

# **BCT 202: Principles of Organization and Management**

Year: 2

Semester: III

Course Type: Core

Credit Hour: 3

## **Course Description:**

The basic purpose of this course is to provide essential knowledge and exposure of the basic concepts, theories and practices prevalent and evolving in the field of management. Particularly it focuses on the major areas of management process that has broader applications in organizational context. The course also emphasizes to enable students to better understand the functions and opportunities of management that is contributing in successful operations and performance of organizations. Initially, the course comprises of the overview of management and its historical context followed by the concepts and practices of major management functions i.e. planning, organizing, leadership and motivation, and controlling necessary to get an insight in managing the organizational components. The course also aims to provide students a brief insight in contemporary issues with the inclusion of contemporary issues and developments in the management functions.

## **Course Outcomes:**

Upon successful completion of the course, the students should be able to:

- describe fundamental concepts, nature and principles of management;
- understand the broader spectrum of management applications and developments;
- understand the historical context of management and relate it with the contemporary management practices;
- explain the role and responsibilities of managers and adapt to the various styles of management across organizations;
- develop analytical abilities to better manage the business and organizations by implementing essential managerial functions;
- apply various tools to facilitate the decision-making process in organizations for better management.

## **Course Contents:**

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| <b>1. Introduction to Management</b>  | <b>4hrs</b> |
| 1.1. Concept, characteristics and levels of management; Kinds of managers; Basic management functions.  | 2hrs        |
| 1.2. Managerial roles and skills; Management as science and art; Concept of CSR and Corporate Governance; Skill's for today's managers.   | 2hrs        |
| <b>2. Evolution of Management and the Environmental Context of Management</b>   | <b>6hrs</b> |
| 2.1. Theories on evolution of management: Classical management perspective, Behavioral management perspective, Quantitative management perspective, Systems perspective, Contingency perspective. | 3hrs        |
| 2.2. Business environment: Concept, characteristics and components; Organization and environment interface; Emerging management issues and challenges.  | 2hrs        |
| 2.3. Organizational change: concept and drivers; Employee resistance to change and overcoming techniques; Concept of organizational development and OD intervention.                              | 1hr         |

- 3. The Planning and Decision Making 6hrs**
  - 3.1. Organizational planning: Concept, features, process, types, and methods; Strategic planning: concept and process. 3hrs
  - 3.2. Managerial decision making: Concept, features, process, types of managerial decision making; Decision making under uncertainty. 3hrs
- 4. Organizing 8hrs**
  - 4.1. Organizing: Concept and elements; Types of organizational design. 2hrs
  - 4.2. Job Design: Concept and techniques; Elements of job specification and description. 2hrs
  - 4.3. Departmentalization: Concept and types; Concept of authority, power and responsibility. 2hrs
  - 4.4. Delegation and Decentralization of Authority: Concept, advantages and disadvantages; Concept and techniques of coordinating various units in organization. 2hrs
- 5. Motivation and Leadership 6hrs**
  - 5.1. Nature of motivation; Content perspectives on motivation: Needs-hierarchy theory, two-factor theory and their implications. 2hrs
  - 5.2. Process perspective on motivation: Expectancy theory, equity theory, goal-setting theory and their implications; Reinforcement perspectives on motivation. 2hrs
  - 5.3. Leadership: Nature of leadership; Approaches to leadership: Generic, Situational approaches to leadership, Related approaches to leadership, Emerging approaches to leadership. 2hrs
- 6. Communication and Managing Workforce 6hrs**
  - 6.1. Organizational communication: Concept and types; Barriers to communication; Methods of enhancing effective communication. 3hrs
  - 6.2. Groups and teams in organization: Characteristics of groups and teams; Interpersonal and inter-group conflict, Managing conflict. 3hrs
- 7. Controlling 3hrs**
  - 7.1. Concept, nature and purpose of control; Control process; Levels of control: strategic, structural, operations and financial control. 2hrs
  - 7.2. Role of information technology on operational and behavioral control in organization. 1hr
- 8. Functional areas of Management 6hrs**
  - 8.1. Marketing management: Concept and relevance of marketing management; Components of marketing mix. 2hrs
  - 8.2. Human resource management: Concept and functions; Concept of Succession Planning; Overview of knowledge management and talent management. 2hrs
  - 8.3. Research and development: Concept and process of business research; Overview of organizational agility and learning organization; Concept and strategies for promoting corporate entrepreneurship; Overview on other fundamental functional areas of management. 2hrs

**Addendum:** At least one case will be administered at the end of each chapter. The students will also complete a project work and a few other assignments as specified by the faculty member.

### **Basic Text:**

Robbins, S. P., Coulter, M., Viswanathan, R., & Randel, A. *Management*. Pearson Education.

### **Reference Books:**

Griffin, R. W. *Fundamentals of Management*. Cengage Learning Asia.

Tripathi, P. C., Reddy, P. N., & Bajpai, A. *Principles of Management*. McGraw Hill.