



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in
Management**

II Semester Syllabus

Bachelor of Business Administration

With effect from 2021-22 and onwards

Name of the Department: Bachelor of Business Administration

Semester-II

Course Title: Financial Management	Course code: 21BBA2C4FM1
Total Contact Hours: 56	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 03 Hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. The ability to understand concepts of financial management, its role and functions of financial management.
2. The ability to explain the process of planning and making investment decisions.
3. The ability to explain the capital budgeting process and its principles.
4. The ability to explain the theories and principles relating to making of dividend decisions.
5. The ability to understand the concepts of working capital management.

21BBA2C4

Unit	Description	Hours
1	INTRODUCTION TO FINANCIAL MANAGEMENT: Nature and scope of financial management, finance functions, treasurer vs. controller functions, changing role of financial management.	08 Hrs
2	COST OF CAPITAL: Cost of debt, preference, equity capital and retained earnings, weighted average cost of capital, marginal cost of capital.	12 Hrs
3	INVESTMENT DECISIONS: Capital Budgeting process – basic principles of capital expenditure proposals – various appraisal methods – average rate of return – payback period, DCF methods, NPV, IRR and profitability index, merits and demerits of appraisal methods, conflicts in decision making, capital rationing, investment appraisal methods in practice	12 Hrs
4	FINANCING DECISIONS: Sources of finance, debt, preference and equity capitals, operating and financial leverage, total leverage. Capital structure theories – net income and net operating income approaches – optimum capital structure, factors affecting capital structure, EBIT / EPS and ROI & ROE analysis. Capital structure theories in practice	12 Hrs

5	<p>DIVIDEND DECISIONS: Dividend theories – Modigliani – Miller hypothesis, dividend policies, dividend policy and share valuation – corporate dividend practices in India, Working capital policy – overall considerations – importance of working capital management, estimation of working capital.</p>	12 Hrs
<p>SKILL DEVELOPMENTS ACTIVITIES:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. 2. Analyze the annual reports of the select companies in the class room use the real-time company data and calculate the different costs of the capital. 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Prasanna Chandra: Financial Management Theory and Practice, Tata Mc Graw Hill NewDelhi. . 2. Khan M Y and Jain P K: Financial Management, Text and Problems, Tata Mc Graw Hill, New Delhi. 3. Pandey I M: Financial Management, Vikas Publishing House, New Delhi. 4. Ravi M Kishore: Financial management, Taxman, Delhi. 		

Semester-II

Course Title: Human Resource Management	Course code: 21BBA2C5HR1
Total Contact Hours: 56	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 03 Hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Ability to describe the role and responsibility of Human resources management functions on Business.
2. Ability to describe HRP, Recruitment and Selection process.
3. Ability to describe to induction, training, and compensation aspects.
4. Ability to explain performance appraisal and its process. e) Ability to demonstrate Employee Engagement and Psychological Contract

Unit	Description	Hours
1	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT: Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices	10 Hrs
2	HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION: Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning – Meaning and Features Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment	12 Hrs
3	SELECTION, INDUCTION, TRAINING AND COMPENSATION: Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.	12 Hrs

4	<p>PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS: Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>	12 Hrs
5	<p>EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT: Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE. Psychological contract: Meaning and features</p>	10 Hrs
<p>SKILL DEVELOPMENTS ACTIVITIES:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 3. Develop a format for performance appraisal of an employee. 4. Discussion of any two Employee Engagement models. 5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors. 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Aswathappa, Human Resource Management, McGraw Hill 2. Edwin Flippo, Personnel Management, McGraw Hill 3. C.B.Mamoria, Personnel Management, HPH 4. Subba Rao, Personnel and Human Resources Management, HPH 5. Reddy & Appanniah, Human Resource Management, HPH 6. Madhurimalal, Human Resource Management, HPH 7. S.Sadri & Others: Geometry of HR, HPH 8. Rajkumar: Human Resource Management I.K. Intl 9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd. 10.K. Venkataramana, Human Resource Management, SHBP 11.Chartered Accountants of India, New Delhi. 		

Semester-II

Course Title: Marketing Management	Course code 21BBA2C6MM1
Total Contact Hours: 56	Course Credits: 04
Internal Assessment Marks: 40	Duration of SEE: 03 Hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand the concepts and functions of marketing.
2. Analyse marketing environment impacting the business.
3. Segment the market and understand the consumer behaviour
4. Describe the 4 p's of marketing and also strategize marketing mix
5. Describe 7 p's of service marketing mix.

Unit	Description	Hours
1	INTRODUCTION TO MARKETING: Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	10 Hrs
2	MARKETING ENVIRONMENT, MARKET SEGMENTATION AND CONSUMER BEHAVIOUR: Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio- Cultural Environment.	12 Hrs
3	MARKET SEGMENTATION AND CONSUMER BEHAVIOUR: Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process	12 Hrs
4	MARKETING MIX and NEW PRODUCT DEVELOPMENT: Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling,	12 Hrs
5	PRICING, DISTRIBUTION AND SERVICES MARKETING: Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion,	10 Hrs

	Personal Selling and Advertising (Meaning Only); Introduction to services marketing (Concepts Only): Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing.	
<p>SKILL DEVELOPMENTS ACTIVITIES:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed and recorded in the skill development 2. Design a logo and tagline for a product of your choice 3. Develop an advertisement copy for a product. 4. Prepare a chart for distribution network for different products 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI 3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, MCGraw Hill Education. 4. Bose Biplab, Marketing Management, Himalaya Publishers. 5. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers. 8. P N Reddy and Appanniah, Marketing Management 		