

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"> Understand the concept of Principle of management along with the basic principles and norms. Understand the terminologies associated with the field of business management and control along with their relevance. Identify the appropriate method and technique of Principle of Management for solving different problems. Apply basic business Management principles to solve business and industry related problems. Understand the concept of Planning, Organizing, Direction, Motivation and Control etc. 	
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 (60 Hours)

Unit	Topics (Course Contents)	No. of Hrs
I	Management Introduction: 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	Planning: Concept, Characteristics, Process, Importance and Type, Criteria of effective planning. Decision Making: Concept, Process, Types and Importance Management by Objective (MBO) Organization: Concept, Nature, Process and Significance, Authority and Responsibility Relationships, Centralization and Decentralization, Departmentation, Organizational Structure- Forms.	15
III	Direction: Meaning Characteristics, Concept and Techniques, Principle, Importance. Coordination: Meaning, Nature, Characteristics, Principle, Importance, advantages and Limitation. Communication: Nature, Process, Importance, Types, Networks and Barriers, Effective Communication, Feed-back, Staffing: Concept of Staffing- Recruitment and Selection; Orientation; Training and Development; Carrier Development; Performance Appraisal	15
IV	Motivation- Concept, Types, Importance, Theories- Maslow, Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives. Leadership: Meaning, Concept, Functions and Leadership Styles, Types, Qualities, Barrier, Likert's Four System of Leadership, Theories Importance with case study. Control: 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.
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Signature of Convener & Members (CBoS):

PART- C:Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

1. Dr. S.C. Saxena Sahitya Bhawan Publications, Agra (English Medium)
2. Dr. R.C. Gupta, Sahitya Bhawan Publications, Agra (Hindi Medium)
3. Prof. R.C. Agrawal, SBPD, Publications, Agra. (Hindi Medium)
4. Dr. Mishra & Gupta, SBPD, Publications, Agra (English Medium)
5. Yadav, Pankaj, Neel Kamal Prakashan, Delhi.
6. Jagdish Prakash, Kitab Mahal Publishers.

Reference Books:

1. Wehrich and Koontz - Tata McGraw Hill, New Delhi.
2. Stephen P. Robbins, Management, Pearson
3. Koontz and O'Donnell, Management, McGraw Hill.
4. M Prasad, Principles of management, Sultan Chand and Sons
5. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
6. T. Ramaswamy : Principles of Management, HPH

Note: Learners are advised to use latest edition of text books.

On line Resources : * e-Resources/e-books and e-learning portals:

<https://www.youtube.com/watch?v=6ub0ly96jM>

https://onlinecourses.swayam2.ac.in/nou21_cm01/preview

<https://open.umn.edu/opentextbooks/textbooks/50>

<https://openstax.org/books/principles-marketing/pages/1-unit-introduction>

PART - D : Assessment and Evaluation :

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz(2) : 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Better marks out of the two Test/Quiz + obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B SectionA : Q.1-Objective - $10 \times 1 = 10$ Marks; Q.2-Short answer type - $5 \times 4 = 20$ Section B : Descriptive answer type qts. 1 out 2 from each unit - $4 \times 10 = 40$ Marks	

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