



Marudhar Kesari Jain College for Women, Vaniyambadi
PG & Research Department of Management Studies
Bridge Course Syllabus 2022-2023
Course Name: Basics of Management



Course Objective:

Unit - I: To learn the basic concept of Management

Unit -II: To know the importance of Planning & Decision Making

Unit -III: To understand the Fundamentals of Accounting

Unit -IV: To Gain the Knowledge of Marketing & Promotion strategies

Unit -V: To Familiarize Goal setting concepts in the minds of the students

Unit -VI: Career Perspective

UNIT -I **FUNCTIONS OF MANAGEMENT**

Management- Importance- Definition- Nature and Scope of Management- Process- Role and Functions of a Manager- Levels of Management- Management Arts and Science- Management as a Profession

UNIT- II **PLANNING & DECISION MAKING**

Planning- Nature- Importance- Forms- Types- Steps in Planning- Objectives- Policies- Procedures- and Methods- Decision Making- Process of Decisions making- Types of Decision Making

UNIT-III **ACCOUNTING CONCEPTS**

Accounting Concepts- Conventions- Objectives of Accounting- Rules- Principles of Double entry System- Journal-ledger- Subsidiary Book- Purchase Book- Sales Book- Returns Book- and Cash books

UNIT-IV **PROMOTION & MARKETING RESEARCH**

Promotion- Advertising- Designing a copy- Media Selection- Sales Promotion Strategies- Marketing Research- Process- Sales Forecasting techniques

UNIT-V **GOAL SETTING & MOTIVATION**

Goal setting- SWOT Analysis- Role Play- Motivation- Nature- Importance- Process of Motivation- Theories of Motivation overview

UNIT-VI

CAREER PROSPECTS

Career Prospective- Highlights of the Course- Scope of the program- job opportunities-

Career Opportunities- Higher Education- Competitive Exams

REFERENCES:

Management Concept- Dr. G. Deepalakshmi, B. Sakthimala, A. Athiyaveni- Charulatha Publications

Financial Accounting- T.S. Reddy & A. Moorthy- Margham Publications

Marketing Management: Rajan Saxena 2nd Edition, New Delhi, Tata MCgraw Hill Publishing Co. Ltd

Principles of Management: CB Gupta- Business Management

Course Outcome:

- Identify the theoretical & practical role of Financial management in business cooperation
- Understanding importance & Nature of marketing, evaluation of major marketing
- Describe issues & process involved with product planning & Price determination

Teaching Methodology: PPT, Self study materials, Group Discussion, Role Play, Seminar, Audio visual class, Short Videos

Subject Allocation

S. No	Unit	Faculty Name
1	Unit- I	A. Athiyaveni
2	Unit- II	A. Rakini
3	Unit- III	S. Ranjitha
4	Unit- IV	J. Shema
5	Unit- V	B. Sakthimala
6	Unit- VI	Dr. G. Deepalakshmi


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PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE SYLLABUS (2022-2023)

DAY ORDER	I	II	III	IV	V
I	Statistics	Fundamentals of Management	English	Tamil	Accounting Concepts
II	Statistics	Tamil	English	Promotion & Marketing Research	Goal setting & Motivation
III	Career Prospects	English	Promotion	Tamil	Statistics
IV	Statistics	Accounting Concepts	Planning & Decision Making	Tamil	English
V	English	Statistics	Tamil	Planning & Decision Making	Functions Of Management
VI	Career Prospects	Promotion & Marketing Research	English	Goal setting & Motivation	Tamil

Name of The Handling Staff:

Functions of Management – A.Athiyaveni

Accounting Concepts – A.Rakini

Planning and Decision Making– S.Ranjitha

Goal Setting and Motivation – J.Shema

Promotion and Marketing Research, Career Prospects –Dr. G. Deepalakshmi & B.Sathimala

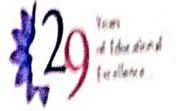
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PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION
BRIDGE COURSE (2022-2023)



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Marudhar Kesari Jain College for Women, Vaniyambadi
Bridge Course Attendance

29 Years of Educational Excellence

Department : Business Administration
Academic Year :2022-2023
Class: 1 BBA
Course Name:Basics of Management

S.No	Name of the Student	Signature													
		25.07.2022	26.07.2022	27.07.2022	28.07.2022	29.07.2022	30.07.2022	01.08.2022	02.08.2022	03.08.2022	04.08.2022	05.08.2022	06.08.2022		
1	AAFRIN.R	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin	Aafin
2	AMIRTHAVARSHINI.P	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth	Amirth
3	ANJANA.S	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja	Anja
4	ASHWINI.B	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
5	BABU AYSHA BANU	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha	Aysha
6	BHARATHI.K	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar	Bhar
7	DEEPIKA.R	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi
8	DEEPIKA.S	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi	Deepi
9	DEVIKA.P	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
10	DIVYA.R	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya
11	DIVYADHARSHINI.M	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya
12	ESHWARI.D	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw	Eshw
13	FATHIMA ZEHRA.V	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath	Fath
14	GOUZIL SAMA	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz	Gouz
15	GOWRISHANKARI.M	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr	Gowr
16	HANIYA ZARMAIN.A	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani	Hani

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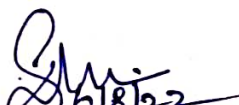
Bridge Course Feedback

29 Years
of Educational
Excellence...

Department : Business Administration
Academic Year :2022-2023
Class: I BBA
Course Name: Basics of Management

S.No	Name of the Student	Feedback
1	BHARATHI.K	It was very good.
2	DIVYADHARSHINI.M	Knowledge gained towards subject
3	GOUZIL SAMA	It very gratitude towards the facilities.
4	HARSHINI.K.S	Informative
5	FATHIMA ZEHRA.V	It was very interesting and Communicative as well.
6	RAKIA AHMED R.K	It was very usefull & understanding too
7	SHIFA SAIMA.V	Its develop the knowledge
8	SINDHU BAIRAVI.R	It was fantastic .
9	VAISHNAVI.S	It was something new and Very useful
10	ZUHANA SUMAN.N	It was very useful.


Class Incharge


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Principal
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