

SEMESTER - III

UCBIG20 – PRINCIPLES OF MANAGEMENT

Year: II SEM: III	Course Code:	Title of The Course:	Course Type:	Course Category:	H/W	CREDITS	MARKS
	UCBIG 20	Principles of Management	Theory	Core	5	4	40+60

COURSE OBJECTIVES

- To understand the concepts of business management.
- To develop the knowledge of planning and decision making.
- To familiarize the students with principles of the organizing.
- To enable students to understand theories of motivation.
- To impart knowledge on various leadership styles.

COURSE OUTCOMES (CO)

The Learners will be able to

- Understands the Conceptual idea of management.
- Demonstrate the skills of planning and decision making.
- Aware of principles of organizing.
- Familiarize with motivational factors.
- Identifies various leadership styles.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	M	M	M	H
CO3	H	H	M	H	H	M
CO4	H	M	H	M	M	H
CO5	H	H	H	M	M	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	H
CO2	M	H	M	H	H	H
CO3	H	M	H	M	M	H
CO4	M	H	H	H	M	M
CO5	H	M	H	M	H	M

COURSE SYLLABUS

UNIT I

(15 Hours)

- 1.1 Management - Meaning - Definition (K1)
- 1.2 Characteristics, Importance (K1, K2)
- 1.3 Contribution of F.W. Taylor (K1)
- 1.4 Henri Fayol & Peter F Drucker (K1)
- 1.5 Concept of Management by Objectives (M.B.O) and Management by Exception (M.B.E) (K1, K2, K3, K4)
- 1.6 Conceptual idea of Corporate Social Responsibility (C.S.R) (K1, K2, K3, K4)

UNIT II

(15 Hours)

- 2.1 Planning - Meaning -Definition (K1)
- 2.2 Nature, Importance (K1)
- 2.3 Types of Plans, Importance (K1, K2)
- 2.4 Advantages and Limitations (K1, K2)
- 2.5 Steps in the process planning (K1, K2, K3)
- 2.6 Decision Making - Meaning and Process (K1, K2, K3)

UNIT III

(15 Hours)

- 3.1 Organizing - Meaning - Nature – Importance (K1)
- 3.2 Principles – Steps (K1, K2)
- 3.3 Types - Line, Functional, Line and Staff, Committee (K1, K2, K3)
- 3.4 Styles - Functions – Importance (K1)
- 3.5 Types and Principles (K1, K2)
- 3.6 Centralization - Decentralization - Differences between both. (K1, K2)

UNIT IV

(15 Hours)

- 4.1 Staffing- Meaning – Importance (K1)
- 4.2 Directing - Meaning - Nature and Characteristics (K1, K2)
- 4.3 Leadership - Meaning - Nature - Styles - Functions – Importance (K1, K2, K3)
- 4.4 Styles - Functions – Importance (K1, K2)
- 4.5 Motivation Meaning -Monetary and Non-Monetary Incentives (K1, K2, K3)
- 4.6 Theories of Motivation - Maslow, McGregor and Herzberg (K1, K2)

UNIT V

(15 Hours)

- 5.1 Communication - Meaning - Nature - Process – Importance (K1, K2)
- 5.2 Essentials of good Communication (K1, K2)
- 5.3 Barriers to Communication - Steps to overcome the barriers. (K1, K2, K3)
- 5.4 Control -Definition - Meaning - Elements - Process. (K1, K2, K3)
- 5.5 Co-ordination – Meaning, Importance, Types, Problems (K1, K2, K3)
- 5.6 Difference between Co-ordination and Co-operation (K1, K2)

BOOKS

TEXTBOOKS

Dr. Gupta C.B.-Business Management – Sultan Chand& Sons, New Delhi, (Latest Ed.)

REFERENCE

1. Prasad L.M. - Management: Principles and Practices - Sultan Chand& CLO., New Delhi, (Latest Ed.)
2. Harold Koontz & Cyril O'Donnell - Essentials of Management - Tata McGraw Hill Publishing Co. Ltd., New Delhi, (Latest Ed.)
3. Sharma R.K. and Shashi K. Gupta - Principles of Management - Kalyani Publishers, New Delhi, (Latest Ed.)
4. Kumkum Mukherjee - Principles of Management - Tata McGraw Hill, New Delhi, (Latest Ed.)

WEB RESOURCES

1. <https://g.CLO/kgs/1Zu9Pz>
2. <https://Courses.lumenlearning.Com/>
3. <https://study.Com/academy/lesson/principles-of-organizational-management.html>
4. https://www.mindtools.Com/pages/article/newLDR_74.htm
5. <https://www.toppr.Com/guides/business-studies/directing/Communication>