

BACHELOR OF COMMERCE - FIRST SEMESTER
PRINCIPLES AND PRACTICES OF BUSINESS MANAGEMENT-I

Code: SC1.6

Credits: 4

Contact Hours: 56

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Univ Code:

Work load: **4 hours per week**

Objectives: To understand the basics of management and its evolution to manage the business entities effectively by getting the insights into the managerial functions.

Pedagogy: Combination of lectures, assignment, simple case studies, group discussion, role play, project work on different management authorities, etc.

Module 1: Introduction: Meaning, Definition, Features, Functions and Importance of Management, Management and Administration, Role, Responsibilities and Qualities of Manager, Levels of Management. Management Process and Skills

Module 2: Evolution of Management Thought: Elements of Management, Approaches, Contribution of Henry Fayol, F.W Taylor and Peter F Drucker.

Module 3: Planning: Meaning, Definition and fundamentals of planning, Mission and Objectives, Importance and Principles of Planning. Types of Planning, Planning Premises, Forecasting and Decision Making.

Module4: Organising: Introduction, meaning, definition, nature, characteristics, functions and principles of Organisation, Importance / advantages of Organization, Types of internal organisation, Delegation of authority including accountability and responsibility.

Module 5: Staffing: Introduction, meaning and definition, Elements of staffing, Functions and process of Staffing, Recruitment - Meaning and Definition, Sources of Recruitment, Advantages and Disadvantages. Selection: Importance of Selection, stages of Selection Process. Interview: Kinds of Interview, Principles of Interview. Promotion: bases for promotion, Qualities of a good promotion Policy.

Recommended Books

1. Maheshwari & Maheshwari: Principles of Management, Vikas Publications.
2. L.M Prasad: Principles and Practices of Management, S. Chand Publication.
3. T. Ramaswamy : Principles of Management, HPH
4. P. C. Tripathi and P.N Reddy : Principles of Management, HPH
5. Saxena & Saxena: Principles of Management.
6. Ahuja: Principles of Management.
7. Jagadish Prakash: Principles of Management
8. S.A.Sherlekar - Management Principles and Practices