

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1
Subject Title: Fundamentals of Management
Subject Code: 50160105
Course Credit: 04

Course Educational Objectives:

CEO1	To study the Basic Concepts of Management and duties of a Manager.
CEO2	To be able to make students visualize about practical world.
CEO3	To develop a skill to apply the concepts into reality.
CEO4	To develop skill and ability to work in team.

Course Outcomes:

CO1	Students would get knowledge regarding theoretical concepts of Management
CO2	Students would be able to develop analytical and problem solving skill to face the practical situations
CO3	Students would be able to develop Decision making skill which will help them in their future ventures.

Course Content:

Module	Content	No. of sessions
1	Nature of Management Development of Schools of thoughts Management process and skills- Functional departments in Organization structure	12
2	Managers and Environment Social and Ethical issues in Management	8
3	Functions of Management- POSDCORB Brief idea of Planning, Organizing, Staffing, Directing, Coordinating, Reporting, Budgeting	10
4	Emerging issues in Management: Change Management Stress Management Crisis Management Global Management	10
5	Case-Study Workshop	5

Text/Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	T. Ramasamy	Principles of Management	Himalaya publishing House	Latest edition
2	L.M.Prasad	Principles and practice of Management	Sultan chand & sons.	Latest edition
3	Neeru Vasisth, Vibhuti Vasishth	Principles of Management,Text and Cases	Taxman's	Latest edition
4	Tripathy PC And Reddy PN	Principles of Management	Tata McGrawHill	Latest edition
3	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition