

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

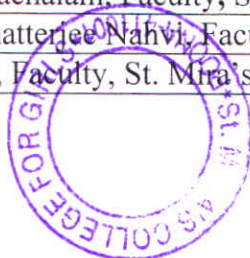
Unit 1 INTRODUCTION TO MANAGEMENT	06 Lects.
1. Meaning and Definition of Management	2
2. Management as an Academic Discipline	2
3. Management as an Economic Resource	1
4. Management as an Team Process	1

Unit 2: CONTRIBUTION OF TRADITIONAL AND MODERN MANAGEMENT THINKERS

10
Lects.

- | | |
|-----------------------------------------------------------------|---|
| 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	
3. Dr. Vasudha Joshi, Faculty, Ness Wadia College, Pune	
4. Ms. Sushma Joshi, Industry Expert, Symantec, Pune	
5. Ms. Neha Mirwani, Alumni, St. Mira's College for Girls, Pune	
6. Dr. Rama Venkatachalam, Faculty, St. Mira's College for Girls, Pune	
7. Ms. Abhradita Chatterjee Nahvi, Faculty, St. Mira's College for Girls, Pune	
8. Ms. Kubra Wafai, Faculty, St. Mira's College for Girls, Pune	



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

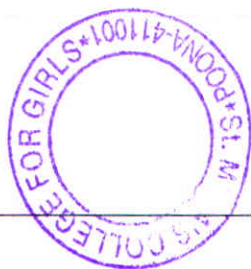
6

4

3

4

3



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

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

NAME	SIGNATURE
1. Dr. Sanjay Kaptan, HOD Commerce, S.P Pune University, Pune	
2. Dr. Varsha Deshpande, Faculty, BMCC College, Pune	
3. Dr. Vasudha Joshi, Faculty, Ness Wadia College, Pune	
4. Ms. Sushma Joshi, Industry Expert, Symantec, Pune	
5. Ms. Neha Mirwani, Alumni, St. Mira's College for Girls, Pune	
6. Dr. Rama Venkatachalam, Faculty, St. Mira's College for Girls, Pune	
7. Ms. Abhradita Chatterjee Nahvi, Faculty, St. Mira's College for Girls, Pune	
8. Ms. Kubra Wafai, Faculty, St. Mira's College for Girls, Pune	

