



# **Bachelor of Business Management**

## **SEMESTER II**

1. English- II
2. Communicative English II
3. Constitution of India
4. Managerial Economics
5. Business Mathematics
6. Financial Accounting -II

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### Business Mathematics

1. Progression – Arithmetic progression and Geometric Progression – Business Application Problems
2. Commercial Arithmetic – Simple Interest, Compound Interest and Bills discounting
3. Permutations and Combinations – Linear and circular
4. Matrices and Determinants – Meaning, definition and types of matrices – Operations on matrices - Meaning of Determination of a square matrix –Solving simultaneous equations by using determinants.
5. Calculus – Meaning and Definition, Tools of calculus - Differential and integral calculus. Application of calculus in total cost function, total revenue function, marginal cost function, marginal revenue function, level of output and profit function.

#### **References:**

1. Business Mathematics – Late Madappa & Sridar Rao
2. Business Mathematics – Dr. B.H.Suresh
3. Business Mathematics – Dr. S.M.Shukla
4. Business Mathematics – Padmalochan Hazarika
5. Business Mathematics – T.Ramachandraiah & T. Praveenkumar

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**Communicative English II**

**Unit 1**

Effective Writing -Introduction, Diction, Effective Sentences, Effective Paragraphs.

**Unit 2**

Business Report: Its Types – Introduction, features of a report, Process of Writing Reports, Importance of Reports, Types of Reports.

**Unit 3**

Structure of Reports: Introduction, Front Matter (Report Preliminaries), Main Body, Back Matter (Report Supplements), Front Matter (Report Preliminaries).

**Unit 4**

Gathering Information: Introduction, conducting Surveys, Selection of Sampling Methods, Development of Questionnaire For Survey, Types of Questions, The Covering Letter, The Process of the Personal Interview, Telephone Interview.

**Unit 5**

Organisation of the Material: Introduction, Principles of Organisation, Types of outline, Format.

**Unit 6**

Writing Abstracts and Summaries: Introduction, Digest brief, Synopsis and Abridgement, Abstract, Summary, Suggestions for Writing Abstracts, Procedure for Writing Abstracts, Two Forms of Abstracts, Differences Between Abstract and Summary.

**Unit 7**

Writing Definitions: Introduction, Importance and Explanation of Definitions, What to Define, Word Selection Methods, How to Define, Techniques to Define, Placement of Definitions.

**Unit 8**

Visual Aids: Introduction, Guidelines for Preparing Visual Aids, The Placement of Visual Aids, Types of Visual Aids.

**Unit 9**

User Instruction Manual Introduction, Title, Discussion steps, Writing style, Target audience, Conclusion for instructions.

**Suggested Readings**

1. Professional Communication by Aruna Koneru.

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### Constitution of India

I. Meaning of the term - Constitution-Its importance-making of the Indian Constitution 1946-49 Dr. Ambedkar's contribution-Preamble-Method of amending the constitution and its limitation-An over view of constitutional developments.

II. The democratic institutions created by the Constitution-bicameral system of legislature and cabinet form of government at the Center and States-Role and Position of President and Prime Minister-Adult Franchise System-Election Commission, Panchayat Raj System.

III. Fundamental Rights and Duties- Their content and significance-Special, rights created in the constitution for Dalits, Backwards, Women, Children and the Religious and Linguistic Minorities.

IV. Enforcing rights through writs: Certiorari, Mandamus, Quo Warranto and Habeas Corpus-public interest Litigation-Directive Principles of State Policy-The need to balance Fundamental Rights with Directive Principles-Constitution and sustainable development.

V. Doctrine of Separation of Powers-Legislative, Executive and Judicial and their composition and functioning in India-Features of Indian Federalism-Center State relations. Measures for national Unit -Public Service Commissions.

#### **References Books:**

1. J.C. Johari, The constitution of India- A Politico-Legal Study-Sterling Publications, Pvt.Ltd.New Delhi.
2. J.N.Pandey:Constitutional Law of India, Allahabad, Central Law Agency, 2002.
3. Granville Austin:The Indian Constitution-Corner Stone of a Nation-Oxford, NewDelhi.2000.

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### English II

#### UNIT-1

1. **Technical Report Writing:** Collection of data, planning and organization. Technical paper writing, project preparation and project report.

#### UNIT-2

2. **Introduction to Communication:** Principles of communication, Objectives of communication, media of communication, types of communication, barriers of communication.

#### UNIT-3

3. **Business Communication:** Kinds of business letters, Layout of business letters, Letters enquiries & replies, orders & execution credit, status inquiries, complaint and adjustment, collection letters, circular letters, sales letters, bank correspondence, application letters, E-mail, On-line marketing.

#### Reference Books:

1. Essentials of Business Communication by Rajendra Pal & Korla.

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### Financial Accounting - II

1. Joint Venture: Meaning, Objectives, Methods of preparing accounts-with separate books and without separate books. Difference between Consignment & Joint Venture.
2. Branch Accounts: Objectives and Types – Dependent Branches – Problems on Debtors System only at Cost and Invoice Price.
3. Hire Purchase: Meaning, Features, Sale V/s Hire Purchase - Problems on hire purchase (including Re-possession). Installment System: Difference between Hire Purchase and Installment Purchase – Problem on Installment system.
4. Partnership Accounts – Fixed Capital System V/s Fluctuating Capital System Accounting treatment on – Admission, Retirement and death of a partner. Treatment of Goodwill. Sacrificing Ratio and Gain Ratio. Problems on Admission, Retirement and death of a partner.
5. Dissolution of Partnership firm - Preparation of Accounts including Garner Vs Murray case.

#### **References:**

1. Advanced Accountancy : R.L. Gupta
2. Advanced Accountancy : S.N. Maheshwari
3. Advanced Accountancy : M.C Shukla
4. Advanced Accountancy : B.S Raman
5. Advanced Accountancy : Jain and Narang

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### Managerial Economics

1. Managerial economics: Definition, nature and scope. Roles and responsibilities of a managerial economist. Relationship to economic theory, decision sciences, statistics, accounting and functional areas of business.
2. Theory of the firm: objectives, alternative objectives, and value of the firm. Constraints to the operation of the firm, limitations of the theory of the firm, the nature and functions of profits, business sources of economic profits, theory and functions of profits. Economic forecasting. The virtual corporation. Competition in the age of liberalization, privatization and globalization.
3. Individual demand v. market demand. Elasticity: price elasticity of demand, and income elasticity of demand.
4. Production and cost analysis. Production function, ridge lines, expansion path. Law of variable proportion. Types of costs. Short-run and long-run costs.
5. Importance of prices. Pricing and profit analysis. Pricing under perfect competition, monopoly, monopolistic competition and oligopoly. Different pricing strategies. Price discrimination.

#### **References:**

1. Managerial economics- Gupta
2. Managerial Economics- concepts and cases- V L Mote, S Paul and G S Gupta.
3. Managerial Economics- M Craig Peterson and W C Luis
4. Managerial Economics- Mithani
5. Managerial Economics by Dominic Salvatore
6. Managerial Economics- Varshney & Maheshwari
7. Managerial Economics- Joel Dean