

Course Code	COM1CJ101				
Course Title	MANAGEMENT PRINCIPLES AND APPLICATION				
Type of Course	Major				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	A basic foundation in subjects like business studies, economics and business-related courses can be useful.				
Course Summary	This course covers a broad range of topics related to planning, organizing, leading and controlling within organisations. The course aims to equip students with the knowledge and skills necessary for effective management in a variety of organizational settings.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Gain a comprehensive understanding of the fundamental principles and theories of management	U	C	Examinations/Review /Quizzes/ Assignment/Seminar/Practicum
CO2	Apply management concepts to real-world business situations and cases	Ap	P	Examination/ Assignment/ Seminar/Practicum Case study
CO3	Demonstrate proficiency in using relevant management tools and techniques for decision-making and problem-solving.	Ap	P	Project Case study
CO4	Recognize and address ethical challenges in management and also understand the social responsibilities of organizations and managers	E	P	Examinations Seminar/Debate Project Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive				

Mo d ule	Unit	Content	Hrs	Marks 70
I	Introduction to Management		11	17
	1	Concept of Management- Nature-Significance- Functions of Management: Planning, Organizing, Leading, Controlling	2	
	2	Evolution of Management Theories -Contributions of Henry Fayol and F.W Taylor	2	
	3	Major Contributions of Elton Mayo, Mary Parker Follet and C.K Prahlad	2	
	4	Planning-Types of Plans-Planning Process-Challenges in Planning	2	
	5	Decision Making Process- M.B.O-Strategies for effective decision making and problem solving	2	
	6	Managerial roles (Mintzberg) and competencies	1	

II		Organizing	8	15
	7	Organizing-Steps-Organizational Structure	2	
	8	Factors affecting organisational design- An Overview of Contemporary Organisational Designs	2	
	9	Departmentalization-Authority and Responsibility	2	
	10	Delegation of authority and decentralisation-Span of Management	2	
III	Leadership and Motivation		13	20
	11	Concept of Leadership- Leadership Traits	1	
	12	Leadership Theories- Trait Theory, Behavioral Theory, Contingency Theory	2	
	13	Leadership styles- Authoritarian Leadership, Democratic Leadership, Laissez-Faire Leadership	1	
	14	Communication in Organizations-Importance of Effective Communication-Barriers to Communication and Strategies to Overcome them-Interpersonal Communication Skills	2	
	15	Concept of Motivation –Characteristics	1	
	16	Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, Mc Gregor's Theory X and Theory Y- Contemporary Theories of Motivation – Reinforcement Theory –Expectancy Theory	2	
	17	Methods of Employee Motivation-Techniques for Self-motivation and Goal Persistence	2	
	18	Controlling- Control Process	1	
	19	Types of Control Mechanisms- Management By Exception	1	
IV	Contemporary Themes in Management		13	18
	15	Conflict Management-Definition and Types of Conflict-Sources of conflict	2	

		within groups- Communication Skills for Conflict Management		
	16	Conflict Resolution Strategies (e.g., negotiation, mediation, arbitration)- Managing and Leveraging Constructive Conflict	2	
	17	Crisis Management and Resilience-Strategies for managing crises and disruptions	2	
	18	Crisis Preparedness and Response Strategies	1	
	19	Principles and Practice of Inclusive Leadership	2	
	20	Business Ethics-Features- Principles of Business Ethics	2	
	21	Factors affecting Business Ethics- Business Ethics at workplace-Ethics Management	2	
	Open-Ended Module- Practical Exercises			
V	1	Recommended to conduct the following: Case Studies: Present a hypothetical business scenario and encourage students to apply management theories to solve problems.	30	
	2	Group project: 1. Design a new Business Plan 2. Conduct interviews with managers from different industries. Students can prepare questions and gain first-hand knowledge about managerial roles and responsibilities.		
	3	Management Game: Develop a management game that allows students to make decisions in a dynamic business environment.		
	4	Conduct Workshops: Implement leadership development activities such as team building exercises		
	5	Group Discussion, Seminar, Debate : Encourage students to discuss ethical decision-making in various managerial contexts.		
	6	Institutional Visits: Organize visits to companies or organizations to observe management practices in action and prepare a report about it.		

References:

1. Boatwright. John R: Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Gupta.CB; Business Management, Sultan Chand & sons
3. Koontz,Hand Wechrick,H: Management, Mc Graw Hill Inc,New York.
4. Prasad.LM; Principles and Practice of Management; Sultan Chand & sons
5. Stoner.A F and Freeman RE; Management; Prentice Hall of India
6. Drucker, Peter,F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
5. R.SDavar; Management Process
6. Rustum & Davan, Principles and Practice of Management.
7. Srinivasan & Chunawalla, Management Principles and Practice.
8. S.V.S. Murthy. Essentials of Management.

