



**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>
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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 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>	

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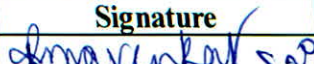


<ul style="list-style-type: none"> <li>○ MBO; SWOC Analysis.</li> <li>● Organizing             <ul style="list-style-type: none"> <li>○ Concept and Nature,</li> <li>○ Steps in Organizing Process</li> <li>○ Organization Climate and Culture</li> </ul> </li> <li>● Staffing             <ul style="list-style-type: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

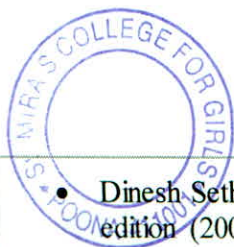
**# 12 hours for Library work, practical or field work or research purposes**

<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>

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- 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

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