



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 Name)	Details	No. of classes
1. Introduction to Management	(a) Management Concepts: Meaning, Definition, 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)	18



	<p>(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)</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>	
2. 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
3. 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; Span of management – Concept; Authority, Responsibility, Accountability relationship; Decentralization - Concept; Delegation of Authority - Concept , Principles and Obstacles in Delegation</p>	10
4. Staffing and Leading	<p>(a) Staffing: Concept of staffing, staffing process</p> <p>(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.</p> <p>(c) Leadership: Concept, Importance, Styles, Theories of Leadership: Trait Theory, Tannenbaum-Schmidt Continuum, Michigan and Ohio Studies, Blake and Mouton Managerial Grid.</p> <p>(d) Communication: Concept, Process, Types-oral, and written communication, non-verbal communication</p>	20



	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, Techniques of Control (Traditional and Modern techniques)	5
Practical Exercises/Skill Development Activities: Class seminars, group discussions, analysis of cases and scenario construction.		
Suggested Readings/References: <ol style="list-style-type: none">1. Harold Koontz & Heinz Weihrich, <i>Essentials of Management: An International and Leadership Perspective</i>, McGraw Hill Education.2. Stephen P. Robbins & Madhushree Nanda Agrawal, <i>Fundamentals of Management: Essential Concepts and Applications</i>, Pearson Education.3. George Terry, <i>Principles of Management</i>, Richard D. Irwin4. Peter F Drucker, <i>Practice of Management</i>, Mercury Books, London Note: Latest edition.5. Newman, Summer & Gilbert, <i>Management</i>, PHI6. James H. Donnelly, <i>Fundamentals of Management</i>, Pearson Education.7. Charles. W. Hill & Steven McShane, <i>Principles of Management</i>, McGraw Hill, Special Indian Edition8. Griffin, <i>Management Principles and Application</i>, Cengage Learning9. Robert Kreitner, <i>Management Theory and Application</i>, Cengage Learning10. L. M. Prasad, <i>Principles and Practice of Management</i>, Sultan Chand & Sons11. Soheli Ghose & Dipanjan Basu, <i>Principles of Management</i>, ABS Publishing House12. TN Chhabra, <i>Management Concepts and Practice</i>, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi13. B.P. Singh & A.K. Singh, <i>Essentials of Management</i>, Excel Books14. P. C. Tripathy & P. N. Reddy, <i>Principles of Management</i>, Tata McGraw Hill Education Private Limited.		