



Semester: I				
Course Title: Management Principles and Applications				
Course Code: BIBC230111T			Credits: 4	
Classes/week: 5 classes per week			Marks: 100	
Category: MINOR				
Theory/Practical/Composite: Theory				
No. of Modules: 5				
<p>Course Overview: This course is designed to acquaint students with basic concepts, principles and theories in the area of organizational management; give an overview of key management functions and sub-functions; and identify the scope for application management principles to achieve organizational effectiveness.</p>				
Course Outcome:				
<p>CO1. Understand the basic concepts, functions and evolutionary history of management and identify key managerial issues in contemporary industrial organizations.</p>				
<p>CO2. Formulate various types of plans by analyzing the environment and apply decision-making techniques suitable to varying decision-making situations.</p>				
<p>CO3. Classify organizations in terms of their organization structures and apply the principles of delegation and departmentalization to achieve organizational effectiveness and efficiency.</p>				
<p>CO4. Appreciate the implications of motivation and leadership theories in the context of various organizational functions and suggest measures to make organizational communications effective.</p>				
<p>CO5. Design and implement control measures in monitoring operations, identifying deviations from plans and prescribing measures for course correction where necessary.</p>				
Prerequisites: (for example - Basic knowledge about any prior course)				
SYLLABUS				
Unit/Module with topic name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction to Management	<p>(a) Management Concepts: Meaning, Definition, Significance, management as a profession, management vs admin, skills, roles of manager (Mintzberg), levels of management.</p> <p>(b) Management Functions: Overview of functions, co-ordination (concept, definition, types, techniques, essence of managing)</p> <p>(c) Evolution of Management Thought: Classical (brief concept)</p>	18	CO1	K1, K2



	<p>theories of Taylor, Fayol, Weber, Mary Parker Follett (theoretical contribution), Neo-classical (brief concept of behavioural and human relations) theories of Elton Mayo (Hawthorne Experiment), Modern approach (system and contingency), MBO (Peter Drucker), Michael Porter (Five force analysis)</p> <p>(d) Contemporary issues in Management: Globalization, ethics and social responsibilities of business, technological innovation, TQM (total quality management), Work force Diversity, Digitalization.</p>			
II. Planning	<p>(a) Planning: Concept, types, process, limitations, forecasting-concept, techniques.</p> <p>(b) Business Environment: Macro and micro environmental factors - concept and components, SWOC Analysis</p> <p>(c) Strategic planning: Concept, process, importance, limitations, levels of strategic planning.</p> <p>(d) Decision making: Decision-making – Concept, Decision making conditions: certainty, risk, uncertainty, Process, Perfect rationality and bounded rationality, individual and group decision making.</p>	12	CO2	K3, K4, K6
III. Organizing	<p>Meaning, Process Principles of Organizing, Organization chart, Formal and Informal Organization, Types of Organization Structure – Traditional and Modern, Departmentalization - Concept, Bases of Departmentalization;</p>			



	Span of management – Concept; Authority, Responsibility, Accountability relationship; Decentralization - Concept; Delegation of Authority - Concept, Principles and Obstacles in Delegation.	10	CO3	K2, K3
IV. Staffing and Leading	(a) Staffing: Concept of staffing, staffing process (b) Motivation: Concept, Importance, Extrinsic and intrinsic motivation; Theories of Motivation: Maslow's Hierarchy of Needs Theory, Herzberg's Motivation- Hygiene Theory, Mc Gregor's Theory X and Theory Y. (c) Leadership: Concept, Importance, Styles, Theories of Leadership: Trait Theory, Tannenbaum-Schmidt Continuum, Michigan and Ohio Studies, Blake and Mouton Managerial Grid. (d) Communication: Concept, Process, Types-oral, and written communication, non-verbal communication electronic communication-video and virtual communication, formal and informal communication, Barriers to communication, Measures to overcome barriers, Communication network - types, Grapevine.	20	CO4	K3,K5
V. Control	Concept, Process, Types; Principles of effective controlling, Techniques of Control (Traditional and Modern techniques).	5	CO5	



Text Books
1. Harold Koontz & Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education
2. George Terry, Principles of Management, Richard D. Irwin
3. Newman, Summer & Gilbert, Management, PHI
Suggested readings
1. Stephen P. Robbins & Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
2. Peter F Drucker, Practice of Management, Mercury Books, London Note: Latest edition.
3. James H. Donnelly, Fundamentals of Management, Pearson Education.
4. Charles. W. Hill & Steven McShane, Principles of Management, McGraw Hill, Special Indian Edition
5. Griffin, Management Principles and Application, Cengage Learning
6. Robert Kreitner, Management Theory and Application, Cengage Learning
7. L. M. Prasad, Principles and Practice of Management, Sultan Chand & Sons
8. Soheli Ghose & Dipanjan Basu, Principles of Management, ABS Publishing House
9. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
10. B.P. Singh & A.K. Singh, Essentials of Management, Excel Books
11. P. C. Tripathy & P. N. Reddy, Principles of Management, Tata McGraw Hill Education Private Limited.
Web Resources
1. https://swayam.gov.in/
2. https://hbr.org/
3. https://mitsloan.mit.edu/
4. https://www.cambridge.org/core/journals/journal-of-management-and-organization
5. https://about.ebsco.com/products/research-databases/leadership-management-source

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Understand the basic concepts, functions and evolutionary history of management and identify key managerial issues in contemporary industrial organizations.	K1 &K2
CO2	Formulate various types of plans by analyzing the environment and apply decision- making techniques suitable to varying decision-making situations.	K6 ,K3 ,K4
CO3	CO3.Classify organizations in terms of their organization structures and apply the principles of delegation and departmentalization to achieve organizational effectiveness and efficiency.	K2, K3



CO4	Appreciate the implications of motivation and leadership theories in the context of various organizational functions and suggest measures to make organizational communications effective.	K5, K3
CO5	CO5.Design and implement control measures in monitoring operations, identifying deviations from plans and prescribing measures for course correction where necessary.	K1, K6