TWO MINORS FROM THE MINOR GROUPING: (A) ENTREPRENEURSHIP

GROUP 1: ENTREPRENEURIAL FINANCE

GROUP 2: ENTREPRENEURIAL LEADERSHIP

Course Code	COM1MN101				
Course Title	FUNDAMENTALS OF ENTREPRENEURSHIP				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	Having a basic understanding of business concepts and principles can be beneficial. An innate curiosity about how businesses work and a passion for creating something new are good.				
Course Summary	This course aims to develop students with the foundational knowledge and skills needed to start new entrepreneurial ventures. It covers essential concepts, tools, and strategies for identifying business opportunities, developing innovative ideas, and successfully launching and managing a business unit.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic concepts and frameworks of entrepreneurship	U	C	Examinations Assignment
CO2	Apply entrepreneurial concepts and frameworks to real world scenarios by developing feasible business plans	Ap	P	Project Case analysis
CO3	Recognize and evaluate potential business opportunities	An	P	Examinations Assignment Project
CO4	Develop entrepreneurial skills	E	P	Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Entrepreneurship		10
	1	Entrepreneurship – Definition and characteristics of entrepreneurship- Evolution of entrepreneurship- Different Types of Entrepreneurs	3
	2	Entrepreneurial Mind-set and Traits, Developing an Entrepreneurial Mind-set-Traits of successful entrepreneurs	2
	3	Overcoming Common Entrepreneurial Challenges	2
	4	Importance of entrepreneurship in the economy	1
	5	Ethical considerations in entrepreneurship	2
	Entrepreneurial Decision-making Process & Competencies		10
	6	Entrepreneurial decision making process-Steps involved-Opportunity	2

II		Recognition and Idea Generation	
	7	Identifying market needs and trends-Creativity and ideation techniques-Feasibility study	3
	8	Business Planning- Resource mobilisation-Execution and implementation	2
	9	An overview of Entrepreneurial Competencies-Risk-taking and Decision-making, Vision and Goal Setting-Adaptability and Change Management	3
III	Entrepreneurial Support System		13
	10	Entrepreneurial support system in India-Role of various agencies-	3
	11	Incubators and Accelerators- Venture capital firms- Angel Investors-Start-up Hubs and Clusters-Role of education institutions	3
	12	Overview of Kerala's Entrepreneurial Landscape-Role of Government and Private agencies in supporting entrepreneurs	3
	13	Introduction to Kerala Start-up Mission (KSUM) and Other key organizations	2
	14	Role of industries/entrepreneur's associations and self-help Groups	2
IV	Dimensions of Entrepreneurship		12
	15	Definition and Characteristics of Women Entrepreneurship-Significance of women's involvement in entrepreneurship-	2
	16	Challenges faced by women entrepreneurs-Overcoming self-limiting beliefs-Steps taken by the Government to promote women entrepreneurship	3
	17	Definition and Characteristics of Social Entrepreneurship-Significance of Social Entrepreneurship	3
	18	Rural Entrepreneurship-Definition and characteristics-Importance of entrepreneurship in rural development	2
	19	An overview of new forms of entrepreneurship-Digital entrepreneurship-Sustainable and Eco-Entrepreneurship-Health and Wellness Entrepreneurship-Food and Agri-Entrepreneurship	2
V	Open Ended Module for Practical Exercises Practical Applications, Case Study and Course Project		30
	1	Seminar/Group discussions/debate on the topics: 1. Role of Students in Entrepreneurship in economic development 2. Conduct a seminar on new forms of entrepreneurship in Kerala 3. Entrepreneurial Opportunities in Kerala	
	2	Field visit: 1. Arrange field trips or invite successful entrepreneurs to the campus to bridge theory and real-world experiences.	
	3	Group Discussion: 1. Government Initiatives to Promote Entrepreneurship	
	4	Role play /Simulations techniques: 1. Design role-playing exercises that simulate various entrepreneurial scenarios, allowing students to act as founders,	

		<p>investors, or customers.</p> <p>2. Conduct brainstorming sessions to help students generate creative and viable business ideas.</p> <p>3. Introduce unexpected challenges or scenarios, requiring students to adapt and solve problems on the spot.</p>	
	5	<p>Case study:</p> <p>1. Conduct case studies from various industries, encouraging students to propose solutions and strategies.</p> <p>3. Analyzing successful and failed entrepreneurial ventures in nearby locality</p>	
	6	<p>Project work:</p> <p>1. Visit Kerala Institute for Entrepreneurship Development (KIED) and prepare a Report on their initiatives</p> <p>2.Prepare a report on the functions of Kerala Start Up Mission</p>	

