

# Preamble

## Introduction

Success of any business lies in its effective Management. Good management can take the business one step ahead of others. Business can earn good profits within limited resources also if they are well managed and well utilized. By applying management theories, functions and principles, business can be run smoothly. Efficient management results in optimum use of resources. Better management solves the problem, gives direction to achieve goals, motivate employees, monitors the performance, and develops team spirit. Thus, best management helps to survive in dynamic business environment.

The undergraduate program designed to equip the learners with well-developed business insights, critical thinking, and decision-making skills. The program focuses on building your business and employability skills, giving learners the confidence, knowledge and expertise required to function in a global workplace.

## 1. Aims and Objectives

1. The program aims to provide the learners a broad and in-depth knowledge on fundamentals of management and management theories for effective business management and administration.
2. The program develops business and entrepreneurial aptitude among the students.
3. The program extends requisite skills in different areas like Financial Management, Human Resource Management, Marketing Management, Portfolio Management to give a holistic understanding of a business system.
4. The program encourages IT skills in the areas of information search, word processing, office management software's, and presentation software needed to excel in business.

5. To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.
6. To hone the students' presentation and analytical skills and increase their knowledge on latest managerial issues.

## **2. Learning Outcomes**

PO1: Demonstrate a general knowledge framework and understanding of key functions in management as applied in practice.

PO2: Learners would be able to Identify and apply new ideas, methods, and ways of thinking.

PO3: Learners would be able to demonstrate the skill to Identify, define and analyse problems and create processes to solve them.

PO4: Learners will gain knowledge to select and use appropriate resources to collect business data and will be able to translate the information for decision making.

PO 5: Learner will demonstrate a comprehensive understanding to evaluate social, cultural, global, ethical and environmental responsibilities and issues

## **3. Any other point (if any)**

This program aims that learner will demonstrate a solid understanding of core business principles in the primary areas of Management/finance/marketing/stock market as well as the interconnectedness of these disciplines in the running of an organization. Students will be assessed in the form of strategic plans and tests that employ strategic thinking, visioning and the development of strategies intended for organisational improvement and growth in global environment.

# **Semester – I**

**Major-Credit (2)**

Course	Fundamentals of Management -I (Semester 1: Level 4.5)	Credits	02
Type	Major: Mandatory	No of Teaching hours	30
Evaluation/ Assessment	50 marks- 30 marks semester end evaluation and 20 marks continuous evaluation		

<b><u>Learning objectives</u></b>	a) To enable the learners to understand the basic concepts & functions of management
	b) To familiarize the students with management theory and its practical applications.
	c) To explore and understand the changing organization structures.

<b><u>Course Outcomes</u></b>	
CO1	Learners will summarize the elementary concepts, principles and theories of management.
CO2	Learners can think critically and strategically about management theories and issues, which will enable them to develop their decision-making and analytical skills
CO3	Learners will evaluate & create a roadmap to derive concrete managerial decisions in order to lead to solutions

**Modules At Glance**

Module No.	Content	No. of Hours
1	Introduction to Management & Managerial Thoughts	15
3	Functions of Management -I	15
		30

	Content	No. of Hours
	Module No. 1	
Unit 1	<b><u>Introduction to Management &amp; Managerial Thoughts</u></b> a. Concept & Features of Management – 6M's of Management — Need for management in business & non-business organizations b. Levels of Management – Management competencies & Skills - Management Ethics (Types, Importance) – Management vs Administration c. Indian Management Thoughts – Contribution of Kautilya & Mahatma Gandhis Principle of Trusteeship	15
	Module No. 2	
Unit 2	<b><u>Functions of Management -I</u></b> a) Planning – Meaning – Significance – Components (Strategic, Single Use & Stranding Plans) b) Decision Making – Concept – Essentials of sound decision making – Process and techniques of Decision- making in Management c) Organising – Concept Organisational Design (concept & Elements) -Types of Organization Structure -Line & Staff, Matrix Organization Structure – Features – Formal v/s Informal	15

