



Semester :V						
PRINCIPLES OF MANAGEMENT & ECONOMICS						
Category: Professional Core Course						
(Theory)						
Course Code	:	HS251TA		CIE	:	100 Marks
Credits: L:T:P	:	3:0:0		SEE	:	100 Marks
Total Hours	:	45Hrs		SEE Duration	:	3.00 Hours
Unit-I						06 Hrs
Introduction to Management: Management Functions – POSDCORB – an overview, Management levels & Skills, Management History - <b>Classical Approach:</b> Scientific Management, Administrative Theory, <b>Quantitative Approach:</b> Operations Research, <b>Behavioral Approach:</b> Hawthorne Studies, <b>Contemporary Approach:</b> Systems Theory, Contingency Theory. <b>Caselets / Case studies</b>						
Unit – II						10 Hrs
Foundations of Planning: Types of Goals & Plans, Approaches to Setting Goals & Plans, Strategic Management Process, Corporate strategies – types of corporate strategies, BCG matrix, Competitive Strategies – Porters Five force Model, types of Competitive Strategies. <b>Caselets / Case studies</b> <b>Organizational Structure &amp; Design:</b> Overview of Designing Organizational Structure - Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization & Decentralization, Formalization, Mechanistic & Organic Structures. <b>Caselets / Case studies</b>						
Unit –III						10 Hrs
Motivation: Early Theories of Motivation - Maslow’s Hierarchy of Needs Theory, McGregor’s Theory X & Theory Y, Herzberg’s Two Factor Theory. Contemporary Theories of Motivation: Adam’s Equitytheory, Vroom’s Expectancy Theory. <b>Caselets / Case studies</b> <b>Leadership:</b> Behavioral Theories: Blake & Mouton’s Managerial Grid, Contingency Theories of Leadership: Hersey & Blanchard’s Situational Leadership, Contemporary Views of Leadership: Transactional & Transformational Leadership. <b>Caselets / Case studies</b>						
Unit –IV						10 Hrs
Introduction to Economics: Microeconomics and Macroeconomics, Circular flow model of economics, An Overview of Economic Systems. <b>Essentials of Microeconomics:</b> Demand, Supply, and Equilibrium in Markets for Goods and Services, Price Elasticity of Demand and Price Elasticity of Supply, Elasticity and Pricing, Numericals on determining price elasticity of demand and supply. Changes in Income and Prices Affecting Consumption Choices, Monopolistic Competition, Oligopoly.						
Unit –V						09 Hrs
Macroeconomic Indicators: Prices and inflation, Consumer Price Index, Exchange rate, Labor Market, Money and banks, Interest rate. Gross Domestic product (GDP) - components of GDP, Measures of GDP: Outcome Method, Income method and Expenditure method, Numericals on GDP Calculations, ESG an overview. <b>Macroeconomic models-</b> The classical growth theory, Keynesian cross model, IS-LM-model, The AS-AD model, The complete Keynesian model, The neo-classical synthesis. National Budgeting process in India						
Course Outcomes: After completing the course, the students will be able to:-						
CO1	Elucidate the principles of management theory & recognize the characteristics of an organization.					
CO2	Demonstrate the importance of key performance areas in strategic management and design appropriate organizational structures and possess an ability to conceive various organizational dynamics.					
CO3	Compare and contrast early and contemporary theories of motivation and select and implement the right leadership practices in organizations that would enable systems orientation.					
CO4	Demonstrate an understanding on the usage and application of basic economic principles.					
CO5	Appreciate the various measures of macro-economic performance and interpret the prevailing economic health of the nation.					



Reference Books:	
1.	Management, Stephen Robbins, Mary Coulter & Neharika Vohra, 15 <sup>th</sup> Edition, 2021, Pearson Education Publications, ISBN: 13: 978-0-13-558185-8
2.	Management, James Stoner, Edward Freeman & Daniel Gilbert Jr, 6 <sup>th</sup> Edition, 2009, PHI, ISBN: 81-203-0981-2.
3.	Principles of Microeconomics, Steven A. Greenlaw, David Shapiro, 2 <sup>nd</sup> Edition, 2017, ISBN: 978-1-947172-34-0
4.	Macroeconomics: Theory and Policy, Dwivedi D.N, 5 <sup>th</sup> Edition, 2021, McGraw Hill Education; ISBN : 9789353163334

RUBRIC FOR THE CONTINUOUS INTERNAL EVALUATION (THEORY)		
#	COMPONENTS	MARKS
1.	<b>QUIZZES:</b> Quizzes will be conducted in online/offline mode. TWO QUIZZES will be conducted & Each Quiz will be evaluated for 10 Marks. <b>THE SUM OF TWO QUIZZES WILL BE THE FINAL QUIZ MARKS.</b>	<b>20</b>
2.	<b>TESTS:</b> Students will be evaluated in test, descriptive questions with different complexity levels (Revised Bloom's Taxonomy Levels: Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating). <b>TWO tests will be conducted.</b> Each test will be evaluated for <b>50 Marks</b> , adding upto 100 Marks. <b>FINAL TEST MARKS WILL BE REDUCED TO 40 MARKS.</b>	<b>40</b>
3.	<b>EXPERIENTIAL LEARNING:</b> Some of the Experiential learning topics may include Reading Leadership books and summarizing, Analysis and interpretation of various economic reports, Visit to various organizations to understand organizational mechanics. Students will be evaluated for their creativity and practical implementation of the problem. Case study-based teaching learning (10), Program specific requirements (10), Video based seminar/presentation/demonstration (20) <b>ADDING UPTO 40 MARKS.</b>	<b>40</b>
<b>MAXIMUM MARKS FOR THE CIE THEORY</b>		<b>100</b>

RUBRIC FOR SEMESTER END EXAMINATION (THEORY)		
Q.NO.	CONTENTS	MARKS
<b>PART A</b>		
1	Objective type questions covering entire syllabus	20
<b>PART B</b>		
(Maximum of TWO Sub-divisions only; wherein one sub division will be a caselet in the related topics)		
2	Unit 1 : (Compulsory)	16
3 & 4	Unit 2 : Question 3 or 4	16
5 & 6	Unit 3 : Question 5 or 6	16
7 & 8	Unit 4 : Question 7 or 8	16
9 & 10	Unit 5: Question 9 or 10	16
<b>TOTAL</b>		<b>100</b>