

## **MBG5101      Principles of Management**

Course Code	MBG5101	Semester	I
Course Title	Principles of Management		
Credits	3	Type	Core

**This is a skill development, collaborative, practical and employability based course that aims to enhance the overall management skills of the students.**

### **Course Description**

The course provides a fundamental exposure to the students on the theories in management and practice by contemporary executives with international perspectives.

### **Course Outcome**

By the end of the course, students are expected to be able to obtain the following learning outcomes.

1. Knowledge gained:
  - Theoretical concepts on general management
  - The significance and scope of management principles.
  - To acquire the nature of organization, its structure, principles and theories
2. Skills gained
  - Application of the concepts to the planning and decision making with respect to procedures, policies, rules and budgets of an organization.
  - Staffing, directing, controlling and coordination techniques
3. Competency gained
  - Development of models of planning, leading, staffing and all other management responsibilities.

### **Course Structure**

The following is a detailed syllabus. ....

#### **Module I**

Management: Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A.Simon and Peter F Drucker- Approaches to the Study of Management- Universality of Management: Indian and Eastern ethos – Modern management theories and application- Relevance of management to different types of organization – MBO and MBE – (Relevant One or Two Case Studies)

#### **Module II**

Planning and Decision Making: Nature, importance and planning process – Planning premises – Components of Planning as Vision, Mission, Objectives, Goals, Policies, Strategies,

Procedures, Methods, Rules, Projects and Budgets – Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty – (Relevant One or Two Case Studies).

### **Module III**

Organizing: Nature, purpose and kinds of organization – Structure – Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority – Committees – Informal organization – Joint Ventures and Strategic Alliances – Emerging organisation structures (Relevant One or Two Case Studies).

### **Module IV**

Staffing and Directing: General Principles of Staffing- Importance and techniques of Directing (Relevant One or Two Case Studies).

### **Module V**

Coordination and Controlling: Coordination: Concept, Need and techniques; Controlling: Objectives and Process of control – Devices of control – Integrated control – Special control techniques- Contemporary Perspectives in Management.

### **Testing & Evaluation (if any)**

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Tests

### **References**

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2. Rao, V.S.P, *Management-Concepts and Cases*, 2009, Excel Books, New Delhi
3. Ricky W Griffin, *Management*, South-Western College Publications, 12th Edition, 2017.
4. Peter F. Drucker, *Management*, Revised Edition, 2008.
5. Stephen P. Robbins and Mary Coulter, *Management*, 14th Edition, 2018.
6. Harold Koontz, Cyril O'Donnell, Heinz Weihrich, *Management: A Systems Approach*, McGraw Hill, 6th Edition, 2009
7. Gene Burton and Manab Thakur, *Management Today: Principles and Practice*, TMH, 2009.

8. Gareth Jones and Jennifer George, Contemporary Management, McGrawHill/Irwin, 10th Edition, 2017.
9. Jim Collins, Good to Great, Harper Business, 1st Edition, 2011.
10. [http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view\\_module\\_ug.php/201](http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/201)
11. [https://onlinecourses.swayam2.ac.in/imb19\\_mg09/preview](https://onlinecourses.swayam2.ac.in/imb19_mg09/preview)
12. <https://www.youtube.com/watch?v=CmC8UaCNQFc>
13. <https://www.youtube.com/watch?v=-I6C1DIRfzA>
14. <http://www.himpub.com/documents/Chapter1383.pdf>
15. <http://www.himpub.com/documents/Chapter1696.pdf>
16. <http://www.himpub.com/documents/Chapter458.pdf>