



Bachelor of Business Management

SEMESTER V

1. Small Business Management & Entrepreneurship
2. Income Tax
3. Business Statistics-I
4. Commercial Law
5. Advertising and Sales Management
6. Working Capital Management

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Advertising and Sales Management

- 1. Advertising:** Meaning, Definition, Importance – Objectives – Classification of Advertising – Socio-Economic effects of advertising – Publicity-nature and importance.
- 2. Advertising Campaign Planning** – Advertising Copy design-Advertisement – layout and its Components – essentials of a good copy – Advertising agency.
- 3. Advertising Media** – Types, Merits and Demerits-Media planning and selection – Determining Advertising Budget.
- 4. Sales Management** – Nature and importance – Organization for Sales Management – Sales force Management – Qualities of good salesman.
- 5. Customer Relationship Management** – Meaning, Custom Value and Satisfaction – Customer Loyalty– Online Marketing – Ethical issues in Direct Marketing.

References:

1. Advertising Management – Chuawalla & Sethia
2. Advertising and Salesmanship – K.S. Davar
3. Advertising and Sales Promotion – Debri Datta & others
4. Advertising – B.S. Rathore
5. Advertising Management – Rajiv Batra & Others

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Business Statistics – I

1. Meaning and Scope of Statistics in Business and Industry. Sources of Statistical data – Methods of Data Collection, Summation and Presentation.
2. Measures of Central Tendency – Mean, Median & Mode. G M & H M (Individual Series only). Partition Values – Quartiles and Percentiles.
3. Measures of Dispersion – Quartiles Deviation & Standard Deviation (Absolute and Relative Measures) – Skewness, Coefficient of Variation.
4. Correlation – Meaning – Types – Methods – Karlpearson's & Charles Spearman's Probable Error, Linear Regression Analysis – Regression Co-efficient -Regression equations, Estimation using the Regression Equation. Properties of Correlation and Regression Co-efficient between two variables.
5. Time Series Analysis – Meaning – Components – Moving average Method – Method of least squares.

References:

1. Business Statistics – D.N. Ethance
2. Business Statistics – Sancheti & Kapoor
3. Business Statistics – S.P.Gupta
4. Business Statistics – J.K.Sharma

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Commercial Law

1. Concept of Law-General Principles of law of contract-Essentials of a valid contract-classification of Contract - offer –Rules of a valid offer, acceptance and consideration.
2. Capacity of parties-Minor only, free consent-coercion, undue-influence, misrepresentation, fraud, mistake, lawful objects.
3. Contingent Contracts- Quasi-Contracts, Discharge of a contract-Remedies for a breach of contract.
4. Contract of Indemnity and guarantee- Bailment and pledge, contract of Agency.
5. Negotiable Instruments Act- Cheques, promissory notes ,Bill of Exchange- Definition and meaning, Feature differences. Crossing and endorsement of cheque – Dishonor of a cheque, reasons and consequences.

References:

1. Mercantile Law - Avtarsingh
2. Mercantile Law -M.C.Kuchal
3. Commercial Law -Sen and Mithra
4. Commercial Law -N.D. Kapoor

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Income Tax

1. Basic Concept of income tax act of 1961- Person, Income, Assessment Year, Previous Year, Assessee, Gross Total Income, total Income Residential status and incidence of tax (Individuals only) Exempted income.
2. Heads of Income- Income from salary (Excluding retirement benefits problems).
3. Income from house property.
4. Income from business and profession.
5. Income from capital gains and income from other sources.

References:

1. Bhagawathi Prasad
2. Mehrothra S.M
3. Taxman Publications

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Small Business Management & Entrepreneurship

1. Small Business – Definition and Characteristics, Small, Ancillary, Tiny sector, Village industries - Role of Small Scale business in India's economic development.
2. Management problems of Small Scale Industry – Production – Finance – Personnel – Marketing. A study of sickness in small scale sectors.
3. Role of Central & State Governments in promoting Small Scale Industry – Financial and fiscal Incentives. Institutional Framework for Small Scale Industry – SIDBI – NISIET – SISI – DICs – NSIC – SSICs and commercial banks. Government policy towards small scale sector in the context of economic liberalization.
4. Concept of Entrepreneurship, Characteristics, Role and Traits of entrepreneurs, Factors influencing entrepreneurship, Classification of Entrepreneurial types —Success factors for entrepreneurs.
5. Evolution of entrepreneurship in India, a study of business houses – Tatas, Birlas, Thapars, Singhanias, etc. The new generation entrepreneurs –Developing entrepreneurs, Rewards & Hazards in entrepreneurship. Emergence of Women in Small Business. Women entrepreneurs in India - Case studies.

References:

1. Small Business Management & Entrepreneurship : Renu Arora
2. Small Business Management & Entrepreneurship : Vasant Desai
3. Small Business Management & Entrepreneurship : C.B. Gupta & K.L. Srinivasan
4. Entrepreneurship & Small Business : S.P. Singh
5. Business Maharajas : Gita piramal
6. Entrepreneurship & Small Business Management : Siropolis
7. Entrepreneurship Development : David H Holt

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Working Capital Management

1. Working Capital Management – Meaning – Concepts – Importance – Types – Factors determining working capital requirements – Estimation of working capital requirements.

2. Management of Inventory – Meaning – Nature – Objectives – Inventory control techniques: EOQ, ABC, FSN, VED, HML, SDE & JIT – Determining stock levels & safety stock - Ageing Schedule of Inventories – Optimum investment in inventories.

3. Management of Receivables – Meaning – Factors affecting size of receivables - Ageing schedule - Credit policy – Features – Credit terms – Credit standards – Credit evaluation - Collection policy – Factoring.

4. Management of Cash – Nature – Motives for holding cash - Cash flows - Cash planning and budgeting – Optimum cash balance –Cash Management Models (Boumal & Miller-Orr).

5. Fund Flow and Cash Flow Statements (AS3)

References

1. Financial Management - I.M. Pandey
2. Financial Management – M.Y. Khan & Jain
3. Financial Management – Prasanna Chandra
4. Financial Management – Maheshwari
5. Financial Management – James C. Van Horne