

The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)



The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce
(Autonomous)

SYLLABUS FOR
(JUNE 2023 ONWARDS)

PROGRAMME: BACHELOR OF ARTS & SCIENCE
[OPEN ELECTIVE SUBJECTS]

SEMESTER I & II

COURSE: PRINCIPLES OF MANAGEMENT

| Course Code | Paper Title | Credit |
|------------------------------------|---------------------------------|---------------|
| VGVOE108 & VGVOE208 | PRINCIPLES OF MANAGEMENT | 04 |

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1. Syllabus as per Choice Based Credit System

- | | |
|-------------------------------------------------|----------------------------------------|
| 1) Name of the Programme | : BA / BSC |
| 2) Course Code | : VGVUOE108 & VGVUOE208 |
| 3) Course Title | : Principles of Management |
| 4) Semester wise Course Contents | : Copy of the syllabus Enclosed |
| 5) Reference & Additional References | : Enclosed in the syllabus |
| 6) Credit Structure | |
| (No. of Credit per Semester) | : 04 |
| 7) No. of Lectures Per Unit | : 12 |
| 8) No. of Lectures Per Week | : 04 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination : Semester End Exam: 60 Marks

(4 Questions of 15 Marks)

Internal Assessment 40 Marks:

Test: 15 Marks

Project/Assignments: 15 Marks

Class Participation: 10 Marks

3. Special Notes (if any) : No

**4. Eligibility (if any) : As laid down in the College-
-Admission Brochure/Website**

5. Fee Structure : As per College Fee Structure Specification

6. Special Ordinances/Resolutions (if any) : No

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Programme: B.COM

Semester: I & II

Course: Principles of Management & Introduction to Marketing & HRM

Course Code: VGVUOE108 & VGVUOE208

| Teaching Scheme (Hrs/Week) | | | | Continuous Internal Assessment (CIA) 40 marks | | | | | End Semester Examination | Total |
|----------------------------------------------------------|---|---|---|--------------------------------------------------|-------|-------|-------|-----|--------------------------|-------|
| L | T | P | C | CIA-1 | CIA-2 | CIA-3 | CIA-4 | Lab | Written | |
| 4 | - | - | 4 | 15 | 15 | 10 | - | - | 60 | 100 |
| Maximum Time, Semester End Exam (Theory) – 2 Hrs. | | | | | | | | | | |

Prerequisite: Basic Interest in Principles of Management.

Course Objectives

- 1) To help the students gain understanding of the functions and responsibilities of managers.
- 2) To help the students to develop cognizance of the importance of management principles.

PRINCIPLES OF MANAGEMENT

Course Outcomes:

Students should be able to...

CO1: To comprehend management's fundamental concepts and functions as well as the evolution of management thoughts, including the contributions of a few management theorists.

CO2: To recognise the value of planning and apply decision-making tools to make effective decisions.

CO3: To understand the principles of organising resources, the importance of departmentation and learn to delegate authority and responsibility.

CO4: To understand the nature of motivation and principles of controlling and understand how to apply different leadership styles in various organisational contexts.

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Principles of Management

| Course Contents Semester I | | |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Sr. No. | Modules/Units | Lectures |
| 1 | Introduction to Management | 15 |
| | <p>Management: Concept, Features, Significance, Managerial Skills and Competencies.</p> <p>Evolution of Management Thoughts:</p> <ul style="list-style-type: none"> • Classical Approach: Scientific Management – F.W. Taylor's Contribution • Classical Organisation Theory: Henri Fayol's Principles • Neo-Classical: Human Relations Approach – Elton Mayo's Hawthorne Experiments. <p>Modern Management Approach: Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.</p> | |
| 2 | Planning and Decision Making | 15 |
| | <p>Planning: Concept, Importance, Elements, Process.</p> <p>MBO: Meaning, Process, Advantages; MBE – Advantages, MIS – Concept, Components.</p> <p>Decision Making: Concept, Essentials of Sound Decision Making, Techniques.</p> | |
| 3 | Organising | 15 |
| | <p>Organising: Concept, Organisation Structures – Features of Line & Staff Organisations, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation.</p> <p>Departmentation: Meaning - Bases, Span of Management- Factors Influencing Span of Management.</p> <p>Delegation of Authority: Process, Barriers to Delegation, Principles of Effective Delegation, Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation</p> | |
| 4 | Motivation, Leadership, & Controlling | 15 |
| | <p>Directing: Meaning, Process, Motivation – Concept, Importance, Influencing factors, Theories; Importance of Communication, Barriers to Effective Communication.</p> <p>Leadership: Concept, Functions, Styles, Qualities of a Good Leader, Women in Leadership – Characteristics.</p> <p>Controlling: Concept, Steps, Essentials of Good Control System, Techniques of Managerial Control – Modern & Traditional.</p> | |
| | Total | 60 |

