

SRI VENKATESWARA UNIVERSITY – TIRUPATI
FIRST YEAR – II SEMESTER
(W.E.F. Academic Year 2023 - 24)
BUSINESS MANAGEMENT (MINOR)

SEMESTER – II
COURSE 1A: BUSINESS ECONOMICS

Theory

Credits: 4

4hrs/week

Learning Outcomes:

At the end of the course, the student will be able to;

- ▶ Describe the nature of economics in dealing with the issues of scarcity of resources.
- ▶ Analyze supply and demand analysis and its impact on consumer behaviour.
- ▶ Evaluate the factors, such as production and costs affecting firms behaviour.
- ▶ Recognize market failure and the role of government in dealing with those failures.
- ▶ Use economic analysis to evaluate controversial issues and policies.
- ▶ Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

Syllabus

Unit-I: Introduction: Meaning and Definition of Business Economics -

Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.

Unit-II: Demand Analysis: Meaning and Definition of Demand—Determinants to Demand

—Demand Function - Law of Demand— Exceptions to Law of Demand - Elasticity of Demand— Types of Price Elasticity of Demand - Measurements of Price Elasticity of Demand.

Unit—III: Production, Cost and Revenue Analysis: Concept of Production Function—

Law of Variable Proportion - Law of Returns to Scale— Break Even Analysis - Advantages.

Unit-IV: Market Structure: Concept of Market - Classification of Markets - Perfect Competition—

Characteristics—Equilibrium Price - Monopoly—Characteristics—Equilibrium under Monopoly.

Unit-V: National Income: Meaning—Definition—Measurements of National Income -

Concepts of National Income— GNP - GDP – NNP - National Income at factor cost - Personal Income - Per capita Income.

References:

1. BusinessEconomics-S.Sankaran,MarghamPublications,Chennai.
2. BusinessEconomics-KalyaniPublications.
3. BusinessEconomics-HimalayaPublishingHouse.
4. BusinessEconomics-AryasriandMurthy,TataMcGrawHill.
5. BusinessEconomics-H.LAhuja,SultanChand&Sons
6. PrinciplesofEconomics-Mankiw,CengagePublications
7. Fundamentalsof BusinessEconomics-Mithani,HimalayaPublishingHouse
8. BusinessEconomics-A.V.R.Chary,KalyaniPublishers,Hyderabad.
9. BusinessEconomics-DrKSrinivasulu,SevenHills InternationalPublishers.

SuggestedCo-CurricularActivities:

- ◆ Assignments
- ◆ StudentSeminars
- ◆ Quiz,JAM
- ◆ StudyProjects
- ◆ GroupDiscussion
- ◆ GraphsonDemandfunctionanddemandcurves
- ◆ Learningaboutmarkets
- ◆ Theoral andwrittenexaminations(Scheduledandsurprisetests),
- ◆ MarketStudies
- ◆ IndividualandGroupprojectreports,
- ◆ Annualtalkonunionandstatebudget
- ◆ Anysimilaractivitieswithimaginativethinkingbeyondtheprescribedsyllabus

SRI VENKATESWARA UNIVERSITY – TIRUPATI
FIRST YEAR – II SEMESTER
(W.E.F. Academic Year 2023 - 24)

Format of Model Question Paper

Domain Subject: Commerce
Semester-wise Syllabus under CBCS
(w.e.f. 2023-24 Admitted Batch)
SEMESTER - II

Course 1A :BUSINESS ECONOMICS

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following **5 X 3=15 M**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

SRI VENKATESWARA UNIVERSITY – TIRUPATI
FIRST YEAR – II SEMESTER
(W.E.F. Academic Year 2023 - 24)
BUSINESS MANAGEMENT (MINOR)

SEMESTER – II
COURSE 1B: PRINCIPLES OF MANAGEMENT

Theory

Credits: 4

4hrs/week

Learning Objectives

The course aims to develop an understanding of principles, functions and challenges of management and contemporary issues in management.

Learning Outcomes:

At the end of the course, the student will be able to;

Understand the concept of Business Management along with the basic laws and norms. Able to understand the terminologies associated with the field of Business Management and control along with their relevance. and to identify the appropriate method and techniques of Business Management for solving different problems. They apply basic Business Management principles to solve business and industry related problems and to understand the concept of Planning, Organizing, Direction, Motivation and Control etc.

Unit 1: Management: Definition & Meaning of Management - Henry Fayol Principles of Management - Functions of Management - Levels of Management.

Unit 2: Planning: Planning – Nature, importance, Process of Planning and Types of Planning. Decision making – Process.

Unit 3: Organizing: Organizing - Nature & Importance, Principles of Organizing. Delegation & Decentralization. Organizational structure – line & staff organization.

Unit 4: Directing: Functions of Directing - Motivation – Theories of motivation (Maslow's Need and Hierarchy theory). Leadership – Styles of Leadership.

Unit 5: Controlling; Meaning, importance, Process of control – Qualities of good control - coordination and its importance.

Activities:

- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Visit a firm (Individual and Group)
- Group Discussion on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Students can be given different situations and scenarios to start their own business (in terms of capital, liability, the scale of operations, etc.) and are asked to present.
- Students can participate in a role-

play activity for describing the various levels of Management and competencies.

- Create a simulation exercise in class to demonstrate various types of authority, delegation, and decentralization of authority.
- Demonstrate various types of Leadership Styles in the form of Role Play by identifying real-life leaders from the corporate world.
- Project work on biography of well-known management thinkers and managers of companies.
- Examinations (Scheduled and surprise tests)

Reference Books:

1. Dinkar Pagare, Principles of management, Sultan Chand & Sons, New Delhi, 2003.
2. C.B. Gupta, Business management, Sultan Chand & Sons, New Delhi, 2000.
3. Koontz, O'Donell, Weirich, Essentials of management, Tata McGraw-Hill Publishing Company, New Delhi 5th Edition (1998)
4. Sherlekar & Sherlekar, Principles of business management, Himalaya Publishing House, New Delhi, 2000.

Format of Model Question Paper

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - II

Course 1B: PRINCIPLES OF MANAGEMENT

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following **5 X 3=15 M**

- 1.
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Section - B

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