

Name of the Programme: Bachelor of Commerce (Honors)

Course Code: COM-111 Title of the Course: Principles and Practice of Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil
Course Objectives:	Objectives of the Course are: 1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralization of authority in an organization. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination.
Content:	<p>Unit 1: Introduction to Management Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re-engineering, Porter's Five-forces' Model.</p> <p>Unit 2: Planning and Organising Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. 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 Organization Structure. Emerging types.</p> <p>Unit 3: Staffing and Leading Staffing: Concept of staffing, staffing process. b. Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.</p>

	<p>Unit 4: Control and Coordination Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.</p>	<p>15 hours</p>
<p>Pedagogy:</p>	<p>Lectures, Classroom discussions and Case study</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Tripathi, P. C. & Reddy, P.N. (2010). Principles of Management (Fourth ed.). Tata Mc Graw Hill Education Pvt. Ltd., New Delhi. 2. Chandan, J. S. (2004). Management, Theory & Practice (Second ed.). Vikas Publishing House, New Delhi. 3. Prasad, L. M. (2000). Principles and Practice of Management (Fifth ed.). Soutan Chand & Sons. 4. Jain, V. (2010). Management Theory & Practice (First ed.). International Book House, New Delhi. 5. Prasad, M. (2008). Management Concepts & Practices. (Fourth ed.). Himalaya Publishing House, Mumbai. 6. Subba Rao, P., & Venkatram T. K. (2010). Management Theory & Practice (First ed.). Himalaya Publishing House, Mumbai. 7. Moshal, B. S. (2009). Principles of Mangement (First ed.).Ane Books Pvt. Ltd., New Delhi. 8. Barton, G., & Thakur, H. (1997). Management Today, Principle & Practice (First ed.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <p>CO 1: Describe the competitive landscape of a company using Porter's five force model.</p> <p>CO 2: Interpret the relevance of delegation and decentralization of authority in an organization.</p> <p>CO 3: Recognise the various needs of an individual using Maslow's Need-Hierarchy Theory.</p> <p>CO 4: Eucidate the principles and major techniques of control and apply the principles and techniques of coordination.</p>	