

## Programme..Master of Commerce (MCom)

### MCM5004 PRINCIPLES OF MANAGEMENT

Course Code	MCM5004	Semester	I
Course Title	PRINCIPLES OF MANAGEMENT		
Credits	3	Type	Elective

#### Learning/Course Objective

- Discuss and communicate the management evolution and how it will affect future managers.
- Identify and evaluate the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate various leadership styles and anticipate the consequences of each leadership style.
- To help the students to develop cognizance of the importance of management principles.

#### Course Structure

##### UNIT I:

Management: Definition – Nature – Scope and Functions – Evolution of different Schools of Management Thought- Functions of a manager- Recent trends & new perspectives in Management: strategic alliances – Core Competence – Business process reengineering – Total quality management.

##### UNIT II:

Planning and Decision Making: Managerial Functions: Planning – Concept, nature, significance, Planning Premises – components of planning – types and Process of Planning - Decision Making – Types of Decisions – Decision Making Process Under conditions of certainty and uncertainty.

##### UNIT III:

Organizing – Nature – Purpose and Kinds of Organization- Organization Structure – Principles and Theories of Organization – departmentalization – Line and Staff Functions – Authority and Responsibility – Centralization and Decentralization – Delegation of Authority – Committees – Informal organization – Span of Control.

##### UNIT IV:

Directing: Principles of direction- Importance – Techniques- Motivation – Importance – Process of motivation; Theories of motivation - Leadership: Concept- Leadership styles - Theories -Managerial grid- Organizational Communication - Communication process - Barriers to effective communication - improving communication.

##### UNIT V:

Co- ordination and Controlling: Co-ordination – Meaning – Need – Techniques. Controlling – Objectives –Types of Control - Process of Control – Techniques of Control – Advantages - Budgeting – Importance – Reporting to Management.

#### Learning/Course Outcome

- Have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling.
- Demonstrate the roles, skills and functions of management.
- Describe common organizational structures and their advantages and disadvantages.

## **Programme..Master of Commerce (MCom)**

- Identify the importance of communication in efficient management.

### **Books for Reference**

Harold Koontz “Essentials of Management” Tata Mc-Graw Hill, New Delhi

1. Koontz, Harold, Cyril O’Donnell, and , Hein Wehrich,, Management, Tata Mc-Graw – Hill, New Delhi.
2. VSP Raoand V. Hari Krishna, “Management’ Excel Publishers , New Delhi.–
3. KumkumMukerjee, ,’Principles of Management and OrganisationalBehaviour’ Vijay Nicole Publishers, Chennai .
4. Stephen P. Robbins, Marg Coulter NeharisaVohra,“Management”, Pearson Education 2010, New Delhi.
5. L.M Prasad, Principles of Management, Sultan Chand & Sons, New Delhi.