

BUSINESS MANAGEMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
IV	21CCC4B	Core - IX	6 hrs per week	90	6 hrs per week	90	Nil	4

COURSE OBJECTIVES:

- The main objective of this course is to develop the conceptual understanding of the Business Management.
- To expose the students to various functions of Management in an Organization.

COURSE OUTCOMES:

On the successful completion of the course, students will be able,

Co Number	Co Statement	Knowledge Level (K1-K5)
CO1	To acquire the knowledge of conceptual framework of business Management.	K1
CO2	To Understand and apply the concept of planning in an Organisation	K3
CO3	To study about the organization and its structure.	K3
CO4	To create interest on the theme Directing, Motivation and Communication.	K3
CO5	To acquire knowledge on Co-ordination and Control.	K3

Knowledge Level: K1- Remember; K2 – Understand; K3 – Apply; K4 - Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	M	S	M
CO2	M	S	S	M	M	S
CO3	M	S	M	M	S	S
CO4	S	M	S	S	M	M
CO5	M	S	S	M	M	M

S- Strong M – Medium L – Low

UNIT- I: INTRODUCTION OF BUSINESS MANAGEMENT**20 Hours**

Business Management – Definition - Characteristics of Management - Functions of Management - Principles of Management – Theories of Management - Bureaucratic Management by Max Weber – Modern Management Theory

UNIT- II: PLANNING**20 Hours**

Planning – Objectives -Importance – Process – Various Types – Obstacles to Effective Planning – Decision Making – Objectives of Decision Making-Types - Steps in Decision Making.

UNIT –III: ORGANISING**15 Hours**

Organising – Importance – Principles – Structure – Organisational Charts and Manuals - Departmentation - Centralisation and Decentralisation – Delegation - Authority and Responsibility – Span of Management.

UNIT- IV: DIRECTING**20 Hours**

Directing – Meaning – Importance - Techniques - Communication – Process – Barriers to Effective Communication and Overcoming it – Motivation – Need and Importance- Limitations- Principles of Motivation- Types of Motivation-Theories of Motivation –Maslow’s Need Hierarchy Theory- Herzberg’s two factor Theory- McGregor X and Y Theory.

UNIT-V: CO-ORDINATION AND CONTROL**15 Hours**

Co-ordination – Meaning –Objectives – Types - Benefits – Techniques of Co- ordination – Control – Objectives-Need and importance of Control – Types and techniques – Steps in Controlling Process- Limitations.

DISTRIBUTION OF MARKS: 100% THEORY**TEXT BOOKS:**

S.No	Author	Title of the book	Publisher	Year of Publications
1.	K. Sundar	Business Management	VijayNicole ImprintsPvt., Ltd.,	2016
2.	Neeru Vasishth and Vibhuti	Principles of Management Text and cases	Taxmnn Publications	2018

REFERENCE BOOKS:

S. NO	Authors	Title of the Book	Publication	Year of Publication
1.	D.K.Goel	Business Management	Arya Publishing Co,	2016
2.	T.Ramasamy	Principles of Management	Himalaya Publishing House	2015
3.	Dr.Radha Krishnan Pillai	Business Management Simplified	Sanjay Shah	2015
4.	Dr.Mishra &Gupta	Principles of Business Management	SBPP Publishing House	2015
5.	Dr.Padmaker Aathana& Dr.I.M. Sahai	Business Organization& Management	Sahitya Bhawan Publication	2019
6.	Paul Hoahg	Business Management	IBID Press	2014
7.	PC Tripathi & PN Reddy	Principles of Management	MC Grawhill HED	2017
8.	Mathias Weske	Business process Management	Springer Publishing House	2017
9.	Paul Clark Peter Golden	Business Management	Oxford Publication	2018
10.	Peter stimpson & Alex Smith	Business Management	Cambridge University Press	2014

TEACHING METHODOLOGY:

- Class room teaching
- Discussions
- PPT Presentations
- Seminar
- Charts/ Models/ Demo
- Blended Learning

SYLLABUS DESIGNERS:

- Dr.T.Bharathi, Assistant Professor in Commerce
- Ms.VijayaNirmala, Head & Assistant Professor in Commerce (Evening).