

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 1.2 Name of the Course: MANAGEMENT PRINCIPLES AND APPLICATIONS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 +0+0	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Understand and identify the different theories of organisations, which are relevant in the present context. 2. Design and demonstrate the strategic plan for the attainment of organisational goals. 3. Differentiate the different types of authority and choose the best one in the present context. 4. Compare and choose the different types of motivation factors and leadership styles. 5. Choose the best controlling techniques for better productivity of an organisation. 		
Module	Syllabus	Teaching Hours
I	INTRODUCTION TO MANAGEMENT: Introduction - Meaning and Importance of Management - Managerial Functions - Essence of Management - Evolution of the Management Thoughts: Classical Organizational Theories - Neo-Classical Theories - Modern Organizational Theories.	10
II	PLANNING: Introduction - Meaning - Nature - Purpose - Types of Plans - Planning Process; Strategic Planning: Concept – Process - Importance and Limitations; Environmental Analysis and Diagnosis: Meaning - Importance and Techniques (SWOT/TOWS/WOTS-UP-BCG Matrix - Competitor Analysis); Decision Making - Concept-Importance - Committee and Group Decision Making Process.	10
III	ORGANIZING: Introduction-Meaning-Concept and Process of Organizing – An Overview-Span of Management - Different Types of Authority (Line, Staff and Functional)-Decentralization- Delegation of Authority; Formal and Informal Structure-Principles of Organizing; Network Organisation Structure	12
IV	STAFFING AND LEADING: Staffing: Introduction, Concept of Staffing -Staffing Process; Motivation: Concept - Importance-Extrinsic and Intrinsic Motivation-Major Motivation Theories: Maslow's Need Hierarchy Theory-Hertzberg's Two-Factor Theory-Vroom's Expectation Theory; Leadership: Concept- Importance-Major Theories of Leadership (Likert's Scale Theory, Blake and Mouten's Managerial Grid Theory, House's Path Goal Theory, Fred Fielder's Situational Leadership), Transactional Leadership, Transformational Leadership, Transforming Leadership; Communication: Concept - Purpose-Process - Oral and Written Communication- Formal and Informal Communication Networks - Barriers to Communication-Overcoming Barriers to Communication.	12
V	CONTROLLING AND COORDINATION: Control: Concept-Process-Limitations-Principles of Effective Control-Major Techniques of Control – Ratio Analysis, ROI, Budgetary	12

	Control, EVA, PERT/CPM, Emerging Issues in Management; Coordination: Meaning-Nature-Importance-Principles of Coordination.	
Skill Developments Activities: <ul style="list-style-type: none"> ➤ Collect the photographs and bio-data of any three leading contributors of management thoughts. ➤ Visit any business organisation and collect the information on types of planning adopted by them. ➤ Visit any business organisation and collect different types of authority followed and also the draw the organizational structure. ➤ Analyse the leadership styles of any select five companies of different sectors. ➤ Visit any manufacturing firm and identify the controlling system followed. ➤ Any other activities, which are relevant to the course. 		
Reference Books: <ol style="list-style-type: none"> 1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. 2. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. 3. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. 4. B. P. Singh and A. K. Singh (2002), Essentials of Management, Excel Books 5. P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. 6. Koontz Harold (2004), Essentials of Management, Tata McGraw Hill. <p>Note: Latest edition of text books may be used.</p>		