

MBA-I
SEMESTER-I
Principles of Management (POM)

1. Course Objectives:

This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. The objective is to help the students understand the fundamental concepts and principles of management; the basic roles, skills, and functions of management. It is also intended to give an overview of the historical development, theoretical aspects and practice application of managerial process.

2. Course Duration:

The course duration is of 40 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules/Sub-Modules	Sessions	Marks (20% of 70)
I	Historical Development Definition of Management, Science or Art, Management and Administration, Development of Management Thought Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.	8	14
II	Planning Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.	8	14
III	Organising Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness.	8	14
IV	Directing Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication, Electronic media in Communication.	8	14

V	Controlling System and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalisation and Liberalization, International Management and Global theory of Management.	8	14
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4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures and Discussions
- (2) Role Playing
- (3) Assignments and Presentations
- (4) Case Analysis

5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

A	Assignments / Presentations/ Quizzes / Class Participation / etc.	10% (Internal Assessment)
B	Mid-Semester Examination	20% (Internal Assessment)
C	End-Semester Examination	70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Wehrich Heinz and Koontz Harold- Management	A Global and Entrepreneurial Perspective	Mc Graw Hill	12th Edition 2008
T2	Stoner, Freeman & Gilbert Jr - Management	Organizational Behaviour	Prentice Hall of India	6th Edition or later edition
T3	Rao VSP	Management, Text & Cases	Excel Books	Latest Edition

7. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Bateman	<i>Management (SIE)</i>	Tata McGraw-Hill Publishing Company, New Delhi	Latest Edition
R2	Decenzo David, Robbin Stephen A	Personnel and Human Resources Management	Prentice Hall of India,	1996
R3	Fraidoon Mazda	“ Engineering Management”,	Addison Wesley,-	2000
R4	Hillier Frederick S. and Hillier Mark S	Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets	Tata Mc Graw Hill	2nd Edition 2008
R5	JAF Stomer, Freeman R. E and Daniel R Gilbert	Organizational Behaviour	Pearson Education	Sixth Edition, 2004
R6	Koontz	Principles of Management	Tata Mc Graw Hill	Ist Edition 2008
R7	Massie, Joseph L.	Essentials of Management	Pearson Education	
R8	Robbins & Coulter	Management	Prentice Hall of India	8th Edition
R9	Robbins S.P. and Decenzo David A,	Fundamentals of Management: Essential Concepts and Applications	Pearson Education	5th Edition
R10	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill,	1999
R11	Stephen P. Robbins,	Organization Theory – Structure, Design and Applications	Prentice Hall of India, New Delhi	Third or later edition

8. List of Journals/Periodicals/ Magazines/ Newspapers etc.: Harvard Business Review, Business India / Business Today / Business World, “Vikalpa” – Journal of Indian Institute of Management, Ahmedabad, and Effective Executive

9. Session Plan:

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Sessions	Topic
1-2	Definition of Management, Science or Art, Management and Administration
3-4	Development of Management Thought, Contribution of Taylor and Fayol
5-6	Functions of Management – Types of Business Organization
7-8	Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.
9-10	Nature & Purpose, Steps involved in Planning
11-13	Objectives, Setting Objectives, Process of Managing by Objectives
14-16	Strategies, Policies & Planning Premises, Forecasting, Decision-making
17-18	Nature and Purpose, Formal and informal organization, Organization Chart
19	Structure and Process, Departmentation by difference strategies
20	Line and Staff authority, Benefits and Limitations
21-22	De-Centralization and Delegation of Authority, Staffing
23-24	Selection Process, Techniques, HRD, Managerial Effectiveness
25-26	Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives
27-29	Leadership, Types of Leadership Motivation, Hierarchy of needs, Motivation theories, Motivational Techniques, Job Enrichment
30-32	Communication – Process of Communication, Barriers and Breakdown – Effective Communication – Electronic media in Communication
33-34	System and process of Controlling, Requirements for effective control
35-36	The Budget as Control Technique, Information Technology in Controlling
37-38	Productivity – Problems and Management – Control of Overall Performance – Direct and Preventive Control – Reporting
39-40	The Global Environment – Globalisation and Liberalization – International Management and Global theory of Management

The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from the Text(s) and references in items 6 and 7 mentioned above.