

Name of Institute: Indus Institute of Management Studies (IIMS)
Name of Faculty: Dr. Arnaz Wadia

Course code:BC0303

Course name: Management Principles and Applications

Prerequisites: HSC

Credit points: 6 Credits

Offered Semester: B.Com SEM 3

Course Lecturer (weeks 01 - 12)

Full name: Dr.Arnaz Wadia

Department with siting location: Management

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Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

The course objective is to study the functions and principles of management.

To learn the application of the principles in an organization. To enable the effective and barriers communication in the organization. To study the system and process of effective controlling in the organization.

Course Outcomes (CO)

1. The main objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.
2. To interpret the various theories and processes of management
3. To relate with different functional areas of management
4. To appreciate the role and need of managers in different organization
5. To ensure efficiency & effectiveness in planning & decision making
6. To develop understanding about management of the organization

Course Outline

(Key in topics to be dealt)

Course Content:

Unit-I

(15 Hours)

Introduction

Nature and Scope of Management:-Meaning, Importance, Characteristic, Objectives, Management functions, Management as profession. Early Classical

Approaches - Scientific Management, Administrative Management, Bureaucracy. Neo-Classical Approaches - Human Relations Movement, Behavioral Approaches. Modern Approaches - Systems Approach; Contingency Approach, MBO- Peter F. Drucker, Michael Porter - Five-force analysis, Three generic strategies and value- chain, analysis

Unit-2

(15 Hours)

Planning and decision making

Types of Plan - An overview to highlight the differences

Strategic planning - Concept, process, Importance and limitations

Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and techniques (SWOT, BCG Matrix, Competitor Analysis), Business environment; Concept and Components.

Decision-making - concept, importance; Committee and Group Decision-making, Process, Perfect rationality and bounded rationality, Techniques

Unit-3

(15 Hours)

Organizing & Staffing

Meaning, process, principles, types of organization structure- its merit & demerits. Span of management, Decentralization, Delegation of authority, centralization and decentralization, concept of informal organization. Staffing- Meaning & Importance of staffing. Recruitment- Meaning, Sources of recruitment, Selection- Meaning, Process. Training & development Meaning & significance, Methods of training & development.

Unit-4

(15 Hours)

Directing & Controlling

Co-ordination:- Meaning importance & techniques for effective co-ordination. MOTIVATION: Meaning, Importance & Maslow theory. LEADERSHIP: meaning, Importance, qualities of leadership and styles of leadership. COMMUNICATION: Meaning, Important process principles of effective communication Barriers to effective Communication. Controlling- Meaning, Importance & process of Control, Limitations, Principles of Effective Control, Major Techniques of control

Method of delivery

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

Study time

6 hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	-
CO2	3	1	2	2	1	3
CO3	2	3	2	3	2	3
CO4	2	1	-	3	3	2
CO5	2	3	2	2	2	1
CO6	2	3	3	2	-	2

Blooms Taxonomy and Knowledge retention (For reference)
 (Blooms taxonomy has been given for reference)

