



**PRINCIPLES OF MANAGEMENT**  
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**[CORE COURSE]**

<b>Semester: II</b>	<b>Credits: 3</b>	<b>Subject Code: BB22001</b>	<b>Lectures: 48</b>
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**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.

<b>Unit 1: Nature of Management</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Management             <ul style="list-style-type: none"> <li>○ Concept, Definition</li> <li>○ Characteristics &amp; Importance</li> <li>○ Levels of Management</li> <li>○ Functions- Managerial and Operational functions</li> <li>○ Management as an Art, Science and Profession</li> </ul> </li> <li>• Managerial Skills</li> <li>• Role of Managers</li> <li>• Managerial Ethics</li> </ul>	
<b>Unit 2: Evolution of Management Thought</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Evolution of Management Thought and Introduction</li> <li>• Contribution             <ul style="list-style-type: none"> <li>○ Traditional Thinkers: Frederick Taylor, Henry Fayol</li> <li>○ Modern Thinkers: Peter Drucker, Stephen Covey</li> <li>○ Business Leaders: Ratan Tata, Jeff Bezos</li> </ul> </li> <li>• Indian Management Ethos             <ul style="list-style-type: none"> <li>○ Introduction, Salient Features, Significance</li> <li>○ Purpose / Need of Indian Ethos in Management</li> <li>○ Contribution of Swami Vivekananda and Mahatma Gandhi</li> </ul> </li> </ul>	
<b>Unit 3: Functions of Management</b>	<b>16</b>
<ul style="list-style-type: none"> <li>• Planning             <ul style="list-style-type: none"> <li>○ Meaning and Nature</li> <li>○ Importance and Limitations</li> <li>○ Principles of Planning</li> <li>○ Types of Planning</li> </ul> </li> </ul>	

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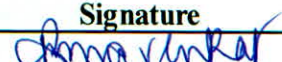


<ul style="list-style-type: none"> <li>○ MBO, SWOC Analysis</li> <li>● Organizing             <ul style="list-style-type: none"> <li>○ Concept and Nature</li> <li>○ Steps in Organizing Process</li> <li>○ Organization Climate and Culture</li> </ul> </li> <li>● Staffing             <ul style="list-style-type: none"> <li>○ Meaning, Importance, Essentials of good Staffing policy</li> <li>○ Functions in Brief</li> </ul> </li> <li>● Directing             <ul style="list-style-type: none"> <li>○ Meaning , Nature and Significance</li> <li>○ Elements of Directing:                 <ul style="list-style-type: none"> <li>▪ Communication</li> <li>▪ Leadership</li> <li>▪ Motivation and Morale</li> </ul> </li> </ul> </li> <li>● Controlling             <ul style="list-style-type: none"> <li>○ Meaning, Nature, Significance</li> <li>○ Human Resistance to Control- Causes and Remedies</li> <li>○ Management by Exception</li> </ul> </li> </ul>	
<p><b>Unit 4: Trends in Management</b></p>	<p><b>08</b></p>
<ul style="list-style-type: none"> <li>● Knowledge Management             <ul style="list-style-type: none"> <li>○ Concept, Merits, Demerits, Phases</li> </ul> </li> <li>● Cross Cultural management             <ul style="list-style-type: none"> <li>○ Concept, Characteristics, Elements, Cross Cultural Communication, Cultural Shock</li> </ul> </li> <li>● Sustainability Management             <ul style="list-style-type: none"> <li>○ Meaning, Importance, Five Capital Model, Need for sustainability in Business</li> </ul> </li> <li>● Excellence in Management             <ul style="list-style-type: none"> <li>○ Concept of Managerial effectiveness</li> <li>○ Culture of excellent Organization, Management Mantras for Excellence</li> </ul> </li> </ul>	

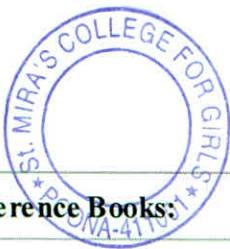
# 12 hours for Library work, practical or field work or research purposes

**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 Wehrich , *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 Wehrich , *Principles of Management* , McGraw hill , New Delhi , 2015
- Stephen P. Robbins, Mary Coutler, *Management*, 8<sup>th</sup> Edition, Pearson, 2019
- Heinz Wehrich, 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.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		

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