

BHAGWAN MAHAVIR UNIVERSITY, SURAT

FY B.Com. (Bachelor of Commerce)

1060204104 PRINCIPLES OF MANAGEMENT

First Year B.Com

Semester – I

Subject Name	Principles of Management
Subject Code	1060204104
Objectives	<ul style="list-style-type: none"> • To provide an understanding of basic concepts, principles and practices of management. • To inculcate the ability to apply multifunctional approach to organizational objective. • To understand and apply a variety of management and organizational theories in practice. • To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organizations.
Subject Outcome	<ul style="list-style-type: none"> • Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management. • Conceptualize how internal and external environment shape organizations and their responses • Evaluate leadership styles to anticipate the consequences of each leadership style • Practice the process of management's four functions: planning, organizing, directing, leading, and controlling
Course Duration	The course duration is of 40 sessions of 60 minutes each.
Teaching Methods	<p>The course will use the following pedagogical tools:</p> <p>(a) Lectures and Discussions</p> <p>(b) Assignment</p> <p>(C) Movie Based Management Learning</p>
Evaluation	Continuous Evaluation
	<p>Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc.</p> <p>External Assessment- (70 Marks)</p>

COURSE CONTENTS

Unit 1	NATURE OF MANAGEMENT	25%
	1.1 Management: Concept & Significance	
	1.2 Roles & Skills, Levels of Management	
	1.3 Concept of POSDCORB, Managerial Grid.	
	1.4 Evaluation of Management Thoughts, Contributions of F. W. Taylor, Henri Fayol and Contingency Approach.	
Unit 2	PLANNING AND DECISION-MAKING	20%

	2.1 Planning – Meaning, Importance, Elements, Process, Limitation and MBO 2.2 Decision Making- Meaning, Importance, Process, Techniques of decision making	
	ORGANIZING	30%
Unit 3	3.1 Organizing – Concept, Organization Structure (Formal and Informal, Line-staff and Metrix) 3.2 Departmentation – Meaning and Basis 3.3 Span of Control – Meaning, Factor Affecting Span of Control and Centralization & Decentralization 3.4 Delegation: Authority and Responsibility Relationship.	
	DIRECTING, LEADERSHIP, CO-ORDINATION AND CONTROLLING	25%
Unit 4	4.1 Direction- Meaning & Process 4.2 Leadership - Meaning, Style and Qualities of Good Leader. 4.3 Co-ordination - As an essence of Management. 4.4 Controlling - Meaning, Process and Techniques. 4.5 Recent Trends - Green Management and CSR.	

Text Book:

1. Ramasamy T. (2020). Principles of Management. Himalaya Publishing House.

Reference Books:

1. Prasad, L. M. (2013). Principles and practice of management. Chand.
2. Koontz, H., O'Donnell, C., & Weihrich, H. (2012). Essentials of management. McGrawHill
3. Rao, V. S. P., & Krishna, V. H. (2009). Management: Text and Cases. Excel Books India