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| **P.R.Government College (Autonomous)****Kakinada** | **Program****&****Semester**I ST B.COMIst SEMESTER |
| Course Code | 4 - Business Management |
| Teaching | Hours Allocated: 75  | L | T | P | C |
| Focus | **Employability** | 4 | - | - | 4 |

Course Outcomes:

* Understand the concept of Business Management along with the basic laws and norms.
* Able to understand the terminologies associated with the field of Business Management and control along with their relevance.
* To identify the appropriate method and techniques of Business Management for solving different problems.
* They apply basic Business Management principles to solve business and industry related problems
* To understand the concept of Planning, Organizing, Direction, Motivation and Control etc.

Course Outcomes:

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| On Completion of the course, the students will be able to- | Cognitive Domain |
| CO1 | Understand the concept of Business Management along with the basic laws and norms.  | Understanding |
| CO2 | Able to understand the terminologies associated with the field of Business Management and control along with their relevance.  | Application |
| CO3 | To identify the appropriate method and techniques of Business Management for solving different problems.  | Analyzing |
| CO4 | They apply basic Business Management principles to solve business and industry related problems  | Application |
| CO5 | To understand the concept of Planning, Organizing, Direction, Motivation and Control etc. | Application |

 **Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| I B.COM (Gen) w.e.f. 2023-24 |
| Subject | 4 - Business Management |
| I– SEM | TIME: 21/2 Hours | Max marks:50 Credits: 4 |

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| **UNIT I** | **Management:** Definition & Meaning of Management - Henry Fayol Principals of Management and F.W.Taylor’s Scientific Management - Functions of Management - Levels of Management. |
| **UNIT II** | **Planning:** Planning – Nature, importance, Process of Planning and Types of Planning. Decision making – Process and Types. |
| **UNIT III** | **Organizing:** Organizing - Nature & Importance, Principles of Organizing. Delegation & Decentralization – Departmentation – Span of Management. Organizational structure – line, line & staff and functional. |
| **UNIT - IV** | **Directing:** Functions of Directing - Motivation – Theories of motivation (Maslow Need and Hierarchy theory) and Motivation techniques. Leadership – Styles of Leadership and Types. |
| **UNIT - V** | **Controlling;** Nature, importance and Problems – effective coordination. Basic Control Process and Control techniques. |

CO-PO Mapping:

**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 3 |
| CO3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 2 |

**Proposed Activities:**

* Student Seminars, Debates
* Quiz Programmes
* Assignments
* Co-operative learning
* Visit a firm (Individual and Group)
* Group Discussions on problems relating to topics covered by syllabus
* Collecting prospectus of different companies through media
* Students can be given different situations and scenarios to start their own business (in terms of capital, liability, the scale of operations, etc.) and are asked to present.
* Students can participate in a role-play activity for describing the various levels of Management and competencies.
* Create a simulation exercise in class to demonstrate various types of authority, delegation, and decentralization of authority.
* Demonstrate various types of Leadership Styles in the form of Role Play by identifying real-life leaders from the corporate world.
* Project work on biography of well known management thinkers and managers of companies.
* Examinations (Scheduled and surprise tests)

# Reference Books:

1. Dinkar Pagare, Principles of management, Sultan Chand & Sons, New Delhi, 2003.
2. C.B.Gupta, Business management, Sultan Chand & Sons, New Delhi, 2000.
3. Koontz, O’Donell, Weirich, Essentials of management, Tata McGraw-Hill Publishing Company, New Delhi 5th Edition (1998)
4. Sherlekar & Sherlekar, Principles of business management, Himalaya Publishing House, New Delhi, 2000.

 **Skill Development:**

To know the knowledge about the Scientific Management - Functions of Management - Levels of Management, Process of Planning and Types of Planning. Decision making – Process and Types.

**Employability:**

Plenty of employability opportunities in Business Management.

**Entrepreneurship**

Many Entrepreneurial opportunities in Business Management.

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| **Syllabus Change AY 2023-24** |
| Unit | Deletions/ Additions |  % change | Rationale |
| I | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| II | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| III | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| IV | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| V | No Deletions/ Additions | 0% | To make the syllabus current and relevant |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA |
| I B.COM (Gen) w.e.f. 2023-24 |
| Subject |  **COURSE 4: BUSINESS MANAGEMENT** |
| I– SEM | TIME: 21/2 Hours | Max Marks: 50 |

**BLUE PRINT FOR THE QUESTION PAPER SETTING**

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| --- | --- | --- | --- |
| S.No | Type OfQuestion | To be given in the Question Paper | To be answered |
| No. ofQuestions | Marks allotted to each Question | Total marks | No. of.Question | Marks allotted to each Question | Total marks |
| 1 | Section–AShortQuestions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section–BEssay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | 90 | Total Marks | 50 |

**MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER**

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Very Short Questions5 Marks | Essay Questions10 Marks | Marks allotted to the chapter |
| Unit – I | 2 | 2 | 30 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 1 | 1 | 15 |
| Unit – V | 1 | 1 | 15 |
| Total No. of Questions | 06 | 06 | 90 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA |
| I B.COM (Gen) w.e.f. 2023-24 |
| Subject | **COURSE 4: BUSINESS MANAGEMENT** |
| I – SEM | TIME: 21/2 Hours | Max Marks: 50 |
| **MODEL QUESTION PAPER** |

 Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

 Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

 PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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