

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)			Year/ Semester:	3rd / 5th
Course Name	Principles of Management	Course Code:	POM 301	Type:	Theory
Credits	02			Total Sessions Hours:	30 Hours
Evaluation Spread	Internal Continuous Assessment:	100		End-Term Exam:	NA
Type of Course	<input type="radio"/> Compulsory	<input type="radio"/> Core	<input type="radio"/> Creative	<input checked="" type="radio"/> Life Skill	
Course Objectives	<ul style="list-style-type: none"> To enable the students to study the evolution of Management, its functions and principles of management. To help the students develop cognizance of the importance of management principles and to learn the application of the principles in an organization/Institution. To provide the tools and techniques to be used in the performance of the managerial job. To enable them to analyse and understand the environment of the organization. 				
Course Outcomes (CO): <i>After the successful course completion, learners will develop following attributes:</i>					
Course Outcome (CO)	Attributes				
CO1	Assess global situations, including opportunities & threats that will impact management of an institution.				
CO2	Assess managerial practices and choices in relation to ethical Principles and standards.				
CO3	Determine the most effective action to take in specific action.				
CO4	Evaluate approaches to addressing issues of diversity by learning to appreciate different cultures and diversity in the workplace.				
Pedagogy	Interactive, discussion-based, student-eccentric, activity-based, presentation & digital learning				
Internal Evaluation Mode	<ul style="list-style-type: none"> Activity Class Participation/Attendance Assignments/Presentation Final Presentation 				
Session Details	Topic			Hours	Mapped CO
Unit 1	Introduction to Management : Concept, Nature and Significance of Management, Approaches of Management (Classical approach, Behavioural approach, Quantitative approach, Systems approach, Contingency approach. Management as Science & Art, Management vs Administration, Levels of Management, Managerial Ethics. Activity:			6	CO2

	<p>1] Day-to-Day life experiences and understanding role of management.</p> <p>2] Management simulation games to create a dynamic learning experience where students can make decision and see their impact.</p>		
Unit 2	<p>Functions of Management - I</p> <p>Planning: Nature, Objectives, Types and Levels, Process of Planning, Planning Premises and Forecasting, MBO, Decision Making.</p> <p>Organizing: Concept, Forms of Organizational Structure, Combining Jobs: Departmentalization, Span of Control, Delegation of Authority, Authority & Responsibility</p> <p>Activity:</p> <p>1] SWOT analysis of companies</p> <p>2] Orientation of students with real world management scenarios and ask them to analyze and provide solutions while considering ethical aspects.</p>	9	CO1, CO2
Unit 3	<p>Functions of Management - II</p> <p>Controlling: Concept, Types of Control, Controlling Techniques</p> <p>Staffing: Concept; Overview of - Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal.</p> <p>Directing: Concept, Direction and Supervision</p> <p>Activity:</p> <p>1] Discussing Case Studies and Real business examples.</p> <p>2] Organize a role-play activity where students take on the roles of managers and employees.</p>	9	CO2, CO3
Unit 4	<p>Business Communication:</p> <p>Communication: Barriers. Introduction to Business Communication Process, Importance, Channels, Written Communication, Oral Communication, Nonverbal Communication, Interpersonal and Cross-Cultural Communication, Business Communication in the Digital Age. Soft Skills Development & Presentation Skills</p> <p>Activity:</p> <p>1] Orientation lecture of Placement Cell Incharge</p> <p>2] Organizing Mock Interviews with the help of placement cell</p>	6	CO3, CO4
Total Hours		30	

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3	3	2	3	3	3	2	3	2
CO2	3	2	3	3	3	3	2	3	3	2	2	3	3	2
CO3	2	3	2	1	1	1	3	2	2	3	3	3	3	3
CO4	2	3	2	3	2	2	3	3	3	2	3	2	2	3


Strong contribution-3, Average contribution-2, Low contribution-1,

Suggested Readings:	
Text- Books	<p>Note-All reading material will be provided by the faculty member well in time.</p> <ul style="list-style-type: none"> Principles of Management- G. Murugesan Principles of Management (Text & Cases) - Pravin Durai Communication Skills for Professionals and Students- Dr. Amitabh Kishore Dwivedi
Reference Books	<ul style="list-style-type: none"> Principles of Management- Dr. Bhemrao Ambedkar Open University [Pdf available] https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf Management Principles- Mason Carpenter & Tayla Bauer Principles of Management - K. Sundar
Para Text	<p>Suggested Articles/ Movies/Short Film/ Videos</p> <ul style="list-style-type: none"> https://researchjournali.com/pdf/5339.pdf https://www.indeed.com/career-advice/career-development/types-of-management-theories https://ecampusontario.pressbooks.pub/knowledgemanagement/ https://open.umn.edu/opentextbooks/textbooks/project-management https://www.youtube.com/watch?v=vUuYIOOxXdc https://www.youtube.com/watch?v=Y-dJha8CgFc https://2012books.lardbucket.org/books/management-principles-v1.0/s05-introduction-to-principles-of-.html

Recapitulation & Examination Pattern

Internal Continuous Assessment:		
Component	Marks	Pattern
Mid Semester	-	<u>NIL</u>
Activity	20	Will be decided by subject teacher
Class Participation /Attendance	10	Students' role and activities in class discussion
Assignment/ Presentation	20	Assignment to be made on topics and instruction given by subject teacher
Final Presentation	50	As per topic selected/given
Total Marks	100	

Course created by: Dr. Samreen Naqvi

Signature: 

Approved by:

Signature: