

Semester: I

Course name: Management Principles and Applications

Course code: B1BC230111T

**Course Credits: 4** 

Pedagogy: Classrooms lecture, Case studies, Assignments, Group Discussion & Seminar

**Course Description:** 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.

**Learning Objectives:** The course aims to help learners to acquire conceptual knowledge of:

- **LO1.** Nature, Functions and Evolution of Management as a discipline.
- **LO2.** Process and types of planning, forecasting techniques, environmental analysis, basics of strategic planning and the nature, process and types of decision-making.
- **LO3.** Nature and process of organizing, types of organization structures, principles, types and process of delegation and departmentalization.
- **LO4.** Staffing process, nature, types and theories of motivation and leadership, communication process, types, and networks.
- **LO5.** Type, principles, and techniques of control.

**Course Outcomes:** On successful completion of the course, students will be able to:

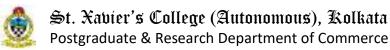
- **CO1.** Understand the basic concepts, functions and evolutionary history of management and identify key managerial issues in contemporary industrial organizations.
- **CO2.** Formulate various types of plans by analysing the environment and apply decision-making techniques suitable to varying decision-making situations.
- **CO3.** Classify organizations in terms of their organization structures and apply the principles of delegation and departmentalization to achieve organizational effectiveness and efficiency.
- CO4. Appreciate the implications of motivation and leadership theories in the context of various organizational functions and suggest measures to make organizational communications effective.
- **CO5.** Design and implement control measures in monitoring operations, identifying deviations from plans and prescribing measures for course correction where necessary.

Unit (No. and	Details	No. of
Name)		classes
1. Introduction	(a) Management Concepts: Meaning, Definition,	18
to Management	Significance, management as a profession, management vs	
	admin, skills, roles of manager (Mintzberg), levels of	
	management.	
	(b) Management Functions: Overview of functions, co-	
	ordination (concept, definition, types, techniques, essence	
	of managing)	



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		1
	(c) Evolution of Management Thought: Classical (brief	
	concept) 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)	
	(d) Contemporary issues in Management: Globalization,	
	ethics and social responsibilities of business, technological	
	innovation, TQM (total quality management), Work force	
	Diversity, Digitalization.	
2. Planning	(a) Planning: Concept, types, process, limitations,	12
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	forecasting-concept, techniques. <b>(b) Business Environment:</b> Macro and micro	
	environmental factors - concept and components, SWOC	
	Analysis	
	(c) Strategic planning: Concept, process, importance,	
	limitations, levels of strategic planning.	
	(d) Decision making: Decision-making – Concept, Decision	
	making conditions: certainty, risk, uncertainty, Process,	
	Perfect rationality and bounded rationality, individual and	
	group decision making.	
3. Organizing	Meaning, Process Principles of Organizing, Organization	10
	chart, Formal and Informal Organization, Types of	
	Organization Structure - Traditional and Modern,	
	Departmentalization - Concept, Bases of	
	Departmentalization; Span of management - Concept;	
	Authority, Responsibility, Accountability relationship;	
	Decentralization - Concept; Delegation of Authority -	
	Concept, Principles and Obstacles in Delegation	
4. Staffing and	(a) Staffing: Concept of staffing, staffing process	20
Leading	(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	
	witten 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.	
5. Control	Concept, Process, Types; Principles of effective controlling,	5
	Techniques of Control (Traditional and Modern techniques)	

**Practical Exercises/Skill Development Activities:** Class seminars, group discussions, analysis of cases and scenario construction.

## **Suggested Readings/References:**

- 1. Harold Koontz & Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
- 2. Stephen P. Robbins & Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
- 3. George Terry, Principles of Management, Richard D. Irwin
- 4. Peter F Drucker, *Practice of Management*, Mercury Books, London Note: Latest edition.
- 5. Newman, Summer & Gilbert, Management, PHI
- 6. James H. Donnelly, Fundamentals of Management, Pearson Education.
- 7. Charles. W. Hill & Steven McShane, *Principles of Management*, McGraw Hill, Special Indian Edition
- 8. Griffin, Management Principles and Application, Cengage Learning
- 9. Robert Kreitner, Management Theory and Application, Cengage Learning
- 10. L. M. Prasad, Principles and Practice of Management, Sultan Chand & Sons
- 11. Soheli Ghose & Dipanjan Basu, Principles of Management, ABS Publishing House
- 12. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
- 13. B.P. Singh & A.K. Singh, Essentials of Management, Excel Books
- 14. P. C. Tripathy & P. N. Reddy, Principles of Management, Tata McGraw Hill Education Private Limited.