

**COURSE: Major  
Principles of Management**

<b>Semester: I</b>	<b>Credits: 4</b>	<b>Subject Code: BBMAJHRM123130</b>	<b>Lectures: 60</b>
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**Course Outcomes:**

At the end of the course, the learner will be able to:

- CO 1: Remember the Nature and Significance of Management and interpret the roles and skills required for Managerial jobs.
- CO 2: Recognize the Contributions of Classical and Modern thinkers towards the field of Management and the significance of the Indian Management Ethos.
- CO 3: Recall the Principles and Functions of Management.
- CO 4: Relate to the Trends in Management Practices.
- CO 5: Understand the impact of Globalization and Technological Advancements on Contemporary Management Practices.
- CO 6: Discuss the Management Concepts in Real-World Scenarios.

**Unit 1: Introduction to Management**

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- Introduction to Management - Concept Nature and Scope, Purpose of Management, Levels of Management, Functions- Managerial and Operational functions, Management as An Art, A Science, A Profession, A Social System
  - Managerial Skills
  - Role of Managers
  - Managerial Ethics
  - Managers and Environment
  - Excellence in Management: Concept of managerial effectiveness, Culture of Excellent Organization, Management Mantras for Excellence
- Activities: Role Play/ Management games/Projects/Presentations/Case-lets  
Assignments

**Unit 2: Development of Management Thought**

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- Evolution of Management Thought
- Concept and Approaches to Management Thought
- Contribution: Traditional Thinkers: Frederick Taylor, Henry Fayol, Modern Thinkers: Peter Drucker, Stephen Covey, C.K. Prahalad, Management Styles of Indian business Leaders -Ratan Tata, Narayan Murthy, Cyrus Poonawala
- Indian Ethos and Contemporary Issues in Management: Contemporary Issues in Management, Indian Ethos for Management, Salient Developments in Management



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<b>Unit 3: Functions of Management</b>	<b>15</b>
<ul style="list-style-type: none"> <li>• Planning: Meaning and Nature, Importance and Limitations, Principles of Planning, Types of Planning, MBO, SWOC Analysis, Strategic Management Process</li> <li>• Organizing: Concept and Nature, Importance, Steps in Organizing Process, Principles of Organisation, Organization Climate and Culture</li> <li>• Staffing: Meaning, Importance, and Essentials of Good Staffing Policy, Functions in Brief</li> <li>• Directing: Meaning, Nature, and Significance, Elements of Directing: Communication, Leadership, Motivation</li> <li>• Controlling: Meaning, Nature, Significance, Process, Types of Controlling, Management by Exception</li> </ul>	

<b>Unit 4: Trends in Management Practices</b>	<b>15</b>
<ul style="list-style-type: none"> <li>• Knowledge Management: Concept, Merits, Demerits, Phases</li> <li>• Learning Organizations: Nature, Advantages, Needs, and Methods of creating a Learning Organization</li> <li>• Management 2.0: Introduction and Significance</li> <li>• Green Management: Introduction, Significance, Benefits, Challenges and Strategies</li> </ul>	

**Recommended Text Books:**

- D.S. Jambhulkar, *Principles of Management*, Thakur Publishing, 2022
- C.B.Gupta, *Management-Theory and Practices*, Sultan Chand and Sons 2022.
- C.B.Gupta, *Business Organisation and Management*, Sultan Chand and Sons, 2023

**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)
- Stephen P. Robbins, Mary Coutler, *Management*, 8th Edition, Pearson, 2019
- Heinz Weihrich , Mark V. Cannice , Harold Koontz , *Management A Global, and Entrepreneurial Perspective*, McGraw Hill, New Delhi, 2019
- James Pickford, *Mastering Management 2.0*, Pearson, 2014



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**Websites:**

- www.12manage.com
- http://www.actionleadership.com/
- https://hbr.org/topic/cross-cultural-management
- Ugcmoocs.inflibnet.ac.in- Principles and Practices of Management
- Ugcmoocs.inflibnet.ac.in- Management Concepts and Organisational Behaviour

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Subject Expert (Outside SPPU)	Ms. Soma Kulshrestha	<i>Soma Kulshrestha</i> 30/5/23	
VC Nominee (SPPU)	Dr. Tanuja Devi		<i>Tanuja Devi</i> 30/5/23
Industry Expert	Deepesh Sodhi	<i>Deepesh Sodhi</i> 30/5/23	
Alumni	Zoha Sabooni		<i>Zoha Sabooni</i> 30/5/23
Alumni	Ms. Nilufer Chini		<i>Nilufer Chini</i> 30/5/23



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