

CORE COURSE – IV

Subject: BUSINESS MANAGEMENT-II

Course Code:

244 Total Credits: 03

Unit No.	Unit Title	Contents	Skills to be developed
1.	Improving peoples' performance : Motivating the staff	<ul style="list-style-type: none">• Meaning, Importance and Theories of motivation• Maslow's Need Hierarchy Theory• Herzberg's Two Factor Theory• Douglas MC Gregor's Theory of X and Y• Ouchi's Theory Z• McClelland's Theory	<ol style="list-style-type: none">1. Skills regarding how to motivate staff and other members of the team.2. Skills regarding retaining motivational level3. Understanding needs and expectations of group members and meeting them effectively.
2.	Organizing from front-Leadership Skills	<ul style="list-style-type: none">• Meaning, Importance, Qualities and Functions of a leader• Leadership styles for effective management• Contribution of Mahatma Gandhi, Dr. Babasaheb Ambedkar and Pt. Jawaharlal Nehru in leadership.	<ol style="list-style-type: none">1. How to lead group2. Understanding followers and their views on various organizational matters.3. Conflict Management
3.	Achieving success at work : Coordination and Control	<ul style="list-style-type: none">• Meaning and need of coordination and control• Techniques and difficulties in establishing coordination and control• Steps in the process of control and it's techniques	<ol style="list-style-type: none">1. How to coordinate group efforts2. Minimizing resource waste3. Skills to establish coordination between departments.
4.	Emerging trends in Business management	<ul style="list-style-type: none">• Corporate Social Responsibility,• Corporate Governance And Corporate Citizenship,• Disaster Management And• Management of Change	<ol style="list-style-type: none">1. How to introduce change2. Significance of Disaster Management3. Importance and implementation of CSR4. Importance of Corporate Citizenship

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 how to motivate staff and various theories of motivation available on various digital platforms.	Poster Presentation on motivation theories.	Students will get an idea about the basic motivational tools used in the field of management.
2	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on leadership. Videos of great leaders in the field of trade and commerce available on various digital platforms.	Student group activities which involve leadership skills and qualities.	Students will get an idea about how leadership influences organizational success.
3	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on coordination and control available on various digital platforms.	Poster Presentation on coordination and control	Students will understand the significance of coordination and control in modern business management.
4	12	PowerPoint Presentations, YouTube Videos	documentaries and movies emerging trends in management available on various	Projects on various emerging trends in management	Students will come across various emerging trends in management.

References :-

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