

SEMESTER- I

Course Title- Business Management Science	
Type : Major Mandatory	Course Credits : 4
Marks : Semester End: 50, Internal Assessment: 50, Total Marks: 100	

Description: The management science subject has widened its scope due to dynamics of new types of Businesses and importance of business strategy and logic. Hence it is necessary to understand the core principles and functions of management in business context. The refined subject covers the business basics, financial and marketing aspects of business and related MIS. The subject also deals with basic management concepts, schools of thoughts on management, systems of management and Organisation structure. It clearly emphasize upon changing role of management leading to effective executive concept envisioned by Management Guru Peter Drucker.

Learning Objectives:

1. To study the fundamentals of management science in context of Business and to enrich the knowledge and understanding of this subject.
2. To understand the principles of management and learn the various functions to manage the resources like Manpower, money, material etc.
3. To learn application of management science in decision making process of business Organizations in order to achieve business results.

Learning Outcomes.

1. Students will develop a Critical Understanding regarding principles and functions of the management. This shall help them to understand the HRM, SHRM and Business Excellence subjects in second year of the course.
2. Students will be able to know, how the resources are managed by the managers in the Organisation to achieve the profitability and sustainability.
3. Students can learn and demonstrate role of effective executive in execution of management strategies across the Organisation.

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Management Science

Concept, Nature and Significance of Management Science; Growth and Development of Modern Management; Managerial Revolution - Retrospect; Management under Industrialized Market Economy; Centrally Planned Economy and Mixed Economy.

Schools of thoughts on Management

Schools of Thought on Modern Management; Scientific Management Movement – Contribution of Taylor and Fayol; Integration Theory of Mary Follett; Elton Mayo and Human Relations School; Systems Approach to Management; Application of Behavioral Sciences to Management; Developing a Philosophy of Management; Management Ethics and Management Culture.

System of Management

Management by Institution; Management by Crisis; Management by Objective; Management by Integration and Self Control; Management by Results; Towards Integrative Management; Meaning of “Organization”; Types of Organisational Structures; Choice of Objectives and Structures; Division of tasks in the total function of management; Unity of Command, Span of Control and Feasible Linkage; Organization Chart - Organization of “Line” and “Staff”; “Grid” System in the Organisation; Authority, Responsibility and accountability; Informal organization and management structure.

Organisation structure of Management

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Function and process of Management

Managerial function of Turning Resources into Results; Decision Making - It's Value System, Internal and External Constraints; Delegation of Authority; Communication and Public Relation; Motivation and Integration; Process of Management - Planning,

Organizing, Staffing, Directing and Controlling; Managerial Practices in Private Sector; Public Sector and Co-operative Sector; Management of Medium and Small Enterprises;

Changing World of the Executive

From Professional Management to Leadership Management; Personality of a high performing manager; Motivation, incentives and training aspects; Emergence of Entrepreneurial Manager.

Basics of Business

Basics of Business, Business as a legal entity, Business purpose, vision, mission, SWOT analysis Corporate Management Structure; Formation of Company; Share-holder value creation; 21 st century Business perspective.

Basics of Marketing & Branding

What is a market place; 5 Ps of Marketing; Market Research, Segmentation; Brand Building & Communication; Marketing Excellence; consumer Insights; Brand Insights, Vision vs Reality, Integrated Brand, Brand Strategy, Communicating Employer Brand.

Financial Management

Accounting System; Budgeting and Costs; Understanding of P&L; Understanding Financial statements and tools; Role of CFO, Finance Controller.

Business MIS

Key Performance Indicators for Business pertaining to: Leadership focus; Strategic Focus; Customer Focus; Information Technology focus; HR Focus; Operations and HR Processes; Financial Results

References:

Text Books		
Author	Subject	Publication
Rao V. S. P.	"Management Theory and Practice"	
Agarwala Vira Dharma	Management - Principles, Practice and Techniques	Deep and Deep Publications, New Delhi, 1984
Armstrong, Michael	Hand Book of Management Techniques	Kogan Page Limited, London, 1986
Chandan, J S	Management : Theory and practice	Vikas Publishing House Pvt. Ltd. New Delhi, 1987
Koontz, Harold	Management	Mcgraw-Hill International, London, 1984
TURBAN AND MEREDITH	Fundamentals of Management Science	Business Publications, new york, 1977
Reference Books		

Hegde Y. S.	In pursuit of excellence	shri Sudhindra Publishing house Bangalore 1989
Young Arthur	The Manager's Handbook- The practical guide to successful Management	Sphere reference, london 1986
Peter Drucker	The effective Executive	Heineman, London 1969
Emery, James C	Management Information System	Oxford University Press, New York, 1987
Kotler, Phillip	Marketing Management	

