



Course Outline Form

ODD SEMESTER 2020

Dear Student: Course outlines are intended to provide students with an overall plan for a course to enable them to function efficiently and effectively in the course.

*Academic Programs
B.VOC Professional
Accounting and
Taxation
EMEA College
Kondotty*

Course Outline : BUSINESS MANAGEMENT (2020-2021)

Name of the Stream	B.VOC
Name of the Programme	B.VOC Professional Accounting and Taxation
Name of the Course	BUSINESS MANAGEMENT
Nature of the Course	Common Course
Semester	First
Lecturer(s)	ALTHAF T.K
Name of the Coordinator	ALTHAF T.K
Year	2020-2021
No of Credits	4
No of Contact Hours	60
Course Description	Business Management is that branch of education which provides knowledge and training pertaining to planning, execution, supervision and analysis of a business enterprise. In this field of education, one learns about the establishment of a company or an organisation, and various functional levels such as production, financial, administrative, human resources, sales & marketing and others.
Course Objectives	<input type="checkbox"/> To understand the process of business management and its functions. <input type="checkbox"/> To familiarize the students with current management practices. <input type="checkbox"/> To understand the importance of ethics in business. <input type="checkbox"/> To acquire knowledge and capability to develop ethical practices for effective management.
Course Outcome	* Understand diverse cultural perspectives and apply general business knowledge in the global market * Identify and evaluate ethical, social, and environmental impacts in business * Articulate ideas persuasively and logically and collaborate with others toward a common goal * Utilize analytical skills to devise innovative and creative solutions to problems Integrate core concepts and theories across functional areas of business
Assessment Method	Assignments Homeworks Class Tests Unit Tests Term Exam Seminars

Teaching Methods Used	<p>Lectures</p> <p>Collaborative Learning</p> <p>LMS</p> <p>Class Discussion</p> <p>Classroom Activities</p> <p>Case Studies</p> <p>Guest Lectures</p> <p>Seminars</p> <p>Powerpoint Slides</p>
Textbook	
References	<p>1. Boatwright. John R: Ethics and the Conduct of Business, Pearson Education, New Delhi.</p> <p>2. Gupta. CB; Business management, Sultan Chand & sons</p> <p>3 Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York.</p> <p>4 Prasad. LM; Principles and Practicd of Management; Sultan Chand & sons</p> <p>5 Stoner. AF and Freeman RE; Management; Prentice Hall of India</p> <p>6 Drucker, Peter, F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.</p> <p>5. R.S Davar; Management Process</p> <p>6. Rustum & Davan, Principles and Practice of Management.</p>
Internet Resources	<p>Business Journals</p> <p>Slideshare</p> <p>Company Website</p>

Internal Exam Pattern

Items	Marks/20	Marks/15
Assignment	4	3
Test Paper(s)/Viva voce	8	6
Seminar/Presentation	4	3
Class Room Participation based on Attendance	4	3
Total	20	15

External Exam Pattern

Question Type	No of Question	Marks/Question	Total Marks
Short Questions(2-3 Sentences)	15	2	Ceiling 25
Paragraph / Problem Type	8	5	Ceiling 35
Essay Type	2 out of 4	10	20
Total			80
Time			2.5 hrs

Graduate Attributes	<p>Name of the Course: BUSINESS MANAGEMENT</p> <p>Knowledge</p> <p>Professional Skills</p> <p>Communication Skills</p> <p>Team Work and Leadership</p> <p>Decision Making</p> <p>Cross Cultural Skills</p> <p>Entrepreneur Aptitude</p> <p>Personal Skills</p> <p>Creative Thinking</p> <p>Life Skills</p> <p>Attitude and Values</p> <p>Social Responsibility</p> <p>Ethical Commitment</p> <p>Global Citizen</p> <p>Nation Building</p> <p>Secular Outlook</p>
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Course Schedule

Concepts of Management – Characteristics of management	Week 1
Schools of management thought - Management and administration – Functions of management	Week 2
Management by objectives	Week 3
Management by participation – Management by exception –	Week 4
Management by motivation	Week 5
Functions of Management: Planning – concept and importance - Decision making	Week 6
barriers to effective planning – Organizing – concept and importance – different organization models	Week 7
Span of management – Departmentation – Delegation.	Week 8
Functions of Management: Motivation: – concept and importance – Theories of motivation	Week 9

Leadership: – Concept and styles – Leadership traits - situational theory of leadership	Week 10
Communication: – process and barriers – Control: – concept steps – tools	Week 11
– Coordination: Concept – Principles - Techniques	Week 12
Business Ethics: Meaning and scope – Types of ethics – Characteristics – Factors influencing business ethics	Week 13
Arguments for and against business ethics – Basics of business ethics	Week 14
Corporate social responsibility - Environmental issues in business	Week 15
: Emerging concepts in management – Kaizen – TQM – TPM – MIS – ISO	Week 16
– Change management – Stress management – Business eco system – Logistic management.	Week 17

Contact Details

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