

Subject Code: 2CM1010213	Subject Title: Management: Business Organization and Management-2 Course Type : Core Elective: Management
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Course Objective: To provide basic information to students about the fundamentals principles, theories and its usefulness in the field of commerce.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
4	-	-	4	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Management and Organization: The process of Management: Planning, Decision making, Strategy Formulation, Organizing, and Basic consideration: Departmentation- functional, Project, Matrix and Network, Delegation and Decentralization of Authority, Groups and Teams.	9	25%
2	Leadership, Motivation and Communication: Leadership: concepts and styles, Trait and Situational theory of Leadership. Motivation: Concept and Importance, Maslow Need Hierarchy Theory, Herzberg Two factors Theory. Communication: Definition, Importance of communication, Process and Barriers,	9	25%
3	Functional Areas of Management: 1 Marketing Management: Concepts of Market, Marketing, Marketing Management, Marketing Mix, Product Life Cycle, New product Development. Production Management: Definition, Objectives, Importance	9	25%
4	Functional Areas of Management: 2 Human Resource Management Definition of Human Resource Management, Features of HRM Functions of HRM, Qualities of Human Resource Manager, Financial Management: Meaning of Financial Management, Objectives of Financial Management, Source of Funds- Equity share, Preference share, Debenture, Role of SEBI.	9	25%

Reference Books:

1. B.P Singh and A.K Singh, Essentials of Management, Excel Books.
2. Basu, C.R, Business Organization and Management, Mc Graw Hill Education.
3. Koontz and Weihrich, Essentials of Management, McGraw Hill Education.