

**Principles and Practices of Management**

<b>CC101</b>	<b>Principles and Practices of Management</b>	<b>4L:0T:0P</b>	<b>4Credits</b>
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**Course Description:**

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

**Course Objectives:**

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

**Course Content:**

**Unit 1: Introduction to Management**

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

**Unit 2: Planning, Organizing and Staffing**

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

### **Unit 3: Leading, Directing and Controlling**

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

### **Unit 4: Strategic Management, Ethics and Social Responsibility**

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

### **Text Books (Latest Editions):**

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

### **References:**

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

### **Reflective Exercises and Cases:**

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, Ramiro

2. *ATH Technologies by Robert Simons and Jennifer Packard*  
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:  
Application of Ancient Indian Philosophy in Modern Management  
([http://www.irdindia.in/journal\\_ijrdmr/pdf/vol5\\_iss4/8.pdf](http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf))
4. *Review of Lincoln Electric Co. by Norman Berg.*
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG |  
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar* | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG |  
<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG |  
<https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |  
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity? By Mayo (2024)*  
<https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*  
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG |  
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>  
[http://www.ibscdc.org/Case\\_Studies/Leadership/Leadership%2C\\_Organizational\\_Change\\_and\\_CEOs/LDS0028.htm](http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C_Organizational_Change_and_CEOs/LDS0028.htm)

### **Course Outcomes:**

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts

### Model curriculum for UG Degree in BBA

3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

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