



GLOBAL BUSINESS SCHOOL (GBS), HUBLI

PRINCIPLES OF MANAGEMENT

Batch	: 2021-2023	Semester : II	-
Course Code	: A01	Credits :03	-
Course Name	: Principles of Management		
Course faculty/s	: Dr. Rakshita		
Mobile no.	: 9901057816	Email : rakshitha@globalbschool.in	

PART 1

INTRODUCTION TO THE COURSE

Principles of Management, is a comprehensive introductory course on the management process from a manager's perspective, with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. The course is aimed at understanding how organisation structures and design can be a source of competitive advantage.

This course explores the basic concepts and processes of management. Students will examine the fundamental roles and processes of planning, leading, organizing and controlling [POLC] that comprise the managers' role. It focuses on the entire organization from both a short and long-term perspective for vision, setting objectives, crafting a strategy and then implementing it.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels
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	At the end of the course, the student will be able to:	@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	Take decisions based on Scientific, administrative, bureaucratic, human and contingency theories in given business scenario		1	
CLO2	Develop a executable business plan	1,2		
CLO3	Develop an organizational structure.	4		
CLO4	Explain the challenges in managing people and other resources to accomplish organisational goals efficiently	5,3		
CLO5	Explain the challenges and develop an effective control system in a given business scenario.	1		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	2.66	3	3	3	3			

COURSE CONTENT

MODULE1:Management and Evolution of Management Thought

MODULE 2:Planning

MODULE 3: Organising

MODULE 4: Directing

MODULE 5: Controlling

PRESCRIBED TEXT BOOK

Principles of Management by Harold Koontz, Heinz Weihrich and A RamachandraAryasri, Tata McGraw Hill'

OTHER READINGS AND REFERENCES

1. **Chuck Williams | ManasRanjan Tripathy , MGMT : A South-Asian Perspective with CourseMate : Cengage 2016**
2. [Stephen P. Robbins](#), Organization Theory, Pearson Prentice Hall, 2016
3. Ricky Griffin: Fundamentals of Management Cengage , 12 edition
4. Bateman, T.S. and Snell, S. A. Management: Leading and Collaborating in a Competitive World, McGraw-Hill, 11th ed., 2015
5. The practice of management by P.F. Drucker Principles of management- Text & cases- Deepak B, Pearsons Publication
6. Madhurima Lall: Decision Making Skills , S Chand
7. Ebook: Charles Hill and Steven Mcshane: Principles of Management , TMH

POLICY ON PLAGIARISM:

Plagiarism of any kind and to any extent can attract penalty by the concerned faculty. The assessment can range from being awarded a 'zero' for that particular component, with no further opportunity to improve. Repetition of the offence would result in holding up IA for such candidates.

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Duration (in minutes)
End-Term	50 Marks 66%	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case Study Subhiksha I	Individual	10%	5	Session 12, and Session 27	CLO 1

	Byjus					
2	Project 1 Organisation structure and leadership of one sector	Team	30%	5	14 th and 30 th session	CLO 2,3
3	Project 2 B plan	Team	10%	5	Session 32 -36	CLO 3, 4
4	Attendance	Individual	20%	5	Throughout the course	
5	CP	Individual	10%	2.5	Throughout the course	
6	GMG	Individual	10%	2.5	Throughout the course	



GLOBAL BUSINESS SCHOOL (GBS), HUBLI

Batch:	2020-2022	Semester:	I Semester
Course Code:	A2	Credits:	4 Credits
Course Name:	Business Environment for Managerial Decision Making		
Course faculty:	Dr.Tazeentaj Mahat		

PART 1

INTRODUCTION TO THE COURSE:

This course attempts to provide students an insight of the Nation's business environment with micro & macroeconomic aspects/ concepts, tools, techniques and models that are relevant for managers in applicability. Microeconomics analyzes how households and firms make decisions and interact within specific markets. In contrast, Macroeconomics provides a powerful and coherent framework for monitoring and understanding the regional, national, and international forces that drive cycles and trends in the overall economic environment.

