

Syllabus

Code No.: MCA 109

Paper: Principles and Practices of Management

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 10 marks including subparts, if any.

***OBJECTIVE:** The purpose of this course is to expose the student to the basic concepts of management in order to aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.*

PRE-REQUISITE:

- Pre-requisite based Study Material
URL:
<http://bvicam.in/spec-subject-files/Principles%20and%20Practices%20of%20Management%20>
- MOOC Course: Leadership and Management by Coursera
URL:
<https://www.coursera.org/browse/business/leadership-and-management>

COURSE OUTCOME (CO):

After completion of this course, the learners will be able to:-

CO1	Understand the basics of the management principles, business ethics and social responsibility. (BTL2)
CO2	Understand the working of the salient organizational functions like planning, decision making and organizing. (BTL2)
CO3	Apply various managerial functions in staffing and motivation. (BTL 3)
CO4	Develop leadership, communication and various monitoring techniques. (BTL 6)

UNIT - I

Management: Concept, Nature, Importance; Management: Art and Science, Management As a Profession, Management Vs. Administration, Management Skills, Levels of Management, characteristics of Quality Managers. Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social

System Approach, Decision Theory Approach. Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

[No. of Hrs: 11]

UNIT - II

Introduction to Functions of Management, Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Planning Premises and Forecasting, Key to Planning, Decision Making. Organizing: Concept, Organization Theories, Forms of Organizational Structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Organizational Design.

[No. of Hrs: 10]

UNIT - III

Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal, Directing: Concept, Direction and Supervision, Motivation: Concept, Motivation and Performance, Theories Of Motivation, Approaches for Improving Motivation, Pay and Job Performance, Quality of Work Life, Morale Building.

[No. of Hrs.: 10]

UNIT - IV

Leadership: The Core of Leadership: Influence, Functions of Leaders, Leadership Style, Leadership Development. Communication: Communication Process, Importance of Communication, Communication Channels, Barriers to Communication. Controlling: Concept, Types of Control, Methods: Pre-control: Concurrent Control: Post-control, An Integrated Control System, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control, Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs. Change and Development: Model for Managing Change, Forces for Change, Need for Change, Alternative Change Techniques, New Trends in Organizational Change.

[No. of Hrs.: 11]

TEXT BOOKS:

1. Stoner, Freeman and Gilbert Jr., "Management", PHI, 6th Ed.
2. Koontz, "Principles of Management", Tata Mc Graw Hill, 1st Ed., 2008.
3. Robbins and Coulter, "Management", PHI, 8th Ed.

REFERNCES:

1. Robbins S. P. and Decenzo David, "A. - Fundamentals of Management: Essential Concepts and Applications", Pearson Education, 5th Ed.
2. Hillier Frederick S. and Hillier Mark S. - Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, Tata Mc Graw Hill, 2nd Ed., 2008.

3. Wehrich Heinz and Koontz Harold, "Management: A Global and Entrepreneurial Perspective", Mc Graw Hill, 12th Ed., 2008.
4. R. Satya Raju and A. Parthasarathy, "Management Text and Classes", PHI, 2nd Ed., 2009.