

COURSE SYLLABUS
Semester I
1.4 VSC

Course Title	Principles of Management
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	• Get acquainted with managerial concepts and developments.
	• Gain insights on role, importance and functions of management.
Module 1 (Credit 1) Nature, Evolution and Function of Management	
Learning Outcomes	After learning the module, learners will be able to
	• Analyze the role, functions and principles of Management
	• Understand the contributions made by management thinkers.
Content Outline	Nature, Evolution and Function of Management 1.1 Management - Concept, Nature, Significance, Role and Skill. 1.2 Evolution of Management Thoughts - Scientific, Administrative, Human Relations, Quantitative, Behavioural and Contingency Approach. 1.3 Planning: Meaning, Importance, Process, Management by Objectives.
Module 2 (Credit 1) Functions of Management	
Learning Outcomes	After learning the module, learners will be able to
	• Examine the importance of various functions of management.
	• Analyze the applicability of management functions.
Content Outline	Functions of Management 2.1 Organizing: Concept, Principles, Types of Organizational Structure, Span of Control, Centralization and Decentralization, Delegation. 2.2 Decision Making: Concept, Importance, Steps of rational decision making, Techniques of decision making. 2.3 Directing: Concept, Elements and Principles. 2.4 Controlling: Concept, Characteristics, Process, Techniques of effective control system.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment on any of the modules/ Project on sample plan related to small trade, study and report on marketing mix related to specific product etc./ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External: NIL**References:**

- Robbins, Stephen P.& Coulter Mary A. (2017). Management, Pearson Education.
- Koontz, H. & Weihrich, H. (2020). Essentials of Management, Tata McGraw-Hill Education Pvt. Ltd.
- Prasad, L. M. (2020). Principles and Practice of Management, Sultan Chand and Sons, New Delhi.
- Gupta, C. B. (2021). Management Theory and Practice, Sultan Chand and Sons, New Delhi.
- Tripathi, P.C. & Reddy P.N. (2021). “Principles of Management”, Tata McGraw-Hill Education Pvt. Ltd.
- Drucker Peter F (2014). Management Challenges for 21st Century; Butterworth Heinmann, Oxford.
- Hampton, David R (2007). Modern Management; McGraw Hill, New York.
- Fred Luthans (2010). Organizational Behaviour, McGraw Hill, New York.