



**SECOND SEMESTER 2023-2024**

**Course Handout (Part-II)**

**Date: 09/01/2024**

In addition to Part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

**Course No. : MGTS F211**  
**Course Title : Principles of Management**  
**Instructor-in-charge : R. RAGHUNATHAN**

**1. Scope and Objective of the Course:**

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.

**2. Text Book(s):**

Stephen P. Robbins, Mary Coulter "Management", Pearson Education, 2017, 13<sup>th</sup> edition.

**3. Reference Books:**

- R1 Gary Dessler, "Management", Prentice Hall, Inc., 1998, 1st edition.
- .
- R2 Daft Richard L., "Management" Thomson South Western, 5th edition.
- .
- R3 Koontz H. and Weihrich H., "Essentials of Management", McGraw Hill Int. ed., 2004, 6<sup>th</sup> edition.
- .
- R4 Baye R. M. and Prince T. J., "Managerial Economics and Business Strategy" McGraw Hill, 2014, 8th Edition.
- .
- R5 The Merrill Lynch Guide to Understanding Financial Reports
- .

**4. Course Plan:**

Lectu	Topics to be	Learning	Ref.to
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re No.	Covered	Outcome	Text Book
1-2	Understanding the fundamentals of business; What is Management? Why Study Management?	<ul style="list-style-type: none"> <li>Explain the fundamentals of business and explain the concept of management</li> </ul>	Class Notes
3-6	Who is a manager; Managers: Role, Skills, Goals and Functions	<ul style="list-style-type: none"> <li>To describe the role of a manager.</li> <li>Relate to a typical day faced by a manager.</li> </ul>	Chapter 1 & Class Notes
7-8	Specific and general environments; Operating in a pluralistic society; Stakeholder analysis	<ul style="list-style-type: none"> <li>Identify, prioritize and examine the external factors affecting the business</li> </ul>	Chapter 3 & Class Notes
Lecture No.	Topics to be Covered	Learning Outcome	Ref.to Text Book
9-10	What is social responsibility; Sustainability; Managers and ethical behavior?	<ul style="list-style-type: none"> <li>To dissect the ethical situations and test for ethical actions</li> </ul>	Chapter 6
11-14	The what and why of planning; Goals and plan; Goal setting & developing plans; Contemporary issues in planning	<ul style="list-style-type: none"> <li>Design and formulate goals and plans</li> </ul>	Chapter 8
15-18	Decision making: Definition; Steps; Models, Types; Environment; Styles	<ul style="list-style-type: none"> <li>Relate to decision making scenarios &amp; discuss the steps involved in decision making.</li> </ul>	Chapter 2
19-20	Designing organizational structure; Mechanistic and organic structures; Organizational design Types	<ul style="list-style-type: none"> <li>Classify functions of an organization and develop an appropriate structure</li> </ul>	Chapter 10
21-23	Communication: Definition, process, methods/types;	<ul style="list-style-type: none"> <li>Develop a mastery in verbal communication.</li> </ul>	Chapter 14





	Organizational communication: Type; flow, network		
24-26	The human resource management process; Recruitment and Selection; Orientation; Training & development; Performance management	<ul style="list-style-type: none"> <li>Effective selection and interviewing of potential employees.</li> </ul>	Chapter 12
27-30	Basics of motivation; Myths of motivation; De-motivators; Theories of motivation	<ul style="list-style-type: none"> <li>Develop a motivational plan facilitating high employee engagement</li> </ul>	Chapter 16
31-34	Basics of leadership; What do people want from leaders; Theories of leadership	<ul style="list-style-type: none"> <li>To adapt leadership styles/behavior as needed for the situation.</li> <li>Design a leadership formula for success.</li> </ul>	Chapter 17
35-37	What is controlling; Control process; Controlling organizational and employee performance; Tools for measuring organizational performance	<ul style="list-style-type: none"> <li>Compare and contrast various types of controlling techniques</li> </ul>	Chapter 18
38	Overview of operations management; Materials management; Supply & distribution management; Research & development management	<ul style="list-style-type: none"> <li>Outline the areas and sub areas of 'Operations Management' field</li> </ul>	Class notes
Lecture No.	Topics to be Covered	Learning Outcome	Ref.to Text Book
39-40	Introduction to marketing; Variables; Mix; System; Activities	<ul style="list-style-type: none"> <li>Outline the areas and sub areas of 'Marketing Management' field</li> </ul>	Class notes
41-42	Fundamentals of financial planning;	<ul style="list-style-type: none"> <li>Outline the areas and sub areas of 'Finance'</li> </ul>	Class notes





	implementation; Accounting ; Financial analysis; Financial control	field	
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### Reading Assignments:

Students will be assigned with additional reading materials which they are required to read and come prepared to class. Course materials and information on selective in-class activities will be made available course page at 'CMS'.

### 5. Evaluation Scheme:

Evaluation Component	Weightage (%)	Duration	Operational Details	Nature of Component	Date, Time and Venue
Mid-semester Test	25	90 min	Theory and or application questions	Closed book	13/03 - 11.00 - 12.30PM
In-class activities participation *	15	NA	Activities	Open book & In-class	Continuous
Case Studies/ Assignment(s)	15	TBA	Participation and or Report	Open book, In-class & Take home	06/04/2024 (3:00 PM to 5:00 PM)
Quiz (Announced)	10	30 min	MCQ's	Closed book	15/04/2024 (11:00 AM)
Comprehensive examination	35	3 hours	Theory and or application questions	Open book	11/05 FN

\* Make up is not available for this component. Operational details will be shared in the class.

**6. Chamber Consultation Hour:** Monday, 5:00 p.m. - 6:00 p.m.

**7. Notices:** Notices, if any, will be shared in the course page at 'CMS' only.

### 8. Policies:

- For make-up, prior permission from the instructor in-charge should be taken





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- Policies related to class attendance, unfair means and late submissions will be shared in the class
- **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.

**Charge** **Instructor-in-**  
**MGTS F211**



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