

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

B. Tech (Open Elective Course)

Course Title: Business Management

Course Category: OE
Course Code: HSOE 301
Credits: 3 (L-3)
Semester: 5th

Internal: 50 Marks
Theory: 50 Marks
Total: 100 Marks
Time: 3hrs

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.

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.

UNIT-I: General Management

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. Sources of Finance and Capital Structure.

UNIT-III: Marketing Management & Human Resource Management

Performance Appraisal: Need, Objectives and Methods. Workforce Diversity Management. Marketing Management: Concept, Nature, Scope and Importance. Marketing Mix and 7 Ps of Marketing Mix. Market Segmentation. E-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. Principles and Practice of Management – L.M. Prasad
2. Principles of Management- PC Tripathi & PN Reddy (Tata McGraw Hill Education)
3. Financial Management – I.M. Pandey (Vikas Publishing House, New Delhi)
4. Financial Management—MY Khan & PK Jain (Tata McGraw Hill)
5. Financial management—Sheeba Kapil (Pearson)
6. Handbook of Human Resource Management- Michael Armstrong (Kogan Page Limited)
7. Principles of Personnel Management – Edwin B. Flippo (Tata McGraw Hill)
8. Human Resource Management: Text and Cases—K Aswathappa (Tata McGraw Hill)
9. Marketing Management—Philip Kotler (Pearson Education India)
10. Marketing Management – S.A. Sherlekar (Himalaya Publishing House)