

**IV. CORE COURSE -C 3:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**MANAGEMENT PRINCIPLES AND APPLICATIONS****Theory: 75 Lectures; Tutorial:15 Lectures**

**Objective:** The objective of the course is to provide the students with an understanding of basic management concepts, principles and practices.

**Unit I : Introduction**

Concept: Need for study, Managerial Functions – An overview; Coordination – Essence of Managership

1.1 Evolution of Management Thought, Classical Approach- Taylor, Fayol, Neo-Classical and Human Relations Approach- Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach

**Lectures: 15****Unit II: Planning**

2.1 Types of Plan – Meaning, objectives, Significance of Planning. An overview to highlight the differences

2.2 Strategic planning – Concepts, process, Importance and Limitations

2.3 Decision –making – concept, importance; Committee and Group Decision-making, Process , perfect rationality and bounded rationality, techniques (qualitative and quantitative, MIS, DSS)

**Lectures: 15****Unit III: Organizing**

3.1 Concept

3.2 Process of organizing – An overview, Span of Management, Different types of authority (line and staff and functional), Decentralization, Delegation

3.3 Formal and Informal Structure

3.4 Principles of Organizing

**Lectures: 15**

Session 2019-22 onwards

**Unit IV: Staffing and Leadership**

- 4.1 Concept of Staffing, An overview of Staffing
- 4.2 Motivation – Concept, Importance, extrinsic and intrinsic motivation; Major Motivation Theories – Maslow’s need Hierarchy theory; Hertzberg’s Two – factors theory , Vroom’s Expectation Theory.
- 4.3 Leadership – Concept, Importance, Theories of Leadership
- 4.4 Communication- Concept purpose, process, Oral and written communication, Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication

**Lectures: 15****Unit V: Control**

- 5.1 Concept, Process, Limitations, Principles of Effective Control, Major Techniques of Control – Ratio Analysis (ROI), Budgetary Control.
- 5.2 Emerging issues in Management

**Lectures: 15****Suggested Readings:**

- ☐ Harold koontz and Heinz Weihrich, Essentials of Management, Pearson Education.
- ☐ Stephen Robbins and M. Coulter, Management, Pearson Education
- ☐ Stephen P Robbins, David A Decenzo, Sanghmitra Bhattacharya and Madhushree Manda Agarwal, Fundamentals of Management, Essentials, Concepts and Applications, Pearson Education
- ☐ Drucker Peter F, Practice of Management, Mercury Book , Landon
- ☐ George Terry Principle of Management, Richard D Irwin
- ☐ Newman summer and Gilbert, Management, PHI
- ☐ James H Donnelly, Fundamental of Management, Pearson Education
- ☐ Chhabra, T.N. Essential of Management. Sun india
- ☐ Griffin Management Principles and Application, Cengage Learning
- ☐ Robert Kreitner, Management Theory and Application, Cengage Learning

Note: Latest edition of books may be used

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