

B.COM. (HONS.): SEMESTER – III	CORE-7: BCH320C3: MANAGEMENT PRINCIPLES & APPLICATIONS
CREDITS : THEORY: 4, TUTORIAL: 2	MARKS: THEORY: 60; TUTORIAL: 30
	TOTAL MARKS: 90

MANAGEMENT PRINCIPLES & APPLICATIONS

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

CONTENTS (THEORY):

Unit – 1

(Marks: 15)

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, Michael Porter – Five-force analysis; Value-Chain, Analysis; ‘Fortune at the Bottom of the Pyramid’ – C.K. Prahalad.

Unit - 2

(Marks: 15)

Planning

Concept, Process, Importance and Limitations; Types of Plans
Strategic Planning — Definition, Importance and Techniques; Environmental Analysis and Diagnosis (Internal and external environment) –SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis

Unit - 3

(Marks: 15)

Organising and Staffing

Concept and process of organising – An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority
Formal and Informal Structure; Principles of Organising; Network Organisation Structure
Staffing: Concept of staffing, staffing process

Unit - 4

Directing and Controlling

(Marks: 15)

Motivation: Concept, Importance; Major Motivation theories - Maslow’s Need-Hierarchy Theory; Herzberg’s Two-factor Theory, Vroom’s Expectation Theory.
Leadership: Concept, Importance, Major theories of Leadership (Likert’s scale theory, Blake and Mouten’s Managerial Grid theory, Transactional leadership, Transformational Leadership, Transforming Leadership.
Communication: Concept, Process and Types; Barriers to Effective Communication
Control: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA

TUTORIAL: Unit – 5 and Unit – 6

(Marks: 30)

Concerned Teacher to identify a case study from Unit – 2, Unit – 3 and Unit – 4.

Students, at the instructions of the concerned teacher, to opt at least one case and submit an assignment and make a presentation on the case opted.

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 edition of text books may be used