started

SKILL DEVELOPMENT:
1. Collect and paste share application form of IPO.
2. Collect EPS of at least 5 companies for 3 years and draw EPS chart.
3. Illustrate operating cycle for at least two different companies of your choice.

V-SEMESTER 5 Hours of per Week
Course Code: Core: 5.5
Bachelor of Business Management (BBM ) CBCS: 2016-17
Organisations.

REFERENCE BOOKS:
1. Prasad L.M., Organizational Behavior, Sultan Chand and Sons.
Dr. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House
Bachelor of Business Management (BBM) CBCS: 2016-17

V-SEMESTER

Course Code: Core: 5.4  ORGANIZATIONAL BEHAVIOR

Course Objectives: The objective is to help student comprehend, perceive and understand group dynamics & behavioral aspects in an organization. Develop decision making skills through case discussions.

Pedagogy: Combination of Class-room lectures, Case studies, Group Discussion, Seminar Presentations, Soft Skills and Field work.

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<tr>
<th>Module-1: INTRODUCTION:</th>
<th>(14 Hours)</th>
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<tr>
<th>Module-2: INDIVIDUAL BEHAVIOUR:</th>
<th>(16 Hours)</th>
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<tr>
<th>Module-3: GROUP DYNAMICS AND ORGANISATIONAL STRUCTURES:</th>
<th>(16 Hours)</th>
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<th>Module-4: ORGANIZATION CULTURE AND CONFLICT:</th>
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<th>Module-5: ORGANIZATIONAL CHANGE AND DEVELOPMENT:</th>
<th>(10 Hours)</th>
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<th>Module-6: INCULCATION OF SOFT SKILLS:</th>
<th>(8 Hours)</th>
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<td>1. Collect Organisational Structures of Five Companies along with the Executive Names. 2. Study an Application of Social Learning Theory. 3. Form Different Types of Groups and Analyse Group Cohesiveness.</td>
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**SKILL DEVELOPMENT ACTIVITIES:**

1. Draw different Types of structure of an Organisation.
2. Identify the Personality Traits of any Five Personalities.
3. Prepare a Questionnaire with at least Ten Questions on Attitudes of Employees towards the
Skill Development Activities:

1. Visit a tour and travel agency and prepare an organisation chart.
2. Interact with tourist operators and identify the areas of tourism management.
3. Prepare a chart showing customer service rendered by a tourist operator.
4. Visit a Super speciality Hospital and list out the services available there.
5. Visit a stock brokerage office and list out financial services rendered by the stock brokers.

Books for Reference:

Services Marketing: The Indian Perspective by Shankar and Ravi
Service Management by Dr. Ramachandra and Dr. Chandrasekhar
Service Marketing, Concepts, Practices and Cases by Dr. Shajahan
Service Marketing by Venugopal, Vasanthi and Raghu VN
Bachelor of Business Management (BBM) CBCS: 2016-17

V. Semester. BBM
Course Code: Core: 5-3 SERVICES MANAGEMENT

5 Hours per Week

Course Objectives: This course enables the students to acquire the requisite knowledge about the working of the financial service institutions in India.

Pedagogy: Combination of class room lectures, Case Laws, group discussion and field work.

Module-1: Nature of Services: Meaning, Definition and Characteristics of Services-Types and classification of Services-marketing Mix in service Industry- Growth of service Sector-service process- Building customer loyalty and managing the service sector. 10 Hours


Module-3: Finance and Marketing Services: Financial Services-Meaning, features, importance-contribution of financial services in promoting industry-Financial Instruments – Types Mutual funds-Factoring-Leasing-Venture Capital. Marketing Service –meaning, features, importance-contribution of marketing services in promoting industry and impact on growth of economy- customer service-Types of marketing services 20 Hours

Module-4: Health Care and Education Services: Health care: meaning and importance of Health care-Hospitals and evolution of Hospital Industry –Nature of services-Risk involved in Health care services-Marketing of medical service-Hospital extension services-Pharmacy, Nursing, Medical transaction. Educational services: A brief insight into Indian Education System – Issues in Educational System- Modern trend in educational services. 20 Hours

Module-5: Tourism and Travel Services: Introduction-Evolution of Tourism Industry-Concepts and Nature of Tourism-significance of Tourism Industry-Market segmentation in tourism-Marketing Mix of tourism- Recent trends in tourism and travel services. 8 Hours

Module-6: orientation of skills 8 Hours

Prepare a Chart on conditions to be complied for a star hotel status

Prepare any two Insurance policy bonds and list out the conditions laid down in the policies
Module-6: Orientation of skills  

I. Collect a salary slip from an employee of any organization and write a report on.

2. Collect Information about Standard Rent and Fair Rent in your area and determine the Annual value with the help of Information collected.