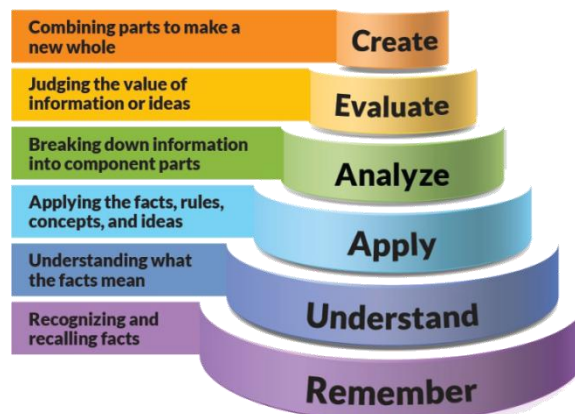


Figure 1: Blooms Taxonomy

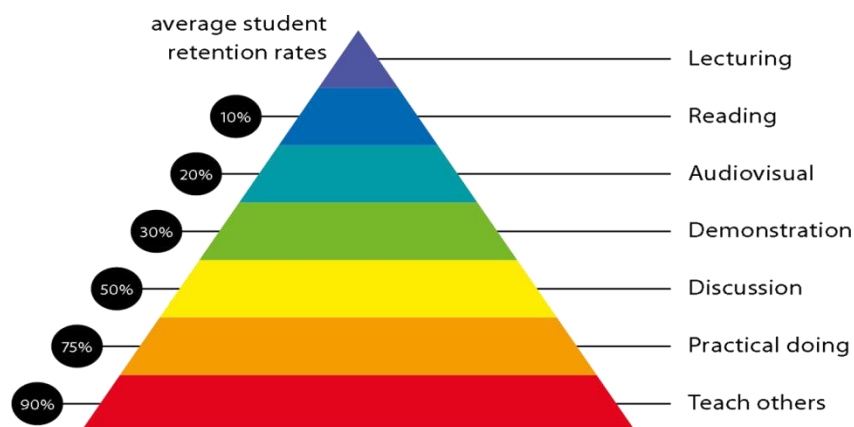


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
<p>Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>4 Problem solving skills</p>
<p>Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage</p>	<p>5 Written communication</p>
	<p>6 Oral communication</p>
	<p>7 Teamwork</p>

with people in different settings. Recognize how culture can shape communication.	
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	10 Sustainability, societal & environmental impact

Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study
3. Assignment-3: Presentation
4. Assignment-4: Quiz

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

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.

Additional Material

Stoner, Freeman & Daniel R Gilbert, Management; Pearson Education
 Robbins & Coulter, Management; Prentice Hall (India) Pvt. Ltd
 Robbins , Decenzo & Coulter, Fundamentals of Management; Pearson Education
 Tripathy & Reddy , Principles of Management; Tata McGraw Hill
 James H. Donnelly, Fundamentals of Management, Pearson Education.
 B.P. Singh and A.K.Singh, Essentials of Management, Excel Books

Names of newspapers, magazines to be referred for better understanding of the course:

Harvard Business Review/ Business India / Business Today / Business World

“Vikalpa” –Journal of Indian Institute of Management, Ahmedabad,
SANKALPA: Journal of Management & Research, Effective Executive, etc.

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:		
Quiz 1	5% (week 4)	Objective (1-3)
Quiz II	5% (week 8)	Objective (1-4)
Mid semester	30% (due week 10)	Objectives (2-5)
Final exam (<i>closed book</i>)	60%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Nature and Scope of Management:-Meaning, Importance, Characteristic, Objectives, Management functions, Management as profession.	CO1	Lecture
Weeks 2	Early Classical Approaches - Scientific Management, Administrative Management, Bureaucracy. Neo-Classical Approaches - Human Relations Movement, Behavioral Approaches. Modern Approaches - Systems Approach; Contingency Approach	CO1	Audio-Visual
Week 3	MBO- Peter F. Drucker, Michael Porter - Five-force analysis	CO1 & CO2	Audio-Visual
Week 4	Three generic strategies and value-chain, analysis	CO3	Lecture
Week 5	Types of Plan - An overview to highlight the differences Strategic planning - Concept, process, Importance and limitations	CO3	Lecture
Week 6	Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and techniques (SWOT, BCG Matrix, Competitor Analysis)	CO3	Case Study

Week 7	Business environment; Concept and Components. Decision-making - concept, importance; Committee and Group	CO4	Case Study
Week 8	Decision-making, Process, Perfect rationality and bounded rationality, Techniques	CO5	Audio-Visual
Week 9	Meaning, process, principles, types of organization structure- its merit & demerits. Span of management, Decentralization, Delegation of authority	CO3 & CO4	Audio-Visual
Week 10	centralization and decentralization, concept of informal organization. Staffing- Meaning & Importance of staffing. Recruitment- Meaning, Sources of recruitment, Selection- Meaning, Process	CO5	Lecture
Week 11	Training & development Meaning & significance, Methods of training & development. Co-ordination:- Meaning importance & techniques for effective co- ordination.	CO5	Lecture
Week 12	MOTIVATION: Meaning, Importance & Maslow theory. LEADERSHIP: meaning, Importance, qualities of leadership and styles of leadership.	CO5	Case Study
Week 13	COMMUNICATION: Meaning, Important process principles of effective communication	CO6	lecture
Week 14	Barriers to effective Communication.	CO6	lecture
Week 15	Controlling- Meaning, Importance & process of Control, Limitations, Principles of Effective Control, Major	CO6	lecture

		Techniques of control		
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