

II YEAR B.B.M REVISED SYLLABUS

2.1	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Additional English / Marathi/ Hindi	100
2.2	Soft Skills and Corporate Communication	100
2.3	Marketing and Services Management	100
2.4	Human Resource Management	100
2.5	Corporate Accounting	100
2.6	Banking law & Operations	100
2.7	Organisational Behavior	100

2.2 SOFT SKILLS AND CORPORATE COMMUNICATION

OBJECTIVE:

To develop both Oral and written communication skill concerning organizational and Business issues

Unit 1: ATTITUDE AND EMOTIONAL INTELLIGENCE

Importance of Attitude – Meaning of Positive Thinking and Positive Attitude – how to build positive attitude – Effects of negative attitude and measures to overcome them. Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships - Emotional Intelligence.

Unit 2: VISION, GOAL SETTING & TIME MANAGEMEN

Meaning of Vision – Doing things for the right purpose - Setting and achieving goals – Importance of goal setting – periodicity in goal setting – short, medium, long-term – methods to achieve set goals. General principles of Stress management and Time Management.

Unit 3: ELEMENTS OF COMMUNICATION

Meaning, Importance, Objectives & Principles of Communication, types and forms of Communication, Process, impediments of effective communication, strategies for effective Communication.

Unit 4: COMMUNICATION SKILLS

Significance – Process of communication - Forms of communication - Communication Gap – listening skills – Basics of Managerial Speaking Skills – Body Language – How to develop matter for a speech, Presentation aids and effective use of presentation aids.

Unit 5: NONVERBAL COMMUNICATION

Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of eliciting response, Probing Questions, Observation, Business and Social Etiquettes.

Unit 6: INTERVIEW TECHNIQUES

Importance of Interviews, Art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews.

Unit 7: MEETINGS

Importance of Meetings - Opening and Closing Meetings, Participating and Conducting Group discussions. Brain Storming, E- Meetings

Unit 8: BUSINESS COMMUNICATION

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letters, Interview Letters, Letter of Reference, Memos, Minutes, Circulars & Notices.

BOOKS FOR REFERENCE

1. Rai & Rai : Business Communication, Himalaya Publishing House, Mumbai
2. Lesikar, R.V.&Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. Ludlow, R. & Panton, F. (1998).
3. M.S. Rao : Soft Skills – Enhancing Employability, I.K. Intl
4. The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
5. Ritwik Haldar: A T.B. of Business Communication
6. Adair, J. (2003). Effective Communication. Pan Mcmillan.
7. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
8. Rajkumar – Basic Business Communication

2.3 MARKETING AND SERVICES MANAGEMENT

OBJECTIVE:

The objective is to familiarize the students with the principles of marketing and focus them towards marketing management with different aspects of services and services management.

UNIT 1: INTRODUCTION TO MARKETING

Meaning and definition - Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing – Marketing Management: meaning - process – functions - importance.

UNIT 2: MARKETING ENVIRONMENT

Meaning – Demographic- Economic – Natural – Technological – Political – Legal – Socio Cultural Environment. Market Segmentation and Consumer Behaviour - Meaning & Definition - Bases of Market Segmentation – Consumer Behavior – consumer decision making process - Factors influencing Consumer Behavior.

UNIT 3: MARKETING MIX

Meaning – Elements – Product – product mix, product line – product life cycle – product planning – New Product Development – branding - packing and packaging. PRICING – factors influencing pricing, methods of pricing (only meaning), and pricing policy - PHYSICAL DISTRIBUTION, meaning, factors affecting channels, types of marketing channels, PROMOTION –meaning and significance of promotion – personal selling and advertising – direct marketing.

Unit 4: SERVICES MANAGEMENT

Introduction - Meaning of Services – Concepts - Characteristics of Services – Classification of Services – Marketing mix in service industry– Growth of Service Sector – Service processes – Building Customer Loyalty - Managing the Service Sector.

Unit 5: TOURISM AND TRAVEL SERVICES

Introduction – Evolution of Tourism industry – Concept and Nature of Tourism – Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism and Travel Services.

Unit 6: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in Banking Services. Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance – Products of Life Insurance – General Insurance – Types of General Insurance.

