

CC101	Principles and Practices of Management	4L:0T:0P	4Credits
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CourseDescription:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal isto equip students with the tools and insights necessary to manage effectively and drive organizational success.

CourseObjectives:

1. Tounderstandthebasicconcepts,principles,andtheoriesofmanagement.
2. Toexaminetheessentialfunctionsofmanagers.
3. Toanalyzetheimpactofglobalization,diversity,andethicsonmanagement.
4. Todevelopskillsinstrategicplanning,decision-making,andleadership.

CourseContent:

Unit1:Introductionto Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit2:Planning,OrganizingandStaffing

Nature, Importance and Purpose of planning in management; Types of plans:Strategic,tactical,operational;Planningprocessandtechniques;Decision-making-Importance and steps, decision making models and tools; Organizational structureanddesign;typesoforganizationalstructures:Functional,divisional,matrix;Authority, responsibility, and delegation, Centralization Vs Decentralizationofauthorityandresponsibility–SpanofControl;Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit3:Leading,DirectingandControlling

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit4:StrategicMangement,EthicsandSocialResponsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

TextBooks(LatestEditions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G.R., and George, J.M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S.P. & Coulter, M.A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, Ramiro

Model curriculum for UG Degree in MBA
Montealegre|Harvard Business School|308079-PDF-ENG|
<https://hbsp.harvard.edu/product/308079-PDF-ENG?>

2. *ATH Technologies by Robert Simons and Jennifer Packard*
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. **Articlereviewanddiscussion:**
Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *ReviewofLincolnElectricCo.byNorman Berg.*
5. *ReviewofHawthornecase.*
6. *LeadershipLessonsfromIndia|PeterCappelli,HarbirSingh,JitendraV. Singh,MichaelUseem|HarvardBusinessReview|R1003G-PDF-ENG|*
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *TraditionalWayofLearningAyurvedaandPractisingIt:ADialoguewith Vaidya Bhaskarbai Hardikar|Mukund Dixit, Sanjay Verma|IIM Ahmedabad | A00135-PDF-ENG |*
<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand|Veena Vohra,SeemaKhanvilkar|IveyPublishing|W28410-PDF-ENG*
<https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
9. *Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey|Ivey Publishing|W36939-PDF-ENG|*
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity? By Mayo (2024)*
<https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. *5PrinciplesofPurposefulLeadership|HubertJoly|HarvardBusiness Review | H06YSB-PDF-ENG|https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?*
13. *BhartiAirtel(A)|C.K.Prahalad,M.S.Krishnan,SheelMohnot|WDI Publishing | W88C34-PDF-ENG |*
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
http://www.ibscdc.org/Case_Studies/LLeadership/LLeadership%2COrganizational Change and CEOs/LDS0028.htm

CourseOutcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.