

**SECOND SEMESTER 2021-2022**  
**Course Handout**

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further details regarding the course.

**Course No.** : MGTS F211  
**Course Title** : Principles of Management  
**Instructor in-charge** : SWATI ALOK  
**Instructor** : Swati Alok

**SCOPE & OBJECTIVE**

Conceived as an introductory course it skims over all areas in management. It sets out an elaborate framework and aims to explain the essentials in management. Students, who have had little or no exposure to the subject of management, will find it easy to learn it brick by brick and develop a strong foundation so that all future learning in the subject can be suitably slotted in. The objective of this course is to provide students with a compact kit of skills that will enable them to act as professional managers even without any prior work experience.

**Text Book**

1. Stephen P. Robbins, Mary Coulter & Agna Fernandez, "Management", Pearson Education, 2019, 14th edition.

**REFERENCE BOOKS**

1. Gary Dessler, "Management", Prentice Hall, Inc., 1998, 1st edition.
2. Daft Richard L., "Management" Thomson South Western, 5<sup>th</sup> edition.
3. Koontz H. and Weihrich H., "Essentials of Management", McGraw Hill Int. ed., 2004, 6<sup>th</sup> edition.
4. Baye R. M. and Prince T. J., "Managerial Economics and Business Strategy" McGraw Hill, 2014, 8<sup>th</sup> Edition.
5. The Merrill Lynch Guide to Understanding Financial Reports

**COURSE PLAN**

S. No.	Learning Objectives	Topics to be covered	Chapter in the Text Book	LH*
<b>PART I: DEFINING BUSINESS, MANAGEMENT AND MANAGER</b>				
1	Introduction to Management	Understanding the fundamentals of business; What is Management?' Why Study Management?	Chapter-1	2
2	Role and Functions of a Manager & Management History	Who is a manager; Managers: Role, Skills, Goals and Functions, Classical Approach, Quantitative approach, Behavioral approach, Contemporary approach	Chapter 1 & module	2
3	Managing the External Environment & organizational culture	Manager: omnipotent or symbolic, organization's culture, current organizational culture issues, specific and general environments, PESTLE forces	Chapter 3	2
4.	Managing in a Global Environment	Global Perspective, Understanding the global environment, Doing Business globally, Types of Multi- national Corporations , Managing in a global environment	Chapter-4	2
5	Managing Social Responsibility and Ethics	What is social responsibility; Sustainability; Managers and ethical behavior?	Chapter 6	2
<b>PART II: PLANNING, ORGANIZING</b>				
5	Managerial Planning , Goal Setting & Entrepreneurship	The what and why of planning; Goals and plan; Goal setting & developing plans; Business Canvas model	Chapter 8 & chapter 2	2
6	Managing strategy	Importance of strategic management, SWOT, BCG , types of organizational strategies, Resource based view, , linking strategies with industrial life cycle , current issues in strategic management	Chapter 9 & Class notes	5

7	Designing organizational structure	Designing organizational structure; Mechanistic and organic structures; Organizational design Types based on MNCs	Chapter 10	4
8	Managing Change & disruptive Innovation	Forces for change, two views of the change process, managing organizational change, contemporary issues in managing change, stimulating innovation	Chapter-7	3
<b>PART III: MANAGING, LEADING &amp; CONTROLLING</b>				
9	Managing Human Resources	The human resource management process; Recruitment and Selection; Orientation; Training & development; Performance management	Chapter 12	2
10	Motivating Employees	Basics of motivation; Myths of motivation; De-motivators; Theories of motivation- content, process and contemporary	Chapter 16	4
11	Managers as Leaders	Basics of leadership; What do people want from leaders; Theories of leadership- classical & contemporary	Chapter 17	4
12	Introduction to Controlling	What is controlling; Control process; Controlling organizational and employee performance; Tools for measuring organizational performance- Business scorecards	Chapter 18	1
<b>PART IV: FUNCTIONAL AREAS OF MANAGEMENT</b>				
13	Operations Management	Scope of Operations Management, types of layout, Economic order quantity, house of quality, Value chain analysis	Class notes	2
14	Marketing Management	Introduction to marketing; Consumer buying behavior, Segmentation, Targeting & Positioning (STP), Marketing Mix	Class notes	3
15	Finance	Fundamentals of financial planning; financial implementation; Accounting; Financial analysis; Financial control	Class notes	2
<b>Total</b>				<b>42</b>

## LEARNING OUTCOMES

### Module I: DEFINING BUSINESS, MANAGEMENT AND MANAGER

It is expected that after completing this module, the student should be able to, recognize the environment in which the managers work. This module exposes students to roles of managers, functions of managers, skills required to be a good manager. This module also explains the challenges managers face in being socially responsible and ethical.

### Module II: PLANNING, ORGANIZING & COMMUNICATION

This module helps the student to understand the process for setting goals systematically, examining the goals against 'SMART' framework. It helps student to relate to decision making scenarios and discuss the steps involved in decision making, build intuition capability, understand the basics of communication. This module also introduces the concepts of organizational structure and organizational design.

### Module III: LEADING & CONTROLLING

This module provides students to understand the complex nature of individual behavior in organizations. Provide an all – encompassing look at how and why people are motivated. Also this module exposes student to look at a manager from the leadership perspective, adapt leadership styles/behavior as needed for the situation.

### Module IV: FUNCTIONAL AREAS OF MANAGEMENT

This module introduces students to the field of operations, marketing and finance. Provide an integrated view of management field.

## EVALUATION SCHEME

EC NO.	Evaluation Component	Duration	Weightage (%)	Date & Time	Nature of Component
1	Mid-Sem	90 minutes	35	14/03 1.30pm to 3.00pm	20% CLOSED 15% OPEN
2	Presentations of case studies	-	15		OPEN
3.	Quiz		10		CLOSED
3	Comprehensive Exam	2 Hours	40	13/05 AN	20%- closed 20%- open

Students are required to read newspapers, business magazines such as Business Today, Harvard Business Review, Business India, etc. to relate the concepts learnt.

**Chamber Consultation hour:** Every Wednesday from 5pm to 6 pm

**Notices:** All the notices concerning the course will be displayed on CMS.

**Academic Honesty and Integrity Policy:** Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

**Instructor-in-charge  
MGTS F211**