

SARDAR PATEL UNIVERSITY

| Integrated M.COM. SEMESTER-II | | |
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| Course Code IB02CCOM52 | Course Title Principles of Management - II | Total Credit 4 |
| Course Objectives | To acquaint with the terms, concepts and functions of management and its applications to business enterprise. | |

| Unit | Course Description | Weightage (%) |
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| 1 | Staffing Concept, Factors affecting Staffing, Manpower planning Process, Job Description, Job Specification, Recruitment & Selection- Concept, Sources and Process Training and Development- Concept, on-the-job and off-the-job- training methods | 25% |
| 2 | Directing Concept, Principles, Models for Directing, Motivation- Concepts, Theories: Maslow's, Herzberg's and McClelland's Incentives- Financial and Non-financial | 25% |
| 3 | Leadership and Communication Leadership- Concept, Leadership Theories- Trait and Behavioral, Leadership Styles- Democratic, Autocratic and Free-rein Communication- Concept, Communication Network, Making communication effective – Essential and Steps | 25% |
| 4 | Controlling Concept, Controlling Process, Types of control, Essential of effective control system, Control Techniques- Budgetary control, Break-even analysis and PERT/CPM | 25% |

*Units will have the same Weightage in the evaluation as suggested in the course outline.

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| Teaching-Learning Methodology | Lecture Method, small caselets, Group Discussion |
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| Evaluation Pattern | | |
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| Sr.No. | Details of the Evaluation | Weightage |
| 1. | Internal/Written Examination | 15% |
| 2. | Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance | 15% |
| 3. | University Examination | 70% |

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

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| Course Outcomes: Having Completed this course, the students will be able to | |
| 1. | Student will be acquainted with the basic concept of staffing function |
| 2. | Student will have a thorough idea about Directing and Motivation |
| 3. | Student will have in depth knowledge about Leadership |
| 4. | Student will acquire conceptual clarity about Controlling function |

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| Suggested References: | |
| Sr. No | References |
| 1. | Principles and Practices of Management- L M Prasad, Seventh Edition, Sultan Chand & Sons, New Delhi |
| 2. | Principles of Management- T. Ramasamy, Eleventh edition, Himalaya Publication House, Mumbai |
| 3. | Management- Stoner, Freeman and Gilbert, Sixth edition, Prentice-Hall of India, New Delhi |
| On-Line Resources available that can be used as Reference Material | |
| https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/384 | |