

Course Title: Principles of Management

Course Code	: 17BA1T1	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: I year/I semester	Tutorial Periods	: 2

Course Objectives

This course prepares students with a comprehensive introduction in order to:

1. Develop knowledge of fundamental management concepts, skills and tools that aid in problem solving and decision making.
2. Expose students to the theories of management and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective.
3. Equip students with various tools to develop short and long-range plans to effectively accomplish organizational goals.
4. Enable the students to give a critical appraisal of real life situations involving organizing, staffing and motivating others.
5. Develop managerial skills and knowledge needed to create a productive work environment.

Course Outcomes

The students will be able:

1. To extend management principles into management practices and identify the key competencies needed to be an effective manager.
2. To recall how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
3. To illustrate the importance of setting objectives and determining a course of action for achieving those objectives.
4. To develop an ability to focus on organizational structure, allocating human resources and organize a framework within which efforts are coordinated.
5. To improve as managers with social and informal sources of influence to inspire the actions of other organizational members and formulate best control methods.

Unit 1- Introduction to Management: Definitions-Scope and importance - Types of managers; Managerial roles and functions; Science or Art - Administration vs. Management - Managing for competitive advantage; Corporate Social Responsibility-Evolution of management- Various approaches to management- Global perspectives of management.

Unit 2- Planning: Nature and principles of planning - Steps in planning - types of planning - Levels of planning – Planning process - MBO; Decision making – role - significance – process - techniques.

Unit 3- Organizing & Staffing: Nature of organizing-Principles – Organization levels and span of management- V.A. Graicuna's theory; Organizational design and structure – Departmentation - Line and staff concept – Delegation - Centralization and decentralization of authority; Staffing - Nature , process.

Unit 4- Directing: Dimensions of leadership – Leading Vs managing – Approaches and styles – Leadership skills – Leadership in cross-Cultural environment - Women and corporate leadership; Motivation – Importance - Motivation theories; Role of communication in management.

Unit 5- Controlling: Nature and importance – Process – Feedback system – Requirement for effective control – Control techniques - Modern techniques of control.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

Reference Books

1. Koontz, H. and Weihrich H. “Management”, McGraw, New York, 10th ed., 1995.
2. Ramasamy T. “Principles of Management”, Himalaya Publishing House, New Delhi, 2000.
3. Stoner, J. “Management”, 6th ed., Pearson Education, 1995.
4. LM Prasad “Principles and Practices of Management” Sultan Chand & Sons Publications, New Delhi, 2005
5. Stephen P. Robbins, Mary Coulter, and Neharika Vohra “Management”, Pearson Publication, New Delhi, 2009.
6. Andrew DiBrin, “Management Essentials”, Cengage Learning, New Delhi, 2012.
7. John F. Wilson, “The Making of Modern Management”, Oxford University Press.
8. Robbins, S.P., “Organizational Behaviour”, 7th Edition, Prentice Hall of India, New Delhi, 2003.
9. Ricky W. Griffin, “Management”, Wiley India, New Delhi, 8th Edition
10. Singh, Dilip, “Emotional Intelligence at Work”, Response Books, Sage Publications, Delhi, 2001.