Management Process and Practices

Program in which it is offered: BBA

Course Category: Core	**Schedule of Offering: Semester I, III & V**
Course Credit Structure: 4 (60 Hours)	**Course Code: CK129**

- **Lecture: 4 hours**
- **Tutorial: 0**
- **Practical: 0 hour**

Contact Hours per week: 4 hours	**Instructor: Dr. Sathish. M**

Learning Objective

This course enriches the knowledge of students in the fundamental principles of management. At the end of this course, students will be able to describe the process of management, principles and theories of management, and display managerial skills.

Learning Outcome

By the end of the course, the student will be able

1. To understand the basic principles of management and its implication on business world
2. To identify the importance of planning and its principles in the field of management
3. To understand the nature of organizing and staffing its challenges
4. To apply different leadership styles and its impact on modern management
5. To understand the controlling process and its techniques

Teaching Pedagogy

This course employs classroom lectures, quizzing, case discussions and presentations and comprehensive viva. A Quiz will be conducted at the beginning or end of each module. All the students will have to submit an assignment and also should evaluate the assignment of their peers. Each student is expected to take part in the case discussion which will be assessed for class participation marks. Comprehensive viva will be conducted at the end of the semester from the basic concepts of the course. Along with these, there will be two written exams

Module Sessions

Module-I:

(15 Hours)

Introduction to Management
Management – Nature and purpose – Evolution of management thought– Systems approach to management process – Functions of managers - Management and Society – Social responsibility of managers – Ethics in managing, Indian insights in Management
Readings: Textbook page numbers: 1-62

Module-II: **(15 Hours)**
Planning
Essentials of Planning - Management by Objectives - Strategies, Policies - Planning Premises - Decision Making
Readings: Textbook page numbers: -96-155

Module-III: **(15 Hours)**
Organizing & Staffing
Nature of organizing - Organization Structure: Departmentation - Line/Staff Authority, Empowerment, and Decentralization, Staffing -Techniques of staffing-methods involved in staffing.
Readings: Textbook page numbers: 164-213, 236-302

Module-IV: **(15 Hours)**

Leading
Human Factors and Motivation – Theories – Motivational techniques - Leadership - Trait, Behaviour, and contingency approaches – Transactional and Transformational leadership
Readings: Textbook page numbers: 318-403

Module-V: **(15 Hours)**
Controlling
The System and Process of Controlling – Budgetary and non-budgetary Control Techniques – Network analysis
Readings: Textbook page numbers: 410-460

Note: The reading materials will be provided by the facilitator on a regular basis during the course.

Evaluation Pattern

	Types	Marks	Final Marks	DATES:
ASSESSMENT COMPONENTS	MID Term Test	50	25	Informed by COE
	Surprise Quiz	10	10	End of Each Module
	Project/Assignment	25	15	During the course
	Class Participation	10	5	Every session (Especially on Case Discussion)
	Conceptual Viva	10	5	Last week of the semester
	Final Exam	100	Moderated to 40	Informed by CEO

Conceptual Viva

The facilitator will share the concept bank from the syllabus. Students are instructed to prepare those concepts for a one to one viva. This will increase the conceptual knowledge and confidence of the students. The marks will be considered for internal components. This will be scheduled on the last week of the semester.

Module	Concepts
I	Management, Globalization, Entrepreneurship, Productivity, Effectiveness, efficiency, Scientific Management, Manager Vs Leader, Business environment, Ethics, CSR, International Business, Management Vs Administration
II	Planning, Strategy Vs Mission, MBO, Hierarchy of Objectives, BCG Matrix, TOWS Matrix, Planning premises, Porters generic strategies, Marginal analysis, Decision making, Creativity Vs Innovation
III	Organizing, Formal Vs Informal Organization, Span of Management, Strategic Business Unit, Matrix Organization, Line and staff organization, Centralization Vs Decentralization, Staffing, Job design, Recruitment Vs Selection, Performance Appraisal System, Organisation Development, On the job training Vs off the job training
IV	Leading, Motivation, Need Hierarchy Leadership traits, Managerial Grid, Theory X vs Theory Y, Emotional Intelligence, Group Vs Team, Communication, Verbal Vs Non-Verbal communication, Listening
V	Controlling, Benchmarking, Management audit, Balance scorecard, Zero based budget, Gantt Chart, MIS, PERT, CPM, CRM

Text Book

- Koontz, Harold, and Heinz Weihrich (2016). Essentials of Management: An International and Leadership Perspective, 9/e; New Delhi: Tata McGraw-Hill.

Reference Book

- Robbins, Stephen P, Mary Coulter and Neharika Vohra (2017). Management, 10/e; New Delhi: Pearson Education

- Bhattacharyya, Dipak Kumar (2016). Principles of Management, 2/e; New Delhi: Pearson Education.

- Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2007.

- P.C. Tripathi & P.N. Reddy, 'Principles of Management', Tata McGraw Hill, 4th edition, 2008

Classroom Etiquettes

Let us **understand**, **appreciate** and **adhere** to the following, to ensure high standards of conduct in the classroom:

- Let us respect each other's **time.** No one will be allowed to enter the class after the facilitator's entry

- "Modernity with modesty is a state of maturity©". **The way you dress up shows your maturity**. We believe you will behave maturely.

- Classroom is a platform for all of us to learn. Make meaningful use of the same. *You can disagree with ideas, opinions but not the person*. "Everyone has the **right to learn**". No one has the right to disturb/hurt others.

- When a team assignment or presentation or project or activity is given, the facilitator will ask **anyone from the team to present (or discuss) on any part** of the presentation/assignment. If he/she fails to perform, the whole team loses the marks for that particular activity.

- **Surprise test(s)** will be conducted for the course. Students are expected to be prepared for the same. **You will NOT have Re-test if you miss one,** except for exceptional cases (Facilitator's discretion)

- You are required to behave with **academic honesty** (Avoid Plagiarism, data fabrication, copying from others' work.)

- **Lack of planning on your part does not constitute an emergency on my part©**… The facilitator is not responsible if you lose the marks because of late submission.

All the Best