

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

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

Reference Books		
Title	Author(s)	Publisher
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:

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

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

Q. No.	Particulars	Marks
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