

<b>Program:</b> <b>Bachelor of Commerce (Economics &amp; Analytics)</b>				<b>Semester: I</b>	
<b>Course: Principles of Management</b> <b>Academic Year: 2024-2025</b> <b>Batch: 2024-2027</b>				<b>Code:</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lectures</b>	<b>Practical's</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
<b>30</b>	<b>Nil</b>	<b>Nil</b>	<b>02</b>	<b>20 Marks</b>	<b>30 Marks</b>
<b>Internal Component</b>					
<b>Class Evaluation</b>			<b>Projects / Assignments</b>		<b>Class Participation</b>
<b>10 marks</b>			<b>10 marks</b>		<b>Nil</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the Western and Indian approach to Management.</li> <li>2. To discuss and evaluate the decision-making techniques</li> <li>3. To classify and analyse functioning of the different organisation structures</li> <li>4. To comprehend the concepts of directing, and leadership</li> </ol>					
<b>Outcomes:</b>					
<ol style="list-style-type: none"> <li>1. The learner will be able to make a comparison between Western and Indian approach to Management.</li> <li>2. The learner will be able to make successful business decisions</li> <li>3. The learner will be able to test for functional effectiveness of the varied organisation structures</li> <li>4. The learner will be able to learn the skills required for directing and leading</li> </ol>					
<b>Pedagogy:</b>					
<ol style="list-style-type: none"> <li>1. Book Reviews, Article Reviews, Analysis of Case studies to facilitate self-learning.</li> <li>2. Group activities such as Role plays, management games, Peer to Peer Learning to enable learners to work together in a social environment and learn through sharing of individual information &amp; experience</li> <li>3. Discussion of real-life problem scenarios from business, debates &amp; Inquiry based approach for active learning.</li> <li>4. Guest Lectures by Resource Persons on Indian management thoughts.</li> <li>5. Application based learning on principles and functions of management in different industry areas.</li> </ol>					
<b>Detailed Syllabus: (per session plan)</b>					
<b>Session Outline For: <u>Principles of Management</u></b>					
<b>Each lecture session would be of one hour duration (30 sessions)</b>					

Module	Module Content	Module Wise Duration
I	<p><b>Introduction to Management</b></p> <p><b>1.1 Management</b> – Concept, Functions, Management as a Profession, Levels of Management, Managerial Skills &amp; Competencies, McKinsey’s 7S Framework</p> <p><b>1.2 Approaches to Management</b> - Classical Approach (Administrative and Scientific), Neo Classical Approach (Hawthorne Studies) – Organizational Behaviour, Quantitative Approach – Total Quality Management and Contemporary (Systems and Contingency)</p> <p><b>1.3 Indian Management Thought</b> - Chanakya Neeti and Vedic Management</p> <p><b>1.4 Global Management</b> - Trends and Challenges</p>	10
II	<p><b>Planning, Decision Making and Organising</b></p> <p><b>2.1 Planning</b> – Concept, Steps, Components</p> <p><b>2.2 M.B.O. (Peter Drucker) &amp; M.B.E</b> – Spectrum of Management by Objectives, Process and Drawbacks of MBO, M.B.E – Concept and Benefits</p> <p><b>2.4 Decision Making</b> – Concept, Techniques</p> <p><b>2.5 Organising</b> – Concept, Organisation Structures –Line &amp; Staff Organisation, Functional, Matrix Organisation, Virtual Organisation</p> <p><b>2.6 Departmentation</b> – Concept, Bases of Departmentation,</p> <p><b>2.7 Centralization &amp; Decentralisation-</b> Concept, Factors influencing Centralization and Decentralisation</p>	10
III	<p><b>Directing, Motivation, Coordinating and Controlling</b></p> <p><b>3.1 Nature and Scope of Directing</b> (Supervision, Leadership, Motivation, Communication)  <b>Leadership</b> – Concept, Managerial Grid</p> <p><b>3.2 Coordination</b> –Essence of Managing, Types of Coordination (Vertical and Horizontal, Internal and External)</p> <p><b>3.3 Controlling</b> – Concept, Techniques</p> <p><b>3.4 Change Management</b> – Concept, Nature and Resistance to Change</p>	10

<b>Reference Books</b>		
<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
Principles and Practice of Management (10e) – 2017	TN Chhabra	Dhanpat Rai & Co.
Fundamentals of Management (11e) - 2020	Stephen P. Robbins, Mary Coulter, David A. DeCenzo	Pearson

**Total Marks allotted: 50 marks**

**a) Details of Continuous Assessment (CA)**

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

<b>Continuous Assessment</b>	<b>Details</b>	<b>Marks</b>
<b>Component 1 (CA-1)</b>	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	<b>10 marks</b>
<b>Component 2 (CA-2)</b>	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	<b>10 marks</b>

**b) Details of Semester End Examination (SEE)**

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

Duration of examination will be **One Hour**.

**QUESTION PAPER FORMAT**

All Questions are compulsory

<b>Q. No.</b>	<b>Particulars</b>	<b>Marks</b>
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Case study/application based questions	6

Signature  
(Program Chairperson & Vice Principal)

Signature  
(Principal)

**SVKM's Narsee Monjee College of Commerce & Economics**