Unit 7: HEALTHCARE AND EDUCATIONAL SERVICES

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in Healthcare Services – marketing of medical services – Hospital extension services – Pharmacy, nursing – medical Transcription . Educational services - A brief insight into Indian Education System – Issues in Education – Modern Trends in Education Service.

Unit 8: HOSPITALITY SERVICES

Hotels, Facilities: the Guest Cycle; Classification of hotels; Marketing mix of hospitality industry

Unit 9: EMERGING ISSUES IN MARKETING AND SERVICES SECTORS

Concept marketing - E-business – Tele-marketing – M-Business – Green Marketing - Relationship Marketing – Customer Relationship Management – database marketing – gorilla marketing.

Contribution of services sector to GDP, Employment Generation and export. FDI in services sector Growth of services sector in India.

BOOKS FOR REFERENCE

1. K.Karunakaran : Marketing Management
2. Dr. Shajahan. S: Service Marketing (Concept, Practices & Cases); Himalaya Publishing House, Mumbai; First Edition 2001.
3. Shanker, Ravi: Services Marketing – the Indian Perspective; Excel Books, New Delhi;
4. Cengiz Hakseveretal :Service Management and Operations’; Pearson Education.
5. Philip Kotler : Marketing Management
6. Ramesh and Jayanthi Prasad : Marketing Management, I.K. Int
7. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
8. P N Reddy & Appanniah, Essentials of Marketing Management.
9. Sontakki, Marketing Management.
10. S.H.H Kazmi : Marketing Management.

2.4 HUMAN RESOURCE MANAGEMENT

OBJECTIVE

The objective is to familiarize the students with concepts and principles of Human Resource Management

Unit 1: INTRODUCTION

Human Resource Management: Meaning of HRM, Importance of HRM, Objectives and functions, process of HRM, Systems and Techniques, Role of Human Resource Manager, Duties and Responsibilities of Human Resource Manager, Typical Organization Set up of Human Resource Department.

Unit 2: HUMAN RESOURCE PLANNING

Human Resource Planning, Recruitment, Selection and Placement: Meaning and Importance of Human Resource Planning, benefits of Human Resource Planning, Meaning of Recruitment, Selection, Placement and Training, Methods of recruitment and selection – Uses of tests in selection, Problems involved in placement.

Unit 3: INDUCTION AND TRAINING

Meaning of Induction and Training, Objectives and purpose of induction – Need for training benefits of training, Identification of training needs, methods of training.

Unit 4: PERFORMANCE APPRAISAL AND COMPENSATION

Meaning of Performance Appraisal - Objectives of performance appraisal, Methods of performance appraisal and limitations. Principles and techniques of wage fixation, job evaluation, Compensation – Meaning and Objectives of Compensation.

Unit 5: PROMOTION AND TRANSFERS

Purpose of promotion, basis of promotion, Meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, Need for right sizing.

Unit 6: WORK ENVIRONMENT

Meaning of Work Environment, Fatigue, Implication of fatigue, causes and symptoms of fatigue, monotony and boredom, factors contributing to monotony and boredom, Industrial accidents, Employee safety, Morale, Grievance and Grievance handling, Personnel record & Personnel Audit.

Unit 7: HUMAN RESOURCES DEVELOPMENT

Meaning of HRD, role of training in HRD, Knowledge Management, Knowledge Resources

Unit 8: RECENT TECHNIQUES IN HRM

Employees for lease - Moonlighting by employees – Blue moon to Full moon – Dual Career Groups – Flexi time and Flexi work – Training and Development – Organization and Educational Institutes – HR Accounting – Exit Policy and Practices – Future of HRM

Unit 9: GLOBALISATION AND HUMAN RESOURCE MANAGEMENT

Globalisation and its Impact on employment-Impact on HRD-Impact on wages and benefits - Impact on Trade Unions - Impact on collective bargaining-Impact on participative Management and Quality Circles – Managing Cultural Diversity - problems in relation to Transnational and multi nationals.