References

1. Anjan,R.*Managing New Ventures, Concepts and Cases in Entrepreurship*, New Delhi,PHIL earning Private limited.
2. BhideA, *The Origin and Evolution of New Businesses*, New York,Oxford University Press.
3. Brandt,S.C.(1997).*Entrepreneuring:The10Commandments forBuilding a Growth Company*. New Delhi: Mc Millan Business Books.
4. Manjunath,N.(2008).*Entrepreneurship&Management*.Bangalore:SanguineTechnical Publishers.
5. KhankaSS-Entrepreneurial Development-S Chandand Sons.
6. Desai,Vasant-Small Scale Business and Entrepreneurship-Himalaya Publications.
7. AP Padnekar, Entrepreneurship, *Himalaya Publishing House, Mumbai*.
8. Rao,VSP-Business, Entrepreneurship and Management-Vika s Publishing House.
9. Pandya, Rameswary-. Skill Development and Entrepreneurship in India ,New Century Publications.

GROUP 2: ENTREPRENEURIAL LEADERSHIP

Course Code	COM1MN102				
Course Title	ENTREPRENEURIAL MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with entrepreneurial concepts and principles. 2. Understanding the entrepreneurial mind-set, including risk-taking, innovation, and opportunity recognition.				
Course Summary	This course is designed to provide students with a comprehensive understanding of marketing principles tailored to the unique context of entrepreneurial ventures.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Operate business and segment the market	U	C	Examinations/Quizzes/Assignment/Seminar
CO2	Develop a marketing plan and brand	Ap	P	Project Assignment
CO3	Select the pricing strategy	Ap	p	Project Role play
CO4	Implement modern marketing strategies			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	Introduction to Entrepreneurial Marketing		10
	1	Concept of Marketing-objectives of marketing-Scope of marketing-Role of Marketing in Modern Business	3
	2	Definition and importance of entrepreneurial marketing-Characteristics of entrepreneurial marketing	2
	3	Identifying market opportunities-Customer segmentation and targeting-marketing mix	2
	4	Building a unique value proposition-Differentiation strategies-Positioning in the market	2
	5	Challenges Faced by Entrepreneurs in the Marketing Process	1
II III IV	Product Development and Branding		11
	6	Concept of product-Product life cycle –stages in new product development	2
	7	Branding and Positioning- Branding strategies	2
	8	Sales and Distribution Channels-Developing effective sales strategies-E-commerce and online sales for startups	3
	9	Development of marketing plan-steps in marketing planning process	4
	Modern Marketing Strategies		14
	10	Concept of Marketing strategies-Significance of marketing strategies	2
	11	Features of Successful Marketing Strategy	2
	12	Pricing models and strategies	3
	13	Content Marketing- Guerrilla Marketing- Partnerships and Collaborations-Agile Marketing-	4
	14	Experiential marketing- Referral marketing, Data-driven decision-making-Influencer marketing	3
	Digital marketing for entrepreneurs		10
	15	Meaning and Significance of Digital Marketing.	1
	16	Social media marketing and content strategies	3
	17	Role of Digital Marketing in advertising and promotion- search engine marketing (SEM)	4

	18	Ethical Considerations in Entrepreneurial Marketing	2
V	Open Ended Module, Practical exercises		30
	1	Case Study : Analyze real-life or hypothetical case studies of successful and unsuccessful entrepreneurial marketing strategies.	
	2	Marketing Game: Organize competitions where students present their entrepreneurial marketing ideas or business plans.	
	3	Role play : Organize role-playing exercises where students take on the roles of entrepreneurs, marketers, and customers.	
	4	Institutional visit: Arrange visits to start-ups, incubators, or small businesses to observe entrepreneurial marketing in action.	
	5	Debate/Discussion/Seminar: 1.The Impact of Influencer Marketing on Entrepreneurial Success 2.Role of social media marketing in Kerala 2. Discuss challenges faced by entrepreneurs and the marketing decisions they made.	
	6	Group project: 1. Organize social media challenges where students create and execute a social media marketing campaign for a hypothetical product and analyze the impact of their campaigns and discuss lessons learned. 2. Assign project on creating a promotional campaign where they apply entrepreneurial marketing concepts and prepare a report about it.	

