

***Revised Syllabus of courses of B.Com. (Banking & Insurance)
Programme at Semester I
with effect from the Academic Year 2016-2017***

Elective Courses (EC)

2. Principles of Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Management	15
2	Management Process	15
3	Organization Structure of Banking and Insurance companies	15
4	Business Leaders	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Management
	<ul style="list-style-type: none"> • Definition of Management • Management as a Profession • Traditional Vs Contemporary Management (Henry Fayol, F.W. Taylor, Peter Drucker) (C.K.Pralhad, Mr. Vijay Govindarajan)
2	Management Process
	<ul style="list-style-type: none"> • Management Process, Practices, Functions of Management related to Banking and Insurance companies
3	Organization Structure of Banking and Insurance companies
4	Business Leaders
	<ul style="list-style-type: none"> • Leaders in the Indian Industry (J.R.D Tata, Ratan Tata, Aditya Birla, Kumar Mangalam Birla, Mr Dhirubhai Ambani and Sons, Kiran Mazumdar Shaw, Verghese Kurien) • Leaders in the Banking and Insurance Industry <ul style="list-style-type: none"> ▪ Indian Leaders (Banking & Insurance: H.Shanbagh. Uday Kotak, K.V. Kamath Naina Kidwai, Deepak Parekh, Chanda Kochhar, Hinduja, Godrej,Aziz Premzi, Narayan Murthy, Anand Mahindra , Governor of RBI) ▪ International Leader President of World bank, President of Asian Development Bank, President of Fed Reserve, President of International Monetary Fund