



PRINCIPLES OF MANAGEMENT
PRINCIPLES OF MANAGEMENT
[CORE COURSE]

Semester: II

Credits: 3

Subject Code: BB22001

Lectures: 48

Course Outcomes:

At the end of this course the learner will be able to,

- Recognize the Nature and Significance of Management.
- Identify the contributions of Indian Management Ethos, Classical and Modern thinkers towards the field of Management.
- Recall the principles and functions of Management.
- Relate to the trends in Management Practices.
- Interpret the Role and Skills required for Managerial jobs.

Unit 1: Nature of Management

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- Management
 - Concept, Definition
 - Characteristics & Importance
 - Levels of Management
 - Functions- Managerial and Operational functions
 - Management as an Art, Science and Profession
- Managerial Skills
- Role of Managers
- Managerial Ethics

Unit 2: Evolution of Management Thought

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- Evolution of Management Thought and Introduction
- Contribution
 - Traditional Thinkers: Frederick Taylor, Henry Fayol
 - Modern Thinkers: Peter Drucker, Stephen Covey
 - Business Leaders: Ratan Tata, Jeff Bezos
- Indian Management Ethos
 - Introduction, Salient Features, Significance
 - Purpose / Need of Indian Ethos in Management
 - Contribution of Swami Vivekananda and Mahatma Gandhi

Unit 3: Functions of Management

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- Planning
 - Meaning and Nature
 - Importance and Limitations
 - Principles of Planning
 - Types of Planning

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- MBO, SWOC Analysis
- Organizing
 - Concept and Nature
 - Steps in Organizing Process
 - Organization Climate and Culture
- Staffing
 - Meaning, Importance, Essentials of good Staffing policy
 - Functions in Brief
- Directing
 - Meaning, Nature and Significance
 - Elements of Directing:
 - Communication
 - Leadership
 - Motivation and Morale
- Controlling
 - Meaning, Nature, Significance
 - Human Resistance to Control- Causes and Remedies
 - Management by Exception

Unit 4: Trends in Management

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- Knowledge Management
 - Concept, Merits, Demerits, Phases
- Cross Cultural management
 - Concept, Characteristics, Elements, Cross Cultural Communication, Cultural Shock
- Sustainability Management
 - Meaning, Importance, Five Capital Model, Need for sustainability in Business
- Excellence in Management
 - Concept of Managerial effectiveness
 - Culture of excellent Organization, Management Mantras for Excellence

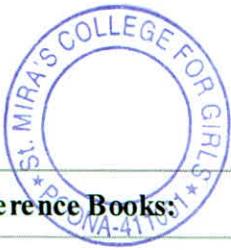
12 hours for Library work, practical or field work or research purposes

Recommended Text Books:

- D.S. Jambhulkar, *Principles of Management*, Thakur Publishing, 2019
- C.B. Gupta, *Management-Theory and Practices*, Sultan Chand and Sons 2019.

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Reference Books:

- Harold Koontz, Heinz Weihrich , *Essentials of Management*, McGraw hill, New Delhi , 2015
- J.S. Chandan, *Management Concepts and Strategies* Vikas Publishing House, New Delhi, 2016
- L.M. Prasaad, *Principles and Practices of Management*, Sultan Chand and Sons-New Delhi, 2019
- Dinesh Seth, Subhash.C. Rastogi, *Global Management Solutions*, Cengage Learning; 2 edition (2009)
- Harold Koontz, Heinz Weihrich , *Principles of Management* , McGraw hill ,New Delhi , 2015
- Stephen P. Robbins, Mary Coutler, *Management*, 8th Edition, Pearson, 2019
- Heinz Weihrich, Mark V. Cannice, Harold Koontz, *Management A Global and Entrepreneurial Perspective* McGraw hill, New Delhi, 2019
- Raj Shankar -*Entrepreneurship Theory and Practices* –Vijay Nicole, 2016

Websites:

www.12manage.com

<http://www.actionleadership.com/>

<https://hbr.org/topic/cross-cultural-management>

Ugcmoocs.inflibnet.ac.in- Principles and Practices of Management

Ugcmoocs.inflibnet.ac.in- Management Concepts and Organisational Behaviour

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Alumni	Ms. Devi Krishna	<i>Devi Krishna</i> 15/6/20

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