

DEPARTMENT OF BUSINESS ADMINISTRATION

Electives offered to other departments

Course Code	Course Title	Hours per week		C	Marks		
		L	P		CIA	ESE	Total
19BUSX105A	Management Process	3	0	3	25	75	100
19BUSX205A	Marketing Management	3	0	3	25	75	100
19BUSX305A	Training and Development	3	0	3	25	75	100
19BUSX405A	Entrepreneurship Management	3	0	3	25	75	100

Value Added Courses

Course Code	Course Title	Hours per week		C	Marks		
		L	P		CIA	ESE	Total
19BUSVAC21	Small Business Management	3	0	3	25	75	100
19BUSVAC31	Introduction to Business Analytics	3	0	3	25	75	100

ABUS - 105 : MANAGEMENT PROCESS (I SEMESTER)

Learning Objectives

The objective of this course is

LO1: To impart knowledge in general management practice in an organization.

LO2: To provide managerial skills to students to manage an organization.

LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.

Unit-1 Introduction (14 h)

Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving. Understanding and managing group processes – Group decision making.

Unit-2 Planning (10 h)

Distinction between operational and strategic planning – Types of plans –Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit-3 Organising (12 h)

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority – Charismatic authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization.

Unit-4 Staffing and Directing (10 h)

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination.

Unit-5 Supervising Control and MBO (14 h)

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – RensisLikert studies of supervision – Effectiveness – Concept of control – Importance of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception.

Text Books

1. Ramasamy.T, Principles of Management, Himalaya publishing House, Mumbai 2004.
2. Gupta.C.B., Management Theory and practice, Sultan chand& sons, Newdelhi,2011.

Supplementary Readings

1. Stoner.J, Management, 6th Edition, New Delhi, Prentice hall of India.2003.
2. Heinz WelhrichandMark.VCannice, Harold koontz, Management (12th Edition) Tata McGraw hill, Newdelhi,2012

3. Bhushan Y.K, Fundamentals of Business organization and Management, Sultan Chand & Sons, New Delhi 2013.
4. Samuel C, Certo and S. Trevis Certo, Modern Management, PHI Learning, New Delhi, 2008.

Course outcomes

Upon completion of the course, students will be able to

CO1: Analyse the planning activities in an organization.

CO2: Evaluate the organization structure and quality policy of an organization.

CO3: Compare the roles and responsibilities of line and staff organization.

ABUS - 205 : MARKETING MANAGEMENT (II SEMESTER)

Learning Objectives

This course focuses

LO1: To familiarize with the various concepts in marketing

LO2: To acclimatize the students about the marketing environment

LO3: To understand consumer behaviour

LO4: To analyse the factors influencing consumer decision

LO5: To develop the ability to design best marketing strategy

Unit-1 Marketing and its Environment (14 h)

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies.

Unit-2 Market Analysis and Segmentation (12 h)

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer's opinion – Composite Sales force opinion – Experts opinion – Market test method.

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy.

Unit-3 Product and Pricing Strategies (10 h)

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labeling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of.

Unit-4 Physical Distribution and Promotion (14 h)

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentalism – Global Marketing – Services Marketing.

Unit-5 Consumer Behaviour and CRM (10 h)

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process –

Strategies – Family decision making – Stages in buying process – Dissonance behaviour. Customer Relationship Management.

Text Books

- 1) Gupta, G.B. and N. RajanNair., Marketing Management, Sultan Chand & Sons, New Delhi, 2016.
- 2) Philip Kotler, and Kavin Lane Keller, Framework for Marketing Management, 6th Edition, Pearson Education, NewDelhi, 2016.

Supplementary Readings

1. Karen Webb, Consumer Behaviour, 2nd Edition, Tata McGraw Hill, New Delhi, 2011.
2. Philip Kotler, Kevin keller, Abraham Koshy and Jha, Marketing Management, 14th Edition, Pearson Education, New Delhi, 2012.
3. RamasamyNamakumari, Marketing Management, Asian Perspective, McMillan, New Delhi, 2016.
4. Russel S. Winer, Marketing Management, Tata McGraw Hill, New Delhi, 2012.
5. Warren J. Keegan, Global Marketing Management, 8th Edition, Pearson Education, NewDelhi, 2014.

Course Outcome

Upon completion of the course, the student will

CO1: Demonstrate a clear understanding of the marketing concept

CO2: Describe the major factors that influence consumer purchasing decisions

CO3: How price affects the value of the organization's products or services

CO4: Evaluate how marketing strategies align with corporate strategies

CO5: Present a marketing plan

ABUS - 305 : TRAINING AND DEVELOPMENT

Learning Objectives

The Objective of this course is

LO1: To provide an in-depth understanding of the role of Training in the HRD

LO2: To enable the course participants to manage the Training systems and processes.

LO3: To provide an in-depth understanding of management Development.

Unit-1 Introduction (14 h)

Concepts of Training and Development – Learning principles – Learning curve – Identifying training needs – Structure and functions of training department – Evaluation of Training programme – Roles, Responsibilities and Challenges to Training Managers.

