

SVKM's Narsee Monjee College of Commerce & Economics

Program: Bachelor of Management Studies				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)
45	Nil	Nil	03	40 Marks	60 Marks
Internal Component					
Class Evaluation			Projects / Assignments		Class Participation
20 marks			20 marks		
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, motivation 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, leading and motivating. 					
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. 					

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Detailed Syllabus: (per session plan)
Session Outline For: Principles of Management
Each lecture session would be of one hour duration (45 sessions)

Module	Module Content	Module Wise Duration
I	<p>Introduction to Management</p> <p>1.1 Management – Concept, Functions, Functional Areas of Management, 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>	14
II	<p>Planning and Decision Making</p> <p>2.1 Planning – Concept, Nature, Steps, Benefits and Limitations, Components (Standing and Single-Use Plans)</p> <p>2.2 Coordination –Essence of Managing, Types of Coordination (Vertical and Horizontal, Internal and External)</p> <p>2.3 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 – Techniques (Quantitative and Qualitative)</p>	10

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III	<p>Organising</p> <p>3.1 Organising – Concept, Steps, Organisation Structures – Features of Line & Staff Organisation, Functional, Matrix Organisation, Virtual Organisation</p> <p>3.2 Departmentation – Concept, Bases of Departmentation, Developing an Organization Structure, Group Dynamics and Group Cohesiveness</p> <p>3.3 Delegation of Authority – Concept and Barriers to Delegation</p> <p>3.4 Decentralisation- Concept, Factors influencing Decentralisation, Centralization v/s Decentralisation</p>	9
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IV	<p>Directing, Motivation and Controlling</p> <p>4.1 Nature and Scope of Directing (Supervision, Leadership, Motivation, Communication) Motivation-Concept, Benefits, Theories of Motivation- McClelland's Need Theory, Porter and Lawler's Model</p> <p>4.2 Leadership – Concept, Managerial Grid</p> <p>4.3 Controlling – Concept, Techniques (Budgetary Control, Management Information System)</p> <p>4.4 Change Management – Concept, Nature and Resistance to Change</p>	8
	<p>Evaluation (20 marks)</p>	4

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

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Total Marks allotted: 100 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **40 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.	20 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	20 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **60 Marks**.

Duration of examination will be **Two Hours**.

QUESTION PAPER FORMAT

All Questions are compulsory

Q. No.	Particulars	Marks
Q.1.	Attempt any two out of three	12
Q.2.	Attempt any two out of three	12
Q.3.	Attempt any two out of three	12
Q.4.	Attempt any two out of three	12
Q.5.	Case study/application-based questions	12

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Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)