	<b>L21C04</b>	<b>Principles of Management</b>	L	T	P	J	S	C
			3					3
	Course Owner	<b>Dept. of HRM</b>	Syllabus version			1.0		
	Course Pre-requisite(s)		Contact hours			45		
	Course Co-requisite(s)		Date Approved					
	Alternate Exposure							

One of the most important human activities is managing. Management can be traced back to ancient times whenever there was large-scale endeavor like great pyramids in Egypt, the Great Wall of China, Taj Mahal in India. All these required many people working in groups in a better-coordinated way to achieve a well-defined target over some time. In the present context, of globalization, because of the increasing role of large and complex organizations in the development of the economy, the concept of Management has become very significant for managing the business efficiently.

### Course Objectives

- 1.To understand the basic Principles and concepts of Management
- 2.To orient students on recent changes and developments in the field of management
- 3.To illustrate and evaluate the importance of planning, organizing, directing in decision making
- 4.To understand different Management challenges in 21st century

## Unit I Management Nature and Concept No of Hours - 09

Management: Nature, Definition, Characteristics and Scope of Management-Management as a Science or Art or Profession-Contemporary Issues and Challenges in Management of 21st Century- Levels of Management-Skills of a manager -Roles of a manager.

### Learning Outcomes

After completion of this unit, the student will be able to

- Describe and understand the nature and scope of Management L1
- Discuss different managerial roles in Business organization L2
- Illustrate contemporary issues in management of 21<sup>st</sup> Century L3

**Pedagogy Tools:** Case study, Discussion, Self-reading, Polls, Student Presentations

## Unit II Planning and Decision-Making No of Hours- 09

Planning: The Process of Planning, Objectives, Policy and Procedures, Forecasting and Decision Making. Strategic Planning—meaning and process MBO— meaning, process and requirements for implementation.


(b) Decision Making—Meaning; Types of decisions; Process; Significance; Limitations; – Rational economic model and administrative model; -Programmed and non-programmed decisions-Creativity and innovation- Blue Ocean & Red Ocean Strategy

### Learning Outcomes:

After completion of this unit, the student will be able to

- Describe the concept and objectives of Planning L1
- Discuss the process of MBO in organization L2
- Describe the Decision-making process in Business organizations L2
- Classify Programmed and Non-programmed decisions L3

**Pedagogy Tools:** Case study, Discussion, Self-reading, Polls, Student Presentations

	<b>L21C04</b>	<b>Principles of Management</b>	L	T	P	J	S	C	
			3					3	
	Course Owner	<b>Dept. of HRM</b>	Syllabus version				1.0		
	Course Pre-requisite(s)		Contact hours				45		
	Course Co-requisite(s)		Date Approved						
	Alternate Exposure								

### Unit III Directing and Staffing No of Hours – 09

Directing-Principles- Theory X & Y- Motivation and Behaviour- Theories of Motivation- Maslow's theory and Herzberg theory, Leadership: Styles and Theories.  
staffing-Manpower Planning-Recruitment and Selection-Training and Development- Performance Appraisal

#### Learning Outcomes:

After completion of this unit, the student will be able to

- Discuss the different motivational theories L2
- Analyze different leadership styles and theories L4
- Describe the manpower planning in the organizations L2
- Assess performance appraisal system in the organization L5

**Pedagogy Tools:** Case study, Discussion, Self-reading, Polls, Student Presentations

### Unit IV Organization Design and Structure No of Hours - 09

Organisation – Meaning; Process; Principles; Organisation structure – Determinants and forms: line, functional, line and staff, project, matrix, and committees; Formal and Informal Organisation; Departmentation–Meaning and Bases; Span of Control–Meaning and Factors influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization–Meaning; Degree of decentralization; Difference between delegation and decentralization.

#### Learning Outcomes:

After completion of this unit, the student will be able to

- Understand the concept and principles of Organization L2
- Analyze different Organizational structures L4
- To know the differences between Centralization and Decentralization L4
- Evaluate the factors influencing on span of control L5

**Pedagogy Tools:** Case study, Discussion, Self-reading, Polls, Student Presentations


### Unit V Ethics in the contemporary management No of Hours – 06

Ethics in the contemporary management and corporate social responsibility; Macro and Micro environmental factors of business-Controllable and uncontrollable factors, SWOT analysis and 7s model of analysis, Management challenges in 21st century

#### Learning Outcomes:

After completion of this unit, the student will be able to

- Discuss the ethics in management L2
- Analyze the macro and micro environmental factors of business L4
- Construct and analyze 7s model framework in Business organization L4

	<b>L21C04</b>	<b>Principles of Management</b>	L	T	P	J	S	C	
			3					3	
	Course Owner	<b>Dept. of HRM</b>	Syllabus version				1.0		
	Course Pre-requisite(s)		Contact hours				45		
	Course Co-requisite(s)		Date Approved						
	Alternate Exposure								

**Pedagogy Tools:** Case study, Discussion, Self-reading, Polls, Student Presentations

**Case Let (Not Exceeding 200 Words)**

**Text Book:**

1. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
2. Rao, P.S. Principles of Management, Himalaya Publishing House.
3. Rao, V.S.P. & Krishna, V.H. Management: Text and Cases, Excel Book
4. Sharma, R.K& Gupta, S .Business Management (3rd edition), New Delhi: Kalyani Publishers.

**Additional 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)

**References:**

**Journals:**

**Website:**

	Programme Objectives (POs)												PSOs			
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	
CO1	2	1	0	0	1	0										
CO2	1	2	1	0	1	0										
CO3	1	1	0	1	2	1										
CO4	2	2	1	1	2	2										

1-Low, 2- Medium and 3- High Correlation