

**Course Name:** Bachelor of Computer Applications

**Subject Name:** Principles of Management

**Subject Code:** TBC-105

**1 Contact Hours:** 42 **L** 3 **T** 0 **P** 0

**2 Examination Duration(Hrs):** **Theory** 0 3 **Practical** 0 0

**3 Relative Weightage:** **CWE:** 25 **MTE:** 25 **ETE:** 50

**4 Credits:** 0 3

**5 Semester:** ☒ ☐ ☐  
**Autumn Spring Both**

**6 Pre-Requisite:** Basic functioning of the organization

**7 Subject Area:** Management

**8 Objective:** To familiarize students with the knowledge of management studies.

**9 Course Outcome:** A student who successfully fulfills the course requirements will be able to-

- a. Understand managers manage business organizations in the dynamic global environment.
- b. Evaluate how organizations develop and maintain competitive advantage.
- c. Analyze Business decisions made using various tools and techniques to remain competitive.
- d. To understand and apply of recent management techniques.
- e. To Understand the and evaluate Strategic Management in India

**10 Details of the Course:**

Unit No.	CONTENT	CONTACT HOURS
1	<b>Nature of Management:</b> Meaning, Definition, it's nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization Evolution of Management Thought: Contribution of F.W.Taylor, Henri Fayol ,Elton Mayo, Chester Barhard & Peter Drucker to the management thought.	8
2	<b>Functions of Management:</b> Planning - Meaning - Need & Importance, types levels – advantages & limitations. Forecasting - Need & Techniques. Decision making steps and Process, Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization.	9
3	<b>Functions of Management:</b> Staffing - Meaning & Importance,Direction-Nature–Principles Communication-Types & Importance, Motivation - Importance – theories Leadership - Meaning - styles, qualities & functions of leaders Controlling - Need, Nature, importance, Process & Techniques Coordination - Need – Importance	8

<b>4</b>	<b>Strategic Management:</b> Definition of strategy and strategic management, various levels of strategies – corporate, business and functional level, Relevance of Strategic Management and its Benefits, Strategic Management in India	8
<b>5</b>	<b>Recent Trends in Management:</b> Social Responsibility of Management – Management of Crisis, Total Quality Management, Stress Management, Management of Change.	9
	<b>TOTAL</b>	<b>42</b>

## 11 Suggested Books:

Sl. NO.	NAME OF AUTHERS/BOOKS/PUBLISHERS	YEAR OF PUBLICATION
<b>1</b>	Dr. L.M.Parasad ,”Principles & practice of management “, Sultan Chand & Sons - New Delhi	2005
<b>2</b>	Horold Koontz and Itenz Weibrich ,”Essential of Management “,McGrawhills International	2003
<b>3</b>	Dr. Y.K. Bhushan ,”Business Organization & Management “,	2002
<b>4</b>	J. S. Chandan ,”Management: Concept and Strategies “, Vikas Publishing	2001
<b>5</b>	Principles of Management, By Tripathi, Reddy Tata McGraw Hill	2007
<b>6</b>	Business organization and Management by Talloo by Tata McGraw Hill	2004
<b>7</b>	Management Theory & Practice - J.N.Chandan	2005
<b>8</b>	K.Aswathapa ,”Essential of Business Administration”, Himalaya Publishing House	2006