Students are involved in the process of classroom discussions to have a clear understanding of various aspects and its applicability while decision making. Project work, In-Class exercise will be assigned to students, which will enable them to focus on market situations in the diversified economy. Students will be guided through the process of market cases in developing the capability to analyze the scenario and in this process they are expected to present their learning and implications in both, written and oral form, suiting the requirements of the course and the business world.

Finally, economics demonstrates how to approach real-world business problems in a structured and rigorous manner, and therefore this course can improve your ability to think analytically. Course objective is to familiarize students with basic concepts and techniques of Micro and Macro economic analysis in the business environment, to enable students to understand the significance of Managerial economics w.r.t application & its impact on Nation's Business scenario in terms of monetary system and monetary status -income, employment, policies & market structure and to prepare students to implement/ apply learnt concepts, tools & techniques while decision making in various real life situations & business scenarios.

COURSE LEARNING OUTCOMES (CLO):

By virtue of learning gained in this course, the student should be able to:

CLO-1: Articulate the aspects of Managerial economics.
CLO-2: Understand the applications & impact of economic concepts in the business environment.
CLO-3: Integrate & analyze the case/ situations & make decisions based on the learnt concepts.

COURSE CONTENT:

MODULE NO.	TITLE	MODULE HOURS
MODULE 1	Overview of Managerial Economics : M1	3
MODULE 2	Behaviour of the Firm and Profit Theories : M4	3
MODULE 3	Production and Cost : M2	6
MODULE 4	Market Structure and Pricing Theory Market Structure : M3	8
MODULE 5	Overview of Macro economics : M5	4
MODULE 6	Macroeconomic policies in India : M6	8
MODULE 7	Monetary system : M9	9
MODULE 8	National Income : M7	5
MODULE 9	Consumption Function : M8	6

PRESCRIBED TEXT BOOK:

- **P1:** D.N Dwivedi Managerial Economics Vikas Publications (7th edition).

REFERENCE BOOKS:

- **R1 :** Geetika, Piyali Gosh and Purba Choudhary-(2nd edition)- *Managerial Economics*- McGrow Hill Publication for both Micro and part of Macro economics.
- **R2 :** S.K. Misra and V.K .Puri –(33rd revised edition) - *Indian Economy*- HPH.
- **R3 :** D.M. Mithani - *Managerial Economics, Theory & Applications* –HPH.
- **R4 :** N. Gregory Mankiw-(6th edition)- *Principles of Micro economics* – Cengage.
- **R5 :** Suma Damodaran - (2nd edition)- *Managerial Economics*- Oxford.

OTHER READINGS AND REFERENCES:

- RBI Bulletin for Monetary Policy and other macroeconomic information like BOP, rates etc.
- Business Line, Times of India, Economic Times & Deccan Herald News paper for daily updates on Business Environment.

LINKS:

- www.economywatch.com

- www.india.gov.in
- www.indiabudget.nic.in

JOURNALS & MAGAZINES:

- Economic and political weekly
- Applied Economics
- Arthashastra-The Journal of Economics & Research
- Journal of economic growth
- Journal of business and economics studies
- The economic journals
 - Annual review of economics
 - Socio-economic review

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	weightage	Marks	Duration (in minutes)
End-Term	50%	50	180

{b} INTERNAL ASSESSMENTS (Total IA Marks: 50)

Sl. No.	Evaluation Item*	Unit of Evaluation	Weight	Session	CLO
1	Open Book Exam	Individual	20% (10M)	37 th and 38 th Sessions	CLO 1
3	TEST	Individual	50% (25M)	Assessed across selected sessions till 43 rd session & final report submission before 48 th session	CLO 2
4	Case Analysis	Individual	10% (5M)	12 th ,13 th ,21 st & 22 nd Sessions	CLO 3
5	Class Participation	Individual	5% (2.5M)	Assessed across entire semester in 20 selected sessions	

6	GMG (Co-curricular activities)	Individual	5% (2.5M)	Across the entire semester	
7	Class Attendance	Individual	10% (5M)	Assessed across all sessions As per table in Part-3	

*Note: Rubrics & details of IA for above assessment shall be attached below.



