

PRINCIPLES OF MANAGEMENT

Semester I

Subject Code: BC11505

Lectures (Lects.): 48

Objectives:

The syllabus aims in equipping students with -

- Nature and importance of Management and its role in various disciplines
- Some Great Contributions to the field of Management.
- Understanding the functions of Management in this dynamic Business Environment
- Getting updated with some latest trends in Management

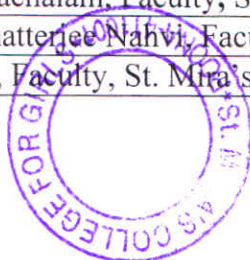
Unit 1 INTRODUCTION TO MANAGEMENT	06 Lects.
1. Meaning and Definition of Management	2
2. Management as an Academic Discipline	2
3. Management as an Economic Resource	1
4. Management as an Team Process	1

Unit 2: CONTRIBUTION OF TRADITIONAL AND MODERN MANAGEMENT THINKERS

10
Lects.

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|---|---|
| 1. Traditional Thinkers: F.W. Taylor, Henry Fayol | 4 |
| 2. Modern Thinkers- Peter Drucker, C.K. Prahlad, Stephen Covey. | 6 |

NAME	SIGNATURE
1. Dr. Sanjay Kaptan, HOD Commerce, S.P Pune University, Pune	
2. Dr. Varsha Deshpande, Faculty, BMCC College, Pune	<i>Varsha Deshpande</i> 24/4/15
3. Dr. Vasudha Joshi, Faculty, Ness Wadia College, Pune	<i>Vasudha Joshi</i> 24/4/15
4. Ms. Sushma Joshi, Industry Expert, Symantec, Pune	<i>Sushma Joshi</i> 24/4/15
5. Ms. Neha Mirwani, Alumni, St. Mira's College for Girls, Pune	<i>Neha Mirwani</i> 24/4/15
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8. Ms. Kubra Wafai, Faculty, St. Mira's College for Girls, Pune	<i>Kubra Wafai</i> 24/04/15



Unit 3- FUNCTIONS OF MANAGEMENT

**20
Lects.**

1.Planning-

Meaning and Definition

Components of Planning-

- ⇒ Proactive/Reactive Planning
- ⇒ Formal/Informal Planning
- ⇒ Strategic/operational Planning
- ⇒ Corporate/Functional Planning

MBO; SWOT Analysis.

2. Organising- Meaning and Definition, Organisational Climate and Culture

3. Staffing- Meaning and Definition and Functions in Brief *outsourcing*

4. Directing-

- ⇒ Meaning and Definition
- ⇒ Communication
- ⇒ Leadership
- ⇒ Motivation and Morale

5. Controlling-

- ⇒ Meaning and Definition
- ⇒ Management by Exception

6

4

3

4

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UNIT 4- EMERGING ASPECTS IN MANAGEMENT

12
Lects.

- | | |
|---------------------------------|---|
| 1. Managing Workforce Diversity | 3 |
| 2. Knowledge Management | 3 |
| 3. Employee Engagement/ TEI | 3 |
| 4. Feedback Management | 3 |

Recommended Books:

1. Management Theory and Practice- C.B.Gupta
2. Principles and Practices of Management – L.M. Prasaad
3. Global Management Solutions- Dinesh Seth; Subhash.C. Rastogi
4. Management, A Global and Entrepreneurial Perspective- 13th Addition- Heinz Weihjrich; Mark.V. Cannice; Harold Koontz
5. Management concepts and strategies- P.S. Chandan
6. Management- Stephen P. Robbins; Mary Coutler. 8th Edition

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