

Course Category:	Humanities and Social Sciences							Credits:					2		
Course Type:	Theory							Lecture-Tutorial-Practice:					2-0-0		
Prerequisites:	-							Continuous Evaluation:					30		
								Semester End Evaluation:					70		
								Total Marks:					100		
Course Outcomes	Upon successful completion of the course, the student will be able to:														
	CO 1	Understand various forms of organizations and principles of management.													
	CO 2	Understand the various aspects of business economics.													
	CO 3	Perceive the knowledge on Human resources and Marketing functions													
	CO 4	Evaluate various alternatives economically.													
Contribution of Course Outcomes towards achievement of Program Outcomes (1-Low, 2-Medium, 3- High)		P O 1	P O 2	P O 3	P O 4	P O 5	PO 6	P O 7	P O 8	P O 9	P O 10	P O 11	PO 12	P S O 1	PS O 2
	CO 1	3											3		3
	CO 2	3				3							3		3
	CO 3	3											3		3
	CO 4	3				3							3		3
Course Content	UNIT I: Forms of Business Organization: Salient Features of Sole Proprietorship, Partnership, Joint Stock Company, Co-operative Society and Public Sector. Management: Introduction to Management, Functions of Management, Principles of Scientific Management, Modern Principles of Management.														
	UNIT II: Introduction to Economics: Introduction to Basic Economic Concepts, Utility Analysis: Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi Marginal Utility. Demand Analysis: Theory of Demand: Demand Function, Factors Influencing Demand, Demand Schedule and Demand Curve, Shift in Demand, Elasticity of Demand: Elastic and Inelastic Demand, Types of Elasticity. Supply Analysis: Supply Schedule and Supply Curve, Factors Influencing Supply, Supply Function.														
	UNIT III: Human Resource Management: Meaning and difference between Personnel Management and Human Resource Management, Functions of Human														

	<p>Resource Management.</p> <p>Marketing Management: Concept of Selling And Marketing – Differences, Functions of Marketing, Product Life Cycle, Concept of Advertising, Sales Promotion, Types of Distribution Channels, Marketing Research, Break-Even Analysis</p>
	<p>UNIT IV:</p> <p>Financial Management: Functions of Financial Management, Time value of money with cash flow diagrams, Concept of Simple and Compound Interest.</p> <p>Depreciation: Causes of depreciation, Factors influencing depreciation, common methods of Depreciation: Straight Line Method, Declining Balance Method, Sum of Year's Digits Method –Problems.</p> <p>Economic Alternatives: Methods of Evaluating Alternatives under Present worth method, Future worth method, Annual Equivalent method - Problems.</p>
Text books and Reference books	<p>Text Book(s):</p> <p>[1] M. Mahajan <i>Industrial Engineering and Production Management</i> Dhanpat Rai Publications 2nd Edition.</p> <p>[2] Martand Telsang "Industrial & Business Management" S.Chand publications</p> <p>Reference Books:</p> <p>[1] R.Paneerselvam "Production and Operations Management" PHI</p> <p>[2] Philip Kotler & Gary Armstrong "Principles of Marketing", Pearson Prentice Hall, New Delhi, 2012 Edition.</p> <p>[3] IM Pandey, "<i>Financial Management</i>" Vikas Publications 11th Edition</p> <p>[4] B.B Mahapatro, "<i>Human Resource Management</i>", New Age International, 2011</p>
E-resources and other digital material	<p>[1] https://www.toppr.com/guides/fundamentals-of-economics-and-management/supply/supply-function/</p> <p>[2] https://keydifferences.com/difference-between-personnel-management-and-human-resource-management.html</p> <p>[3] http://productlifecyclestages.com/</p> <p>[4] https://speechfoodie.com/cash-flow-diagrams/</p>