GLOBAL BUSINESS SCHOOL (GBS), HUBLI

Batch	: 2021-23	Semester :	01
Course Code	: A03	Credits	:3
Course Name	: BUSINESS STATISTICS		
Course faculty/s	: Prof. Nitinchandra SM		
Mobile no.	: 9241810599	Email :	nitin@globalbschool.in

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

In today's business scenario business decisions are largely data driven. Hence understanding different data types, tools applicable on them and making realistic business decisions from the derived results is imperative. The course aims to achieve this motive.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
	At the end of the course, the students will be able to:			
CLO1	Apply the Central Tendency tools to data driven business applications	1,2		
CLO2	Describe the features of the tools and techniques used in statistical analysis	1,2	4	
CLO3	Apply and analyse the appropriate tool of Descriptive Statistics for different business functional areas	1,2		
CLO4	Solve a given business application using probability tools	1,2	4	

CLO5	Use Index Numbers in different business functional areas	1	2	
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POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3.0	2.8		2.0					

COURSE CONTENT

Module Hours

MODULE 1	: Descriptive statistics and Time Series Analysis	6
MODULE 2	: Graphical Representation of data and their use in statistics	4
MODULE 3	: Measures of Central Tendency and Dispersion	12
MODULE 4	: Regression and Correlation	4
MODULE 5	: Index Numbers	4
MODULE 6	: Probability and Distribution	10

PRESCRIBED TEXT BOOK:

- Statistics in Management by Levin and Rubin

OTHER READINGS AND REFERENCES

1	Business Statistics by G.C. Beri (revised edition ,2005,Tata McGraw Hill Education)
2	Fundamentals of Business Statistics by J K Sharma

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	67%	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Quiz	Individual	20%	5	After 12 th session	1
2	Quiz	Individual	20%	5	After 20 th session	2

3	Test	Individual	20%	5	After 28 th session	3,4,5
4	Class Participation	Individual	10%	2.5	Select sessions	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

Batch : 2021-23 Semester : 1
 Course Code : A04 Credits : 2
 Course Name : Corporate Communications – I
 Course faculty/s : Prof. Pradnyanand Mishra
 Mobile No. : 9886747947 Email Id: pradnyanand@globalbschool.in

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

This course will familiarize students with some of the communication issues that specifically affect businesses. The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, and to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world. Practical activities in this subject will help the students to use communication skill as a strategic asset to build their managerial career.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	At the end of the course, the students will be able to: Communicate effectively in any given situation	1		
CLO2	Effectively present to the audience using ICT tools and presentation skills	6	3, 4	

CLO3	Use ICT tools for preparing effective presentation	1, 6		
CLO4	Comprehend and prepare report for a given situation	1	3	
CLO5				

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3		2	2		3			

COURSE CONTENT		Module Hours
MODULE 1	: Nature and Scope of Managerial Communication	9
MODULE 2	: Verbal and Non-Verbal Communication	7
MODULE 3	: Presentation Skills	6
MODULE 4	: Employment Communication	8

PRESCRIBED TEXT BOOK –

- P.D. Chaturvedi & Mukesh Chaturvedi, Business Communication, 3rd edition, Pearson

OTHER READINGS AND REFERENCES

1	Raymond V Lesikar, et. al., Business Communication, 13 th Edition, McGraw Hill Education
2	Meenakshi Raman and Prakash Singh, Business Communication, Second Edition

ASSESSMENT SCHEME AND WEIGHTAGE:

{a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	25	90

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item	Unit of Evaluation	Marks	Time	CLO
1	Case Study	Individual	10	8 th , 12 th Session	1, 4
2	Presentation	Group	5	Select Sessions	2, 3
3	Class Attendance	Individual	5	Assessed across all sessions	
4	Class Participation	Individual	2.5	Assessed across all sessions	
5	GMG Attendance	Individual	2.5	Assessed across all sessions	

