

17BB111-PRINCIPLES AND PRACTICE OF MANAGEMENT

Course Description and Objective:

Objective of the course is to provide basic perspectives of Management theories and practices. This will form foundation for further study of functional areas of management and provide for understanding how organizations function.

Learning Outcomes:

By studying this course, the student will be able to:

1. Appraise the management functions in organizations
2. Apply the techniques of management such as, planning, decision making, etc.
3. Understand the role of managers in organizations
4. Identify the differences in motivational needs of individuals
5. Apply the leadership styles under different management conditions

UNIT-I

- 14 Hrs

Introduction to Management: Management: The Art and Science – Functions of management- Management Levels – Roles of Managers –Evolution of management-Theories of management:Scientific management– Henry Fayol’s theory – Weber’s Bureaucracy – Human relations approach – Behavioral Science Approach – Systems’ View of Management - Management Vs administration

UNIT-II

- 12 Hrs

Planning: Importance – Benefits – Disadvantages – Types of plans – Process of planning – Management By Objectives- Decision – Decision Making – Process and Techniques.

UNIT-III

- 10 Hrs

Organizing: Organization: Types, Organization Chart – Basic Types of organization structures– Concepts of Departmentation, Delegation and Decentralization– Staffing: Functions

UNIT-IV

- 14 Hrs

Directing – Concept of Directing – Leadership: Types of leaders – Trait, Behavioral and Contingency Approaches to Leadership – Motivation: Maslow’s need hierarchy theory – Herzberg’s two factor theory – Theory X and Theory Y – Equity theory – Expectancy theory – Communication: Process – Barriers – Formal and informal communication- Effective Communication

UNIT-V

- 10 Hrs

Controlling: Need for controlling – Steps involved in controlling – process of controlling – Tools for Control: Balanced Score Card, Financial controls, Total Quality Management

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Different types of Organization Charts (structure).
2. Chart of Staffing.
3. Graphic representation of Maslow's Theory.
4. Chart on Media of Communication.
5. Draft Control chart of different industry/business groups.
6. Prepare list of corporate strategies that are adopted by Indian Companies to face the challenges of competition.
7. Select a successful retail store and give details of factor leading to its success
8. Select a failed venture, if any known to you, and bring out reasons for its failure (Note what we learn from these success & failure stories).
9. Select a company and prepare a SWOT analysis for the same.
10. Mention the characteristics and skills of managers in the 21st century.
11. List out some unethical practices prevailing in an organization.
12. Undertake a study of some ethical practices followed by an organization.

Text Books:

1. Wehrich & Koontz, "Essential of Management", TMH.
2. Angelo Kinicki, Brian Williams, "Principles of Management", 6 e, McGrawHill,

Reference Books:

1. James A. F. Stoner, "Management", Thomson.
2. Heinz Wehrich, Harold Koontz, "Management A Global Perspective", TMH, 10/e, 2002.

3. Stephen P. Robbins Mary Coulter, "Management", PHI, 8/e, 2006.