

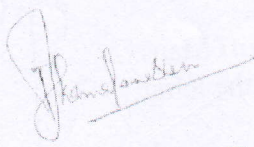
NATIONAL INSTITUTE OF TECHNOLOGY RAIPUR
(An Institute of National Importance)
DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

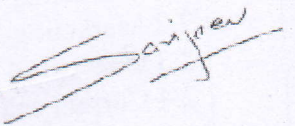
1.	Department proposing the course	Humanities and Social Sciences
2.	Course Title	An Introduction to Business Management
3.	L-T-P Structure	3-0-0
4.	Credits / # of period	3
5.	Course number(Code)	
6.	Status (Core/Elective)	Elective
7.	Pre-requisites(course no./title)	Nil Maximum Number of students = 40
8.	Frequency of offer	5 th Semester
9.	Course Objectives(CO):	<p>1.The very essence of this course is to broaden the multidisciplinary academic learning amongst engineering graduates.</p> <p>2.The functional areas of Marketing, Finance, HR will enhance command to a wide range of proactive and strategic decision - making skills.</p> <p>3. The course aims to place better career paths for the learner with vis-a-vis jobs, entrepreneurial ventures or start-ups.</p>
10.	<u>Course Syllabus:</u>	<p>Unit-1 Introduction to Basics and Operations Management</p> <p>1.1 Definition, Nature, Scope and Evolution of Management. 1.2 Fayol's Principles, Scientific Management, Management Functions. 1.3 Production and Operations management – Concept, layout, location, JIT, TQM.</p> <p>Unit-2 Marketing Management</p> <p>2.1 Marketing -Definition, Evolution, marketing v/s selling. 2.2 Marketing Mix- Concept of 4, 5 and 7 Ps. Concept of 4 Cs. 2.3 Concept of Segmentation, Targeting and Positioning, BCG Matrix, Ansoff Matrix. 2.4 Current Marketing Trends, Doctrine of Caveat Emptor v/s Consumer Is the King.</p> <p>Unit-3 HRM</p> <p>3.1 Human Resource- Concept and historical development. 3.2 HR Planning, Recruitment, Selection, Induction. Training and Development. 3.3 Performance Appraisal and Compensation – Types, Methods, 360-degree performance appraisal, MBO, Balanced Score Card.</p> <p>Unit-4 Financial Management</p> <p>4.1 Overview of Financial Management, Functions, Need and Importance. 4.2 Sources of Finance, Risk and Return, Time value of Money. 4.3 Working Capital – Concept, Factors affecting Working Capital. 4.4 Capital Structure.</p>

11.	Text Books: -	
	1. Stephen, P. Robbins & Mary Coulter. <i>Management</i> . Fourteenth Edition. Pearson Education	2019
	2. Prasad L.M. <i>Principles and Practice of Management</i> , Sultan Chand and Sons.	2019
	3. Prasanna, C. <i>Financial Management: Theory & Practice</i> . 10 th ed. McGraw Hill.	2019
	4. Aswathappa, K. & Dash K. <i>Human Resource Management: Text and Cases</i> . 9 th ed. Tata McGraw Hill.	2021
	5. Kotler P. & Keller K.L. (2017) <i>Marketing Management</i> . 15 th ed. Pearson Education.	2017
	6. Panneerselvam, R. <i>Production and Operations Management</i> , Prentice Hall India Learning Private Limited; 3rd edition	2012
12.	Reference Books:-	
	1. Philip K., Hermawan K. & Iwan S. <i>Marketing 5.0: Technology for Humanity</i> . Wiley.	2021
	2. Berk J. & Demarzo P. <i>Financial Management</i> Third ed. Pearson Education India	2016
	3. Rao VSP. <i>Human Resource Management</i> Second ed. Taxmann's	2020
	4. Hill. C & McShane. S <i>Principles of Management</i> , McGraw Hill	2007


Course Instructor: **Dr. Chetna Sharma Rajput**

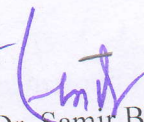
Departmental Academic Committee
External Expert



Dr. Kamalanabhan T J



Dr. Sanjeev Prashar

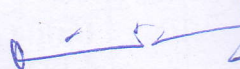
Internal Members


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