



Principles and Practices of Management

Introduction

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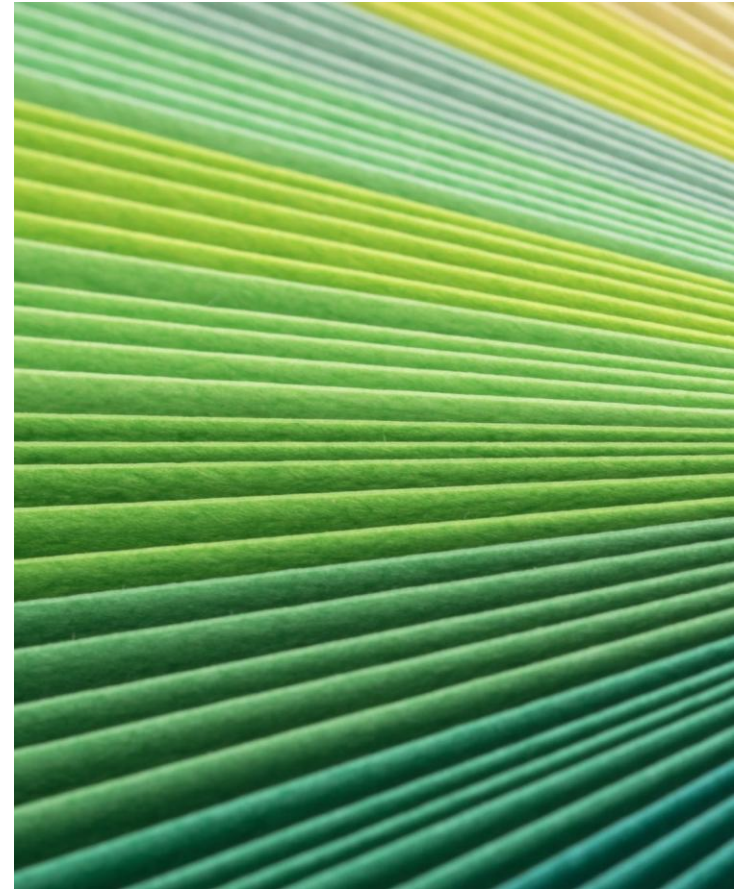
Course Description

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling .

It integrates both classical and contemporary management practices.

Through case studies and practical exercises, students will learn to apply these principles to real-world scenarios.

The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

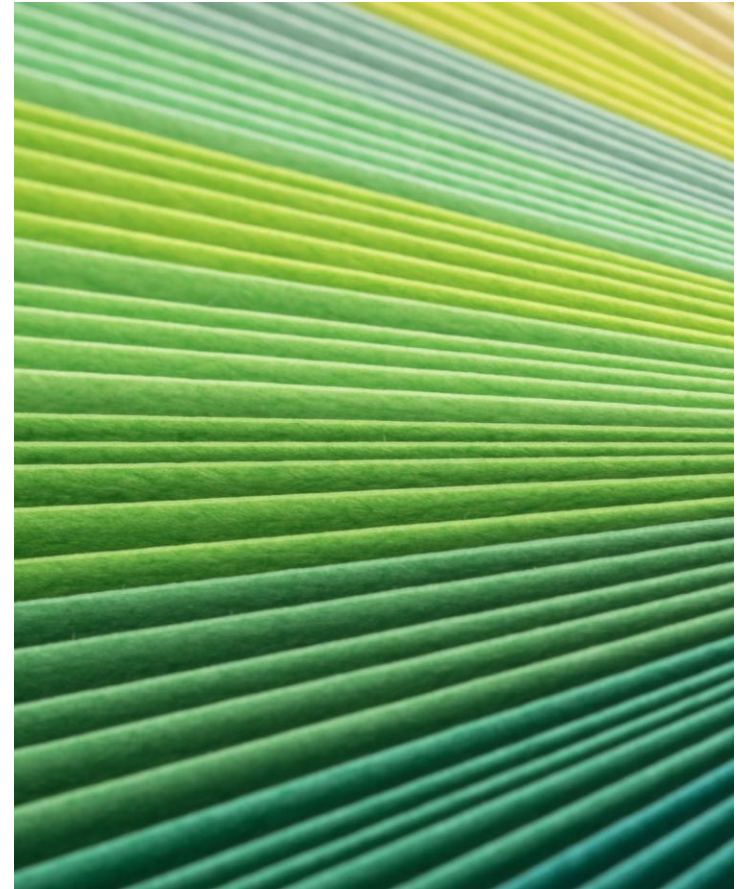


Course Description

It is a very interesting foundation course.

The principles and practices you learn in this course can be applied in all the functional areas of management

You will learn how value is created by managers in organizations by applying the tools and techniques discussed in this course





Course Objectives

- To understand the basic concepts, principles, and theories of management.
 - To examine the essential functions performed by managers.
 - To analyze the impact of globalization, diversity, and ethics on management.
 - To develop skills in strategic planning, decision-making, and leadership
 - To implement control systems and manage changes in the organizations
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Syllabus

- **Unit 1: Introduction to Management**
 - Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling
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Syllabus

- **Unit 2: Planning, Organizing and Staffing**
- Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Syllabus

- **Unit 3: Leading & directing.**
- Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level 5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics.

Syllabus

- **Unit 4: Controlling & Change**
- Controlling meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management. Change meaning, Causes of change, importance of change management, Kurt-Lewin model of change Management, Force-field theory of change Management.

Syllabus

- **Unit 5: Strategic Management, Ethics and Social Responsibility** Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

Course Outcomes

CO1: Explain the fundamental concepts of management, including its core functions (Planning, Organizing, Leading, Controlling), key principles, and the major historical and contemporary approaches to management thought.

Course Outcomes

CO2: Analyze different types of plans (strategic, tactical, operational) and organizational structures, apply systematic decision-making processes, and describe the key steps involved in staffing, including recruitment and selection.

Course Outcomes

CO3: Compare and contrast major theories of leadership (e.g., trait, behavioral, contingency, transformational) and motivation (e.g., Maslow, Herzberg, McGregor), and explain the importance of effective communication and team dynamics in directing employees.

Course Outcomes

CO4: Describe the management control process and various control techniques and apply foundational models (like Kurt Lewin's model) to understand and propose approaches for managing organizational change.

Course Outcomes

CO5: Outline the core elements of the strategic management process, including the use of tools like SWOT analysis, and evaluate the role and significance of business ethics, corporate social responsibility (CSR), and sustainable practices in contemporary management.

Textbooks (Latest Editions

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.

2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston

3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.

4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.

5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

websites

OpenStax - Principles of Management:

- **Link:** <https://openstax.org/details/books/principles-management>
- **Description:** A free, peer-reviewed online textbook covering core management concepts comprehensively.

Free Management Library:

- **Link:** <https://managementhelp.org/>
- **Description:** An extensive collection of practical, free articles on a wide array of management, leadership, and organizational development topics.

Websites

Harvard Business Review (HBR):

- **Link:** <https://hbr.org/>
- **Description:** A top source for articles and insights on business management, strategy, and leadership from industry experts and academics (offers some free content).

TED Talks - Management Topic:

- **Link:** <https://www.ted.com/topics/management>
- **Description:** Watch inspirational and insightful talks from experts on various aspects of management, leadership, motivation, and workplace dynamics.



Thank you

