



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBG 110	Course Title: Principles and Practice of Management	
Semester: II	Course Type: Foundation/Core	Credits: 3
Home Programme(s): BBA (BA)		Batch/Academic Year: 2020-2023
Course Leader: Dr.P.Giribabu		

Course description and Learning Objectives

Introduction

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times whenever there was large scale endeavour like great pyramids in Egypt, Great Wall of China, TajMahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well-defined target over a period of time.

In the present context, of globalization, because of increasing role of large and complex organizations for the development of economy, the concept of management has become very significant for managing the business efficiently.

Learning Objectives (LOs)

- To demonstrate an understanding of current and relevant management knowledge
- To understand the evolution of management thought and its relevance in decision making.
- To understand the importance of structure and types and organization in the field of Management.
- To learn the principles, techniques, and concepts needed for managerial Planning process and decision-making.
- To describe the effective management of planning, organizing, influencing, and controlling related to the internal and external environment

On successful completion of this course, students will be able to:

CO	Course Outcomes (COs)	Assessment
CO1	Understand theoretical aspects, process and principles, scope of management and its application to modern management practice	A1,&A4
CO2	Analyse how the field of management has evolved and its major contributions	A1,A2,&A4
CO3	Analyse and apply critical role of managers in modern organizational settings	A1, A2&A4
CO4	Illustrate and evaluate the importance of planning, organizing, directing and controlling in decision making	A1,A2,A3&A4

Course outline and indicative content

UNIT–I: (6 sessions) (CO1, L1, L2)

Management: Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization vs. Administration vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

UNIT-II: (6 sessions) (CO2, L2, L3)

Planning: Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

UNIT -III: (6 sessions) (CO3, L4, L5)

Organizing: Structure, Nature, Types of Organizations, Principles of Organizing, Departmentalization, Delegation, and Decentralization of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

UNIT-IV: (6 sessions) (CO4, L5)

Leading: Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders

UNIT-V: (6 sessions) (CO4,L5)

Controlling: Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

Assessment Methods

Task	Task type	Task mode	Weightage (%)
A1 Mid Exam	Individual	Written	20
A2 Coursera	Individual	Quiz/Assignment	10
A3 Project/Case study	Group	Presentations & Report	10
A4 End-term exam	Individual	Written	60

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	A1					
Conceptual Knowledge	CO1 (A1,A2&A4)	CO1, CO2 (A1,A2,&A4)	CO2 (A1,A2 &A4)			
Procedural Knowledge				CO3 (A1&A4)	CO3, CO4 (A1,A3&A4)	
Meta Cognitive Knowledge						

Learning and teaching activities

- Classroom Teaching
- Power Point Presentation
- Application in real life situation
- Problem Solving
- Project
- Assignment etc.

Teaching and learning resources

Text Books:

Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi: Tata McGraw Hill Publishing company.

References:

1. Dipak Kumar Bhattacharyya (2012), *Principles of Management: Text and Cases*, New Delhi: Pearson Publications.
2. Balasubrahmanian. N. (2012), *Management Perspectives*, New Delhi: MacMillan India Ltd.
3. Charles Hill, Steven Mc Shane (2012), *Principles of Management*, New Delhi: Tata Mac Graw Hill
4. Ricky W. Griffin (2012), *Management*, New Delhi: Cengage Learning.
5. Terry and Franklin (2011), *Principles of Management*. New Delhi: AITBS Publishers.
6. Robert Kreitner (2012), *Principles of Management*. New Delhi: Cengage, South-Western 12 E.

Other Readings:

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA
4. Indian Management, AIMA, New Delhi
5. IJBMT Global Business Innovation, SPIRI
6. GITAM Journal of Management, GIM, GITAM (Deemed to be University)

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping							
Internal	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	3	0	0	0	0	0	3
CO2	2	0	1	2	0	2	7
CO3	2	1	0	1	2	2	8
CO4	2	1	1	2	1	3	10
Target Level Max.	9	2	2	5	3	7	28

Program Outcomes

1	Ability to understand the business problems with their knowledge in different functional areas of management.
2	Integrate with structured, semi – structured and unstructured data.
3	Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4	Ability to apply analytics techniques to analyze and interpret the data.
5	Incorporate the descriptive, predictive and prescriptive analytics.
6	Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.