Batch	: 2021-23	Semester :	I
Course Code	: A5	Credits :	03
Course Name	: Information technology for managers		
Course faculty/s	: Dr.Bhargav Revankar		
Mobile no.	: 9449804372	Email :	bhargav@globbalbschool.in

--- PART 1 ---

INTRODUCTION TO THE COURSE

ITM enables the student to understand the use of information technology as it is an integral part of the business world. Issues surrounding information technology such as Information & communication, systems & services, enterprise-wide systems tradition, networking will be explored. The growing convergence of technologies—computer video and telecommunication, within sophisticated information networks will also be explored. Students should gain knowledge about challenges involving information technology management, as well as the development of specific computer skills.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	Apply formulae & functions to analyse data using spreadsheets	1,2,6		
CLO2	Create effective business report using the word processor	1,6		
CLO3	Design and develop business application using C programming		1	
CLO4	Design web pages for given business application using appropriate technologies	1,4,6		
CLO5	use presentation tools to prepare appealing presentations	1,6	4	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.8	3		2.5		3			

COURSE CONTENT		Module Hours
MODULE 1	: Introduction IT	2
MODULE 2	: Computer s/w and h/w	2
MODULE 3	: Internet and Google	8
MODULE 4	: Word processing	8
MODULE 5	: Spread sheets	14
MODULE 6	: DBMS	4
MODULE 7	: Introduction to HTML	6
MODULE 8	: Presentation tools	4
MODULE 9	: Logic building using C Programming	10

PRESCRIBED TEXT BOOK

- Foundation of IT, Dhiraj Sharma, Excel publication
- Computer concepts and C Programs, P B Kotur

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.6%	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Word assignment	Individual	12%	3	18-22 session	CLO2
2	Excel - Data analysis	Team	16%	4	30-40 session	CLO1
3	Online business website project	Individual	12%	3	40-48 session	CLO4
4	Fortune 500 – Presentation	Team	12%	3	20-40 session	CLO5
5	C – assignment	Team	8%	2	50-58 session	CLO3
6	Class Participation	Individual	10%	2.5	All sessions (excluding IA sessions)	
7	Attendance	Individual	20%	5	All sessions	
8	GMG	Individual	10%	2.5	All sessions	

GLOBAL BUSINESS SCHOOL (GBS), HUBLI

HRM



	: 2021 - 2023	Semester : 1 st	-
Course Code	: A 7	Credits : 3	-
Course Name	: Human Resource Management		
Course faculty/s	: Dr Tejaswini		

--- PART 1 ---

INTRODUCTION TO THE COURSE

Human Resource Management is a dynamic function and area of study, which encompasses the processes, and practices of Effective People Management. Human Resources play a key and decisive role into delivering value to the stakeholders. The HRM Course will establish the functioning/workings of HRM concepts into the overall design and scheme of Organization Management and the necessary inputs provided to Business Strategy of an Organization, which in turn builds sustainability through People centric Process to achieve a competitive advantage.

COURSE LEARNING OUTCOMES (CLO)

By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd	@ 2 nd	@ 1 st
CLO 1	Effectively manage and plan key human resource functions within the organization	1		
CLO 2	Analyse the role of HRM functions in building an organisation	2,1		
CLO 3	Integrate the knowledge of HR concepts to take correct business decisions,		2,	1
CLO 4	Apply the HR Process & Practices to Organization	2,9	5	
CLO 5	Critically examine the terms and practices used in managing employees effectively	2		1

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9
Effective Mapping	2	2.75			2				3

COURSE CONTENT

Module Hours

MODULE 1	: Human Resource Management	5
MODULE 2	: Human Resource Planning and Job Analysis	3
MODULE 3	: Recruitment and Selection	10
MODULE 4	: Training and Development, Career Development	5
MODULE 5	: Performance Appraisal	2
MODULE 6	: Compensation	2
MODULE 7	: Employee Welfare	3
MODULE 8	: Grievances	2
	Discipline	
MODULE 9	: Approaches	2