Unit-2 Training Techniques (12 h)

Techniques of on-the-job training – Coaching – Apprenticeship – Job rotation – Job instruction Training – Training by supervisors – Techniques of off-the-job training; Lectures, Conferences, Group, discussion – Case studies, Role playing, Programmed instruction, T-Group Training – Simulation, Brain Storming, Audio visual lessons – In basket games, Transcendental meditation and Psychodrama.

Unit-3 Career – Planning (10 h)

Concept of Career – Career Stages – Career planning and Development – Need – Steps in Career planning – Methods of career planning and Development – Career problems and solution – GUIDELINES for Career Management.

Unit-4 MDP and Training Institutions (10 h)

Concept of Management Development – Need and importance of management Development – Management development process – Components of MD programme – Need for Training in India – Government – Policy on Training – Training institutes in India.

Unit-5 MDP Institutions (14 h)

Management Development Institute: – Management development programmes in public sector and private sector organizations – Productivity councils – Management Associations – Educational Institute – Consultant – Critical appraisal of training and development programme in India.

Text Books

1. Raymond Andrew Noe, "Employee Training & Development", McGraw-Hill Education, 2016
2. Alan Michael Saks, Robert R. Haccoun, "Managing Performance Through Training and Development" Nelson Education, 2015

Supplementary Readings

- 1) Janakiraman. B, Training and Development - Indian Text Edition, Dreamtech Press, 2007.
- 2) KVSS N. Rao, Training and Development, Creative Common Attribution, 2012.
- 3) Lynton, R. Pareek, U., Training for Development, Vistaar, 2nd ed., New Delhi, 1990.
- 4) Raymond Andrew Noe, Employee Training & Development, Tata McGraw Hill, International Ed., New Delhi, 1999.
- 5) Robert Craig, The ASTD Training and Development Handbook: A Guide to Human Resource Development American Society for Training and Development, USA.
- 6) Rolf Lynton and UdaiPareek, Training for Development, Sage Publications India (P) Ltd., New Delhi, 1990.
- 7) Kenneth G. Brown "The Cambridge Handbook of Workplace Training and Employee Development", Cambridge University Press, 2017

Course Outcomes

Upon completion of this course the students will be able to

CO1: Understand the concept of Training and Development

CO2: Understand the Techniques of on-the-job training and off-the-job training

CO3: Describe the guidelines for Career Management

CO4: Analyse the need for training in India

CO5: Explain about the Management development programmes in public sector and private sector organizations

ABUS - 405 : ENTREPRENEURSHIP MANAGEMENT (IV SEMESTER)

Learning Objectives

The Objective of this course is

LO 1: To impart knowledge in projectmanagement tools and techniques practiced in a project.

LO 2: To provide exposure in the methods adopted in identifying a new project and to know the difference between pre-feasibility and feasibility study.

LO 3: To understand the role of entrepreneur in the Indian context and to expose to the importance of small scale industry.

Unit–1 Entrepreneur (14 h)

The Entrepreneur – Definition – Characteristics – Types – Development of Entrepreneur: Training and Development – State participation in financial institutions, Promotional agencies and NGOS.

Unit-2 Institution Interaction (12 h)

Interaction between Government, Business and Different Chambers of Commerce and Industry in India – Industrial policy resolution – New Industrial policy of the government – Concentration of economic power – Role of multinationals – Foreign capital and Foreign collaborations.

Unit-3 Small Business (14 h)

Check list for Organising and Operating small business – Entrepreneurs and Business executives – Personnel – Administration and Management development

Small scale industries – Definition – Classification of small scale industries – Government's policy with regard to small scale industries – Its significance in the Indian economy – Problems and possibilities of ancillary industries – Sickness in small scale Industries – Causes and Remedies – Government clearance for establishing a new enterprise.

Unit-4 Finance for Entrepreneurs (10 h)

Capital structure and working capital – Management – Role of banks and credit appraisal by banks – Appraisal of new project – Classification of advances – Institutional finance – Small scale industries – Incentives – Institution arrangement and encouragement of entrepreneurship.

Unit-5 Marketing in Small Business (10 h)

Marketing methods – New product ideas and evaluation – Pricing policy and distribution channel – The public distribution system – Government control over price and distribution – Consumer protection act (CPA) and the role of voluntary organization in protecting consumer rights – Export problems of small scale units.

Text books

1. Prasanna Chandra, Projects, Tata McGraw hill, NewDelhi, 2007
2. Khanka.S.S, Entrepreneurial Development, S.Chand& company, New Delhi, 2008.

Supplementary Readings

1. Clifford F. Gray and ErikW.Larson, Project management, Tata McGraw hill, Newdelhi,20007.
2. Nagarajan.K, Project Management, New Age International publishers, NewDelhi, 2007.
3. Robert D Hisrich, Michael P.Petersand Dean A. Shepherd, Entrepreneurships, Tata McGraw hill, NewDelhi,2007.
4. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayas publishing house, NewDelhi, 2008.

Course outcomes

Upon completion of the course, students will be able to

CO1: Generate new methods to identify a project.

CO2: Analyse the project organization structure.

CO3: Critically evaluate the reasons for the sickness in small scale industry.