SEMESTER I

PRINCIPLES OF MANAGEMENT
( Code: 1-4 )                                            MARKS – 50

( Total no. of classes available: 5 periods of 40 minutes per week *14 weeks= 70 lectures)

UNITS

1. **Fundamentals of Management:** concept, functions, principles; management as a profession; universality of management; management and business environment - interaction.
   [10 lectures]

   [ 12 lectures]

3. **Planning:** concept, nature, steps, types; barriers to effective planning – how to overcome; strategic planning – the concept; forecasting: concept, premises, techniques; management by objective–concept, process.
   [12 lectures]

4. **Organizing:** concept, principles, steps; departmentation; authority relationship–line and staff, functional, project & matrix organizations; delegation of authority – elements, obstacles; Decentralisation- concept, extent, principles; span of management - concept, factors.
   [16 lectures]

5. **Staffing:** concept, functions.
   [ 4 lectures]

6. **Control:** concept, features, types, steps, techniques, limitations.
   [ 8 lectures]

7. **Co-ordination:** nature, significance, elements, techniques.
   [ 4 lectures]

8. **Case studies (Indian)**
   [ 4 lectures]

**Suggested Readings:**

4. Prasad L. M. - Principles and Practice of Management., Sultan Chand & Sons, New Delhi
SEMESTER III
ENTREPRENEURSHIP DEVELOPMENT & BUSINESS ETHICS
(Code: 3-1)

MARKS – 50

Group A: Entrepreneurship Development: [Total 32 lectures]

1. Concept of entrepreneurship and the entrepreneur: [8 lectures]
   (a) Definition by Schumpeter and its analysis
   (b) Nature of entrepreneurship- including difference between manager and entrepreneur, invention and innovation
   (c) Characteristics of entrepreneur
   (d) Functions of entrepreneur, types
   (e) Concept of entrepreneurs or Corporate entrepreneurs
   (f) Role of Creativity and Innovation in entrepreneurship – the process in details
   (g) Theories of entrepreneurship

2. Different forms of entrepreneurship: [8 lectures]
   (a) Small business- characteristics, problems and their solutions
   (b) Role of small scale industries (SSIs) in Indian economy-challenges and prospects in globalized environment
   (c) Family venture- role of family businesses in Indian economy, sole proprietorship, partnership and Joint Hindu family business
   (d) Company form of organisation- a comparative analysis with other forms from an entrepreneur’s point of view
   (e) Entrepreneurship in service sector- features, recent growth in global India.

3. Promotion of a business venture: [6 lectures]
   From strategic management point of view –
   (a) SWOT analysis, vision, mission, goals and objectives
   (b) External environment- analysis of its components- social, economic and technological.

4. Financing of new ventures: [4 lectures]
   (a) Capitalization- overcapitalization and undercapitalization
   (b) Different methods of raising capital to start a venture
   (c) Equity financing and Debt financing
   (d) Venture capital- contemporary issues in Indian context

5. Project planning and feasibility study: [6 lectures]
   (a) Legal protections of Innovations- Intellectual Property Rights (IPR); patents, trademarks etc. With latest changes under WTO norms
   (b) Legal formalities to establish a company form of business organisation.

Group B: Business Ethics: [Total 10 lectures]

1. Introduction: Meaning and Nature of Ethics and Morality – inter-relationship; Ethics in business- arguments for and against. [6 lectures]

2. Corporate Social Responsibility: concept and implications [6 lectures]

3. Corporate Governance: concept and overview – its impact. [8 lectures]

4. Case Studies

Suggested Readings:
2. Velasquez, M.G., Business Ethics, Pearson Education.
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Chapter</th>
<th>Topics</th>
<th>Teaching Hours</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction: Scope and Importance of marketing Concepts – traditional And modern</td>
<td>Scope and definition of Marketing, Evolution of the Marketing concept, Core concepts of Marketing, Concept of customer value, Marketing concept applied to non-profit organization, (Social responsibility and Marketing Ethics) Marketing Environment, Macro and Micro dimensions, [SWOT Analysis] Changes and Challenges in the market place, Marketing in the new millennium (LPG)</td>
<td>24 sessions @ 40 min. /session=960 min. (16 hrs.)</td>
<td>1. Marketing Management-Rajan Saxena, Chapter 1,2 &amp; 3. 2. Marketing – an introduction- Armstrong/Kotler Chapter 1,2 &amp; 3. 3. Marketing, Concepts &amp; Cases- Etzel, Walker &amp; Stanton Chapter 1,2. 4. Marketing Management- Ramaswamy &amp; Namakumari Chapter 1,2 &amp; 4</td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Chapter</td>
<td>Topics</td>
<td>Teaching Hours</td>
<td>References</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 3      | Product Planning and Development | Concept: portfolio, anatomy, steps(NPD) (length, width, consistency, breadth) The product and the product mix, classifying consumer products, product line decisions, Brand Decisions, Packaging and labeling (Definition, significance), Nature of services – Characteristics of services and their marketing implications(concepts), Product Life Cycle- Concept & phases, Fashion, Fad and style, PLC Strategies(NPD) | 24 sessions @ 40 min./session=960 min.(16 hrs.) | 1. Marketing Management-Rajan Saxena, Chapter 11  
2. Marketing- an introduction-Armstrong/Kotler, Chapter 7  
3. Marketing, Concepts & Cases- Etzel,Walker & Stanton, Chapter 8,9 & 10  
4. Marketing Management-Ramaswamy & Namakumari, Chapter 21,25,& 46 |
| 4      | Pricing                          | Price as a Marketing Mix variable, Price in the Economy, Pricing objectives, Selling the Price, Adapting the price, Initiating and responding to Price changes, Differential pricing, competitive pricing, Product – line pricing, Psychological pricing, Distribution – based pricing strategies, price adjustments, factors in determining pricing. | 9 sessions @ 40 min./session=360 min.( 6 hrs.) | 1. Marketing Management-Rajan Saxena, Chapter 14  
2. Marketing- an introduction-Armstrong/Kotler,Kelly, Chapter 9  
4. Marketing Management-Ramaswamy & Namakumari, Chapter 37 |
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Chapter</th>
<th>Topics</th>
<th>Teaching Hours</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sl. No.</td>
<td>Chapter</td>
<td>Topics</td>
<td>Teaching Hours</td>
<td>References</td>
</tr>
<tr>
<td>--------</td>
<td>---------</td>
<td>--------</td>
<td>----------------</td>
<td>------------</td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Chapter</td>
<td>Topics</td>
<td>Teaching Hours</td>
<td>References</td>
</tr>
<tr>
<td>--------</td>
<td>---------</td>
<td>--------</td>
<td>----------------</td>
<td>------------</td>
</tr>
</tbody>
</table>
| 5      | Advertising effectiveness, concepts, different types of tests | Pre testing and Post testing of creative advertisements, qualitative and quantitative research. | 8 periods | 1. Aaker, Batra & Myers- Advertising Management PHI, New Delhi.  
| 6      | Sales promotion and Public relations: Importance, Tools, Techniques, Campaign, evaluation | Reasons for the growth of sales promotion, promotion mix, advantages and disadvantages of sales promotion, consumer promotions and trade promotions, promotion for the sales force, how promotion affects sales, timing, duration and frequency of sales promotion activities. Tools and Techniques- price deals, coupons, contest and sweepstakes, premiums, sampling, trade discount, exchange, buy backs. | 16 periods | 1. Aaker, Batra & Myers- Advertising Management PHI, New Delhi.  
### References:

1. Cundiff, Still & Govoni, Sales Management, PHI, New Delhi.