

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>Course Code:</b> B.Com. 1.2 <b>Name of the Course:</b> Management Principles and Applications		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>COURSE OBJECTIVES</b> <ul style="list-style-type: none"> <li>• The purpose of this paper is to assess students to comprehend and implement basic management principles.</li> <li>• To describe them the skills and procedures they will need to accomplish their managerial duties.</li> <li>• To demonstrate students in comprehending the roles and duties of managers.</li> <li>• To summarize students in developing an understanding of the significance of management concepts.</li> <li>• To illustrate management's tasks, abilities, and functions</li> </ul> <b>LEARNING OUTCOMES</b> <ul style="list-style-type: none"> <li>• Recognize and classify the various organizational theories that are relevant in the current situation.</li> <li>• Create and present a strategic Plan and develop decision making skills for achieving organizational Objectives.</li> <li>• Categorize and recognize the various sorts of authority and select the right one for the situation.</li> <li>• Evaluate and select various motivational elements and leadership characteristics</li> <li>• Compare and select the most effective controlling and coordination approaches for increasing an Organization's production.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: INTRODUCTION TO MANAGEMENT</b>		<b>12</b>
Introduction-Meaning and importance of Management-Managerial Functions- Essence of Manger ship-Evolution of the Management thoughts: Classical organizational theories- Neo-Classical theories-Modern organizational theories.		
<b>Module No. 2: PLANNING</b>		<b>12</b>
Introduction-Meaning-Nature-Purpose-Types of plans-Planning process; Strategic planning: Concept-Process-Importance and Limitations; Environmental Analysis and diagnosis: Meaning-importance and Techniques (SWOT/TOWS/WOTS-UP-BCG Matrix- Competitor Analysis); Decision-making-Concept-Importance-Committee and Group decision making Process.		
<b>Module No.3: ORGANIZING</b>		<b>12</b>
Introduction-Meaning-Concept and Process of Organizing – An overview-Span of management-Different types of authority (line, staff and functional)-Decentralization- Delegation of authority; Formal and Informal Structure-Principles of Organizing; Network Organization Structure.		
<b>Module No.4: STAFFING AND LEADING</b>		<b>12</b>

Introduction-**Staffing:** Concept of Staffing-Staffing Process; **Motivation:** Concept- Importance-extrinsic and intrinsic motivation-Major Motivation theories: Maslow's Need- Hierarchy Theory-Hertzberg's Two-factor Theory-Vroom's Expectation Theory; **Leadership:** Concept- Importance-Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory, Fred Fielder's situational Leadership), Transactional leadership, Transformational Leadership, Transforming Leadership; **Communication:** Concept-purpose-process-Oral and written communication- Formalandinformalcommunicationnetworks-Barrierstocommunication-Overcoming barriers to communication.

**Module No.5: CONTROLLING AND COORDINATION**

**12**

**Control:** Concept-Process-Limitations-Principles of Effective Control-Major Techniques of control – Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM, Emerging issues in Management; **Coordination:** Meaning-Nature-Importance-Principles of Coordination.

**SKILL DEVELOPMENT ACTIVITIES:**

1. Collect the photographs and bio-data of any three leading contributors of management thoughts.
2. Visit any business organisation and collect the information on types of planning adopted by them.
3. Visit any business organisation and collect different types of authority followed and also the draw the organizational structure.
4. Analyse the leadership styles of any select five companies of different sectors.
5. Visit any manufacturing firm and identify the controlling system followed.
6. Any other activities, which are relevant to the course.

**TEXT BOOKS:**

1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition.
2. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition.
3. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition.
4. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Books
5. P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition.
6. Koontz Harold (2004), Essentials of Management, Tata McGraw Hill.

**Note: Latest edition of text books may be used.**