**LJK UNIVERSITY**

**5 Year Integrated Bachelor Degree Programme (After 10th)**

(School of Commerce)

**(W.E.F. Academic Year 2025-2026)**

**Programme & Semester: IBP – Semester 3**

**Subject Title:** Principles of Management - 2

**Subject Code:** 20350303

**Course Credit:** 4

**Course Coordinator:** Prof. Sejal Mankani

**Course Duration:**  40 sessions 60 minutes/session

**Course Educational Objective:**

|  |  |
| --- | --- |
| **CEO1** | To acquaint the History of Trade and Commerce in India |
| **CEO2** | Understand the meaning of business with special reference to economic and non-economic activities |
| **CEO3** | Develop an understanding of various sectors of Business |
| **CEO4** | Appreciate the role of business in environmental protection |

**Course Outcome:** At the end of this course, students shall be able to

|  |  |
| --- | --- |
| **CO1** | Students will learn the concept of Management |
| **CO2** | Students will get a clue regarding various forms of organizational structure like pros and cos of running Sole Proprietorship or Partnership business |
| **CO3** | They will learn the current trends related to E – Business/E – Commerce |
| **CO4** | They will also learn the advantages that arise from managing people well |

**Course Content:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Module** | **Content** | **No. of Sessions** |
| 1 | Staffing | Introduction, Meaning, Characteristics and Importance of Staffing  Recruitment – Meaning & Process, Sources of Recruitment  Selection – Meaning & Process  Training & Development – Concept, Importance and difference between Training & Development | 12 |
| 2 | Directing - I | Introduction, Meaning, Characteristics and Importance of Directing  Elements of Directing:  Supervision – Meaning and Functions of Supervisor  Motivation - Meaning, Characteristics and Hierarchy of needs of by Maslow | 10 |
| 3 | Directing - II | Financial and Non-Financial Incentives  Elements of Directing:  Leadership - Meaning, Characteristics & Qualities of a Good Leader  Communication – Concept, Characteristics, Importance, Types, Barriers to effective communication and solution to barriers of effective communication | 12 |
| 4 | Controlling | Introduction, Meaning, Characteristics & Importance of Controlling  Relation between Planning and Controlling  Process/ Stages of Controlling process | 6 |

**Teaching Pedagogy:**

1. Classroom Teaching
2. Class Presentation
3. Case Study

**Reference books:**

1. Poonam Gandhi
2. Bull’s-Eye