PRESCRIBED TEXT BOOK

Ashwathappa. K, Human Resource Management - Text & Cases 8e, *Chennai*, McGraw Hill Education (India) Private Limited

OTHER READINGS AND REFERENCES

1	: Rao, V S P (2010), Human Resource Management Text and Cases, New Delhi, Excel Books
2	: Khanka S.S, (2003), Human Resource Management, S. Chand, New Delhi
3	:Garry Dessler, (2010), Human Resource Management,Pearson Publications
4	:D K Bhattacharya ,HRM ,Excel Publications

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	75%	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Project	Team	40%	10	On-Going	3,4,5
2	SCA	Individual	20%	5	On - Going	2
3	Class Participation	Individual	10%	2.5	On - Going	
4	Attendance	Individual	20%	5	All sessions	
5	GMG	Individual	10%	2.5	All sessions	
6	Case Study – HR Tree	Individual	NA	NA	All the sessions	1

Financial Accounting for Managers

Course Name	Financial Accounting for Managers	Credit	3
Course Code	A8	Semester	I
MBA Batch	2021-23	No. of students	120
Faculty members(s)	Dr. Mahesh Bendigeri		

PART 1

INTRODUCTION TO THE COURSE

The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to understand the nature of item presented in the annual accounts of an organisation. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements.

COURSE OBJECTIVES (CO)

To make students understand key accounting principles that underlie a company's Annual Financial Statement and enable them to apply the basic accounting process involved in preparation of financial statement and evaluate the financial health of the firm so as to decide on the future prospect of the firm.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING		
		@ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	At the end of the course, the students will be able to: Recognize and illustrate the need for accounting system among different form of business organization	1		
CLO2	Demonstrate and Prepare the financial statement for a given firm	1		
CLO3	Critically evaluate the significant accounting policies for a given firm	4	1	
CLO4	Analyse the financial performance of the firm using ratio technique	2		
CLO5	Examine the importance of depreciation policy for taking strategic decision of the given firm	3		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	3+3+2=8/3 2.66	3	3	3				

COURSE CONTENT

Topics to be covered:

Module 1: Introduction to Financial Accounting	: 04 hrs
Module 2: Accounting Process	: 12 hrs
Module 4: Preparation of Final Accounts	: 12 hrs
Module 5: Preparation of Company Financial Statements –Ratio	: 10 hrs
Module 3: Inventory Valuation and Depreciation	: 07 hrs
	: 45 hrs

PRESCRIBED TEXT BOOK

Accounting for Business Managers – Dr. Sakshi Vasudeva- Himalaya Publishing House

OTHER READINGS AND REFERENCES

- Accounting for Managers-Kuppapally – PHI
- Financial Accounting -5th Edition- S N Maheshwari, SuneelK Maheshwari,Sharad K Maheshwari
- Accounting for Managers – Mohd. Arif Pasha- Vrinda Publishing
- Accounting Standards for students – Arjun Saini – Himalaya Publishing House

POLICY ON PLAGIARISM:

The course expect zero plagiarism in respective of copying live project formats, content. Any student found of doing the same will lose the marks accordingly.

ASSESSMENT SCHEME AND WEIGHTAGE:**{a} END-TERM COMPONENT**

Evaluation	Weightage (%)	Marks	Duration (in minutes)
End-Term	67%	50	3hrs

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight age	Marks	Time	CLO
1	Live Project 1	Individual	20%	5.0	S24	CLO4
2	Test 1-Conceptual	Individual	10%	2.5	S9	CLO1
3	Test 2-Problem solving and decision making	Individual	10%	2.5	S25	CLO2
4	Assignment	Individual	10%	2.5	S3	CLO 3
5	Case study on Depreciation (part of LP)	Individual	10%	2.5	S34	CLO5
6	Class Participation	Continuous	10%	2.5	All sessions Except IA	
	GMG	Events	10%	2.5		
	Attendance	Based on Slab	20%	5.0		
			100%	25		