

2412081101-Management_Principles_and_Application

I. Core Management Concepts

- Management principles and applications
- Importance of management
- Nature of managerial competencies and approaches

II. Organizational Structure and Design

- Coordination Mechanisms in organization (Henry Mintzberg)
- Organizational design and factors affecting it
- Distinction between formal organization, project organization, and matrix organization
- Delegation and decentralization (including measurement and determining factors)

III. Management Processes

- Management By Objectives (MBO): features and steps
- Group Decision-Making: techniques
- Strategic planning (business level strategies for competitive advantage)
- Motivation and factors affecting it
- Controlling and principles of effective control systems
- Balance Scorecard Approach to managerial control

IV. Human Relations and Behavior

- Hawthorne experiments: conclusions and relevance for management and organizational behaviour
- Followership: definition, distinction from leadership, and Robert Kelley model

V. Business Environment

- Meso environmental factors of a business firm

VI. Case Study: LNJ Bhilwara Group

- Core values of Bhilwara Group of Companies
- CSR initiatives of Bhilwara Group
- Initiatives in Education, Health Care, Environment, and other areas by Bhilwara Group
- Sustainable development efforts by Bhilwara Group

VII. Other Potential Topics (Brief Notes)

- Impact of Digitalisation on business firms
- Reasons for Internationalisation
- Role of Value in management