

B.COM THIRD SEMESTER
3.6: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: To acquaint the students with the knowledge of Management strategies.

Pedagogy: Class room lecture, Seminar and presentation.

Unit I: Introduction: (15 Hours)

Meaning, Definition, features, scope, functions and importance of Management. Management and Administration, Levels of Management. Evolution of management thoughts – Pre Scientific Management Period and Scientific Management Period. Contribution of F. W. Tylor and Henry Fayol.

Unit II: Planning and organizing: (15 Hours)

Planning: Meaning, definitions, features, components of planning, advantages and disadvantages, types, process.

Organizing: meaning, definition, characteristics, importance and principals of organizing. Types of organizations – line and staff, function and committee types of organization.

Unit III: Direction and Leadership: (15 Hours)

Direction: meaning, definition, characteristics, principals and importance of direction, techniques of directions – orders and supervision.

Leadership: meaning, definition, importance, essential qualities of a leader, leadership styles, functions of leader.

Unit IV: Motivation: (10 Hours)

Meaning, definition, nature, importance, types, theories of motivation – contribution of A. H. Maslow, M. C. Greogors, Theory X and Y. Motivation factors and techniques.

Unit V: Coordination and Controlling: (15 Hours)

Coordination: meaning, definition, features, principales and techniques of coordination. Types of Coordination, steps for effective coordination.

Controlling: meaning, definition, principals, processes and techniques.

Executive Skill Development:

1. Collect the bio-data and photograph of contributors to management thought.
2. Draft the organization chart and discuss authority relationship.
3. Identify the feedback control/feed forward control system of any business organization or bank in your area.
4. Conduct an interview with the officers in a company and show your observation of them as leader.

Suggested readings:

1. Stoner: Principles of management, Pearoas, New Delhi.
2. Terry: Principles of management & Administration, PHI New Delhi
3. Chandra Bose: Principles of management & Administration, PHI New Delhi
4. Manamohan Prasad: Principles of management, PHI Mumbai
5. Robbins: Management , Pearsons, New Delhi.
6. Thomas: Management Principles, Biztantra, New Delhi
7. Y K Bhushan: Business Administration and Management, New Delhi
8. Saxena S C : Business Administration and Management, Sahitya Bhavan, New Delhi.
9. Tuliali: Business organization, Pearsons, New Delhi.
10. Aggarwal: Business Administration and Management, Taxman publications, New Delhi
11. Pettinger: Introduction to Management, Palgrava Macmillan, New Delhi.
12. Gibson: Management Principles and Functions, ATTBS, New Delhi.
13. Vasishth: Management, Taxman, New Delhi.
14. Sharma & Gupta: Industrial Organization & Management Kalyani Publishers, New Delhi.