

COURSE TITLE	PRINCIPLES OF MANAGEMENT
COURSE CODE	04BB1101
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Explain the importance of management and describe the functions, roles, and skills of manage
- 2 Discuss the evolution of Management thought and current practices of management
- 3 Demonstrate the ability to plan, organize, direct, lead and control effectively
- 4 Assess managerial practices and choices of an organization
- 5 mprehend the modern management techniques and its relevance in business

Pre-requisite of course:N/ A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Management Meaning, Nature and Characteristics of Management – Scope of Management - Functional areas - Management as a Science and an Art, Management & Administration, Levels of management & Managerial Skills, Evolution of Management Thoughts – Henry Fayol’s Principles of management , Principles of Scientific Management - Ethics in Management	12
2	Planning in Management Need and importance of planning - basic purpose of planning, Planning process, Types of plans, Elements of Planning - Objectives - Management by Objectives, , Decision making – Nature and importance- types of decisions – process	12
3	Organizing & Staffing Need for organization - purpose of organization, Steps for organizing process, fundamental principles of organization , Types of organization - Departmentalization, Committees - Centralization Vs decentralization of authority and responsibility, Staffing –, Introduction - Need for Staffing – Need, Characterises and Importance of staffing -Process of staffing, Training And development	13

Contents : Unit	Topics	Contact Hours
4	Directing & Coordinating Directing – Meaning, nature and importance – Elements of Directing - , Theories of Motivation – Maslow’s, Herzberg’s & McGregor’s Leadership, Introduction - Formal and Informal Leadership – Characteristics – Styles of Leadership - Importance of Communication as a leader,, Communication: Meaning, Characteristics, types and barriers in communication. Coordination – Introduction - Importance of coordination - Principles of coordination	13
5	Controlling & Modern Management Techniques Meaning, Characterises, Importance and steps in controlling – Pre-requisites of a strong control system, Methods of establishing control, Introduction to various latest management techniques: Business process reengineering,, business outsourcing, benchmarking, kaizen, six sigma, knowledge management, just in time management, total quality management.	10
Total Hours		60

Textbook :

- 1 Principles of Management, L. M. Prasad, Sultan Chand and Sons, 2015

References:

- 1 Management: Text and Cases, Management: Text and Cases, V.S.P. Rao, Excel Books India, 2, 2006
- 2 Principles of Management, Principles of Management, Koontz & O'Donnell, McGraw Hill, 4, 1968

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <http://kamarajcollege.ac.in/Department/BBA/II%20Year/001%20Core%205%20-%20Principles%20of%20Management%20-%20III%20Sem%20BBA.pdf>

Supplementary Resources:

- 2 <http://www.mbaexamnotes.com/principles-of-management.html>
- 3 <https://www.geektonight.com/principles-of-management-pdf/>
- 4 <https://www.cliffsnotes.com/study-guides/principles-of-management>