

**Faculty of Management, Humanities and Social Sciences**

**Subject Code: E1715**

**Business Administration and Management**

<b>Module. 1</b>	Principles of Management – Nature and scope of Management, Meaning and Definition; evolution of management- Schools of management-thought; F.W. Taylor and Henry Fayol; principles of management- management process. Functions of Management
<b>Module. 2</b>	Financial Management - Financial management – Meaning, Importance and Functions- Introduction to Financial Markets -Capital Markets - Primary Market - Basics of capital market mechanism, instruments, financing and rating institutions, and legal environment related to this. Secondary Market -Basics of stock exchanges and their role, regulatory framework, and transactions on stock exchange. Cost of Capital- Over capitalization- Under Capitalisation Dividend Policies.
<b>Module .3</b>	Research Methodology – Types of research- Research design- Research process- Formulation of Hypothesis- Types of hypotheses- testing of hypotheses- Report writing- referencing, bibliography- annexure Vs. appendix. Sampling methods - Measures of central tendency – mean, median and mode – calculation of percentages and trend – variance – meaning and types of variance.
<b>Module. 4</b>	Marketing Management- Introduction to marketing management--Concept, nature and importance of marketing; Evolution of marketing concept; Marketing environment—Micro environment of marketing and macro environment of marketing -Domestic marketing and international marketing. Marketing research - Scope and types of marketing research – methods of market research.
<b>Module. 5</b>	General English – Grammar – parts of speech – direct and indirect speech- Sentence construction- components of sentence - noun, pronoun, verb, adjective, adverb, preposition, conjunction, and interjection- comprehension test.
<b>Module .6</b>	Elementary mathematics and logical reasoning- calculation of ratios- integration - number relationships and operations. problems containing whole numbers, decimals, fractions, percents, ratios, and proportions. Measurements- international units of measurements.
<b>Module. 7</b>	General knowledge- Indian History- Political environment of India- Cultural environment of India- Recent changes in Indian and International Economy - Current Affairs relating to education, science, literature, politics and sports.