



# **Bachelor of Business Management**

## **SEMESTER IV**

1. English- IV
2. Communicative English IV
3. Management Accounting
4. Marketing Management
5. Financial Management
6. Human Resource Management

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### **Communicative English IV**

#### **Unit 1**

Transitions - Introduction, Transition: Its Interpretation, Use of Transition in Written Work, Uses of Transitions.

#### **Unit 2**

Spelling Rules -Introduction ,Spelling Rules ,Different Spellings for the Same Sound, Silent Consonant Letters in Some Words ,Variant Spellings.

#### **Unit 3**

Hyphenation- Introduction,Compound Words with Hyphens,Use Hyphens with Numbers ,Use Hyphens with Prefixes ,Compound Words without Hyphens, Prefixes without Hyphens.

#### **Unit 4**

Transcribing Numbers -Introduction ,Numbers Spelled Out, Numbers Expressed in Figures, Large Numbers.

#### **Unit 5**

Abbreviating Technical and Non-technical Terms -Introduction

#### **Unit 6**

Proofreading -Introduction

#### **Suggested Readings**

1. Professional Communication by Aruna Koneru.

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**English- IV**

**Poetry:**

1. "Character of a Happy Life" – Henry Wotton
2. "The Dead Fox Hunter"- Robert Graves
3. "Refugee Blues" – W. H. Auden
4. "Bazaars of Hyderabad" – Sarojini Naidu
5. "Money Madness" – D. H. Lawrence

**Short Stories:**

1. "The Fly" – Katherine Mansfield
2. "Moonlight" (Clair de Lune) – Guy de Maupassant

**Essays:**

1. "Science and Tradition" – Bertrand Russell
2. "Stay Hungry, Stay Foolish" – Steve Jobs

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### **Financial Management**

1. Financial Management – Nature, Scope & Definition – Financial goals – Functions of a Finance Manager – Financial risk.
2. Time Value of Money – Present Value and Future Value – Discounted Cash Flows – Compounding of Interest – Amortization and EMI.
3. Financial Statement Analysis – Techniques – Inter-firm and Intra-firm comparisons – Common size balance sheets – Trend Analysis – Ratio analysis (Liquidity, Profitability, Activity and Capital Structure ratios)
4. Sources of finance – Long term funds (Equity, Preference, Debt, Term Loan, Leases, Venture Capital) – Determinants of sources of long term capital – Short term sources of finance (Trade credit, Commercial papers & Bill of Exchange).
5. Leverages: Operating, Financial & Combined – EBIT-EPS analysis – ROE and ROI.

#### **References**

1. Financial Management - I.M. Pandey
2. Financial Management – N.R.Parasuraman
3. Financial Management – M.Y. Khan & Jain
4. Financial Management – Prasanna Chandra
5. Financial Management – Maheshwari
6. Fundamentals of Financial Management – James C. Van Horne & John M. Wachowiczon  
Material and Labour Variances.

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### Human Resource Management

1. Comparison of the Concept and Scope of PM, HRM and HRD, Role of HR managers, Structure of the HR department, HR policies, Objectives of HR function.
2. Manpower planning process, job Analysis, job Description, job specification, succession planning and career planning.
3. Recruitment and Selection - Sources of recruitment, selection process, methods of selection, types of tests and interviews.
4. Training and Development- Identification of Training Needs, Training & Development Methods, Management Development, Training evaluation and training effectiveness.
5. Performance appraisal and Compensation - Methods of Appraisal, Potential appraisal, Job evaluation Methods. Objectives of Compensation, factors influencing compensation and Incentive Methods.

#### **References:**

1. Human Resource Management- –T.V. Rao
2. Human Resource Management- -V.S.P. Rao
3. Human Resource Management- Gary Dessler
4. Human Resource Management- K.S. Ashwathappa
5. Human Resource Management- Micheal Armstrong

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### Management Accounting

1. Management Accounting – Nature, Scope, definition and objectives of Management Accounting and Financial Accounting – Differences between Cost Accounting and Management Accounting – Limitations of Management Accounting.
2. Marginal Costing – Basic Concepts, Definition, assumptions – Distinguish between Marginal Costing and Absorption Costing – Contribution, P/V ratio, BEP Margin & Safety, Graphical Analysis.
3. Relevant Costs – Distribution between Incremental Cost and Opportunity Cost. Simple problems on relevant costs in decision making.
4. Budget and Budgetary Control – Definition, Objectives, Basic Concepts, Key Factors, Types of Budgets- Functional and Behavioral, Zero based Budgeting (Theory only) – Problems on Flexible Budget. Production and Sales Budget.
5. Standard Costing – Definition, Difference between Standard Costing and Budgetary Control – Advantages – Variance Analysis – Simple Problems on Material and Labour Variances.

#### **References:**

1. Management Accountancy - Sharma and Gupta
2. Management Accountancy - S.N. Maheshwari
3. Management Accountancy - Khan and Jain
4. Management Accountancy - Ravi M. Kishore
5. Accounting Principles - Anthony and Reece
6. Cost and Management Accounting -Duncan Williamson

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### **Marketing Management**

1. The nature & Scope of Marketing: Definition, Marketing, Markets and Marketing Managements- Marketing Philosophies – Importance – Functions of Marketing Management.
2. Marketing Environment: Micro-Environment and Macro Environment-Business Markets.
3. Marketing Mix Strategy: Elements of Marketing mix strategy – A company’s marketing program – Marketing Planning – Implementation and analysis.
4. Understanding the Customer behavior: Factors affecting consumer behavior – Economic Model, Social Model, Psychological Model, learning, Motivation, attitude & Personality.
5. Market Segmentation: Basics for Market Segmentation – Evaluating and selecting target market strategy –Marketing Strategy -segmentation, target market, positioning.

#### **References:**

1. Principles of Marketing – Philip Kotler
2. Marketing – William J Stanton & others
3. Basic Marketing Management – Rajan Saxena
4. Marketing Management – Ramaswamy & Namakumari
5. Marketing Management – S A Sherlekar