

**Subject Code: 1MS2010101**

**Subject Title: Principles of Management**

### 1. Course Objectives and Outline:

Effective and efficient managers make real difference in the business world. The goal of this course is to make students aware of changing business environment and to show them how effective managers are adopting in dynamic world of business. This course enables students with following concepts:

- Evolution of Management Concept
- Organization Development Process
- Planning, Organizing, Leading & Controlling
- Organization Design & Organization Structure
- Leadership & Team Development

### 2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
4	-	-	4	60	40	100

### 3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Organizations & Need For Management, Introduction to Organizational Management, Nature and scope, Process of Management, Challenges of Management in Global Environment, Theory and Majors Schools of Thought and Framework of Organizational Analysis, Systems Contingency Approach to Organization Theory and Practice. - <b>Case Study:</b> The Vice President, The Product Manager, & The Misunderstanding, Management By Stoner, Freeman & Gilbert, 6 <sup>th</sup> Edition Pg No. 51	12	25%
2	Importance of Planning at Organizations, Steps Involved in Planning, Objectives Strategic and Operational Plan, The Evolution of the Concept of Strategy and the Seven-S Model for Successful Strategy Implementation, Management By Objectives (MBO): Elements and Evaluation, Nature of Managerial Decision Making and Rationale Model of Decision Making - <b>Case Study:</b> A New Blockbuster Image, Management By Stoner, Freeman	12	25%

	& Gilbert, 6 <sup>th</sup> Edition Pg No. 284		
<b>3</b>	Nature of Organizational Structure, Approaches to Organizational Design, Downsizing, Authority, Line and Staff, Delegation, Centralization & Decentralization, Managing Organizational Change <b>- Case Study:</b> Disney's Design, Management By Stoner, Freeman & Gilbert, 6 <sup>th</sup> Edition Pg No. 366.	12	25%
<b>4</b>	Defining Leadership & Various Approaches to Leadership, Team & Teamwork, Process of Controlling and Designing Control System, Requirements for Effective Control, Negotiation Skill <b>- Case Study:</b> Any Movie Based on Management & Team Building concept.	12	25%

#### 4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments. In Movie based learning, students will watch a movie based on management concept and required to submit an assignment which will be part of their continuous evaluation process.

#### 5. Suggested Readings

##### a. Books

Sr. No.	Books
1	Management; By Stoner, Freeman, Gilbert; Pearson Education
2	Fundamentals of Management: Essential Concepts and Applications; Robbins S.P. and Decenzo David A. Pearson Education
3	Organization Theory – Structure, Design and Applications; Stephen P. Robbins, Prentice Hall of India, New Delhi
4	Principles of Management; Koontz, Tata Mc Graw Hill
5	Essentials of Management; Massie, Joseph L, Pearson Education
6	Management; Robbins & Coulter, Prentice Hall of India

##### b. Journals/Magazines

- South Asian Journal of Management, By The Association of Management Development Institutions in South Asia.
- Prabandhan- Indian Journal of Management, By IIM-Ahmadabad.
- The European journal of Management, Elsevier
- Journal of General Management, braybrooke press, UK.

**c. Web-Links**

- “Management Concepts and Applications/Management” available on [https://en.wikibooks.org/wiki/Management\\_Concepts\\_and\\_Applications/Management](https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management)
- <http://www.managementconcepts.com/>
- [http://www.managementstudyguide.com/planning\\_function.htm](http://www.managementstudyguide.com/planning_function.htm)

**6. Evaluation Scheme**

<b>Sr. No.</b>	<b>Component</b>	<b>Weight</b>
<b>1</b>	<b>University Examination</b>	<b>60%</b>
<b>2</b>	<p><b>Internal Assessment</b></p> <p>-Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i></p> <p>-The weightage of a sub-component should not exceed 50% of internal assessment component weight.</p> <p>- The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.</p>	<b>40%</b>