BOOKS FOR REFERENCE:

- 1) C.B. Memoria, Personnel Management
- 2) Edwin Flippo, Personnel Management
- 3) Aswathappa, Human Resources Management
- 4) Rajkumar : Human Resource Management , I.K. Intl
- 5) Subba Rao, Personnel & Human Resources Management
- 6) Michael Porter, HRM and human Relations
- 7) Biswanth Ghosh, Human Resource Development and Management
- 8) VSP. Rao; Human Resources Management

2.5 CORPORATE ACCOUNTING

OBJECTIVE

The objective of this subject is to enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts.

Unit 1: COMPANY FINAL ACCOUNTS

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items – Tax deducted at source – Advance payment of Tax – Provision for Tax – Depreciation – Interest on debentures – Dividends – Rules regarding payment of dividends – Transfer to Reserves – Preparation of Profit and Loss Account and Balance Sheet in vertical form.

UNIT 2: PROFIT PRIOR TO INCORPORATION:

Meaning – calculation of sales ratio - time ratio - weighted ratio – treatment of capital and revenue expenditure – ascertainment of pre incorporation and post incorporation profits by preparing profit and loss account – balance sheet.

Unit 3: MERGERS AND ACQUISITION OF COMPANIES

Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase - Methods of Purchase Consideration – Calculation of Purchase Consideration –Accounting for Amalgamation as per AS-14 – Pooling of Interest Method and Purchase Method – Entries and Ledger Accounts in the

Books of Transferor Company and Entries and Preparation of Balance Sheet in the books of Transferee Company.

Unit 4: VALUATION OF GOODWILL

Meaning – Circumstances of Valuation of Goodwill – Factors influencing the value of Goodwill – Methods of Valuation of Goodwill - Average Profit Method – Super Profit Method – Capitalization of Super Profit Method – Annuity Method – Capitalization of Profit Method.

Unit 5: VALUATION OF SHARES

Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation – Asset Backing or Intrinsic Value Method – Yield Method – Earning Capacity Method – Fair Value Method - Rights Issue and Valuation of Rights Issue.

Unit 6: INTERNAL RECONSTRUCTION

Internal Reconstruction: Meaning – Forms of Reconstruction – Alternation of Capital and Capital Reduction – Internal Reconstruction Vs Amalgamation – Internal Reconstruction Vs Absorption Vs External Reconstruction –Scheme for Internal Reconstruction of a company, problems

Unit 7: LIQUIDATION OF COMPANIES

Meaning – Types of Liquidation – Order of Payment - Calculation of Liquidator's Remuneration – Preparation of Liquidators Final Statement of Account.

BOOKS FOR REFERENCE

1. Arulanandam & Raman: Corporate Accounting - II
2. R L Gupta and M Radha Swamy, Advanced Accountancy
3. B.S. Raman, Advanced Accountany Vol. I and II
4. Shukla and Grewal, Advanced Accountancy
5. Maheshwari, Advanced Accounting Vol I & II
6. Jain & Narang, Corporate Accounting
7. VK. Goyal; Corporate Accounting

2.6 BANKING LAW AND OPERATIONS

OBJECTIVE

The objective is to familiarize the students with banking services and prepare them with requisite skills to transact with banks.

Unit 1: BANKER AND CUSTOMER

Introduction – Meaning of Banker – Meaning of Customer – General & Special Relationships.

Unit 2: NEGOTIABLE INSTRUMENTS

Introduction – Meaning & Definition – Features – Kinds of Negotiable Instruments: Meaning, Definition & Features of Promissory Notes, Bills of Exchange, Cheque - Crossing of cheque – types of crossing – Endorsements: Meaning, Essentials & Kinds of Endorsement.

Unit 3: PAYING BANKER

Nature of Banking Business, Negotiable Instruments and their characteristics, payment of cheques and protection to the paying banker, dishonour of cheques – grounds for dishonour – mandatory functions of a banker.

Unit 4: COLLECTING BANKER

Collection of cheques and other instruments – protection to the collecting banks under the Negotiable Instruments Act, Endorsements of cheques, Bills of Exchange – different types of Endorsement – Forged Endorsements – Holder for Value – holder / payment in due course.

Unit 5: LENDING OPERATIONS:

Principles of Bank Lending – Kinds of lending facilities such as Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit – NPA: meaning, circumstances & impact – regulations of priority lending for commercial banks.

