




**PRINCIPLES OF MANAGEMENT**  
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**[CORE COURSE]**

<b>Semester: II</b>	<b>Credits: 3</b>	<b>Subject Code: BB22001</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

- At the end of this course the learner will be able to,
- Recognize the Nature and Significance of Management.
  - Identify the contributions of Indian Management Ethos, Classical and Modern thinkers towards the field of Management.
  - Recall the principles and functions of Management.
  - Relate to the trends in Management Practices.
  - Interpret the Role and Skills required for Managerial jobs.

<b>Unit 1: Nature of Management</b>	<b>12</b>
<ul style="list-style-type: none"><li>• Management<ul style="list-style-type: none"><li>○ Concept, Definition</li><li>○ Characteristics &amp; Importance</li><li>○ Levels of Management</li><li>○ Functions- Managerial and Operational functions</li><li>○ Management as an Art, Science and Profession</li></ul></li><li>• Managerial Skills</li><li>• Role of Managers</li><li>• Managerial Ethics</li></ul>	
<b>Unit 2: Evolution of Management Thought</b>	<b>12</b>
<ul style="list-style-type: none"><li>• Evolution of Management Thought and Introduction</li><li>• Contribution<ul style="list-style-type: none"><li>○ Traditional Thinkers: Frederick Taylor, Henry Fayol</li><li>○ Modern Thinkers: Peter Drucker, Stephen Covey</li><li>○ Business Leaders: Ratan Tata, Jeff Bezos</li></ul></li><li>• Indian Management Ethos<ul style="list-style-type: none"><li>○ Introduction, Salient Features, Significance</li><li>○ Purpose / Need of Indian Ethos in Management</li><li>○ Contribution of Swami Vivekananda and Mahatma Gandhi</li></ul></li></ul>	
<b>Unit 3: Functions of Management</b>	<b>16</b>
<ul style="list-style-type: none"><li>• Planning<ul style="list-style-type: none"><li>○ Meaning and Nature</li><li>○ Importance and Limitations</li><li>○ Principles of Planning</li><li>○ Types of Planning</li></ul></li></ul>	

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<ul style="list-style-type: none"> <li>○ MBO, SWOC Analysis</li> <li>• Organizing               <ul style="list-style-type: none"> <li>○ Concept and Nature</li> <li>○ Steps in Organizing Process</li> <li>○ Organization Climate and Culture</li> </ul> </li> <li>• Staffing               <ul style="list-style-type: none"> <li>○ Meaning, Importance, Essentials of good Staffing policy</li> <li>○ Functions in Brief</li> </ul> </li> <li>• Directing               <ul style="list-style-type: none"> <li>○ Meaning , Nature and Significance</li> <li>○ Elements of Directing:                   <ul style="list-style-type: none"> <li>▪ Communication</li> <li>▪ Leadership</li> <li>▪ Motivation and Morale</li> </ul> </li> </ul> </li> <li>• Controlling               <ul style="list-style-type: none"> <li>○ Meaning, Nature, Significance</li> <li>○ Human Resistance to Control- Causes and Remedies</li> <li>○ Management by Exception</li> </ul> </li> </ul>	
<b>Unit 4: Trends in Management</b>	<b>08</b>
<ul style="list-style-type: none"> <li>• Knowledge Management               <ul style="list-style-type: none"> <li>○ Concept, Merits, Demerits, Phases</li> </ul> </li> <li>• Cross Cultural management               <ul style="list-style-type: none"> <li>○ Concept, Characteristics, Elements, Cross Cultural Communication, Cultural Shock</li> </ul> </li> <li>• Sustainability Management               <ul style="list-style-type: none"> <li>○ Meaning, Importance, Five Capital Model, Need for sustainability in Business</li> </ul> </li> <li>• Excellence in Management               <ul style="list-style-type: none"> <li>○ Concept of Managerial effectiveness</li> <li>○ Culture of excellent Organization, Management Mantras for Excellence</li> </ul> </li> </ul>	

# 12 hours for Library work, practical or field work or research purposes

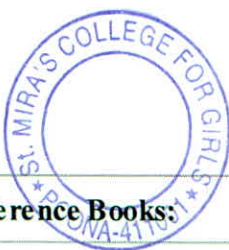
**Recommended Text Books:**

- D.S. Jambhulkar, *Principles of Management*, Thakur Publishing, 2019
- C.B.Gupta, *Management-Theory and Practices*, Sultan Chand and Sons 2019.

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### Reference Books:

- Harold Koontz, Heinz Weihrich , *Essentials of Management*, McGraw hill, New Delhi , 2015
- J.S. Chandan, *Management Concepts and Strategies* Vikas Publishing House, New Delhi, 2016
- L.M. Prasaad, *Principles and Practices of Management*, Sultan Chand and Sons- New Delhi, 2019
- Dinesh Seth, Subhash.C. Rastogi, *Global Management Solutions*, Cengage Learning; 2 edition (2009)
- Harold Koontz, Heinz Weihrich , *Principles of Management* , McGraw hill , New Delhi , 2015
- Stephen P. Robbins, Mary Coutler, *Management*, 8<sup>th</sup> Edition, Pearson, 2019
- Heinz Weihrich, Mark V. Cannice, Harold Koontz, *Management A Global and Entrepreneurial Perspective* McGraw hill, New Delhi, 2019
- Raj Shankar -*Entrepreneurship Theory and Practices* –Vijay Nicole, 2016

### Websites:

[www.12manage.com](http://www.12manage.com)

<http://www.actionleadership.com/>

<https://hbr.org/topic/cross-cultural-management>

[Ugcmoocs.inflibnet.ac.in](http://Ugcmoocs.inflibnet.ac.in)- Principles and Practices of Management

[Ugcmoocs.inflibnet.ac.in](http://Ugcmoocs.inflibnet.ac.in)- Management Concepts and Organisational Behaviour

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