

# Teaching Lesson Plan

## MND-1A: INTRODUCTORY COMMERCE

Lecture hours: 60

**OBJECTIVES:** To acquaint the learners from non-commerce streams about the basics of Business and management with the emerging trends in business and to enable them to apply these learning in starting a business, building careers and managing their personal finances.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Basics of Business	15Hrs		
	<ol style="list-style-type: none"> <li>1. Business- concept, definition, objectives, functions, characteristics. Concept of utility creation, importance, social responsibility of business and ethical conduct.</li> <li>2. Concept of industry, trade and commerce-types, auxiliaries to trade-types</li> <li>3. Organisation- meaning, importance, formal and informal organizations</li> <li>4. Types of business organizations- Concepts and basics of Sole proprietorship, partnership, undivided</li> <li>5. Hindu family business, Cooperative societies and Joint Stock Company</li> </ol>	15	PPT, Illustrations	Q & A, Assignments
Unit-II	Management	15Hrs		
	<ol style="list-style-type: none"> <li>1. Concept, definitions, need, importance. Theories of Management: Scientific management, Fayol's 14 principles of management, Human Relations approach, Behavioral approach, systems approach, contingency approach, MBO.</li> <li>2. Basic Managerial functions: Planning-concept and importance, different types of plans, Organizing-span of management, types of authority-line, staff and functional, formal and informal organisation, delegation of authority. Staffing: Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal. Coordinating-meaning and importance</li> <li>3. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to</li> </ol>	15	PPT, Illustrations	CIA

	communication. Emerging trends in communication., 4. Controlling: Concept, Process, Limitations, Principles of Effective Control 5. Motivating: Theories of motivation, Maslow's hierarchy of needs, Herzberg's two factor theory and Vroom's Expectancy theory 6. Leading: Concept and importance, qualities of an effective leader and leadership styles			
<b>Unit-III</b>	<b>Business Environment and Emerging Trends</b>	<b>15Hrs</b>		
	1. Business Environment: Internal and external environment, forces of external environment, impact of changes in external environment. 2. Emerging trends in business: E-commerce, Network marketing, digital marketing, Business process outsourcing, Knowledge process outsourcing, green marketing, digital markets, Digital economy	15	PPT, Illustrations	Q & A, Assignments

**Reference Books:**

1. Basu, C. R. (1998). Business Organization and Management. N. Delhi: McGraw Hill Publishing India.
2. Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.
3. Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
4. Kaul, V. K. (2012). Business Organization and Management, Text and Cases. N. Delhi: Pearson Edu.
5. Koontz, H., & Weihrich, H. (2012). Essentials of Management: An International and Leadership Perspective. New York: McGraw Hill Education.

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