

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

**New Arts, Commerce, and Science College**

**Ahmednagar (Autonomous)**

(Affiliated to Savitribai Phule Pune University, Pune)



**National Education Policy (NEP)**

**Choice Based Credit System (CBCS)**

**Programme Framework and Syllabus for**

**Open Elective: Management**

**(For Students of Arts and Science Faculty)**

**Implemented from**

**Academic Year 2024-25**

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**BBA (IB)**

**Open Electives : For Arts and Science Faculty**

**Introduction**

Open Electives refer to the subjects and topics that students can opt for in addition to their primary area of study. These offer students greater autonomy over their curriculum, giving them the opportunity to customise it to reflect their passions and interests. The system of Open Electives also encourages cross and multidisciplinary learning, as students pick and choose subjects from across different faculties and streams. Students need to acquire a passing grade in their Open Electives (OE) to meet their credit requirement for the semester.

**Open Elective/ Generic Elective Framework and Course Distribution:**

**Subject: (For Arts and Science Faculty only )**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	OE-01	BBA IB OE-01T	Principles of Management	02
2.	I	II	5.0	OE-02	BBA IB OE-02T	Business Communication Skills	02
3.	II	III	5.5	OE-03	BBA IB OE-03T	Supply Chain Management	02
4.	II	IV	6.0	OE-04	BBA IB OE- 04T	International Business Management	02
<b>Total</b>							<b>08</b>

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's**  
**New Arts, Commerce and Science College, Ahmednagar**  
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**Syllabus**  
**B.B.A. IB (OE-1)**

Title of the Course: Principles of Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-01	BBA IB OE-01	02	00	02	30	15	35	50

**Learning Objectives :**

1. To understand various management principles.
2. To develop managerial skills.
3. To develop managerial thinking and cultivate business acumen.
4. To understand philosophy of management thinking.
5. To identify new systems and trends in modern management.

**Course Outcomes (Cos) :**

1. Recognize the management is an Art, Science, Profession and a Social System
2. Express themselves effectively in routine and special real business interactions and principles of management
3. Demonstrate appropriate use of administration, management.
4. Take part in professional meetings and decision making
5. Apprise the pros and cons of major managerial functions
6. Create and deliver effectiveness of quality management

**Deatiled Syllabus:**

**Unit No. I: Introduction to Management (15)**

- 1.1 Meaning, Importance, Functions
- 1.2 Role of Managers
- 1.3 Management as an Art, Science, Profession and a Social System
- 1.4 Concept of Management, Administration, Organization and Universality of Management

**Unit No. II: Major Managerial Functions (15)**

- 2.1 Forecasting: Meaning, Need Types, Methods, Advantages, Merits, Disadvantages
- 2.2 Planning: Meaning, Need Types, Methods, Advantages, Merits, Disadvantages
- 2.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning  
Importance, Decentralization: Concepts, Meaning and Importance
- 2.4 Decision Making: Types, Process and Techniques, Directions, Nature and principles

**Suggested Readings:**

<b>Sr.No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	H. Koontz , H. Weihrich , A. Ramachandra Arysri	McGraw hill companies	New Delhi
3	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
4	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
5	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
6	Management Text and Cases	R. SatyaRaju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
7	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai
8	Principles of Management	Dr. Mangesh P. Waghmare	Nirhali Prakashan	Pune
	<b>E- Resource</b> <a href="https://ndl.iitkgp.ac.in">https://ndl.iitkgp.ac.in</a> <a href="https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf">https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf</a> <a href="https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_">https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_</a>			

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**Syllabus**  
**B.B.A. IB (OE-2)**

Title of the Course: Business Communication Skills								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
<b>OE-2</b>	<b>BBA IB OE-2</b>	<b>02</b>	<b>00</b>	<b>02</b>	<b>30</b>	<b>15</b>	<b>35</b>	<b>50</b>

**Learning Objectives (Cos):**

1. To introduce students the process of communication and Self-Presentation skills.
2. To adopt the skills required by the industries.
3. Know about opportunities in changing work environment along with operational skills.

**Course Outcomes (Cos):**

4. To understand what is the role of communication in business.
5. To understand effective use of communication.
6. To develop proficiency in how to write business letters and other communication required in business.

**Syllabus :**

**Unit No 1 : Concept Communication Introduction and Communication (10)**

- 1.1 Meaning, Definition and Role of communication in Social and Economic System
- 1.2 Need for Effective Communication
- 1.3 Principles of Effective Communication
- 1.4 Barriers to Communication and Over Comings

**Unit No 2: Development of Social and Interpersonal Skills (20)**

- 2.1 Methods of Communication – Linguistics, Non- Linguistics and Para- Linguistics
- 2.2 Arts of Listening
- 2.3 written Communications – Forms of Written Communication, Qualities, Difficulties in Written Communication, Constraints in Developing Effective Written Communication
- 2.4 Types or Channels of Communication:

2.4.1 Internal – Vertical, Horizontal, Consensus, Grapevine

2.4.2 External – Inward, Outward

2.5 Merits and Limitations of Methods and Types of Communication

**Suggested Readings:-**

<b>Sr.No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Business Communication	Meenakshi Raman, Prakash Singh	Oxford	New Delhi
2	Business Communication	Homai Pradhan, N. S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R. K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and Personality Development	Biswajit Das, Ipswita Satpathy	Excel Books	New Delhi
5	Business Communication- Concept, Cases and Applications	P.D. Chaturvedi , Mukesh Chaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at Work	HariShankar Mukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee, John V. Thill, Abha Chatterjee	Pearson	New Delhi
8	Hand Books of Internal Communication	Eileen Scholes	Infinity Books	New Delhi