Unitwise Weightage

<table>
<thead>
<tr>
<th>Units</th>
<th>Periods</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part A : Principles and Functions of Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Introduction to Management</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>2. Principles of Management</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>3. Business Environment</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>4. Planning</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>5. Organizing</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>6. Staffing</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>7. Directing</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>8. Controlling</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td><strong>104</strong></td>
<td><strong>50</strong></td>
<td><strong>50</strong></td>
</tr>
<tr>
<td>Part B: Business Finance and Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Financial Markets</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>11. Marketing Management</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td>12. Consumer Protection</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td><strong>Part C : Project</strong></td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td><strong>104</strong></td>
<td><strong>50</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

Part A: Principles and Functions of Management

Unit I: Nature and significance of Management (Periods 12)

- Management - concept, objectives and importance
- Management as Science, Art and Profession.
- Levels of management
- Management functions - planning, organising, staffing, directing and controlling.
- Coordination - concept, characteristics and importance.

Unit 2: Principles of Management (Periods 12)

- Principles of Management - concept, nature and significance
- Fayol’s principles of management
- Taylor’s Scientific Management - principles and techniques
Unit 3: Management and Business Environment (Periods 10)

- Business Environment - concept and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.

Unit 4: Planning (Periods 12)

- Concept, importance and limitations
- Planning process
- Single use and Standing Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Unit 5: Organising (Periods 16)

- Concept and importance.
- Organizing Process.
- Structure of organization - functional and divisional.
- Formal and informal organization.
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Unit 6: Staffing (Periods 14)

- Concept and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process:
  - Recruitment - sources
  - Selection - process
- Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training.
Unit 7: Directing  
(Periods 16)
- Concept and importance
- Elements of Directing
  - Supervision - concept, functions of a supervisor.
  - Motivation - concept, Maslow’s hierarchy of needs; Financial and non-financial incentives.
  - Leadership - concept, styles - authoritative, democratic and laisser faire.
  - Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers.

Unit 8: Controlling  
(Periods 14)
- Concept, nature and importance
- Relationship between planning and controlling
- Steps in the process of control

Part B : Business Finance and Marketing

Unit 9: Financial Management  
(Periods 22)
- Concept and objectives of financial management.
- Financial decisions: investment, financing and dividend and factors affecting.
- Financial planning - concept and importance.
- Capital Structure - concept and factors affecting.
- Fixed and Working Capital - concept and factors affecting their requirements.

Unit 10: Financial Markets  
(Periods 20)
- Financial Markets: concept and types.
- Money market and its instruments.
- Capital market and its types (primary and secondary).
- Stock Exchange - functions and training procedure. Depository Services and D’mat Account.
- Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11: Marketing Management  
(Periods 30)
- Marketing - concept and functions.
- Marketing management philosophies.
- Marketing Mix - concept
  - Product - concept, branding, labeling and packaging.
- Price - factors determining price.
- Physical distribution - concept, channels of distribution: types, choice of channels.
- Promotion - concept and elements; advertising - concept, role, objections against advertising, personal selling - concept and qualities of a good salesman, sales promotion - concept and techniques, public relations - concept and role.

Unit 12: Consumer Protection  
(Periods 16)

- Concept and importance of consumer protection.
- Consumer Protection Act 1986
  - Meaning of consumer and consumer protection.
  - Rights and responsibilities of consumers
  - Who can file a complaint and against whom?
  - Redressal machinery.
  - Remedies available.

- Consumer awareness - Role of consumer organizations and NGO's

Unit 13: Project Work  
(Periods 16)