

1. Subject Title:	Principles of Management
2. Subject Code:	CC-602
3. Contact Hours	60
Self Study, Assignment	30
Credit Points	06

4. Subject Description and expected learning outcomes

The course is intended to provide an in depth input about the basic principles of Management. The students will be imparted knowledge and exposure to principles of management, through lectures, case studies, and assignments both individual and group. The emphasis is both on theory and application of these theories in real life situation.

After completing this course, the students should be able to:

- Understand the basic management functions of Planning, Organising, Leading and Controlling.
- Know evolution in management to present day practices.
- Understand what is organisational culture, and how culture influences organisation performance.
- Gain an insight into Social responsibilities of business including value based management and ethics.
- Understand nature of strategic management, the process, and strategic options in today's environment.
- Learn about foundations of Planning and the important planning tools.
- Gain an insight into decision making process and the role of Manager as a decision maker.
- Understand organization structure, work specialization, and departmentalization.
- Get an insight into communication and its relevance in an organisation.
- Understand Human Resource management issues in an organization.
- Get an insight into change and change management.
- Understand foundations of behaviour.
- Learn groups and team behaviour in an organization.
- Understand motivation, theories of motivation and their application.
- Gain an insight into leadership including various theories of leadership.
- Understand the basic nature and process of control.
- Learn operations and value chain management.

5. Mode of delivery

Students are provided with the copy of the basic module related to course. The entire module is shared with students through lecture method in the class room. In addition class exercises in the

form of Management Insights and case studies are also undertaken. All students are required to submit individual and group assignments on relevant areas.

6. Contents

Week	Hours	Units	Contents
	2.5	1	Introduction to management and organisation
			Who are managers and what do they do?
			Managerial Levels
			Effectiveness and Efficiency in Management
			Managerial functions: Planning, Organising, Leading and Controlling
			Management Roles and Skills
			What is an organization? Common characteristics of an organization.
			The changing organization and the value of studying management.
	3.5	2	Historical Background of Management.
			Development of various theories of Management and major approaches to management.
			Understanding Organizational Behavior
			Current trends and issues in management
	3.5	3	Organisation culture and the environment
			The Organization's Culture and dimensions of organisational culture
			Sources of Organizational Culture
			Cultural Constraints on Managers
			Spirituality and Organizational Culture
			The environment affecting managerial decisions
	2.5	4	Managing in Global Environment
			The Regional free trade agreements
			The World Trade Organisation
			How organisations go global
			The economic environment
			The cultural environment
			The legal environment
	3	5	Social Responsibility and Managerial Ethics
			What is social responsibility
			The Greening of Management
			Value based management
			Managerial Ethics
			Stages of Moral development
			Individual Characteristics
	3	6	Strategic Management
			Types of Organizational Strategies
			Importance of strategic Management

Week	Hours	Units	Contents
			Strategic Management Process
			Levels of organization strategies
			Growth strategies for the organisation
			Corporate portfolio analysis and Role of competitive advantage
	2.5	7	Foundations of Planning
			What is planning?
			Establishing goals and developing plans
			Planning and performance
			Types of plans
			Approaches to Establishing Goals
	3.5	8	Planning Tools and Techniques
			Techniques for Assessing the Environment
			Techniques for Allocating Resources
			Contemporary Planning Techniques
			Forecasting, Benchmarking, Budgeting, Scheduling and Charting
			Project Planning Process
			Contemporary Planning Techniques
	2	9	Decision Making
			The Decision-Making Process
			The Manager as Decision Maker
			Rationality in decision making
			Intuition and decision making
			Policy, Procedures and Rules
			Decision-Making Styles
			Decision making Errors and Biases
	4	10	Organisation Structure and Design
			Defining Organizational Structure
			Organizational Design Decisions
			Departmentalization in organisations
			Traditional and Contemporary Organizational Designs
			The Learning Organization
	2.5	11	Communication and Information Technology
			Understanding Communications
			The Process of Interpersonal Communications
			Functions of communication
			Organizational Communication
			Barriers to Effective Interpersonal Communication
			Types of organisational communication
			Information Technology and Benefits there of.
	3.5	12	Human Resource Management
			The HRM Process and Importance of Human Resource.
			Human Resource Planning; Recruitment/ Decruitment; Selection; Orientation; Training

Week	Hours	Units	Contents
			Employee Performance Management;
			Meeting Future Human Resource Needs
			Contemporary HRM Issues
2	13		Managing Change and Innovation
			What Is Change?
			Forces for Change
			Managing Change
			Contemporary Issues in Managing Change
			Stimulating Innovation
4	14		Foundation of Behaviour
			Individual behaviour
			Psychological Factors Affecting Employee Behavior
			Emotions and Intelligence
3.5	15		Understanding Groups and Teams
			Understanding Groups and Explaining Work Group Behavior
			Creating effective teams
			Group Processes: Conflict Management
			Teams, Characteristics of Effective Teams
2.5	16		Motivating Employees
			What Is Motivation?
			Early Theories of Motivation
			Contemporary Theories of Motivation
			Motivation and Goals
			Motivation and Behavior
			Motivation and Perception
			Motivation, Perception, and Behavior
4	17		Leadership
			Managers versus Leaders
			Early Leadership Theories
			Contingency Theories of Leadership
			Cutting Edge Approaches to Leadership
			Leadership Styles
			Leadership Issues in the 21st Century
2	18		Foundation of Control
			What Is Control and Why Is It Important?
			The Control Process
			Controlling Organizational Performance
			Tools for Organizational Performance
			Contemporary Issues in Control
6	19		Operations and Value Chain Management
			What Is Operations Management and Why Is It Important?
			Value Chain Management
			Current Issues in Operations Management

6. Assessment

The students will be assessed by a written Examination and assignments. The distribution of marks will be as follows:

Final written examination	70%
Mid-term examination & assignments	30%

7. Assignments

Assignment I

Short objective type written test to ensure learning on the previous day and remove any shortcomings.

Assignment II

Short objective type written test to ensure learning on the previous day and remove any shortcomings.

Assignment III

A relevant case study to understand the application Principles of Management.

Assignment IV

Short objective type written test to ensure learning on the previous day and remove any shortcomings.

Assignment V

A relevant case study to understand the application of Social responsibility and Ethical practices in Management.

Assignment VI

Group work on Foundation of planning.

Assignment VII

Short objective type written test to ensure learning on the previous day and remove any shortcomings.

Assignment VIII

A relevant case study to ensure students have learnt the decision making theories.

Assignment IX

Short objective type written test to ensure learning on the previous day and remove any shortcomings.

Assignment X

Group work on Human Resource Management.

8. Readings

- IIMHR Course Material
- James A.F.Stoner, Freeman A.Edward, and Daniel A.Gilbert Jr.: Management: Pearson Education
- Stephen P.Robbins & Mary Coulter: Management: Prentice Hall of India Pvt. Ltd.
- Harold Koontz, Cyril O'Donnell: Principles of Management: An analysis of Managerial Functions: McGraw- Hill Book Company