Unit 6: TYPES OF CUSTOMERS AND ACCOUNT HOLDERS

Types of Customers and Account Holders: Procedure and practice in opening and operating the accounts of customers particularly individuals including minors – Partnership Firms – Joint Stock Companies – executors and trustees – clubs and associations – HUF. Step to be taken in case of death, lunacy, bankruptcy, winding up or in case of garnishee orders – non-resident accounts – payment of pension.

Unit 7: SERVICES TO CUSTOMER

Remittance of funds by demand drafts, mail transfers, telegraph/telex transfer – safety lockers, safe custody of articles – standing instructions.

Unit 8: RECENT TRENDS IN BANKING

New technology in Banking – E-services – Debit and Credit cards. Internet Banking, Tele-Banking, ATM, Electronic Fund Transfer, MICR, RTGC, DEMAT.

BOOKS FOR REFERENCE

1. Gordon & Natrajan , Banking Theory Law and Practics

2. Tannan M.L: Banking Law and Practice in India.
3. Sheldon H.P: Practice and Law of Banking.
4. S.P.Srivastava : Banking Theory & Practice
5. Kothari N. M: Law and Practice of Banking.
6. Maheshwari. S.N.: Banking Law and Practice.
7. S.Vipradas & J.K.Syan : Bank Lending
8. Shekar. K.C: Banking Theory Law and Practice.
9. Gagendra & Poddar : Law and Practice of Banking
10. V. Iyengar; Introduction to Banking.

2.7 ORGANISATIONAL BEHAVIOUR

OBJECTIVE

The objective is to enable the students to understand the Organizational Behavior and Change.

Unit 1: ORGANIZATIONAL BEHAVIOUR

Organization – Meaning and Significance – The study of Organization Behaviour – Definition – Scope and Application in Management – contributions of other disciplines – Organizational Structure – Challenges facing management – Emerging Organizations.

Unit 2: PERCEPTION

Meaning – need – perceptual process – perceptual mechanism – factors influencing perception – Interpersonal Perception.

Unit 3: MOTIVATION

Meaning – Nature – Motivation Process – Theories of Motivation (Maslow's Need Hierachy Theory – Herzberg's Two Factor Theory – McGregor's Theory X and Theory Y) – Financial and Non Financial Incentives – Job Enrichment.

Unit 4: ATTITUDE

Meaning – Characteristics of Attitudes – Components of Attitude – Attitude and Behaviour – Attitude formation and Measurement of Attitude.

Unit 5: LEARNING AND BEHAVIOUR MODIFICATION

Principles of Learning & Reinforcement – Observational learning – Cognitive Learning – Organizational Behaviour Modification – Steps in Organizational Behaviour – Modification Process – Organizational Reward systems.

Unit 6: PERSONALITY

Determinants of Personality – Biological Factors – Cultural factors – Family and Social Factors – Situational Factors – Personality attributes influencing OB, Interactive Behaviour and Interpersonal conflicts.

Unit 7: GROUP DYNAMICS

Meaning – Types of Groups – Functions of Small Groups – Groups Size Status – Managerial Implications – Group Behaviour – Group Norms – Cohesiveness – Group Think.

Unit 8: LEADERSHIP

Formal and Informal Leadership – Characteristics – Leadership Styles – Autocratic / Dictatorial – Democratic / Participative. Free Reign / Laissez Faire – Leadership Styles & Management Activities.

Unit 9: ORGANISATIONAL CHANGE

Meaning – Nature of work change – Pressure of Change – Change Process – Types of Change – factors influencing Change – Resistance to Change – Overcoming Resistance – Organizational Development – Different Techniques.

BOOKS FOR REFERENCE

1. K.Aswathappa, Organizational Behaviour
2. Fred Luthans, Organizational Behaviour
3. Karampal : Management Process & Organisational Behaviour, I.K. Intl
4. M. Gangadhar, V.S.P. Rao and P.S. Naran, Organizational Behaviour
5. N.S. Gupta, Organizational Behaviour
6. M. N. Mishra, Organizational Behaviour
7. Sharma R.K. & Gupta S.K., Management and Behaviour Process
8. VSP Rao: Organizational Behaviour.
