**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**

**B.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2019 -2020)

**PRINCIPLES AND PRACTICE OF MANAGEMENT**

**CODE: 19CM/MC/PM13**                                                                                        **CREDITS : 3**
                                                                                                                            **L T P :  3 1 0**
                                                                                                   **TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**
- ➢ To acquaint students with the management practices of the past and present
- ➢ To understand the recruitment and selection strategies in organisation
- ➢ To enable students to appreciate the contribution made by Management thinkers
- ➢ To familiarise students with the recent development in Management

**COURSE LEARNING OUTCOMES**
  On successful completion of the course, students will be able to:
- ➢ Analyze the functions of Management in organizations
- ➢ Comprehend the role of effective leaders in an organization
- ➢ Apply theoretical concepts into the practical management functions
- ➢ Understand the concepts of Accountability, Centralization and working together in teams

**Unit  1**
**Introduction to Management Principles**                                                         **(10 Hours)**
   1.1  Meaning, Nature, Scope and Importance of Management
   1.2  Management as Science or Art - Management as Profession - Universality of Management
   1.3  Management Principles, Functions of Management, Management Roles - Levels of Management, Management Skill- Social Responsibility
   1.4  Evolution of Management thoughts, Scientific Management, Fayol's Principles of Management, Bureaucracy, Hawthorne Experiment, Contribution of Peter Drucker.

**Unit  2**
**Planning and Decision Making**                                                                     **(12 Hours)**
   2.1  Planning – Meaning, Nature and Importance, Planning Process
   2.2  Types of Planning - Measures of Effective Planning
   2.3  Barriers to Effective Plan
   2.4  Management by Objectives
   2.5  Decision Making – Meaning - Types of Decisions - Decision Making Process- Individual vs. Group Decision Making - Decision Making Conditions – Creativity

**Unit 3**

**Organizing, Communication and Human Resources** (10 Hours)

3.1 Organizing - Meaning, Organization Structure

3.2 Forms of Organization Structure, Departmentation, Task Force- Virtual Organization

3.3 Dynamics of Group Behavior, Influence of Group on Individual and Group Decision Making

3.4 Staffing -Meaning, Man Power Planning, Recruitment and Selection- Training and Development,

3.5 Communication- Meaning, Nature, Elements of Communication, Methods of Communication

3.6 Relevance of Information Technology

**Unit 4**

**Motivation** (10 Hours)

4.1 Direction- Meaning, Nature, Scope and Principles of Direction, Supervision

4.2 Motivation – Meaning, Nature and Importance of Motivation

4.3 Job Design, Job Enrichment, Job Satisfaction, Quality of Work Life

4.4 Leadership-Meaning, Importance, Leadership Theories, Leadership Styles

**Unit 5**

**Controlling** (10 Hours)

5.1 Controlling- Meaning, Importance, Controlling Process, Types of Control

5.2 Essential of Effective Control System, Behavioral Importance of Control - Control Techniques, Quality Circles

**BOOKS FOR STUDY**

Koontz, *Principles of Management*, Tata McGrew Hill, 8th Edition 2010.

L.M. Prasad, *Principles & Practices of Management* Sultan Chand & Sons , New Delhi,2015

**BOOKS FOR REFERENCE**

Parkinson C N and Rustomji M K and Sapre S A*, Great Ideas in Management,* 2010

S K Mandal, *Management: Principles and Practice,* Jaico Publishing House, 2013

Khusboo Manoj, *Principles and Practices of Management,* Anmol Publication, 2011

**JOURNALS**

International Journal of Management Review
SSRN-E-Journal

**WEB RESOURCES**

www.hbr.org
www.exed.hbs.edu

**PATTERN OF ASSESSMENT**

**Continuous Assessment Test:** **Total Marks: 50** **Duration:90 minutes**
Section A –7 x 2 = 14 Marks (no choice)
Section B – 2 x 8 =16 Marks (from a choice of three)
Section C –1 x 20 =20 Marks (from a choice of two )

**Other Component:** **Total Marks: 50**
Evaluation Modes**:**
Seminar/Group Discussion/Assignments/Class Presentations

**End Semester Examination:** **Total Marks: 100** **Duration: 3 hours**
Section  A –10 x 2 = 20 Marks   (no choice - Max 30 words )
Section  B – 5 x 8 = 40 Marks   (from a choice of seven - Max 500 words)
Section  C –2 x 20 = 40 Marks   (from a choice of four -Max 1200 words )