

Cluster University Seinagar
Graduation Programme in Management (Commerce)

Principles of Management ✓ Semester-I	<i>Course Code: UGCOM22J103</i> <i>Nature of Course: Major/Minor</i>
Credits : 4 (3+1)	

Course Description:

This course is designed to highlight the genesis of the Management. The course will cover the evolution of management thought, basic concepts, principles and practices.

Course Objectives:

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Learning Outcomes:

After completing this course, the student is expected to:

- Develop basis understanding of management thought.
- Develop an understanding of various management processes: planning, organizing, directing, leading and controlling.

Curriculum Details:

Unit- 1

Management Thought

Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach; Contingency Approach – Lawrence & Lorsch, MBO - Peter F. Drucker.

(Knowledge, Comprehension)

Unit- II

Planning and Organizing

Planning: Concept, Process, Importance and Limitations; Types of Plans. Concept and process of organizing, Span of management, Different types of authority (line, staff and functional), Decentralisation and Delegation of authority.

(Knowledge, Comprehension)

Unit– III

Staffing, Directing and Controlling

Staffing: Concept and process. *Motivation*: Concept, Importance; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory. *Leadership*: Concept, importance and styles; *Communication*: Concept, importance, Process and Types; Barriers to Effective Communication.

Controlling: Concept, Process, Limitations and Principles of Effective Control.

(Knowledge, Comprehension)

Unit – IV (Internal Assessment: Tutorial/Practical)

Concerned Teacher to identify case study from Unit-1, Unit-2 and Unit-3. The Student would analyze the Case and make a presentation of the case.

Each student, at the instructions of the concerned teacher, will submit an assignment and deliver a presentation on the case assigned to him/her.

Suggested Readings:

1. Harold Koontz and Heinz Weihrich, *Essentials of Management: An International and Leadership Perspective*, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
3. George Terry, *Principles of Management*, Richard D. Irwin
4. Newman, Summer, and Gilbert, *Management*, PHI
5. James H. Donnelly, *Fundamentals of Management*, Pearson Education.
6. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
7. Griffin, *Management Principles and Application*, Cengage Learning
8. Robert Kreitner, *Management Theory and Application*, Cengage Learning
9. TN Chhabra, *Management Concepts and Practice*, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
10. Peter F Drucker, *Practice of Management*, Mercury Books, London.

Note: Latest editions of text books may be used