



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

<b>Semester: I</b>	<b>Credits: 3</b>	<b>Subject Code: BC12002</b>	<b>Lectures: 48</b>
--------------------	-------------------	------------------------------	---------------------

**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 roles 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>	

<b>Board Of Studies</b>	<b>Name</b>	<b>Signature</b>
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>[Handwritten Signature]</i>

15/5/23

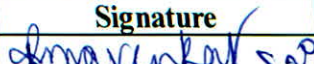


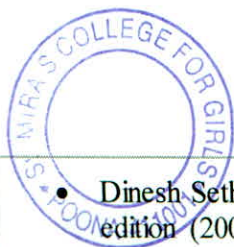
<ul style="list-style-type: none"> <li>○ MBO; SWOC Analysis.</li> <li>● Organizing             <ul style="list-style-type: none"> <li>○ Concept and Nature,</li> <li>○ Steps in Organizing Process</li> <li>○ Organization Climate and Culture</li> </ul> </li> <li>● Staffing             <ul style="list-style-type: 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;</li> <li>○ Communication</li> <li>○ Leadership</li> <li>○ Motivation and Morale</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 Practices</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

<p><b>Recommended Text Books:</b></p>
<ul style="list-style-type: none"> <li>● No Author, D.S. Jambhulkar, <i>Principles of Management</i>, Thakur Publishing, 2019</li> <li>● C.B.Gupta, <i>Management-Theory and Practices</i> , Sultan Chand and Sons 2019.</li> </ul>

<p><b>Reference Books:</b></p>
<ul style="list-style-type: none"> <li>● Harold Koontz , Heinz Weihrich , <i>Essentials of Management</i>, McGraw hill, New Delhi , 2015</li> <li>● J.S. Chandan , <i>Management Concepts and Strategies</i>, Vikas Publishing House, New Delhi, 2016</li> <li>● L.M. Prasaad, <i>Principles and Practices of Management</i>, Sultan Chand and Sons- New Delhi, 2019</li> </ul>

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	 15/6/20



- 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](http://Ugcmoocs.inflibnet.ac.in) Principles and Practices of Management
- [Ugcmoocs.inflibnet.ac.in](http://Ugcmoocs.inflibnet.ac.in)- Management Concepts and Organisational Behaviour

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	
Faculty	Mrs. Kajal Jaisinghani	
Faculty	Ms. Abhradita Chatterjee Nahvi	
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	
Subject Expert (Outside SPPU)	Mrs. Sabhiya Fazalbhoj	
VC Nominee	Dr. Varsha Deshpande	
Industry Expert	Mr. Suresh Thadhani	
Alumni	Ms. Devi Krishna	

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	