Skill Development Activities:

1. List the Ten Tax payers in your area and explain their residential status.

2. Explain meaning of salary for different purposes.

3. Collect a certificate of Income tax Exemption v/s 80G of any Institution and write a report on.


Books for Study:


Reference Books:

1. Lal B.B, Direct Taxes


Bachelor of Business Management (BBM) CBCS: 2016-17

Course Code: Core: 5.2  INCOME TAX ON INDIVIDUALS

Objectives: To familiarize the students with legal provisions and procedural aspect of Individual Income Tax.

Pedagogy: Combination of class room teaching, case study analysis, group discussion and field work.

Note: This subject should be taught with reference to the provisions of Income Tax Act 1961 and Rules as Amended from time to time & up to date.

Module-1: Introduction (08 Hours)

Basic Concepts - Assessee, Person, Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Exempted Incomes U/S 10.

Module-2: Residential Status and Incidence of Tax (12 Hours)

Residential Status of an Individual (Excluding Problems) and Incidence of Tax (Simple Problems).

Module-3: Computation of Income under different Heads: (26 Hours)

A) Income from Salary (Excluding Retirement) B) Income from House Property.
C) Profits and Gains of Business or Profession. D) Capital Gains (Excluding Shares and Bonds) E) Income from other Sources. Simple Problems on different Heads.

Module-4: (10 Hours)

A) Aggregation of Incomes, Set-off and Carry Forward of Losses (Theory Only).
B) Deductions: Deduction U/S 80 C to 80 U (Section 80 C, 80 CCC, 80 CCD, 80 D, 80 DD, 80 E, 80 G, 80 GGC and 80 U Only) (Excluding Problems).

Module-5: Computation of Total Income and Tax Liability of Individuals. (Simple Problems) (16 Hours)
BBM

Bachelor of Business Management (BBM) CBCS: 2016-17

V-SEMESTER

Course Code: B.B.M. Core: 5.1  FUNDAMENTALS OF STATISTICS

Objectives: To familiarize the students with the fundamental tools of Statistics.

Pedagogy: Combination of Classroom lectures, Case studies, Group Discussion, Seminar, Soft Skills, Presentations and Field work.

Module-1: INTRODUCTION TO STATISTICS: (10 Hours)
Meaning, Definitions, Characteristics, Functions, Scope and Limitations of Statistics.
Statistical Investigation - Meaning and Steps in brief.

Module-2: COLLECTION OF DATA: (14 Hours)

Module-3: DIAGRAMMATIC AND GRAPHIC REPRESENTATION OF STATISTICAL DATA: (14 Hours)
Meaning, Types of Diagrams - Simple, Multiple, Sub-divided, Percentage and Rectangle. Graphs - Histogram and Location of Mode; Ogive Curves and Location of Median and Quartiles.

Module-4: MEASURES OF CENTRAL TENDENCY (AVERAGES): (14 Hours)

Module-5: MEASURES OF DISPERSION AND SKEWNESS (20 Hours)
Meaning, Properties of Dispersion – Types - Range, Quartile Deviation, Mean Deviation (by Mean, Median and Mode) Standard Deviation and Co-efficient of each method. Meaning, Types, Tests of Skewness, Absolute and Relative measures of Skewness, Methods - Karl Pearson’s Co-efficient of Skewness and Bowley’s Co-efficient of Skewness.

Module-6: ORIENTATION OF SKILLS (8 Hours)
1. Prepare a questionnaire to study the consumer satisfaction of any product.
2. Collect the secondary data of production, sales and profit for three years of any organisation and prepare percentage bar diagram.

SKILL DEVELOPMENT ACTIVITIES:
1. Collect the Population Census Reports from the website.
2. Preparation of Statistical Tables.
3. Finding of consistency of two batsmen on the basis of runs scored in ten test matches.

BOOKS FOR REFERENCE:
1. Statistical Methods - S. C. Gupta
5. Business Statistics – G. V. Kibhojkar