| | |
|---|---|
| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **I** |
| **COURSE TITLE** | **Principles of Management** |
| **COURSE CODE** | **03BM0115** |
| **COURSE CREDITS** | **03** |
| **COURSE DURATION** | **40 Hrs (40 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

- Familiarize the students with basicmanagement concepts and behavioural processes in the organization.
- Relate, discuss, understand, and present management principles, processes and procedures in consideration of their effort on individual actions.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Evaluate leadership styles to anticipate the consequences of each leadership style.
- Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- Integrate management principles into management practices.

**COURSE CONTENTS:**

| Unit No | Unit / Sub Unit | Sessions |
|---|---|---|
| I | **Concepts of Management**- Nature, Meaning,Science or Art, Managerial functions, Management principles, Management and Administration, Managers V/s Entrepreneurs, Managers V/s Leaders, Evolution of Management Thought:**Early Approaches to Management**; Classical Approach; Behavioral Approach; Quantitative Approach; Modern Approaches to Management.**Managerial Ethics** | 8 |
| II | **Fundamentals of Planning:** Definitions of Planning; Nature of Planning; Significance of Planning; Types of Plans; Steps in the Planning Process; **Management by Objectives, Porter's Competitive Strategies;Managerial Decision-Making:** Significance and Limitations of Rational Decision-making | 8 |
| III | **Fundamentals of Organizing:** Definitions of Organizing; Benefits of Organizing; Formal Vs Informal Organization; The Process of Organizing; Line and Staff Relationships; Centralization Vs Decentralization; Delegation of Authority, **Effective Organizing and Organizational Culture:** Prerequisites for Effective Organizing; Avoiding Mistakes inOrganizing by Planning. | 8 |
| IV | **Fundamentals of Staffing and Leading:** Human Resource Management: An Overview; Recruitment; Selection; Socialization Process of New Employees.**Motivating Employees for Job Performance:** Definitions and Meaning of Motivation; Motivational Techniques. **Leadership:** Definition and Meaning of Leadership; Key Elements of Leadership; Leadership Theories. | 8 |
| V | **Fundamentals of Controlling**: System and process of Controlling, Requirements for effective control, **Control Techniques:** Major Control Systems, Financial Control, Budgetary Control, Quality Control, Inventory Control.Direct and Preventive Control, Management Information Systems in controlling. | 8 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

| | | Weight age |
|---|---|---|
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

| Sr. No | Author/s | Name of the Book | Publisher | Edition & Year of Publication |
|---|---|---|---|---|
| **T-01** | L. M. Prasad | Principles and Practices of Management | Sultan Chand & Sons | 10th Edition |
| **T-02** | Weihrich Heinz and Koontz Harold | Management: A Global and Entrepreneurial Perspective | Tata McGraw Hill | 8th Edition, Latest Edition |
| **T-03** | Rao, V. S. P | Management: text and cases | Excel Books | 7th Edition, Latest Edition |

**Reference Books**:

| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year of Publication |
|---|---|---|---|---|
| **R-01** | Tripathy, P. C. | Principles of Management | Tata McGraw Hill Education Private Limited | 6th Edition, |
| **R-02** | Robbins, Stephen P. \| Judge, Timothy A. | OrganizationBehavior | Prentice Hall of India, New Delhi | 5th Edition |
| **R-03** | Rao, P. Subba | Principles of Management | Himalaya Publishing House | Latest Edition |