

BBM.Core:I.3 - Principles of Management

Objectives: To enable the students to understand the various aspects relating to Principles of management and managerial practice.

Pedagogy: *Combination of class room teaching, case study, analysis, group discussion and field work.*

Course Inputs

Unit:-1 Management: (12 hours)

Introduction- Meaning and Definition-Function of Management- Importance of Management- Differences between Management and Administration- Is a management a Science or an Art- Management as a Profession-Principle of Management-Contributions of F.W. Taylor, Henry Fayol and Elton Mayo to the Management Thought.

Unit:-2 Planning: (10 hours)

Introduction- Meaning and Definition- Characteristics of Planning- Objectives of Planning- Steps in Planning Process- Advantages and Disadvantages of Planning- Types of Plans- Essentials of a Good Plan-Methods of Planning- Objectives of M.B.O. and M.B.E.

Unit:-3 Organisation and Staffing: (15 hours)

Introduction- Meaning and Definition- Principles of Organizing- Function of Organizing - Importance of Organization-Organizational Structure, Formal and Informal Organization- Types of Organization- Delegation of Authority- Span of Management -Nature and Importance of Staffing- Function of Staffing- Factors Influencing of Staffing.

Unit:-4 Directing and Motivation: (12 hours)

Introduction- Meaning and Definition- Principles of Direction- Nature and Characteristics of Direction.

Introduction- Meaning and Definition of Motivation- Nature of Motivation- Importance of Motivation- Theories of Motivation- Maslow's Hierarchy Theory, Herzberg's Theory, Mc. Gregor Theory X and Y Theory.

Unit:-5 Leadership, and Controlling: (15 hours)

Introduction- Meaning and Definition- Characteristics of Leadership- Qualities of a Good Leader- Need or Importance-of Leadership- Types of Leaders.

Introduction- Meaning and Definition- Scope or Areas of Controlling- Steps in Controlling Process- Requirements of Effective Controlling System- Techniques of Control- PERT and CPM- Advantages and Disadvantages.

Skill Development Activities:

1. Identify some popular NGO'S in the region and list out the objectives.
2. Comparison various features of forms of business ownership.
3. A practical session on communication skill.
4. List the social responsibility of firm of your choice with photograph-pictures of a company.
5. Prepare organization chart of any company which we have visited.
6. Prepare a diagram of decision making in organization of your choice.

Reference:

1. T.RAMASWAMY. "Principles of Management".
2. R.K. SHARAMA SHASHI K. GUPTA. "Principles of Management".
3. REDDY AND APPANAI AH. "Business Management".
4. K.D. BASAVA. "Principles of Management".
5. SHUBHRA RAHUL. "Principles of Management".
6. Dr. ALICE MANI. "Business Management".

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BBM.CORE: I.4 - BUSINESS PERSPECTIVES

Objectives: *To enable the students to understand the various aspects relating to local and global business environment.*

Pedagogy: *Combination of class room teaching, case study, analysis, group discussion and field work.*

Course Inputs

Unit 1: INTRODUCTION TO BUSINESS ORGANIZATION: 14 Hours

Meaning of Business – Classification of Business Activities – Objectives of Modern Business- Qualities of Good Business Man.

Unit 2: FORMS OF BUSINESS ORGANIZATION 15 Hours

Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages. Co-operative Society - Meaning – Characteristics – Advantages and Disadvantages. Joint stock company- meaning- features- merits and demerits.

Unit 3: BUSINESS ENVIRONMENT 15 Hours

Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.

Unit 4: BUSINESS COMBINATION 08 Hours

Introduction, Meaning of Business Combination, Trade Association and Chambers of Commerce (Meaning and Objectives only).

Unit 5: GOVERNMENT AND BUSINESS 12 Hours

Meaning and Importance, Impact of Government policy on business and industry with reference to liberalization, privatization and globalization, social responsibility, corporate governance.

SKILL DEVELOPMENT

- Write the qualities good business man.
- Prepare a Partnership deed.
- Prepare Memorandum and Article of Association of any company.
- Impact of Globalization on Indian Business and Industry.
- State the impact of Technology on Indian Business.

BOOKS FOR REFERENCE:

- 1) *Dr. Aswathappa: Essentials of Business Environment*
- 2) *Francis Cherrunilam : Business Environment*
- 3) *Vivek Mittall, – Business Environment*
- 4) *Dr. Ramachandra; Business Environment*
- 5) *Raj Agarwal – Business Environment*

BBM.Core:I.5 - Fundamentals of Accounting

Objectives: To provide *Basic principles and Knowledge of Accounting*

Pedagogy: *Combination of class room teaching, case study, analysis, group discussion and field work.*

Course Inputs

Unit - 1: Introduction to Accounting – (6 Hours)

Meaning, Need for accounting, Internal and External users of accounting information, Accounting concepts and conventions, accounting equation, Accounting practices, Generally Accepted Accounting Principles. (Concept only of GAAP)

Unit – 2: Accounting systems & process - (10 Hours)

Nature of accounting, Systems of accounting (Single entry and double entry), types of Accounts and their rules, basic Accounting terms, Process of accounting, transactions, journal entries and posting to ledger, preparation of personal accounts of individuals. Preparation of Trail balance.

Unit– 3: Subsidiary books - (16 Hours)

Subsidiary books - all subsidiary books :- Sales book, sales return book, purchases book, purchase returns book, bills receivable book, bills payable book, cash book, Single column, double column, and three columnar cash book, petty cash book and journal proper.

Unit – 4: Bank reconciliation statement (8 Hours)

Meaning, Need for reconciliation and preparation of bank reconciliation statement.

Unit – 5: Final Accounts: (16Hours)

Preparation of Trading and Profit and Loss account and balance sheet (including adjustments for Sole Trading concern)

Unit– 6: Computerized Accounting- (08 Hours)

Introduction, meaning, features, advantages, disadvantages, areas in which computerized accounting used important aspects of computerized accounting, accounting packages.