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*
- *Management Text & Cases, VSP Rao, Excel Books, Delhi*
- *Management Concepts and OB, P S Rao & N V Shah , AjabPustakalaya*
- *Essentials of Management, Koontz II & W, Mc. Grew Hill , New York*
- *Principles of Management-Text and Cases -Dr..M.SakthivelMurugan, New Age Publications*
- ☐ *Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw- Hill PublishingCo.Ltd.*
- ☐ *Management – JamesA.F. Stoner, Prentice Hall, Inc .U.S.A.*
- ☐ *Management: Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.*
- ☐ *Essential of Database Management Systems -AlexisLeon ,MathewsLeon Vijay Nicole, Imprints Pvt Ltd.*
- ☐ *Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.*

**Paper Pattern** (Any two out of four questions are expected to be attempted by the students)

**Time: 1 Hr**

Question No	Questions	Total Marks: 30
Q1		15
Q2		15
Q3		15
Q4		15

**Note:**

- a) Equal Weightage to be given to all the modules.
- b) 15 marks questions may be subdivided into 7/8 marks each.
- c) Q1 and Q2 will be from Module 1, Q3 and Q4 will be from Module 2.
- d) Any two out of four questions are expected to be attempted by the students.

**Continuous Evaluation: Internal (20 marks)**

	<b>Assessment/ Evaluation</b>	<b>Marks</b>
1	Class Test during the lectures. (Physical/ Online mode) (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ Puzzles)	10
2	Participation and paper presentation in Workshop/ Conference/Seminar, Assignment & Viva. (Physical/Online mode)	10

# **Semester – II**

**Major (2 credit)**

<b>Course</b>	<b>Fundamentals of Management -II (Semester II: Level 4.5)</b>	<b>Credits</b>	<b>02</b>
<b>Type</b>	<b>Major: Mandatory</b>	<b>No of Teaching hours</b>	<b>30</b>
<b>Evaluation/ Assessment</b>	<b>50 marks- 30 marks semester end evaluation and 20 marks continuous evaluation</b>		

<b><u>Learning objectives</u></b>	a) To enable the learners to understand the dimensions of direction & control.
	b) To familiarize and acquaint the learners with changing role of Indian business leaders.
	c) To identify the contemporary issues and challenges in Management

<b><u>Course Outcomes</u></b>	
CO1	Students will remember & understand the domains of delegation and control.
CO2	Students will apply & analyse the strategies adopted by successful business leaders.
CO3	Students will evaluate & apply evolving management opportunities & challenges in the changing business world.

**Modules At Glance**

<b>Module No.</b>	<b>Content</b>	<b>No. of Hours</b>
1	Functions of Management – II	15
2	Functions of Management -III	15
		30

	Content	No. of Hours
	Module No. 1	
Unit 1	<b><u>Functions of Management – II</u></b> a. Introduction & overview to PODSCORB - Delegation of Authority – Meaning – Need for Delegation – Principles of Effective Delegation- b. Co-ordination – Concept -Importance – Principles - Techniques c. Controlling – Concept – Steps - Techniques	15
	Module No. 2	
Unit 2	<b><u>Functions of Management -III</u></b> a. Directing and Communication– Concept – Principles of Directing, Barriers of communication b. Motivation – Concept – Factors affecting Motivation –theories of motivation c. Leadership – Concept – Styles – Attributes of a successful leader.	15
	<b>Total</b>	<b>30</b>

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- *Principles of Management*, Tripathi Reddy, Tata Mc Grew Hill
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- ☐ *Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.*
- ☐ *K. Ashwathappa, Organisation Behaviour- Text, Cases & Games, Himalaya Publishing House, 2014 Edition.*
- ☐ *Gerald Greenberg, Behaviour In Organisation, Pearson Edition (Prentice Hall India)*

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