

University Syllabus- Sample Copy

CORE COURSE I: - MANAGEMENT CONCEPTS AND PRINCIPLES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	IB01 COM	5	4	3

COURSE OUTCOME

After studying the course, students shall be able to;

CO1:- Understand the evolution of management thoughts, concept of management, scope and its functions.

CO2:- Familiarize with current management practices.

CO3:- Understand the importance of ethics in business.

CO4:- Acquire knowledge and capability to develop ethical practices for effective management.

CO5:- Describe the emerging trends in management.

Unit I

Management Concepts: Evolution of Management thoughts: Classical approaches - Scientific management, administrative management and bureaucracy- Neo classical approaches - Human relations and Behavioral approach - Modern approaches- Quantitative approach, systems approach, and contingency approach.

[15 Hours]

Unit II

Functions of management:- Planning-concept and importance - Planning process- Steps in Planning—barriers to effective planning-- Organizing- Nature and purpose of organization-Types of organization - line, functional, line and staff - Staffing: Concepts - manpower planning - process and importance

[18 Hours]

Unit III

Functions of management -: Directing: Meaning-definition- principles -techniques of direction. Motivation:- concept and importance - Theories : Maslow's Need Hierarchy - Herzberg -Theory X and Theory Y - Leadership: concept - styles - leadership and management— Controlling: meaning-definition-essentials of effective control system.

(17 Hours)

Unit IV

Business Ethics: Meaning and scope - Types of ethics - Characteristics - Factors influencing business ethics - Arguments for and against business ethics - Basics of business ethics - Corporate social responsibility - Environmental issues in business-Ethics in advertising-Globalization and business ethics .

[20 Hours]