

BUSINESS STATISTICS

Course Objective: To understand the basic statistical tools for analysis & interpretation of qualitative & quantitative data.

Course Outcomes: Students will be able to understand a) Conceptual overview of Statistics b) To apply, analyze various simple & advanced statistical tools c) To interpret data through statistical tools.

Unit – I:

Introduction to Statistics – Functions of Statistics and Managerial Applications of Statistics, Relationship with other subjects .Measures of central Tendency- Mean, Median, Mode, Geometric Mean and Harmonic Mean.

Unit – II:

Measures of Dispersion - Range, Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation. Skewness : Karl Pearson's co-efficient of skewness, Bowley's co-efficient of skewness, Kelleys co-efficient of skewness, Kurtosis.

Unit – III:

a) **Tabulation** of Univariate, Bivariate and multivariate data, Data classification and tabulation, Diagrammatic and graphical representation of data. One dimensional, Two dimensional and three dimensional diagrams and graphs
b) **Small Sample Tests-** t-Distribution-properties and applications, testing for one and two means, paired t-test.

Unit – IV:

a) **Analysis of Variance** -One Way and Two Way ANOVA (with and without Interaction). Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.
b) **Correlation Analysis-**Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation, Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients.

Unit – V:

Time Series Analysis-Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction ,Characteristics and uses of index numbers, types of index numbers, unweighted price indexes, weighted price indexes, Tests of adequacy and consumer price indexes.

TEXTBOOKS:

1. P.C. Tulsian, Bharat Jhunjhnuwala, Business Statistics, S. Chand, 2016.
2. Levin R.I., Rubin S. David, Statistics for Management, 7e Pearson, 2015.
3. Anderson, Sweeney, Williams, Camm, Cochran, Statistics for Business Economics, Cengage 12e, 2014.
4. J. K Sharma, Business Statistics, 4e, Vikas Publishing House, 2015.
5. Beri, Business Statistics, 1e, Tata McGraw Hill, 2015.
6. Gupta S.C., Fundamentals of Statistics, 6e, Himalaya Publishing House, 2015.

BUSINESS COMMUNICATIONS

Course Objective: To understand the importance of oral and written communication and its applications in Business.

Course Outcome: Students will be able to understand a) the importance of Communication in Business b) to develop writing skills and presentation c) writing business proposals and letters d) application of business communication in the self development process.

Unit - I:

Introduction: Introduction to Business Communication, Communication Barriers, Communication Media Choices, Inter cultural and Team Communication, Interpersonal Communication, Non-Verbal Communication, Listening, Communication through Social Media, Business Meetings.

Unit - II:

Developing Business Writing Skills: Importance of Writing Business Communication, Process of Writing, Process of Revision, Writing positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Business Memos.

Unit - III:

Business Reports and Proposals: Writing the report, planning the Report, Steps in writing Business Reports, Parts of a Report, Corporate Report and Business Proposal.

Unit - IV:

Oral and Employment Communication: The role of Business Presentations, Planning and organizing presentations, Team Presentations, online Presentations. Understanding Yourself , Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry mails, Preparing for the job interview, Practicing Business etiquettes.

Unit-V:

Contemporary Aspects in Communication: Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related operations.

TEXTBOOKS:

1. Ober Newman, Communicating in Business, Cengage Learning, 2015.
2. P. Subba Rao, B. Anita Kumar, C. Hima Bindu, Business Communication, Cengage Learning India. Pvt. Ltd. 2012.
3. Stephen Bailey, Academic Writing for International students of Business, Routledge, 2013.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2013.
5. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011.

HUMAN RESOURCE MANAGEMENT

Course Objective: To understand the importance of Human Resource Management & its applications in Business.

Course Outcome: Students will be able to understand a) the importance of Human Resource in Business b) How to develop HRM Strategies c) Introduction to training & Development.

Unit I:

The Strategic Role of HRM - Nature, scope, objectives, importance and functions, Human resource as an asset in organization, Evolution of the concept of HRM, Human resource management in India; human resource management in dynamic environment – External & Internal Environment Systems approach to HRM, Strategic HRM, Strategic roles of HR manager, Qualities of HR Manager

Unit II:

Job Analysis & Design - Job Analysis – Meaning, Uses, Process and methods of collecting data for job analysis, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis.

Unit III:

Human Resources Planning & Hiring Policy - Human Resources Planning; Need for Human Resources Planning; Process of Human Resources Planning; Human Resource Planning System; Responsibility for Human Resource Planning. Selection, Induction & Placement - Selection Process, New tools /Methods of selection – Interviews, Tests and assessment of effectiveness of selection tools. Induction Programme, Problems in Induction, Requisites of effective Induction, Typical Induction Programme – Internal Mobility, Transfers, Employee Separations.

