Semester III

Principles and Functions of Management (Total Periods 104)

Unit I: *Nature and Significance of Management* (Periods 10)

- Management – concept, objectives, importance.
- Nature of management; Management as Science, Art, Profession.
- Levels of management – top, middle supervisory (First level).
- Management functions – planning, organising, staffing, directing and controlling.
- Coordination – nature and importance.

Unit II: *Principles of Management* (Periods 10)

- Principles of Management – meaning, nature and significance.
- Fayol's principles of management.
- Taylor's Scientific Management – Principles and Techniques.

Unit III: *Business Environment* (Periods 10)

- Business Environment – meaning and importance.
- Dimensions of Business Environment – Economic, Social, Technological, Political and Legal.

- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to adoption of the policies of liberalization privatization and globalisation.

Unit IV: *Planning* (Periods 14)

- Meaning, features, importance, limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit V: *Organising* (Periods 16)

- Meaning and importance.
- Steps in the process of organising.
- Structure of organization – functional, and divisional.
- Formal and informal organisation.
- Delegation: meaning elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralisation.

Unit VI: *Staffing* (Periods 16)

- Meaning, need and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in staffing process.
- Recruitment – meaning and sources.
- Selection – meaning and process.
- Training and Development – meaning, need, methods – on the job and off the job methods of training.

Unit VII: *Directing* (Periods 16)

- Meaning, importance and principles.
- Elements of Direction:
  - Supervision – meaning and importance
  - Motivation – meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
  - Leadership – meaning, importance; qualities of a good leader.
  - Communication – meaning and importance, formal and informal communication; barriers to effective communication.

Unit VIII: *Controlling* (Periods 12)

- Meaning and importance.
- Relationship between planning and controlling.
- Steps in the process of control.
- Techniques of controlling.

Semester IV

Business Finance and Marketing (Total Periods 104)

Unit IX: *Business Finance* (Periods 20)

- Business finance – meaning, role, objectives of financial management.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

Unit X: *Financial Markets* (Periods 20)

- Concept of Financial Market: Money Market – nature instruments;
- Capital market: nature and types – primary and secondary market.
- Distinction between capital market and money market.
- Stock Exchange – meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

Unit XI: *Marketing* (Periods 30)

- Marketing – meaning, functions, role.
- Distinction between marketing and selling.
- Marketing mix – concept and elements:
  - Product – nature, classification, branding, labeling and packaging
  - Physical distribution: meaning, role; Channels of distribution, – meaning, types, factors, determining choice of channels.
  - Promotion – meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
  - Price: factors influencing pricing.

Unit XII: *Consumer Protection* (Periods 16)

- Importance of consumer protection.
- Consumer rights.
- Consumer responsibilities.
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to Consumer protection Act.
- Role of consumer organizations and NGOs.

Unit XIII: *Entrepreneurship Development* (Periods 18)

- Concept, Functions and Need.
- Entrepreneurship Characteristics and Competencies.
- Process of Entrepreneurship Development.
- Entrepreneurial Values, Attitudes and Motivation – Meaning and Concept.