

CODE: MG302 Title: Fundamentals of management										
L	T	P	Credit	Area		CWS	PRS	MTE	ETE	PRE
3	0	0	3	DCC		25	0	25	50	-

Objectives: To acquaint the students with the basic concepts of management, necessity to deal with emerging business environment besides sensitizing them about societal challenges

Syllabus			Contact Hours
Unit-1	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		7
Unit-2	Concept of business environment, corporate social responsibility and corporate governance, managerial values and ethics		7
Unit-3	Objectives and importance of financial management, basics of capital budgeting, cost of capital, emerging sources of funds for new projects, introduction to stock market.		7
Unit-4	Functions of marketing, marketing Vs sales, interface of marketing with other departments, customer life time value, new product development, unethical issues in marketing.		7
Unit-5	Introduction to knowledge management, knowledge society, knowledge economy, building knowledge assets, sources of knowledge, technology innovation process,		8
Unit-6	E-governance: definition, objectives and significance; challenges in Indian context, Digital India programme.		6
	Total		42

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 Stonner, Pearson Education,2010 (ISBN: 9788131707043)
4	Marketing Management, 14th ed., Philip Kotler , Kevin Lane Keller, Abraham Koshy and MithileswarJha, Pearson Education, 2013 (ISBN: 9788131767160)
5	Knowledge Management in Organizations: A Critical Introduction, Donald Hislop, Oxford University Press,2013 ISBN: 9780199691937

Course Outcomes

CO1	To understand the basics of management ,its principles and its importance
CO2	To understand basic environment ,CSR,ethics and corporate governence
CO3	To know about financial management , stock market and capital budgeting
CO4	To understand knowledge management and technology.
CO5	To know about marketing , its ethics and its interface with other departments.
CO6	To understand e governance and digital india programmes

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