

SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Fundamentals of Management under NEP 2020 Vertical - VEC with effect from 2024-25

Department of Commerce & Management

Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

Date of approval by the Board of Studies (Commerce & Management): 25/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelor of Arts in Multimedia and Mass communication		Semester : I			
Course : Fundamentals of Management Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBAMMCIOE224			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> ● To identify key roles and functions of management within an organization. ● To understand the elements of PODSCORB in public administration and management.
Learning Outcomes :	<ul style="list-style-type: none"> ● Apply foundational management concepts in practical situations. ● Apply PODSCORB principles to improve organizational processes
Pedagogy:	Interactive discussions, Case studies, Group activities, Role plays

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Management: Definition of Management Nature of Management Objectives of Management Administration vs Management Levels of Management 14 Principles of Management	Classroom lectures and discussion	15 lecs
II	Concept of PODSCORB: Overview of Planning, Nature, Process, Limitation, Overview of Organising, Departmentation, Principles of Directing, Leadership traits, Overview of Controlling, Meaning and steps in controlling	Case study and real life examples	15 lecs

REFERENCE BOOKS

1. Kotler, Philip, Marketing Management, Prentice Hall, New Delhi.
2. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

Question No.	Description	Total Marks
1	A Full Length Theory Question OR	12
	B Full Length Theory Question	
2	A Full Length Theory Question OR	12
	B Full Length Theory Question	
3	Short Notes (Any 2 out of 3)	6

The Full length theory questions of 12 marks each may be split up into two concept testing carrying 6 marks each.