

Course code	Course Title	L	T	P	C
BMGT101L	Principles of Management	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives					
<ol style="list-style-type: none"> 1. To provide knowledge on management key concepts, evaluation of management thoughts and theories. 2. To understand the various functions of management and framework. 3. To gain a holistic understanding of multidisciplinary nature of management for effective functioning. 					
Course Outcomes					
At the end of the course, the students will be able to					
<ol style="list-style-type: none"> 1. Understand the basic concepts of management. 2. Analyse the environmental factors that affect the organization and its growth. 3. Identify and apply appropriate techniques to manage an organisation. 4. Critically analyse the problem in each functions of the management. 5. Ascertain the role of technologies in management. 					
Module:1	Management Basics	6 hours			
Management - nature and purpose, evolution of management concept, approaches to management process, functions and roles of management, influence of external and internal environment on decision making, factors affecting social responsibility and sustainability, and ethical business management.					
Module:2	Planning	6 hours			
Types of plans, steps in planning, strategic planning process, SWOT matrix, portfolio matrix, Porter's industry analysis and generic competitive strategies, decision making - importance of decision making, development of alternatives and evaluation of alternatives, and decision making under certainty, uncertainty and risk.					
Module:3	Organizing	7 hours			
Formal and informal organization, organizational levels and span of management, organization reengineering, structure and process of organizing, departmentation, matrix organization, strategic business units, virtual organization, line and staff authority, decentralization and delegation of authority, and organization culture.					
Module:4	Staffing	6 hours			
Overview to staffing functions, factors affecting staffing, position requirements, job design, job description, selection process and techniques, orientating new employees, performance appraisal and career strategy - appraisal criteria, team evaluation, rewards, and formulating career strategy, managerial training and development, conflict management, managing change, and learning organization.					
Module:5	Leading	6 hours			
Understanding motivation, motivation theories, leadership traits, styles, and types, committees, groups, and team decision making, communication purpose, communication process, and barriers to effective communication.					
Module:6	Controlling	6 hours			
Basic control process, critical control points, standards and bench marking, real-time information and control, feedforward or preventive control, control of overall performance, profit and loss control, control through ROI, management audits - balanced scorecard, bureaucratic and clan control, and control techniques and information technology.					
Module:7	Managing Operations and Technology	6 hours			

Operations management and corporate strategy, value chain management, role of technology in modern management practices, virtual organization and its structure, online business management, applications of digital technology, e-commerce, m-commerce, social media, and artificial intelligence in business management, and challenges to modern management practices.			
Module:8	Contemporary Topics		2 hours
			Total Lecture hours: 45 hours
Text Book(s)			
1.	Harold Koontz and Heinz Wehrich, Essentials of Management: An International and Leadership Perspective, 2020, 11 th edition, McGraw-Hill, India.		
Reference Books			
1.	Stephen P. Robbins, Mary Coulter and Agna Fernandez, Fundamentals of Management, 2019, 14 th Edition, Pearson Education, India.		
2.	Robert N. Lussier, Management Fundamentals: Concepts, Applications, & Skill Development, 9 th Edition, 2020, Sage Publications, USA		
3.	Pravin Durai, Principles of Management – Texts and Cases, 2019, 2 nd Edition, Pearson Education, India.		
Mode of Evaluation: CAT, Written Assignment, Quiz, and FAT			
Recommended by Board of Studies		27-05-2022	
Approved by Academic Council		No. 66	Date 16-06-2022