Unit IV:

Employee Growth: Training & Development Training - Introduction of Training; Objectives and Importance of Training; Training Needs Identification. Organization Analysis; Task Analysis; Man Analysis; Training Areas Identified by Trainers; Types and Techniques of Training and Development; Objectives of Training Methods; Classification of Training Methods/Techniques; Training by Supervisors; Need and Importance of Management Development; Evaluation of Training; Reasons of Training Failure; Improving Effectiveness of Training.

Unit V:

Performance Appraisal - Nature, Objectives, limitations–various methods – Modern & Traditional, Multiple Person Evaluation Methods; Performance Tests & Field Review Techniques; Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records.

Suggested Readings

1. A Text book of Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House
2. Personnel and human Resource management - Text & cases, P Subba Rao, Publication - Himalaya Publishing House
3. Human resource Management – P. Jyothi, Publication – Oxford University Press.
4. Human Resource Management , Ninth Edition, R. Wayne Mondy, Robert M, Noe, Publication- Pearson Education
5. Human Resource and Personnel Management – Text and cases, K. Aswathappa, Publication - McGraw-Hill Publishing co. Ltd.

MARKETING MANAGEMENT

Course Objective: To understand the importance of Marketing Management in present scenario & its applications in Business.

Course Outcome: Students will be able to understand a) the importance of Marketing in Business b) How to take decisions in Marketing c) How to develop strategies for marketing

Unit-I

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.

Unit-II

Product Decisions: Concept of a product; Classification of products; levels of product, Major product decisions; Product line strategies and product mix strategies; Product life cycle – strategic implications; New product development and consumer adoption process. Packaging and labeling.
Pricing Decisions: Factors affecting price determination; Pricing policies and strategies

Unit-III:

Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

Unit-IV

Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Unit-V

Marketing Research: Meaning and scope of marketing research; Marketing research process. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

Suggested Readings:

1. Rajan Saxena, "Marketing Management", - Tata McGraw-Hill.
2. Adrian Palmer, "Introduction to Marketing Management", – Oxford University Press.
3. William D Perreault R, "Basic Marketing", 15th edition - Tata McGraw-Hill.
4. P. Kotler, "Marketing Management", - Prentice Hall Inc.
5. V. S. Ramaswamy and S. Namakumari, "Marketing Management, Planning, Implementation and Control", – McMillan.

FINANCIAL MANAGEMENT

Course Objective: To understand the importance of Financial Management & its applications in Business.

Course Outcome: Students will be able to understand a) the importance of Finance in Business b) What are the sources & application of finance c) the capital budgeting and its management

Unit I:

Introduction - Concept of business finance, finance function, scope, Responsibilities of finance executive, Goals & objectives of financial management, **Sources of financing** - LONG TERM: shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility); SHORT TERM: bank finance, commercial paper & trade credit & bills discounting.

Unit II:

Cost of Capital and Capital structure - Cost of capital, Cost of different sources of finance, Weighted average cost of capital, Over-capitalization and Under-capitalization – Concept, Symptoms, causes, Consequences & remedies.

Unit-III:

Capital Structure -Concept, meaning, principles & importance of Capital Structure, Assumptions & definitions, NI approach, NOI approach, Traditional Position, MM position, Taxation & capital structure, Trade off theory, EBIT-EPS Analysis.

Unit – IV:

Capital budgeting - Concept of time value of money, Compounding & discounting; Future value of single amount & annuity, present value of single amount & annuity; Practical application of time value technique. Nature and significance & techniques of capital budgeting –Pay Back Method, Accounting rate of return, Net Present Value, IRR and profitability index.

Unit V:

Working Capital Management - Concept, significance, types. Adequacy of working capital, Factors affecting working capital needs, Financing approaches for working capital, Methods of forecasting working capital requirements. Estimate of working Capital requirement, Working capital finance from banks. Introduction to Management of Cash, Receivables and Inventory

Suggested Readings:

1. Financial Management by Ravi Kishore, Taxmann"s.
2. Financial Management by S. M. Inamdar, Everest Publishing house, 12th Edition 2004.
3. Financial Management by Sharma & Gupta , Kalyani Publishers.
4. Financial Management by R.M. Srivastav, Kalyani Publishers.
5. Financial Accounting for Management by P. Shah- Pub, by Oxford
6. Financial Management by Dr. R. P. Rustagi.