References:

1. Principles Of Marketing – Philip Kotler
2. Marketing Strategy – Santino Spencer
3. Digital Marketing Strategy – Simon Kingsnorth
4. Entrepreneurial Marketing – Philip Kotler, Hermawan Karatajaya, Hooi Den Huan, Jacy Mussry
5. Entrepreneurial Marketing – Ian Chaston
6. Entrepreneurship In Digital Era – Daniel Schallmo, Jens Patzman

RESEARCH & P. G DEPARTMENT OF COMMERCE
MDC OFFERED FOR THE STUDENTS UNDER FYUGP IN SEMESTER ONE

Course Code	COM1FM105 (2)				
Course Title	STOCK MARKET FUNDAMENTALS				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	A foundational understanding of financial concepts such as assets, liabilities, income, expenses, and financial statements is essential for comprehending stock market fundamentals.				
Course Summary	Stock Market Fundamentals is a foundational course designed to provide students with a comprehensive understanding of the basic principles, concepts, and mechanics of the stock market. Through theoretical learning, practical examples, and hands-on activities, students will explore key topics such as stock exchanges, investment instruments, trading strategies, market analysis, and portfolio management.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the pre-requisites to invest in securities market	U	C	Instructor-created exams / Quiz
CO2	Understand how companies raise capital through the primary market, including initial public offerings (IPOs) and private placements.	Ap	C	Instructor-created exams / project
CO3	Apply analytical techniques to assess the financial health of companies through their financial statements.	An	C	Instructor-created exams / project
CO4	Appreciate the importance of mutual fund and systematic way of investment in mutual fund.	Ap	P	Instructor-created exams / project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

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MDC OFFERED FOR THE STUDENTS UNDER FYUGP IN SEMESTER ONE

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Securities Market		8
	1	Stock Market – Primary market and Secondary market	1
	2	Pre-requisite to invest in stock Market- Bank Account, Demat Account and Trading account, Demonstration of Opening demat and trading account, BSDA	2
	3	KYC documents, CKYC, Power of attorney & DDPI, Nomination	1
	4	Modes of investment - Mutual fund & Direct equity	1
	5	Trading- Intra-day trading, swing trading & derivative trading (F& O)- Online trading	2
	6	SEBI, Scores	1
II	Primary Market and Secondary Market		10
	7	Types of public issues, Initial Public Offer, Modes of pricing,	2
	8	Application for IPO, ASBA, UPI and offline methods	1
	9	Prospectus, Evaluation of IPO, allotment and listing	2
	10	Investment in secondary market, Stock exchanges and indices	1
	11	Market watch, LTP, OHLC, Upper and lower circuits, volume, Modes of placing orders, types of orders, Demonstration of market watch and order placing.	2
	12	settlement, Contract note, Charges in demat and trading account, AMC, Margin pledge, Leverage.	2
III	Fundamental and Technical Analysis		11
	13	Stock Selection, Security Analysis, Fundamental Analysis – EIC analysis	2
	14	Tools for company analysis- Business of company, promoters holding & pledge, Sales and profit growth, Major liquidity, profitability, leverage, valuation and other Ratios and its interpretations	3
	15	Technical analysis, Basic tools of technical analysis	3
	16	Portfolio, Portfolio diversification & Portfolio revision	1
	17	Dividend, Taxation on stock market investment and trading	2
IV	Mutual fund investment		7
	18	Structure and working of mutual funds	1
	19	Types of funds based on structure, objective and investment style	2
	20	Ways of investing in mutual fund, NFO, NAV, Direct and regular mutual funds, Lump sum and SIP investment, Dividend options, Benefits of SIP	2
	21	Redemption, SWP, Risk-o-meter, Fund fact sheet and its utility	2

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V	Open Ended Module		9
		5. Analysis of the risk return of nifty for the last 20 years 6. Demonstration of fundamental analysis by using screener	

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ONE

		applications	
		7. Practical assignment on fundamental analysis of selected shares	
		8. Trading using simulative apps	
		9. Evaluation of the 10 year cumulative return of mutual funds	

References

- 1.Kohn,Meir: Financial Institutions and Markets,Tata McGrawHill.
- 2.BholeL.M: Financial Institutions and Markets,Tata McGrawHill.
- 3.Desai,Vasanth:The Indian Financial System,Himalaya Publishing House.
- 4.Machiraju.R.H: Indian Financial System,Vikas Publishing House.
- 5.KhanM.Y:Indian Financial System,Tata Mc Graw Hill.
- 6.Donald E. Fisher and Ronald J. Jordan: Securities Analysis and PortfolioManagement, Prentice Hall, New Delhi.
- 7.S.Kevin: Security Analysis and Portfolio Management.
- 8.GuptaL.C.:Stock Exchange Trading in India, Society for Capital Market Researchand Development, Delhi.
- 9.MachiRaju,H.R.:WorkingofStockExchangesinIndia,WileyE asternLtd,NewDelhi.
- 10Sundar Sankaran, Indian Mutual Funds Handbook, Vision books, New Delhi
- 11.Ankit Gala & Jitendra Gala, Guide to Indian Mutual Fund, Buzzing stock Publishing house
- 12.NISM-Series-XII: Securities Markets Foundation Certification Examination (Studymaterial of NISM for their certificate course)