

BUSINESS STUDIES & MANAGEMENT (BSM) SECOND YEAR 2nd Elective (Compulsory) Paper - II

Objectives

To provide students an understanding of the Concept, features, objectives, importance & functions of Management

To help the students in learning the principles & Techniques of Management

To develop students with an understanding of Financial Markets with its types and function

To acquaint students with concept, objectives and functions of marketing management

To enable students to act more effectively and responsibly as consumers, employers, employees and citizens after learning the concept and features of consumer protection act

Course Inputs

Unit-I

Nature, Significance & Functions of Management

Management - Meaning, Features, Objectives & Importance, Management as a Science, Art & profession : Levels of Management, Management Functions- Meaning, Features & Importance of planning, Organizing, Staffing, Directing and Controlling.

Unit – II

Principles of Management and Business Environment

Principles of Management - Concept and Significance of Management, Fayol's Principles of Management, Taylor's Scientific Management - Principles & Techniques. Business Environment - Meaning, Importance and Dimensions, Concept and Features of Liberalization, privatization and Globalization in India.

Unit – III

Financial Markets and Marketing Management

Financial Markets Financial Markets

Concept, Functions and Types, Money Market and its instruments, Capital Market, Meaning, kinds of Capital Market - Primary & Secondary, stock Exchange - Concept & Functions, Securities and Exchange Board of India (SEBI)- Objectives and Importance.

Marketing Management : Marketing Management, Marketing Concept and Objectives, Distinction between Marketing and Selling, Marketing Functions, Marketing Mix - Concept and Elements, product- product Mix, branding, labeling and packaging, price : Concept & factors determining price, physical Distribution: Concept, components, Channels of Distribution: Types and promotion: Concept & Elements - Advertising: Meaning Role & Limitations, Personal Selling : Concept & qualities of a good salesman, Sales promotion: Concept & Techniques & Public Relation: Concept and Role

Unit - IV Consumer Protection :

Consumer Protection

Concept and Importance, Consumer Protection Act 1986: Meaning of consumer and consumer protection, Rights and Responsibilities of customers, process of filing complain, Grievance redressal mechanism and remedies available, Consumer Awareness: Role of consumer Organizations and Non-Government Organizations (NGOs).

Unit - V Project work and Viva

Suggested outlines of Project Work Students may develop a Case Study or Project Work on the following lines :

Changes made over the last few years on mode of packaging and its impact on economy; For Example, Milk being supplied in glass bottles, later in plastic bags, now in tetra pack, Selling products at the Wholesale and Retail Outlet to Shopping Mall & On line Shopping etc.

Effect of change in environment on the types of goods and service; For Example, Washing Machine, Micro Waves, Mixers and Grinders.

Application of Principles of Management advocated by Fayol and Scientific Management Techniques developed by F.W.Taylor with various case studies i.e. on Departmental Store, Industrial Unit, and a fast food outlet etc.

Develop a brief report on history of stock exchange in India, Prepare a list of at least 25 companies listed on a Stock Exchange

Project Report on various types of products, services identified with their process, Brand name and the product, range of the product, identification mark or logo, Tagline, Labeling and packaging, price of the product and basis of price fixation, Selected channels of distribution and reasons there of decisions related to transportation and warehousing with reasons, promotional techniques used and starting reasons for deciding the particular technique etc.