

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Principles of Management
Course Code:	2MS2010101T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To make students aware of changing business environment and to show them how effective managers are adopting in dynamic world of business.
- 2) To make students understand an organization that is aligned with business objectives and provides an insight to address a range of challenges that every manager encounters.
- 3) To prepare students for an exciting challenging and rewarding managerial career through case studies on 'Global Perspective'.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
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. - Case Study: The Vice President, The Product Manager, & The Misunderstanding, Management by Stoner, Freeman & Gilbert, 6 th 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 - Case Study: A New Blockbuster Image, Management by Stoner, Freeman & Gilbert, 6 th Edition Pg No. 284	12	25%

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

Text Books:

Sr. No.	Books
1	Management; Robbins & Coulter, Prentice Hall of India

Reference 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

List of Open Source Software/learning website:

1. "Management Concepts and Applications/Management" available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager's role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand management process	2 Understanding
CLO2	To state contribution of historical management thinker	1 Remembering
CLO3	To define fundamental Management concept	1 Remembering
CLO4	To Apply management principles in business problems	3 Applying,
CLO5	To categorize & choose good and bad management practices	4, 5 Evaluate, Analyze
CLO6	To develop and plan organization action and activities	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CLO1	H			M					L	
CLO2	H									
CLO3	H									
CLO4			H		M		L			
CLO5				H	M	M	L	M		
CLO6			H			M		M		

H: High, M: Medium, L: Low
