



PRINCIPLES OF MANAGEMENT
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[CORE COURSE]

Semester: II	Credits: 3	Subject Code: BB22001	Lectures: 48
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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.

Unit 1: Nature of Management	12
<ul style="list-style-type: none">• Management<ul style="list-style-type: none">○ 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	12
<ul style="list-style-type: none">• Evolution of Management Thought and Introduction• Contribution<ul style="list-style-type: none">○ Traditional Thinkers: Frederick Taylor, Henry Fayol○ Modern Thinkers: Peter Drucker, Stephen Covey○ Business Leaders: Ratan Tata, Jeff Bezos• Indian Management Ethos<ul style="list-style-type: none">○ Introduction, Salient Features, Significance○ Purpose / Need of Indian Ethos in Management○ Contribution of Swami Vivekananda and Mahatma Gandhi	
Unit 3: Functions of Management	16
<ul style="list-style-type: none">• Planning<ul style="list-style-type: none">○ Meaning and Nature○ Importance and Limitations○ Principles of Planning○ Types of Planning	

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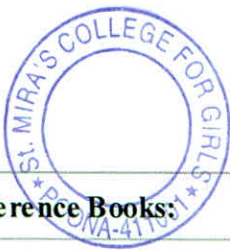
<ul style="list-style-type: none"> ○ MBO, SWOC Analysis ● Organizing <ul style="list-style-type: none"> ○ Concept and Nature ○ Steps in Organizing Process ○ Organization Climate and Culture ● Staffing <ul style="list-style-type: none"> ○ Meaning, Importance, Essentials of good Staffing policy ○ Functions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

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

<p>Recommended Text Books:</p>
<ul style="list-style-type: none"> ● D.S. Jambhulkar, <i>Principles of Management</i>, Thakur Publishing, 2019 ● C.B.Gupta, <i>Management-Theory and Practices</i>, 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*, 8th 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.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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