

HS16101 – PRINCIPLES OF MANAGEMENT – 2-0-0-2

Module1

06

Introduction of organisations and management, Concept of Industrial Management, Characteristics of Management, Management as an art – profession, Principles of Management, The evolution of management, Organisational environment, , Decision making- types, conditions and decision making process, Decision Making Aids.

Module 2

08

Dimensions of P-O-L-C: Vision & Mission; Strategizing; Goal & Objectives; Organization Design, Culture, Human Resource Management, Understanding Work Teams, Motivation, Leadership and Communication and Interpersonal Skills, foundation of Control.

Module 3

10

Introduction to Functional areas of Management: Operations Management, Marketing Management, Financial Management.

Module 4

06

Introduction to Entrepreneurship: Starts ups, Prospects & Challenges., Environmental Issues, CSR, Sustainability, The role of statistics for Industrial management: Simple Linear Regression and Correlation- Assumptions and Properties of Least Square Estimator, Its Application by taking industrial data and its interpretations, Statistical Software-Eview to be utilized to solve the industrial problems.

Course Objective and Outcomes

- ❖ The aims of the course are to understand the basic principles of management and the four major functions of managers - e.g. planning, organizing, leading and controlling - and how managers actually operate.
- ❖ Students will be required to think critically and strategically about management theories and issues, which will enable them to develop their decision-making and analytical skills.
- ❖ They will be involved in application exercises and case studies which will assist them to develop graduate attributes.

Assessment and Evaluation

It uses a range of formative assessment, such as mid and end term examination (the weightage of those examination will be 80 percent). The remaining 20 percent will be based on case studies, two to three assignments, class interaction (viz. quizzes, group discussion etc.) and class attendance. They will be involved in application exercises and case studies which will assist them to develop graduate attributes.

Essential Reading:

1. Koontz, H., and Weihrich, H., Essentials of Management: An International, Innovation and Leadership Perspective, 10th ed., McGraw Hill, 2015.
2. Robbins, SP, Bergman, R, Stagg, I, and Coulter, M, Management 7, Prentice Hall, 7th edition, 2015.
3. Richard I Levin, David S Rubin, Statistical management, 7th Edition, Prentice Hall India, 2011.
4. Kotler, P., Keller, Kevin Lane Keller et al. Marketing Management, 3rd Edition, 2016.
5. Eugene F. Brigham and Michael C. Ehrhardt, Financial Mangement: Theory and Practice, South-Western College Pub; 15th Edition, 2016.

Supplementary Reading:

1. Mahadevan, B., Operations Management, Theory and Practice, Pearson Education Asia,
2. A. Aswathapa, Organizational Behaviour, 2010
3. Robert R. Reeder, Briety & Betty H. reeder, Industrial Marketing, Prentice Hall of India Pvt. Ltd, New delhi,2008