



NO OF PERIOD	TOPIC	SUB-TOPIC	ASSESSMENT / ACTIVITIES	LEARNING OUTCOMES
Unit-1 (Periods 13)	Nature and Significance of Management	Management - concept, objectives and importance. Management as Science, Art and Profession. Levels of management. Management functions - planning, organising, staffing, directing and controlling.Coordination - concept, characteristics and importance.		After going through this Unit, the students will be able to: understand the meaning, objectives and importance of management.develop the knowledge of essential features of science, art and profession and on the basis of knowledge so acquired to be able to conclude. whether management is an art, a science or a profession. Explain the different levels of management and the functions performed by managers at these levels.Describe that managers at all levels perform the function of planning, organising, staffing, directing and controlling however the scope & importance of these functions differ from level to level.discuss the need, characteristics and importance of coordination. Develop an understanding that coordination is the essence of management.
Unit-2 (Periods 13)	Principles of Management	Principles of Management - concept, nature and significance.Fayol's principles of management. Taylor's Scientific Management - principles and techniques.		After going through this Unit, the students will be able to: recognise the meaning, nature and significance of principles of management. Fayol's general principles of management develop an understanding of the principles of management as developed by Henry Fayol and appreciate the fact that these principles are general in nature and are universally applicable in all types of management activities.Taylor's scientific management principles and techniques.State the meaning of scientific management. Understand its principles and techniques.



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Unit -3 (Periods 11)	Management and Business Environment	Business Environment - concept and importance. Management and Business Environment. Business Environment - concept and importance. Dimensions of Business Environment - Economic, Social, Technological, Political and Legal. Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.		After going through this Unit, the students will be able to: Describe the meaning of business environment & its importance. Discuss different types of business environment. Develop an understanding that changes in government policy on business affects the business in many ways and develop the understanding that policy of liberalisation, privatisation and globalisation have impacted the Indian Business Environment greatly.
Unit -4 (Periods 12)	Planning	Concept, importance and limitations. Planning process.		After going through this Unit, the students will be able to: Explain the meaning of planning as a function of management. Develop an understanding about the features, importance and limitation of planning. Planning process. Identify the steps in the planning process. Single use and Standing plans - objective, strategy, policy, procedure, method, rule, budget, programme. State the meaning and applications of single use and standing plans.



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Unit-5 (Periods 16)	Organising	<p>Concept and importance. Organizing Process. Structure of organization - functional and divisional. Formal and informal organization.</p> <p>Delegation: concept, elements and importance. Decentralization: concept and importance.</p>		<p>After going through this Unit, the students will be able to: Define the concept of Organising, state features, need and importance of organising as a function of management. Organizing Process-Understand the steps in the organising process. Structure of organisation Formal and Informal. Describe meaning of organisational structures, formal and informal organisations. Appreciate that informal organisation cannot be eliminated and management has to make its effective use. Functional and Divisional- Classify different types of organisational structures, their merits and limitations. Appreciate the suitability of different forms of organisation structures. Delegation: concept, elements and importance. Understand the meaning and need for delegation and appreciate that delegation is essential for the functioning of all types of enterprises. Be aware of the elements of delegation, i.e. authority, responsibility and accountability. Decentralization: concept and importance. Understand the meaning and need for decentralisation and appreciate the distinction between delegation and decentralisation.</p>



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Unit-6 (Periods 16)	Staffing	<p>Concept and importance of staffing. Staffing as a part of Human Resource Management. Staffing process: Recruitment - sources; Selection - process.</p> <p>Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training.</p>	Role Play as a HR.	<p>After going through this Unit, the students will be able to: Develop the understanding of the concept and importance of staffing as a management function. Appreciate that staffing is a part of human resource management. Examine the process of staffing and become aware of recruitment and selection process. Develop understanding of meaning and benefits of training and development and know different methods of training.</p>
Unit- 7 (Periods 15)	Directing	<p>Concept and importance. Elements of Directing: - Supervision - concept, functions of a supervisor.; - Motivation - Concept, Maslow's hierarchy of needs; Financial and non-financial incentives.; - Leadership - concept, styles - authoritative, democratic and laissez faire.; - Communication - concept, formal and informal communication; barriers to effective; communication, how to overcome the barriers.</p>		<p>After going through this Unit, the students will be able to: State the meaning and importance of directing as a function of management. Become aware of the elements of directing viz. supervision, motivation, leadership and communication. Understand the meaning and functions of a supervisor, meaning of motivation, Maslow's theory of need hierarchy and types of incentives. Describe the concept and styles of leadership. Recognise the meaning and types of communications and barriers to effective communication alongwith measures to overcome the barriers.</p>



