

**FOUR YEAR UNDERGRADUATE PROGRAM-2024-28**

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor In Commerce (Diploma/Degree/Honors)		Semester- III	Session : 2024-25
1	Course Code	COSC-09	
2	Course Title	Principles of Management	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (If any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Understand the concept of Principle of management along with the basic principles and norms.</li> <li>Understand the terminologies associated with the field of business management and control along with their relevance.</li> <li>Identify the appropriate method and technique of Principle of Management for solving different problems.</li> <li>Apply basic business Management principles to solve business and industry related problems.</li> <li>Understand the concept of Planning, Organizing, Direction, Motivation and Control etc.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods ( 01 Hr. Per Period)-60 Period (60Hours)			
Unit	Topics (Course Contents)		No. of Hrs
I	<b>Management Introduction:</b> Concept, Characteristics, Nature, Process and Significance of Management; Managerial Role (Mintzberg); An Overview of functional areas of Management; Development of Management Thought; Classical and Neo Classical System; Contingency Approach, System Approach.		15
II	<b>Planning:</b> Concept, Characteristics, Process, Importance and Type, Criteria of effective planning. <b>Decision Making:</b> Concept, Process, Types and Importance <b>Management by Objective(MBO)</b> <b>Organization:</b> Concept, Nature, Process and Significance, Authority and Responsibility Relationships, Centralization and Decentralization, Departmentation, Organizational Structure- Forms.		15
III	<b>Direction:</b> Meaning Characteristics, Concept and Techniques, Principle,Importance, <b>Coordination:</b> Meaning,Nature,Characteristics, Principle, Importance, advantages and Limitation. <b>Communication:</b> Nature, Process, Importance, Types, Networks and Barriers, Effective Communication, Feed-back, <b>Staffing:</b> Concept of Staffing- Recruitment and Selection; Orientation; Training and Development; Carrier Development; Performance Appraisal		15
IV	<b>Motivation-</b> Concept, Types, Importance, Theories- Maslow. Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives, <b>Leadership:</b> Meaning, Concept, Functions and Leadership Styles, Types, Qualities, Barrier, Likert's Four System of Leadership, Theories Importance with case study. <b>Control:</b> Meaning, Characteristics Importance and Process, Effective Control System, Techniques of Control.		15

Key Words	Management, Planning, Decision Making, Organization, Direction, Coordination, Communication, Staffing, Motivation, Leadership, Control.
-----------	---

**Signature of Convener & Members (CBoS):**

<b>PART- C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
<b>Text Books Recommended:-</b>		
<ol style="list-style-type: none"> <li>1. Dr. S.C. Saxena Sahitya Bhawan Publications, Agra (English Medium)</li> <li>2. Dr. R.C. Gupta, Sahitya Bhawan Publications, Agra (Hindi Medium)</li> <li>3. Prof. R.C. Agrawal, SBPD, Publications, Agra. (Hindi Medium)</li> <li>4. Dr. Mishra &amp; Gupta, SBPD, Publications, Agra (English Medium)</li> <li>5. Yadav, Pankaj, Neel Kamal Prakashan, Delhi.</li> <li>6. Jagdish Prakash, Kitab Mahal Publishers.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Wehrich and Koontz - Tata McGraw Hill, New Delhi.</li> <li>2. Stephen P. Robbins, Management, Pearson</li> <li>3. Koontz and O'Donnell, Management, McGraw Hill.</li> <li>4. M Prasad, Principles of management, Sultan Chand and Sons</li> <li>5. V.S.P Rao/Bajaj, Management process and organization, Excel Books. GH25</li> <li>6. T. Ramaswamy : Principles of Management, HPH</li> </ol>		
<b>Note: Learners are advised to use latest edition of text books.</b>		
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b>		
<a href="https://www.youtube.com/watch?v=6jub0ly96jM">https://www.youtube.com/watch?v=6jub0ly96jM</a> <a href="https://onlinecourses.swayam2.ac.in/nou21_cm01/preview">https://onlinecourses.swayam2.ac.in/nou21_cm01/preview</a> <a href="https://open.umn.edu/opentextbooks/textbooks/50">https://open.umn.edu/opentextbooks/textbooks/50</a> <a href="https://openstax.org/books/principles-marketing/pages/1-unit-introduction">https://openstax.org/books/principles-marketing/pages/1-unit-introduction</a>		
<b>PART - D : Assessment and Evaluation :</b>		
<b>Suggested Continuous Evaluation Methods: Maximum Marks</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA) :</b>		<b>30 Marks</b>
<b>End Semester Exam. (ESE) :</b>		<b>70 Marks</b>
<b>Continuous Internal Assessment : (CIA) (By Course Teacher)</b>	<b>Internal Test/Quiz(2) :</b>	<b>20 &amp; 20</b>
	<b>Assignment/Seminar:</b>	<b>10</b>
	<b>Total Marks:</b>	<b>30</b>
		<b>Better marks out of the two Test/Quiz +obtained marks in Assignment shall be considered against 30 Marks</b>
<b>End Semester Exam. (ESE):</b>		<b>Two Section :- A &amp; B</b> <b>Section A : Q.1-Objective -10x1=10Marks; Q.2-Short answer type-5x4=20</b> <b>Section B : Descriptive answer type qts. 1 out 2 from each unit-4x10=40Marks</b>

**Name and Signature of Convener & Members of (CBoS) :**

