

SUB- B.ST

Serial Number	Month	Name of the chapters	Subject- Topic	Learning Outcomes
1.	April	Nature and significance of Management	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.	After going through this unit the students would be able to understand the concept of management explain the meaning of effectiveness and efficiency discuss the objective of management describe the importance of management examine the nature of management as a science art and profession understand the role of top middle lower level of the management explain the functions of management. case studies introducing real life example. Assessment strategies Planned : Oral test ,group discussion
2.	May	Principles of Management	Principles of Management - concept, nature and significance. Fayol's principles of management. Taylor's Scientific Management - principles and techniques	Understanding the concept of principles of management. Explain the significance of management principles, Discuss the principles of management developed by fayols Explained the principles and technique of scientific management by taylor. Compared the contribution of fayols and taylor's Assessment strategies Planned: class test, Quiz
3.	June	Planning	Concept, Importance and limitations. Planning process. After going through this Unit, the students will be able to:	Understand the concept of planning, appreciated the importance of planning, Understand and read the limitations of planning, Describe the step in the process of planning ,Develop an understanding of single use and standing plan . Assessment strategies Planned : Class test MCQ

4.	July	Business Environment	Business Environment – Features and importance. Dimensions of Business Environment - Economic, Social, Technological, Political and Legal. New Industrial Policy	<p>Understand the concept of business environment ,describe the importance of business environment ,describe the various dimension of business environment ,Understand the concept of demonetization .</p> <p>Activity plan -newspaper reading newspaper of the last one week shall be read out in the class with special mention of the change in economy policy of the government and their effect.</p> <p>Assessment strategies Planned :Class test quiz</p>
5.	July	Organising	Concept and importance. Organizing Process. Structure of organization - functional and divisional. Delegation: concept, element and importance. Decentralization concept and importance	<p>After going through this unit the students would be able to understand the concept of organizing as a structure and as a process .Explain the importance of organizing, Describe the step in the process of organizing, describe functional and divisional structure, formal and informal structure ,Discuss case study understand the concept of delegation ,describe the elements of delegation.</p> <p>Introducing real life example</p>

6.	August	Staffing	<p>Concept and importance of staffing. Staffing process: Recruitment - sources; Selection - process. Recruitment Sources of Recruitment. Selection, Selection Process Training and Development - Concept and importance. Methods of training</p>	<p>After going through this unit the students would be able to understand the concept of staffing, explain the importance of staffing , describe the step in the process of staffing, understand the meaning of recruitment sources of recruitment ,merit and demerit of external and internal sources of recruitment ,differentiate between training and development ,discuss on the job training and off the job training. Method of training. Difference between training and development. Introducing real life example, quiz and case study Activity plan -Asking students for collecting newspaper cutting for advertisement of the job and reading from the adv what type of recruitment of a company and how they will select a person step involved in selection.</p>
7.	August/ September	Directing	<p>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, Communication - concept, formal and informal communication:- Elements of Communication Process, Channels of Communication</p>	<p>Discuss the concept of directing, discuss the importance of directing, discuss four elements of the directing, understand the concept of motivation, Maslow hierarchy of needs Discuss various financial and non - financial incentives. Understand various type of network of formal and informal communication, understand the elements of the communication process, Assessment strategies Planned : Quiz, Class Test</p>

8.	October	Business Finance	<p>Concept and objectives of financial management.</p> <p>Financial decisions: investment, financing and dividend and factors affecting. Financial planning - concept and importance.</p> <p>Capital Structure - concept and factors affecting. Fixed and Working Capital - Concept and factors affecting their requirements</p>	<p>After going through these units students able to understand the concept of financial management, explain the role of financial management, discuss three financial decision and the factor affecting them, understand the concept of capital structure & factor affecting capital structure, understand the concept of fixed and working capital , describe the factor determining the requirement of fixed and working capital.</p> <p>Group discussion: Quiz, Case study, Introducing real life example</p>
9.	October November	Financial Market	<p>Financial Markets: Concept, Money Market: Concept, Capital market and its types (primary and secondary), Stock Exchange - Functions and trading procedure, Securities and Exchange Board of India (SEBI) - objectives and function</p>	<p>After going through this unit the students would be able to understand the concept of financial market, discuss the concept of capital market and money market. Explain primary and secondary market, give the meaning of Stock Exchange, explain the function of Stock Exchange.</p> <p>State the objective of SEBI, explain the function of SEBI.</p> <p>Group discussion on money market and capital market along with financial instrument.</p> <p>Assessment strategic planned: Group discussion, class test</p>

10.	November	Marketing Management	Marketing – Concept, functions and philosophies, Marketing Mix – Concept and elements, Product – branding, labelling and packaging – Concept, Price - Concept, Factors determining price, Physical Distribution – concept, components and channels of distribution, Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relation	Understand the concept of selling and marketing, difference between selling and marketing, describe the concept of marketing management and functions of marketing . Explain marketing management philosophy, describe the factor determining price of a product, understand the concept of physical distribution ,explain the component of physical distribution, describe the various elements of distribution, understand the concept of promotional as an elements of marketing mix, explain the commonly use of technique of sales promotion ,discuss the concept and roles of public relation . Assessment strategic planned: class test & MCQ
11.	December	Controlling	Concept, nature and importance of Controlling. Steps in the process of controlling	After going through this unit the students would be able to understand the concept of controlling, explain the importance of controlling, describe the relation between planning and controlling. discuss the step of step in the process of controlling. Presentation each student shall be given one function for presentation Class test
12.	December	Consumer Protection	Concept of consumer protection. Consumer Protection Act 1986. Meaning of consumer and consumer protection. Rights and responsibilities of consumers. Who can file a complaint against whom? Redressal machinery. Remedies available	Consumer protection: Understand the concept of consumer protection, describe the importance of consumer protection , understand the concept of consumer protection according to the Consumer Protection Act 1986. Understand who can file the complaint and against whom discuss legal industrial machinery under Consumer Protection Act 1986.