ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

SUBJECT- BUSINESS MANAGEMENT

w.e.f. AY 2023-24

COURSE STRUCTURE

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SEMESTER-II
COURSE 1: PRINCIPLES OF MANAGEMENT

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<th>Theory</th>
<th>Credits: 4</th>
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Course Objectives

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To propose initiatives to address the contemporary issues and challenges in the field of management
- To understand various controlling techniques practised at organisations.

Unit-I: Introduction to Management

Unit-II: Planning

Unit-III: Organizing

Unit-IV: Staffing and Directing
Unit-V: Controlling

Reference Books:

SEMESTER-III
COURSE 2: ORGANISATIONAL BEHAVIOUR

Course Objectives:

1. To understand individual and group behaviour at work place so as to improve the effectiveness of an organization.
2. To understand different types of personality and learning styles and the factors affecting them.
3. To understand different types of motivation.
4. To inculcate leadership abilities and understand the application of different leadership styles and power centres.
5. To understand organizational culture

UNIT-I: ORGANIZATIONAL BEHAVIOR
Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior Perception and Attribution concept, nature and process, Factors influencing perception. Values and Attitudes Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: MOTIVATION:
Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: GROUP DYNAMICS:
Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: MANAGEMENT OF CHANGE:
Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: ORGANIZATIONAL CULTURE:
Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness -
Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

**Reference Books:**

2. Luthans Fred – Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi,
SEMESTER-IV
COURSE 3: MARKETING MANAGEMENT

Course Objectives:
1. To give an overview of marketing environment.
2. To interpret the link between strategic planning and marketing.
3. To develop a detailed marketing plan.
4. To understand role of intermediaries in marketing activities.
5. To acquire knowledge on various promotional tools in marketing.

Unit-I: Introduction to Marketing Management:
Definition, Importance and Scope of Marketing; Core Concepts of Marketing; Company Orientations towards Marketing; Marketing Process; Selling Vs Marketing; Elements of Marketing Mix; Marketing environment.

Unit-II: Segmentation, Targeting and Positioning (STP):
Basis for Segmentation, STP process, Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit-3: Product:

Unit-4: Pricing and Distribution:
Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels, criteria of selecting a channel.

Unit-5: Promotion:
**Reference Books:**

SEMESTER-IV
COURSE 4: HUMAN RESOURCE MANAGEMENT

Theory Credits: 4 5 hrs/week

Course Objectives:

- To understand the significance of human resource management and role of executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

UNIT-1: INTRODUCTION:
Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS:
Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization.

UNIT-III: TRAINING:

UNIT-IV: JOB EVALUATION:

UNIT-V: INDUSTRIAL RELATIONS:

Reference Books:


SEMESTER-V
COURSE 5: FINANCIAL MANAGEMENT

Course objectives:
- To gain basic knowledge of financial management
- To evaluate the capital budgeting process and risk analysis in capital budgeting
- Familiarize different financial decision that help the organisation
- Learn types of dividend policies and their valuation
- Knowledge regarding working capital management, uses to organisation and valuation of working capital

UNIT 1: INTRODUCTION:

UNIT 2: INVESTMENT DECISION:

UNIT 3: FINANCING DECISIONS:

UNIT 4: DIVIDEND DECISIONS:

UNIT 5: WORKING CAPITAL MANAGEMENT:
**Reference Books:**

SEMESTER-V
COURSE 6: MANAGERIAL COMMUNICATION

Theory

Credits: 4

5 hrs/week

COURSE OBJECTIVES:

1. To help the students understand the principles of business communication.
2. To make the students aware of various types of types of communication.
3. To develop awareness on the role of various communication methods.
4. To make students understand business correspondence etiquettes.
5. To enable the students understand the importance of technology related to communication for addressing the business audience.

Syllabus:

UNIT-I: CONCEPTS OF COMMUNICATIONS

UNIT-II: ORGANIZATIONAL COMMUNICATION
Formal and Informal Communication, Styles of Communication, Business etiquette, Barriers to Communication Gateways to Effective Communication, Mastering the art of conducting and giving Interviews,

UNIT-III: INTERPERSONAL COMMUNICATION

UNIT-IV: BUSINESS CORRESPONDENCE SKILLS
Significance of Business Correspondence, essentials of effective Business Correspondence, Business Letter and Forms. Presentation Skills, Conducting Departmental Meetings, Use of Technology aided Business Communication, Telephone Communication ,Visual Communication, Audio Visual Communication, E-mail Messages- Tele and video Conferencing.
UNIT-V: REPORT WRITING


Reference books