

SEMESTER I

Semester: I
Paper No: 1
Course Code: 1001
Paper: Principles of Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR / AND Quizzes	Case Solution / Quiz Score	10
Book Review OR Assignments on well-known business personality	Review Report / presentation	15
	Total	25

Objectives:

This paper is intended to enable the students to gain broad understanding of management and various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Nature and Scope of Management Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	Schools of Management Thought Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	Planning Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	Motivation – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y)	07	25
	6	Leadership – meaning, importance and leadership styles	08	
IV	7	Communication – Meaning, importance, types, process	07	25
	8	Control – meaning, importance, process and effective control system and control techniques.	08	
		Total	60	100

Reference Books:

- 1 Essentials Of Management Harold Koontz & Cyril O’Donnel, 5th Edition
Tata McGraw Hill, 2000
- 2 Management Concepts and OB, P. S. Rao and N. V. Shah, 1st Edition Ajab Publisher
- 3 Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
- 4 Personnel Management, N.D. Gami, New Popular Publication, 2010
- 5 Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

Semester: I

Paper No: 2

Course Code: 1002

Paper: Business Communication

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	Total	25

Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.