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INTRODUCTION TO MARKETING AND HRM

Course Outcomes:

Students should be able to:

CO1: Give a clear understanding of different marketing terms.

CO2: To focus on different elements of the marketing mix viz. product, price, place and promotion.

CO3: To demonstrate an understanding of HRM concepts, human resource planning, recruitment and selection.

CO4: To gain practical insights about HRD practices and matters concerned therewith like training and development, and performance appraisal.

Introduction to Marketing & Human Resource Management

| Course Contents Semester II | | |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Sr. No. | Modules/Units | Lectures |
| 1 | Introduction to Marketing | 15 |
| | <p>Marketing: Meaning, Features, Importance, Functions, Evolution of Marketing Concepts, Strategic v/s Traditional Marketing.</p> <p>MIS & Data Mining: MIS - Concept, Features, Process; Components Data Mining- Concept, Importance.</p> <p>Consumer Behaviour: Concept, Factors influencing Consumer Behaviour, Market Segmentation- Concept, Benefits, Bases of Market Segmentation; Customer Relationship Management: Concept, Techniques, Market Targeting- Concept, Five Patterns of Target Market Selection.</p> | |
| 2 | Marketing Mix | 15 |
| | <p>Marketing Mix: Concept, Elements of Marketing Mix.</p> <ul style="list-style-type: none"> • Product: Product Decision Areas, Product Mix, Product Line, Stages in Product Life Cycle; Branding – Concept, Components, Packaging – Concept, Essentials of Good Package. • Price: Concept, Objectives, Factors influencing Pricing, Pricing Strategies. • Physical Distribution: Concept, Factors affecting Channel Selection, Types of Marketing Channels. • Promotion: Concept, Importance, Elements of Promotion Mix. | |

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| | | |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 3 | Introduction Human Resource Management | 15 |
| | <p>Human Resource Management: Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management.</p> <p>Human Resource Planning: Concept Steps in Human Resource Planning Job Analysis - Concept, Components, Job Design- Concept, Techniques.</p> <p>Recruitment: Concept, Sources of Recruitment Selection - Concept, Process, Techniques of E-Selection.</p> | |
| 4 | Human Resource Development & Human Relations | 15 |
| | <p>Human Resource Development: Concept, Functions, Training- Concept, Methods of Training & Development, Leadership – Concept, Styles & Types; Motivation - Concept, Theories of Motivation.</p> <p>Performance Appraisal: Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance.</p> <p>Challenges in Human Resource Management: Workforce Diversity - Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Competency Mapping.</p> | |
| | Total | 60 |

Beyond Syllabus

Presentations, Guest lectures on recent developments, Regular Industrial Visits, Special Classes for students who are below average, Live Stock Trading Exercises.

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QUESTION PAPER PATTERN

Maximum Marks: 60

Duration: 2 Hours

Question to be set: 04

| Q. No. | Particulars | Marks |
|---------------|--------------------------------------------------------------------------------------------------------------|-----------------|
| Q. 1. | Module I Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.2. | Module II Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.3. | Module III Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.4. | Module IV Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |

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The final syllabus has been approved by the following BoS Members:

Dr. Adhir Vasant Ambavane - Head of the Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Suchitra Poojari - Member – Faculty

Dr. Kishori Bhagat - Vice-Chancellor Nominee

Mr. Sanjeev Shah - Industry / Corporate Sector

Dr. Shobha Samir Dedhiya - Subject Expert – From Other University (SNDT)

Dr. Pramila Patil Subject Expert – From Other University (SNDT)

CA Kunal Sanil - Meritorious Alumnus



**DR. ADHIR AMBAVANE
CHAIRMAN – BOS**



**DR. KISHORI BHAGAT
VC – NOMINEE (BOS)**