

**FYUGP CURRICULAR FRAMEWORK FOR BACHELORS PROGRAMME WITH MANAGEMENT
(COMMERCE) AS MAJOR FOR 2024**

SEMESTER	COURSE CODE	TYPE OF COURSE	TITLE OF COURSE	CREDITS	
				THEORY	TUTORIAL
I	MGT124J	CT-1	COMMERCE: MANAGEMENT: PRINCIPLES AND PRACTICE OF MANAGEMENT	4	2
II	MGT224J	CT-1	COMMERCE: MANAGEMENT: FUNDAMENTALS OF MARKETTING	4	2
III	MGT322J	CT-1	COMMERCE: MANAGEMENT: BUSINESS ORGANISATION	4	2
IV	MGT422J1	CT-1	COMMERCE: MANAGEMENT: BEHAVIOUR IN ORGANISATIONS	3	1
	MGT422J2	CT-2	COMMERCE: MANAGEMENT: MANAGEMENT THOUGHT	4	2
	MGT422J3	CT-3	COMMERCE: MANAGEMENT: BUSINESS ETHICS AND CORPORATE GOVERNENCE	4	2
V	MGT522J1	CT-1	COMMERCE: MANAGEMENT: CONSUMER BEHAVIOUR	3	1
	MGT522J2	CT-2	COMMERCE: MANAGEMENT: PRODUCT AND BRAND MANAGEMENT	4	2
	MGT522J3	CT-3	COMMERCE: MANAGEMENT: PUBLIC ADMINISTRATION	4	2
VI	MGT622J1	CT-1	COMMERCE: MANAGEMENT: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT	3	1
	MGT622J2	CT-2	COMMERCE: MANAGEMENT: ADVERTISING AND SALES MANAGEMENT	4	2
	MGT622J3	CT-3	COMMERCE: MANAGEMENT: ECONOMIC ENVIRONMENT OF BUSINESS	4	2
FOR FYUGP HONOURS					
VII	MGT722J1	CT-1	COMMERCE: MANAGEMENT: MANAGERIAL COMMUNICATION	3	1
	MGT722J2	CT-2	COMMERCE: MANAGEMENT: DIGITAL MARKETTING AND E-COMMERCE	4	2
	MGT722J3	CT-3	COMMERCE: MANAGEMENT: HUMAN RESOURCE ACCOUNTING AND AUDIT	4	2
VIII	MGT822J1	CT-1	COMMERCE: MANAGEMENT: STATISTICS IN MANAGEMENT	3	1
	MGT822J2	CT-2	COMMERCE: MANAGEMENT: BUSINESS LAWS	4	2
	MGT822J3	CT-3	COMMERCE: MANAGEMENT: ENTREPRENEURSHIP	4	2
FOR FYUGP HONOURS WITH RESEARCH					
VII	MGT722J1	CT-1	COMMERCE: COMMERCE: MANAGEMENT: MANAGERIAL COMMUNICATION	3	1
	MGT722J2	CT-2	COMMERCE: MANAGEMENT: HUMAN RESOURCE ACCOUNTING AND AUDIT	4	2
	MGT722RJ3	CT-3	COMMERCE: MANAGEMENT: RESEARCH METHODOLOGY	4	2
VIII	MGT822RJ1	CT-1	COMMERCE: MANAGEMENT: STATISTICS IN MANAGEMENT	3	1
	MGT822P	PROJECT	COMMERCE: MANAGEMENT: PROJECT WITH DISSERTATION	-	12

HEAD OF THE DEPARTMENT / CONVENOR BOUGS

BACHELORS WITH MANAGEMENT (COMMERCE) AS MAJOR

1st SEMESTER

MGT124J MANAGEMENT (COMMERCE) _ PRINCIPLES & PRACTICES OF MANAGEMENT

CREDITS: THEORY: 04; TUTORIAL: 02

COURSE DESCRIPTION

The course deals with various aspects of management principles & practices. It covers the | broader understanding of different concepts of management and their application in the modern-day organizations.

OBJECTIVES

- *To acquaint the students with the different facets of the management.*
- *To enhance their understanding regarding application of management concepts in organizations.*

LEARNING OUTCOMES

After completing this course, the students are expected to understand the inter-relatedness of various management functions and how these functions can help an organization to attain its goals of efficiency and effectiveness. Moreover, understanding of motivational & leadership theories and control mechanism shall enable the students to be better managers in future.

UNIT-I

Management: Nature, Need & Significance. Characteristics of Management: Art or Science. Management as Profession. Dimensions, Process & Functions of Management. Management Vs Administration. Planning & Decision making. Concept, Importance & Limitation of Planning. Components & Process of Planning. Levels of Planning: Corporate Level, Business Level, & Operating Level. Nature of Decision Making. Types of Decisions. Programmed & Non-programmed Decision Making. Decision Making Conditions: Under Certainty, Under Risk & Under Uncertainty.

UNIT-II

Organizing: Concept, Need & Importance. Job Specialization: Benefits & Limitations. Grouping of Jobs & Departmentalization. Establishing Reporting Relationships: Chain of Command, Span of Control & Tall Vs Flat Organization. Distributing Authority: The Delegation Process & Decentralization Vs. Centralization, Line & Staff Relations, Forms of Organizational Design: Functional, Conglomerate, Divisional, Matrix & Hybrid.

UNIT-III

Motivation: Significance, Objectives & Mechanism. Process of Motivation. Theories of Motivation: Maslow's Need Hierarchy Theory, Two-Factor Theory & Expectancy Theory. Motivation & Morale. Leadership: Functions, Significance & Principles. Formal Leadership Vs. Informal Leadership. Leadership & Power: Style, attitude & Skill. Leadership Theories: Trait Theory, Behavioural Theory & Situational Theory.

UNIT-IV

Control: Purpose, Characteristics & Limitations. Prerequisites of Good Control System. Essential Features of Good Control System. Types of Control. Levels of Control. Areas of Control. Tools & Techniques of Control. Operations Control: Preliminary Control, Screening Control & Post-Action Control. Structural Control: Bureaucratic Control & Decentralized Control.

TUTORIALS

Apart from the individual attention being given to the students, Tutorials shall include the following:

- A. Case Studies individually or in groups*
- B. Group Discussions on subject specific current issues /development*
- C. Assignments*
- D. Project Work & Viva-Voce*

SUGGESTED READINGS:

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. George Terry, Principles of Management, Richard D. Irwin
4. Newman, Summer, and Gilbert, Management, PHI
5. James H. Donnelly, Fundamentals of Management, Pearson Education.

Note: Latest edition of textbooks may be used