

MG301 Fundamentals of management										
L	T	P	Credit	Area		CWS	PRS	MTE	ETE	PRE
3	0	0	3	HMC		25	--	25	50	-

**Objective:** The basic objective of this paper is to acquaint the students with the basic concepts of management necessary to deal with emerging business environment besides sensitizing them about societal challenges.

Syllabus		Contact Hours
<b>Unit-1</b>	Definition of management, importance of management, management principals, managerial roles, managerial ethos, management vs administration, managerial functions, task and responsibilities, organizational structure, motivation: meaning, theories and techniques.	<b>6</b>
<b>Unit-2</b>	Concept of business environment, corporate social responsibility and corporate governance, managerial values and ethics.	<b>4</b>
<b>Unit-3</b>	Objectives and importance of financial management, basics of capital budgeting, cost of capital, emerging sources of funds for new projects, introduction to stock market.	<b>4</b>
<b>Unit-4</b>	Functions of marketing, marketing Vs sales, interface of marketing with other departments, customer life time value, new product development, unethical issues in marketing.	<b>6</b>
<b>Unit-5</b>	Introduction to knowledge management, knowledge society, knowledge economy, building knowledge assets, sources of knowledge, technology innovation process.	<b>6</b>
<b>Unit-6</b>	E-governance: definition, objectives and significance; challenges in Indian context, Digital India programme.	<b>4</b>
	<b>Total</b>	<b>30</b>

Reference Books:	
1	Fundamental of Management, Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Pearson Education, 2011 (ISBN:9780273755869)
2	Financial Accounting, 4 ed, S.N. Maheshwari and S.K. Maheshwari, Vikas Publication,2005 (ISBN: 8125918523)
3	Management, James A F Stoner, Pearson Education,2010 (ISBN: 9788131707043)
4	Marketing Management, 14th ed., Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Pearson Education, 2013 (ISBN: 9788131767160)
5	Knowledge Management in Organizations: A Critical Introduction, Donald Hislop, Oxford University Press, 2013 ISBN: 9780199691937.
6.	PC Tripathi , PN Reddy , Ashish Bajpai .Principles of Management. 2021. McGrawHill.

## Course Outcomes

CO1	To define and evaluate the influence of historical forces on the current practice of management
CO2	To identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO3	To develop the process of management's four functions: planning, organizing, leading, and controlling.
CO4	To evaluate leadership styles to anticipate the consequences of each leadership style.
CO5	To describe the areas to control and selecting the Appropriate controlling methods/Techniques
CO6	To apply the circumstances that lead to management evolution and how it will affect future managers

## CO-PO/PSOMatrix

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	0	0	0	0	0	0	2	2	1	1
CO2	3	3	2	3	1	0	0	0	0	0	0	1	2	1	1
CO3	3	3	3	3	1	0	0	0	0	0	0	2	3	3	2
CO4	3	3	3	3	1	0	0	0	0	0	0	1	3	3	2
CO5	2	2	2	2	2	0	0	0	0	0	0	1	2	2	2