

## DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

**Programme: B.TECH.**

**Course Title: BUSINESS MANAGEMENT**

**Course Category: EPR**

**Course Code: HSIR 14**

**Credits: 3 (L-2, T-1)**

**Semester: Odd/Even**

**Internal: 50 Marks**

**Theory: 50 Marks**

**Total: 100 Marks**

**Time: 3hrs**

**Note:** The number of questions to be set will be six covering the entire syllabus. The examinees will be required to attempt five questions. All questions shall carry equal marks.

### **Course Objectives:**

- To make students understand the application of basic business concepts of General Management, Human Resource Management, Marketing Management & Financial Management in evaluating various business issues.
- To make students aware about the Global Environment in which business operates.
- To acquaint the students about Ethical and Corporate Social Responsibility Issues of business organizations.

### **UNIT-I: General Management and Business Environment**

Environment: Meaning of Environment, Constituents of Business Environment: Micro & Macro Environment. Social Responsibility of Business. Management: Concept, Features, Nature and Functions of Management. Henry Fayol's Principles of Management.

### **UNIT-II: Financial Management**

Financial Management: Concept, Finance Function and Duties of Financial Managers. Management of Working Capital: Factors affecting Requirements of Working Capital. Capital Structure and Sources of Finance.

### **UNIT-III: Human Resource Management**

Evolution of Human Resource Management (HRM), Performance Appraisal: Need, Objectives and Methods. Workforce Diversity Management. Talent Acquisition and Retention Management.

### **UNIT-IV: Marketing Management**

Marketing Management: Concept, Nature, Scope and Importance. Marketing Mix and 7 Ps of Marketing Mix. Market Segmentation, Targeting and Positioning. E-marketing and Green Marketing.

### **Course Outcomes:**

After the completion of this course, students will be able to comprehend many issues related to business organization. They will be able to understand that how organization works, what the main areas of business are and how to manage them such as Finance, Marketing and Human Resource Management. Apart from these issues, students will know how business is affected by the environmental factors and acquaint them about the Ethical and Corporate Social Responsibility Issues in organizations.

**Suggested Reading:**

1. Business Environment – Francis Cherunilam (Himalaya Publishing House)
2. Corporate Governance (Principles, Mechanisms & Practice—Swami (Dr) Parthasarthy (Biztantra, New Delhi)
3. Management – Harold, Koontz and Cyril O'Donnell (McGraw Hill)
4. Principles and Practice of Management – L.M. Prasad
5. Management- Stephen, P. Robbins & Mary Coulter (Pearson Education Inc, Publishing as Prentice Hall)
6. Principles of Management- PC Tripathi & PN Reddy (Tata McGraw Hill Education)
7. Financial Management – I.M. Pandey ( Vikas Publishing House, New Delhi)
8. Financial Management: Theory & Practice--Prasanna Chandra (Tata McGraw Hill)
9. Financial Management—MY Khan & PK Jain (Tata McGraw Hill)
10. Financial management—Sheeba Kapil (Pearson)
11. Essentials of Financial Management—James Van Horne (Prentice Hall)
12. Handbook of Human Resource Management- Michael Armstrong (Kogan Page Limited)
13. Human Resource Management- Gary Dessler, Bijju Varkkey (Pearson)
14. Principles of Personnel Management – Edwin B. Flippo (Tata McGraw Hill )
15. Human Resource Management: Text and Cases—K Aswathappa (Tata McGraw Hill)
16. Marketing Management—Philip Kotler (Pearson Education India)
17. Marketing Management—Rajan Saxena (Tata McGraw Hill)
18. Basic Marketing – Cundiff and Still ( PHI, India )
19. Marketing Management – S.A. Sherlekar (Himalaya Publishing House)