

20BB112 PRINCIPLES AND PRACTICES OF MANAGEMENT

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

COURSE DESCRIPTION AND OBJECTIVE:

To prepare the students to be good practicing managers, gain basic understanding of principles of management including planning, organizing, directing and controlling, To gain basic understanding of concepts for managing people including, recruiting, motivating, leading and communication, To improve ability to examine managerial issues and problems and to develop feasible alternatives that can result in better decision making, To develop an awareness of multiple approaches that can be used to resolve managerial problems

COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Discuss and communicate managerial functions, Skills, levels and roles of managers and how it will affect future managers.	1,2
2	Identify & communicate the management evolution and how it will affect future managers	1,4
3	Use the types of plans, process involved in planning and process involved in decision making & techniques applied for making decisions.	2,3,4
4	Execute different motivational theories & strategies to motivate organizational members, right leadership style and different modes of communication.	1
5	Implement tools and techniques for filling organizational vacancies with competent people.	1,2,3
6	Implement tools and techniques for ensuring effective control in the organization.	1,2,3

SKILLS :

- ✓ Present sample organization charts (structure).
- ✓ Graphic representation of Maslow's Theory.
- ✓ Chart on Media of Communication.
- ✓ Draft Control chart of different industry/business groups.

UNIT - I

L-10

Nature of Management: Concept of management, Functions of management, Managerial roles, Management Levels, skills of management.

Evolution of management thought: History and current thinking: Classical approach, Behavioral approach, Management science approach, the contingency approach, the systems approach.

UNIT - II

L-10

Planning and Organizing: Importance of planning, Benefits and disadvantages of planning, types of plans, process of planning, concept of MBO, decision making process and decision making techniques.

Organizing: Basic types of organization structures, concept of departmentation, span of control.

UNIT - III

L-10

Directing: concept of leadership and leadership styles and theories, Motivation: Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X and Theory Y, Equity theory, Expectancy theory, Communication: Process, types of communication, barriers to communication and effective Communication

UNIT - IV

L-10

Staffing: Manpower planning, Recruitment, Selection, Training, Performance appraisal, Grievance handling.

UNIT - 5

L-10

Controlling: Need for controlling, Steps involved in controlling, Process of controlling, and Tools for Control: Balanced Score Card, Financial controls, Total Quality Management.

TEXT BOOKS:

1. Samuel C.Certo, S.Trevis Certo: Modern Management, 13/e, Prentice-Hall, New Delhi

REFERENCE BOOKS:

1. Heinz Wehrich, Harold Koontz: Management A Global perspective, 10/e, Tata McGraw Hill.
2. Daft, The New Era of Management, Thomson, 7/e, New Delhi.
3. Schermerhorn: Management, 8/e, Wiley, India.