

				Semester :V						
			PRINCIPI EC	S OF MANAGEMENT & ECONO	MICS					
					WIICS					
	Category: Professional Core Course									
Cours	e Code	:	HS251TA	(Theory)	CIE	:	100 Marks			
	ts: L:T:P	:	3:0:0		SEE	:	100 Marks			
Total 1		:	45Hrs		SEE Duration	:	3.00 Hours			
Total	Hours	•	421115	Unit-I	SEE Duration	•	06 Hrs			
Introd	luction to Ma	mag	ement: Manageme	nt Functions – POSDCORB – an over	rview. Managem	ent				
				ach: Scientific Management, Adr						
				ral Approach: Hawthorne Studies, C						
			heory. Caselets / Ca				·			
				Unit – II			10 Hrs			
Found	lations of Pla	nni	ng: Types of Goals	& Plans, Approaches to Setting Go	als & Plans, Stra	itegi	ic Management			
Proces	s, Corporate	stra	tegies – types of co	orporate strategies, BCG matrix, Con	mpetitive Strate	gies	- Porters Five			
	• •			es. Caselets / Case studies						
				rerview of Designing Organizational						
•				, Span of Control, Centralization &	& Decentralizati	on,	Formalization,			
Mecha	ınistic & Orga	anic	Structures. Caselet				1 10			
3.5.4		D1		Unit –III	)	D1	10 Hrs			
				- Maslow's Hierarchy of Needs Theor						
				temporary Theories of Motivation:	Adam's Equity	/the	ory, Vroom's			
			Expectancy Theory. Caselets / Case studies							
Leadership: Behavioral Theories: Blake & Mouton's Managerial Grid, Contingency Theories of Leadership:										
Hersey	y & Blanch	ıard	's Situational Lea	adership, Contemporary Views of						
Hersey	y & Blanch	ıard		adership, Contemporary Views case studies			ansactional &			
Hersey Transf	y & Blanch Formational L	ard eade	's Situational Learship. <b>Caselets / Ca</b>	adership, Contemporary Views of ase studies Unit –IV	of Leadership:	Tr	ansactional &			
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health of the nation.



Refe	Reference Books:				
1.	Management, Stephen Robbins, Mary Coulter & Neharika Vohra, 15 <sup>th</sup> Edition, 2021, Pearson Education Publications, ISBN: 13: 978-0-13-558185-8				
2.	Management, James Stoner, Edward Freeman & Daniel Gilbert Jr, 6 <sup>th</sup> Edition, 2009, PHI, ISBN: 81-203-0981-2.				
3.	Principles of Microeconomics, Steven A. Greenlaw, David Shapiro, 2 <sup>nd</sup> Edition, 2017, ISBN:978-1-947172-34-0				
4.	Macroeconomics: Theory and Policy, Dwivedi D.N, 5 <sup>th</sup> Edition, 2021, McGraw Hill Education; ISBN: 9789353163334				

RUBRIC FOR THE CONTINUOUS INTERNAL EVALUATION (THEORY)				
#	COMPONENTS	MARKS		
1.	QUIZZES: Quizzes will be conducted in online/offline mode. TWO QUIZZES will be conducted & Each Quiz will be evaluated for 10 Marks. THE SUM OF TWO QUIZZES WILL BE THE FINAL QUIZ MARKS.	20		
2.	<b>TESTS:</b> Students will be evaluated in test, descriptive questions with different complexity levels (Revised Bloom's Taxonomy Levels: Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating). <b>TWO tests will be conducted</b> . Each test will be evaluated for <b>50Marks</b> , adding upto 100 Marks. <b>FINAL TEST MARKS WILL BE REDUCED TO 40 MARKS.</b>	40		
3.	<b>EXPERIENTIAL LEARNING:</b> Some of the Experiential learning topics may include Reading Leadership books and summarizing, Analysis and interpretation of various economic reports, Visit to various organizations to understand organizational mechanics. Students will be evaluated for their creativity and practical implementation of the problem. Case study-based teaching learning (10), Program specific requirements (10), Video based seminar/presentation/demonstration (20) <b>ADDING UPTO 40 MARKS</b> .	40		
MAXIMUM MARKS FOR THE CIE THEORY				

RUBRIC FOR SEMESTER END EXAMINATION (THEORY)						
Q.NO.	CONTENTS	MARKS				
	PART A					
1	Objective type questions covering entire syllabus	20				
	PART B					
(Maximum of TWO Sub-divisions only; wherein one sub division will be a caselet in the related topics)						
2	Unit 1 : (Compulsory)	16				
3 & 4	Unit 2 : Question 3 or 4	16				
5 & 6	Unit 3: Question 5 or 6	16				
7 & 8	Unit 4 : Question 7 or 8	16				
9 & 10	Unit 5: Question 9 or 10	16				
	TOTAL	100				