



Bachelor of Business Management

SEMESTER VI

1. Business Statistics-II
2. International Business
3. Company Law*
4. Law and Practice of Banking
5. Marketing Strategies
6. Foundations of Individual Behaviour

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Business Statistics II

1. Probability – Concepts and definitions – Probabilities under the conditions of statistical independence and dependence. Additive and Multiplicative Rules – Applications.

2. Probability Distributions – Binominal, Poisson and Normal distribution – Problems and applications.

3. Sampling Theory – Law of Large numbers – Law of Inertia – Sampling Techniques – Probability and Non probability sampling – census v/s sampling – Errors in sampling and measures to minimize them.

4. Statistical Decision Theory – Decision Making Process – Decision under certainty and uncertainty – Expected Opportunity loss Criterion – Minimax – Maximin-Hurwicz's & Laplace criteria.

5. Optimization Techniques – Introduction to Linear Programming (L.P) – Features of Linear Programming Problems - Business Applications and Solutions for two variable cases by Graphical Method.

References:

1. Statistics for Managers – Levin Stubin
2. Quantitative Methods – Anderson, ...
3. Statistics for Management – Sancheth & Kapoor

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Company Law

1. Company - Definition –Types of companies – Private & Public company-. Government company- Foreign company- Holding and Subsidiary companies. Characteristics – The concept of lifting of corporate veil.

2. Incorporation of a company – Memorandum of Association & Articles of Association – meaning – importance – form and contents – distinctions. Prospectus and statement in lieu of prospectus – meaning – definition- contents- Statutory requirements in relation to a prospectus.

3. Share and Share capital: kinds of shares- public issue of shares – Allotment of shares - Definition of a member – member V/s shareholder, Rights and liabilities of a member.

4. Company management – Directors, company secretary- Qualification –Appointment Rights, Duties and liabilities. Company meetings - kinds of meetings. Requisites of a valid meeting- Resolutions, minutes – Annual General Body Meeting, Extra-ordinary General Body Meeting and Statutory meetings.

5. Auditing and accounts: Requirements as to preparation of final accounts , filing returns, Appointment of auditors, duties & responsibilities, remuneration, professional ethics of auditors.

References:

1. Company Law – M.C. Kuchal.
2. Company Law – N.D.Kapoor.
3. Company Law – Avtar singh.
4. Company Law- Bulchandini

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Foundations of Individual Behaviour

1. Definition & Scope of Organizational Behavior-Models of Organizational behavior, Contributing disciplines to Organizational behavior.

2. Individual differences, Aptitude, Interests, Attitudes and it's components, functions. Learning Principles, Learning Theories and Behaviour Modification.

3. Personality theories, personality tests and determinants, perceptions, Influencing Factors, Perceptual Distortions.

4. Motivation-Theories of Motivation-Maslow's, Mc-Gregor's Theory X and Theory Y, Herzberg Theory- Achievement Motivation Theory, ERG Theory.

5. Leadership- Qualities, Traits Theory, Styles, Managerial grid, Transformation and Transactional Leadership.

References:

1. Organisation Behaviour-Stephen P Robbins
2. Organisation Behaviour - Fred Luthans
3. Organisation Behaviour - -K.S.Aashwathappa
4. Organisation Behaviour- Keith Davis
5. Organisation Behaviour - Jerald Greenberg

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International Business

- 1. International Business Environment-** International Business Orientation- Ethnocentric, Polycentric, Region centric and Geocentric. Globalisation and Liberalisation. Liberalization in India. The new Economic Policy of 1991.
- 2. Regional Trade Blocks-** EU, ASEAN, OPEC, OECD, SAARC and NAFTA. Impact of Regional Trade blocks on globalization.
- 3. WTO:** Origin, membership, structure and its role. Dispute settlement machinery, TRIPS and TRIMS, GATTs.
- 4. Multinational Corporations:** meaning, mode of operations- Foreign collaborations- Joint Ventures, Franchising and Strategic Alliances. International Channels of Distribution- Overseas Production- Free Trade Area.
5. Foreign Direct Investment in India, trends, Govt policy towards FDI.

References:

1. International Marketing: C.A. Francis
2. Business Environment: C.A. Francis
3. International Business: P. Subba Rao

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Law and Practice of Banking

- 1. Banking**-meaning and definition – role of banks-types of banks – banking structure – unit and branch banking.
- 2. Commercial banks**-functions including modern services and Hi-tech banking (Internet banking, mobile banking, ATM, Debit card, credit card).
- 3. Central banking**-evolution of central bank-functions of central bank monetary policy, credit control methods.
- 4. Banker and customer**-relationship-debtor creditor-relationship-general precautions for opening account. Special type of account-minor, joint accounts partnership firm.
- 5. Paying banker**-precautions before honoring a cheque-dishonor of a cheque statutory protection to paying banker. Collecting banker-banker as a holder for value. Banker as an agent. Statutory protection-duties of a collecting banker.

References

1. Law and Practice of Banking – K.C.Shekar
2. Banking in India – Pai Panandikar
3. Theory of banking – Varshney and Maheshwary

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Marketing Strategies

1. Product Planning and development: Meaning, Characteristics, classification Product mix strategy, New Product development process, Product life cycle, Branding-types-brand equity – Packaging, labeling.

2. Pricing Strategy: Factors affecting pricing decisions, - pricing objectives – pricing policies- New product pricing strategies.

3. Marketing Channel Decision: Nature and importance channel levels – factors affecting channel selection - wholesaler and retail marketing-Marketing logics.

4. Promotion Mix Strategy: Meaning and importance – types of promotion mix – selecting a promotion mix strategy – personal selling – importance.

5. Social Responsibility of Marketing: Marketing ethics – consumerism – environmentalism, societal marketing.

References:

1. Marketing Management – Philip Kotler
2. Fundamentals of Marketing – William J Stanton
3. Marketing Management – Ramaswamy & Namakumari
4. Principles of Marketing – Philip Kotler & Gary Armstrong
5. Marketing Management – Neelameghashyama