

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration			Branch/Spec.		Marketing/Finance/HR/International Business/Entrepreneurship/SCM		
Semester		I			Version		1.0.0.1		
Effective from <i>Academic Year</i>			2022-23		Effective for the batch Admitted in			June 2022	
Subject code		2IA01POM	Subject Name		Principles of Management				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Course Objective:									
<p>This course helps students to gain a clear understanding of the functions and responsibilities of a manager. Upon completion of the course, students will be having a better understanding of managerial functions such as planning, organizing, staffing, leading, and controlling.</p>									
Course Outcome (CO):									
<p>2IA01POM.CO1: Understand the evolution of management thought, functions, and organisational forms, along with emerging trends, business ethics, and social responsibility in modern management practices.</p> <p>2IA01POM.CO2: Apply management principles of planning, decision making, coordination, and staffing to enhance managerial effectiveness and organizational performance.</p> <p>2IA01POM.CO3: Analyse organisational structures, leadership styles, motivation theories, and communication processes to understand their impact on effective management and organizational performance.</p> <p>2IA01POM.CO4: Examine managerial control systems and processes, the planning–control relationship, and apply control techniques to enhance organizational performance in a global context.</p>									
Theory syllabus									
Unit	Content								Hrs
1	<p>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- Sole proprietorship, company-public and private sector enterprises-organizational culture and Environment, Emerging issues in Management- Professionalization of Management in India, Current Trends in Management- Change management, crisis management, total quality management etc.</p> <p>Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.</p>								15
2	<p>Planning: Nature & Purpose, Components of Planning, Steps involved in Planning, Objectives, Setting Objectives, Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.</p> <p>– Managerial Effectiveness.</p> <p>Coordination concept, characteristics, importance, principles and techniques of coordination,–</p> <p>Staffing: Definition, Importance, brief, main staffing functions, Performance</p>								14

	management, career planning and management, Selection Process - Techniques – HRD	
3	<p>Organizing: 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</p> <p>Directing: Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership, Leadership and Management, Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication, Electronic media in Communication.</p> <p>Leading: Article on styles of leadership by Daniel Goleman</p>	19
4	<p>Controlling, system and process of Controlling, planning-control relationships Requirements for effective control, Control Techniques, Tools of Control, The Budget as control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting, Globalization and its impact on Business and Managerial practices</p> <p>Case study: Managing without control</p>	12
Practical content		
- Evolution of Management: Teaching management through Indian Mythology(Videos of Devdutt Pattanaik, Self-learning mode		
Text Books		
1	Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, Latest Edition)	
Reference Books		
1	Weihrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edition 2008)	
2	Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, Latest Edition)	
3	Stephen P. Robbins, Organization Theory – Structure, Design and Applications, Prentice Hall of India, New Delhi, Third or later edition.	
4	Bateman, Management (SIE), Tata McGraw-Hill Publishing Company, New Delhi.	
5	Decenzo David, Robbin Stephen A, "Personnel and Human Reasons Management", Prentice Hall of India, 1996.	
6	Fraidoon Mazda, " Engineering Management", Addison Wesley,-2000	
7	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)	
8	JAF Stomer, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.	
9	Koontz - Principles of Management (Tata Mc Graw Hill, Ist Edition 2008).	
10	Massie, Joseph L., Essentias of Management, Pearson Education.	
11	Robbins & Coulter - Management (Prentice Hall of India, 8th Edition).	
12	Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edition).	

13	Tripathy PC and Reddy PN, “Principles of Management”, Tata McGraw-Hill, 1999.
14	Dr Neeru Vshishth, Principles of Management, Taxmann 2010, Latest edition
15	Rao V.S.P. and Krishna V. Hari, Management Text & Cases, Excel Books, New Delhi.

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 1: Course Name: 2IA01POM PRINCIPLES OF MANAGEMENT							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IA01POM.CO1	3	2	3	3	2	2	2
2IA01POM.CO2	3	2	1	2	2	1	2
2IA01POM.CO3	3	2	3	2	2	2	3
2IA01POM.CO4	3	2	2	2	2	1	1

Semester 1: Course Name: 2IA01POM PRINCIPLES OF MANAGEMENT			
Course outcomes	PSO1	PSO2	PSO3
2IA01POM.CO1	2	1	2
2IA01POM.CO2	2	1	2
2IA01POM.CO3	2	1	2
2IA01POM.CO4	2	1	2