

## **PRINCIPLES OF MANAGEMENT**

**Course code:** BM3003

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### **COURSE OBJECTIVES:**

- Sketch the Evolution of Management.
- Extract the functions and principles of management.
- Learn the application of the principles in an organization.
- Study the various HR-related activities.
- Analyze the position of self and company goals towards business.

**UNIT I            INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS            9**

Definition of Management – Science or Art – Manager Vs Entrepreneur- types of managers – managerial roles and skills – Evolution of Management –Scientific, human relations, system and contingency approaches– Types of Business organization- Sole proprietorship, partnership, company-public and private sector enterprises- Organization culture and Environment – Current trends and issues in Management.

**UNIT II            PLANNING            9**

Nature and purpose of planning – Planning process – Types of planning – Objectives – Setting objectives – Policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

**UNIT III            ORGANISING            9**

Nature and purpose – Formal and informal organization – Organization chart – Organization structure – Types – Line and staff authority – Departmentalization – delegation of authority – Centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management.

**UNIT IV            DIRECTING            9**

Foundations of individual and group behaviour – Motivation theories – Motivational techniques – Job satisfaction – Job enrichment – Leadership – types and theories of leadership – Communication – Process of communication – Barrier in communication – Effective communication – Communication and IT.

**UNIT V            CONTROLLING            9**

System and process of controlling – Budgetary and non - Budgetary control techniques – Use of computers and IT in Management control – Productivity problems and management – Control and performance – Direct and preventive control – Reporting.

**TOTAL: 45 PERIODS**

### **COURSE OUTCOMES:**

CO1: Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, organizing, staffing, leading & controlling.

CO2: Have same basic knowledge on international aspect of management.

CO3: Ability to understand management concept of organizing.

CO4: Ability to understand management concept of directing.

CO5: Ability to understand management concept of controlling.

**TEXT BOOKS:**

1. Harold Koontz and Heinz Weihrich "Essentials of management" Tata McGraw Hill,1998.
2. Stephen P. Robbins and Mary Coulter, "Management", Prentice Hall (India)Pvt. Ltd., 10th Edition, 2009.

**REFERENCES:**

1. Robert Kreitner and MamataMohapatra, "Management", Biztantra, 2008.
2. Stephen A. Robbins and David A. Decenzo and Mary Coulter, "Fundamentals of Management" Pearson Education, 7th Edition, 2011.
3. Tripathy PC and Reddy PN, "Principles of Management", Tata Mcgraw Hill, 1999.

**CO's-PO's & PSO's MAPPING**

CO's	PO's												PSO's		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
1	3		-	-	-	1	-	-	-	-	-	-	2	1	1
2	-	1	1	-	-	-	-	-	-	-	-	-	2	1	-
3	1		-	2	-	-	1	-	2	-	1	1	-	-	2
4	-	1	1	1	2	-	-	1	2	-	-	-	1	1	1
5	1		-	-	1	1	-	-	-	3	-	1	1	-	1
Avg.	1.66	1	1	1.5	1.5	1	1	1	2	3	1	1	1.5	1	1.25

1 - low, 2 - medium, 3 - high, '-' - no correlation