

## CORE COURSE – IV

**Subject: BUSINESS MANAGEMENT -I**

**Course**

**Code: 234 Total Credits: 03**

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1. Objectives of the course

- a. To provide basic knowledge and understanding about various concepts of Business Management.
- b. To help the students to develop cognizance of the importance of management principles.
- c. To provide an understanding about various functions of management.
- d. To provide them tools and techniques to be used in the performance of the managerial job.

2. Depth of the program – fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose / Skills to be developed
1	Management :	<ul style="list-style-type: none"><li>• Meaning definition of Management</li><li>• Need for Management study</li><li>• Process and levels of management</li><li>• Functions of management</li><li>• Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts</li></ul>	<ol style="list-style-type: none"><li>1. Understanding how management works</li><li>2. Developing thought process as a manager</li><li>3. Understanding functions of Management</li><li>4. Understand the role of Management Thinkers in development of modern management process</li></ol>
2	Understanding Management : Planning and Decision Making	<ul style="list-style-type: none"><li>• Meaning, definition and nature of Planning</li><li>• Forms and types of Planning</li><li>• Steps in Planning</li><li>• Limitations of Planning</li><li>• Meaning and techniques of Forecasting</li><li>• Meaning, Types and Steps in Decision Making</li></ul>	<ol style="list-style-type: none"><li>1. How to plan various management activities, programmes and events</li><li>2. Developing of decision making skills to evaluate various alternatives and situations</li><li>3. Understanding the concept of forecasting</li></ol>
Unit No.	Unit Title	Contents	Skills to be developed

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3.	Management at Work : The process of organizing and staffing	<ul style="list-style-type: none"> <li>• Meaning, Process and Principles of Organizing</li> <li>• Concept of Authority and Responsibility</li> <li>• Delegation of Authority</li> <li>• Difficulties in Delegation of Authority</li> <li>• Need and importance of Staffing</li> <li>• Recruitment : Sources and Methods</li> </ul>	<ol style="list-style-type: none"> <li>1. Understanding the importance and process of organisation</li> <li>2. Understanding authority and process of delegation of authority</li> <li>3. Understanding process of recruitment</li> </ol>
4.	Result orientation : Direction and Team Work	<ul style="list-style-type: none"> <li>• Meaning, Elements, Principles, Techniques and Importance of Direction.</li> <li>• Concept of Team Work, Group Dynamics and principles regarding interpersonal communication and Group Behaviour</li> </ul>	<ol style="list-style-type: none"> <li>1. How to direct a group / team?</li> <li>2. Team building skills</li> <li>3. Winning confidence of group members</li> <li>4. How to initiate healthy discussions to achieve consensus?</li> </ol>

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	PowerPoint Presentations, YouTube Videos	Films on Process of Management and Films on Management Thinkers	Poster Presentation on Management Thinkers and their role in present business management	Students will get an idea about the basic managerial process
2	12	PowerPoint Presentations, YouTube Videos	Documentaries	Student group activities which involve Planning and Decision Making	Students will get an idea about how planning works in real life.
3	12	PowerPoint Presentations, YouTube Videos	Lectures on industry experts and documentaries on organizing and staffing	Poster Presentation	Students will understand the process of implementation of both the concepts.
4	12	PowerPoint Presentations, YouTube	documentaries	Student group activities which involve direction and team work.	Students will understand importance of proper direction and

		Videos			team work.
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**References :-**

1. Essentials of Management - Horold Koontz and Iteinz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
10. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
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