

<b>COURSE TITLE</b>	<b>MANAGEMENT PRINCIPLES &amp; PRACTICES</b>
<b>COURSE CODE</b>	<b>04BC0157</b>
<b>COURSE CREDITS</b>	<b>2</b>

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

- 1 Apply principles and functions of management—such as planning, organizing, and controlling—to solve basic managerial problems in business scenarios.
- 2 Apply strategic management tools such as SWOT and PESTEL analysis to evaluate internal and external environments for informed decision-making.
- 3 Analyze the role of leadership styles, motivation theories, and organizational behavior in influencing employee engagement and workplace productivity.
- 4 Analyze conflict management strategies and ethical leadership practices to enhance teamwork and organizational culture.
- 5 Evaluate the impact of financial practices like budgeting and forecasting, and the effectiveness of corporate governance and CSR in achieving business goals.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Fundamentals of Management</b> Evolution of Management Theories, Principles of Management (Henry Fayol & Taylor), Functions of Management, Planning & Decision Making, Organizing & Staffing in Organizations, Leadership & Motivation in Management, Controlling & Performance Evaluation, Emerging Trends in Management, Case Studies	15
2	<b>Organizational Behavior &amp; Culture</b> Understanding Organizational Behavior, Individual vs. Group Behavior, Motivation Theories & Employee Engagement, Leadership Styles & Decision-Making, Workplace Culture & Employee Productivity, Conflict Management & Teamwork, Change Management in Organizations, Ethical Leadership & Corporate Governance, Introduction to Strategic Management, SWOT & PESTEL Analysis, CSR	15
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Principles of Management, Dr. L.M. Prasad, Sultan Chand & Sons, 2022
- 2 Strategic Management: Concepts and Cases, Dr. A. K. Gupta & Dr. M. K. Soni, PHI Learning, 2021

**References:**

- 1 Financial Management: Theory and Practice, Financial Management: Theory and Practice, Prasanna Chandra, McGraw Hill Education, 2021
- 2 Organizational Behavior, Organizational Behavior, Stephen P. Robbins & Timothy A. Judge, Pearson Education India, 2022
- 3 Business Ethics and Corporate Governance, Business Ethics and Corporate Governance, A.C. Fernando, Pearson Education India, 2021

**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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	25.00	25.00	25.00	0.00

**Instructional Method:**

- 1 Theory, Case Study

**Supplementary Resources:**

- 1 <https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf>
- 2 <https://www.kletech.ac.in/bengaluru/pdf/principles-and-practice-of-management.pdf>
- 3 <https://knowledgehub.ghamfin.org/wp-content/uploads/2024/06/Principles-and-Practice-of-Management.pdf>