

B.A

Business Management

MANGALORE UNIVERSITY

CURRICULUM STRUCTURE AND SCHEME OF EXAMINATIONS OF B.A. DEGREE PROGRAMME IN BUSINESS MANAGEMENT

(W.e.f.2024-25)

Preamble:

Business management gives skills and knowledge that are directly applicable in all aspects of life. Whether it is planning, influencing, analyzing, networking or organizing – business management helps to develop key competencies that will promote career prospects and will ultimately lead to success!

Business management helps to manage the human resources and develop team working and communication skills, which are both important qualities of successful leadership. No matter what you ultimately end up doing – starting your own business, working in the public or private sector - the ability to be a good team-player and to build relationships and influence others will be essential.

Name of the Degree Programme: B.A

Discipline: Business Management

Objectives of the Programme:

1. Develop key management skills.
2. Management courses teach students the art of analyzing information, weighing the pros and cons, and making sound decisions.
3. Business management can help individuals develop their leadership skills and increase their ability to lead and motivate teams.
4. Financial management is a critical aspect of management, and studying management can provide students with a thorough understanding of financial concepts and practices.
5. Business management study includes case studies of successful organizations, providing students with a practical understanding of how management principles are applied in the real world.

Programme Structure **B.A Business Management**

S NO	Course Code	Title of the Course	Cat. Of the Course	Teachichng. Hours/Week	Sem. Exam	IA	Total Marks	Credits
Semester I								
		Principles of Management	Theory	6	80	20	100	5
Semester II								
		Marketing Management	Theory	6	80	20	100	5

CourseScheme							
Course Code	Courses	Instruction Hours per week	Exam Hours	Marks Final Exam	IA	Total Marks	Credit
SemesterI							
	Principles of Management	6	3	80	20	100	5
SemesterII							
	Marketing Management	6	3	80	20	100	5

SemesterIII							
Paper III BABM3.3	Financial Decisions	6	3	80	20	100	5
Elective BABM3.4	Personality Developments and communication skills/ Retail Managements	2	2	40	10	50	2
SemesterIV							
Paper IV BABM4.3	Research Methodology	6	3	80	20	100	5
Elective BABM4.4	Industrial Relations/ Auditing	2	2	40	10	50	2

Skill enhancement course I	Communication for Rural Development	2	2	40	10	50	2
Semester V							
Paper V: BABM5.3	Managerial Economics and Business Statistics	5	3	80	20	100	4
Paper VI: BABM5.4	Human Resource Management	5	3	80	20	100	4
Skill Enhancement course II	Project work/Internship	2	2	40	10	50	2
Semester VI							
Paper VII: BABM6.3	Income Tax and Change Management	5	3	80	20	100	4
Paper VIII: BABM6.4	Event Management	5	3	80	20	100	4
Skill Enhancement course III	Project work/ Internship	2	2	40	10	50	2

Evaluation of the course consists of

1. Theory exam for 3 hours duration for 80 marks
2. Internal Formative Continuous Assessment for 20 marks

20 marks for Two written Internal Assessment tests

Pedagogy: Class Lecture, Group discussions, Role play, Micro Project, Field Visits, Using PPT & Videos , Focus group Discussion , Class Seminar and Case studies

Internal Assessment:

The internal assessment marks for a course shall be based on two tests of 10 marks each.
The test shall be of at least one hour duration.

Item	Test 1	Test 2	Total
Score	10	10	20

Question Paper Pattern
Time:3 Hours Max.Marks-80
(Title of the Course)

I. Answer any FIVE questions in 2-3 sentences each (2x5=10)

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.
6. Q.
7. Q.

II. Answer any Five questions in 10-12 sentences each (5x5=25)

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.
6. Q.
7. Q.

III. Answer any THREE questions in 25-30 sentences (15x3=45)
each

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.

**I SEMESTER
PAPER-I
BABM 1.3: PRINCIPLES OF MANAGEMENT**

(6 hrs/week)

Course outcomes:

By the end of the course the students will be able

1. To understand the genesis, nature and principles of management.
2. To practices of management by business organisation.
3. To understand the developments in management practices.
4. To learn various applications of management principles.

Unit – I

MANAGEMENT – Meaning, definition, characteristics, Management and Administration - Levels of management, Functions of management, Importance of management. Role of managers, Qualities of an effective manager.

Unit – II

MOTIVATION – Meaning, definition, Theories of Motivation- Maslow, Mc.Gregor's theory X and theory Y, Motivation techniques.

Unit-III

LEADERSHIP – Meaning, definition, characteristics of good leadership, qualities, and styles.

Unit-IV

DELEGATION OF AUTHORITY: meaning, principles, difficulties, steps to make delegation effective, Centralization and Decentralization, advantages and disadvantages- Line, Line and staff, functional and committee organization.

Unit – V

COMMUNICATION – Meaning, definition, characteristics, importance, channels, barriers, merits and demerits of written and verbal communication. Non-Verbal communication.

REFERENCE BOOKS

1. Reddy : Business Management, Himalaya Publishing, Mumbai
2. Srinivasan : Management Principles and Practice
3. Sherlekar-: Principles of Business Management
4. R. Sharrna. Laxminarayana : Principles and Practice of Management, Agarwal, Agra.
5. J.S Chandan: Management Theory and Practice, Vikas Publishing, New Delhi.

II SEMESTER
PAPER-II:
BABM 2.3: MARKETING MANAGEMENT
(6 hrs/week)

Course outcomes:

By the end of the course the students will be able

1. To understand the nature and principles of marketing management.
2. To know the significance of marketing management in business.
3. To understand the developments in marketing management.
4. To learn various applications of marketing management principles.

Unit- I

MARKETING – Meaning of market and marketing, elements of marketing mix, market research and marketing research – definition, objectives, differences, function and types.

Unit – II

SERVICE MARKETING – Meaning, Characteristics, classification of services.

Unit – III

Brand Management – Definition, brand name- meaning, characteristics, advantages of brand name, types and brand mark-meaning, trade mark-meaning.

Unit-IV

ADVERTISING AND SALESMANSHIP – Advertising – meaning, definition, objectives, media, benefits, criticism, advertisement copy, essentials of good copy. Preparation of Advertisement Copy, Case studies.

Salesmanship – Meaning, definition, importance, qualities of salesman, training methods, Remuneration methods

Unit-V

Buying Motives – Types of customers, Buying Behaviour of consumers, Factors influencing purchase decisions – cultural, social, personal and psychological.

REFERENCE BOOKS

1. R.S. Davar& N.R. Davar: Salesmanship and Publicity
2. P.K. Sahu& K.C. Raut: Salesmanship and Sales Management.
3. B.S. Raman: Marketing & Salesmanship
4. Philip Kotler: Marketing Management
5. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.