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Unit-8 (Periods 13)	Controlling	Concept, nature and importance. Relationship between planning and controlling. Steps in the process of control		After going through this Unit, the students will be able to: Describe the controlling function of management. Relationship between planning and controlling. Appreciate the fact that planning and controlling are related functions of management; planning becomes useless without controlling and there cannot be any controlling without planning. Steps in the process of control. identify the steps in the process of control, i.e. establishment of objectives, measurement of performance, recording of deviations and taking corrective measures.
Unit-9 (Periods 21)	Financial Management	Concept and objectives of financial management. Financial decisions : investment, financing and dividend and factors affecting. Financial planning - concept and importance. Capital Structure - concept and factors affecting.		After going through this Unit, the students will be able to: State the meaning and objectives of financial management and need for financial management. Explain the importance of financial decisions and the factors affecting these decisions. Describe the meaning of financial planning. Understand the steps in the process of financial planning. Appreciate its importance develop an understanding of the optimal proportion of debt and equity in the capital structure. Appreciate the factors that affect the capital structure of a business. State the meaning of fixed capital, working capital and net working capital. Get aware of the factors which affect the fixed capital and working capital requirements of a business.

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Unit-10 (Periods 19)	Financial Markets	Financial Markets: concept and types. Money market and its instruments. Capital market and its types (primary and secondary). Stock Exchange - functions and training procedure. Depository Services and D'mat Account. Securities and Exchange Board of India (SEBI) - objectives and functions.	Field visit to Stock Exchange.	After going through this Unit, the students will be able to: Understand the meaning and types of financial markets. Become aware of the different money market instruments like treasury bills, certificate of deposit, commercial paper etc. Explain the meaning of capital market. Understand the importance and functions of primary market & secondary market discuss the functions of stock exchange in Indian context. Understand the meaning of dematerialisation of share and Role of depository services in facilitating share trading. Appreciate the need for regulation of financial markets. Become aware of the existing regulatory framework.
Unit-11(Periods 31)	Marketing Management	Marketing - concept and functions. Marketing management philosophies. Marketing Mix - concept. Product - concept, branding, labeling and packaging. Price - factors determining price. Physical distribution- concept, channels of distribution: types, choice of channels.	Survey on Marketing Mix.	After going through this Unit, the students will be able to: Explain the meaning and functions of marketing become aware of different philosophies of marketing management explain the meaning of marketing mix and 4p's of the concept of marketing. Understand the concept of branding, labelling and packaging. Know the factors determining the price understand the meaning of channels of distribution and factors affecting the choice of channels. Develop understanding of the concept of promotion and its elements. Appreciate the meaning and benefits of advertising and objections against it. Become aware of the concept of personal selling and qualities of a good salesman. Know the meaning and techniques of sales promotion. Appreciate the meaning and importance of public relations.



NO OF PERIOD	TOPIC	SUB-TOPIC	ASSESSMENT / ACTIVITIES	LEARNING OUTCOMES
Unit-12 (Periods 12)	Consumer Protection	Concept and importance of consumer protection. Consumer Protection Act 1986. Meaning of consumer and consumer protection. Rights and responsibilities of consumers. Who can file a complaint and against whom? Redressal machinery. Remedies available. Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs).	Survey on Consumer Awareness.	After going through this Unit, the students will be able to: Appreciate the concept and importance of consumer protection. Rights and responsibilities of consumers become aware of rights and responsibilities of a consumer. Redressal mechanism. understand the mechanism for seeking redressal of consumer grievances. Consumer awareness – Role of the State and consumer organizations. Appreciate the role of state and consumer organisations in spreading consumer awareness.