ANDHRA KESARI UNIVERSITY ::ONGOLE

MINOR

SUBJECT- BUSINESS MANAGEMENT

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Principles of Management	4	4
III	2	Organisation Behaviour	4	4
IV	3	Marketing Management	4	4
IV	4	Human Resource Management	4	4
V	5	Financial Management	4	4
V	6	Managerial Communications	4	4

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SEMESTER-V

COURSE 5: FINANCIAL MANAGEMENT

Theory Credits: 4 5 hrs/week

Course objectives:

- To gain basic knowledge of financial management
- To evaluate the capital budgeting process and risk analysis in capital budgeting
- Familiarize different financial decision that help the organisation
- Learn types of dividend policies and their valuation
- Knowledge regarding working capital management, uses to organisation and valuation of working capital

UNIT 1: INTRODUCTION:

Nature, Scope and Objectives of Financial Management: Functions of Finance - Profit Maximization vs. Wealth Maximization – Role of Financial Manager in Modern Business Organizations – Risk - Return Trade off.

UNIT 2: INVESTMENT DECISION:

Capital Budgeting process – Cash Flow Estimation and measurement – Investment criterion – Methods of appraisal: Traditional Techniques and Discounted Cash Flow Methods - Capital rationing – Risk analysis in capital budgeting.

UNIT 3: FINANCING DECISIONS:

Concept of leverage – Types of Leverages –EBIT – EPS Analysis – Capital Structure – Determinants - Theories – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis. Cost of Capital: Types of Cost of Capital - Weighted average Cost of capital.

UNIT 4: DIVIDEND DECISIONS:

Kinds of dividends, Dividend Policy types, Dividend Theories - Walter's Model - Gordon's Model - M-M Hypothesis - Retained Earnings Policies - Bonus Shares.

UNIT 5: WORKING CAPITAL MANAGEMENT:

Concepts of working capital – Determinants of Working capital – Optimum level of Current assets – Liquidity vs. Profitability – Risk – Return tangle – Estimating working capital needs – Financing strategies of working capital – Inventory Management – Inventory Control Techniques - Receivables Management - Cash Management.

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Reference Books:

1. Brearley, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw Hill.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugne F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, Tata McGraw Hill.
6. Khan, M.Y. and Jain, Financial Management, Tata McGraw Hill.

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SEMESTER-V

COURSE 6: MANAGERIAL COMMUNICATION

Theory Credits: 4 5 hrs/week

COURSE OBJECTIVES:

1. To help the students understand the principles of business communication.
2. To make the students aware of various types of types of communication.
3. To develop awareness on the role of various communication methods.
4. To make students understand business correspondence etiquettes.
5. To enable the students understand the importance of technology related to communication for addressing the business audience.

Syllabus :

UNIT-I: CONCEPTS OF COMMUNICATIONS

Definition, Role of Communication in Business, Objectives of Communication. Process of Communication, Forms of communication- Written, Oral and non-verbal Communication, significance of non-verbal communication. Communication Roadblocks, effective Listening.

UNIT-II: ORGANIZATIONAL COMMUNICATION

Formal and Informal Communication, Styles of Communication, Business etiquette, Barriers to Communication Gateways to Effective Communication, Mastering the art of conducting and giving Interviews,

UNIT-III: INTERPERSONAL COMMUNICATION

Significance of Interpersonal Communication-Role of Perception, Emotion and motivation in Inter Personal Communication. Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

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UNIT-IV: BUSINESS CORRESPONDENCE SKILLS

Significance of Business Correspondence, essentials of effective Business Correspondence, Business Letter and Forms. Presentation Skills, Conducting Departmental Meetings, Use of Technology aided Business Communication, Telephone Communication ,Visual Communication, Audio Visual Communication, E-mail Messages- Tele and video Conferencing.

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UNIT-V: REPORT WRITING

Significance of Report Writing, Structure of Reports. Types of Reports- Negative, Persuasive and Special Reporting, Informal Report- Proposals, Formal Reports- Organization of Press Meets -Media Management.

Reference books

1. K Bhardwaj, Professional Communication, IK International Publishing House, New Delhi.
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi.
4. Penrose, Business Communication for Managers, Cengage, New Delhi.
6. Urmila Rai & S.M. Rai, Business Communication, Himalaya Publishers,
7. Meenakshi Raman—Business Communication, Oxford University Press.

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