



ARSD College, University of Delhi

Model Course Handout/Lesson Plan

Course Name : B. Com (H)						
Semester	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
I	BCH: DSC-1.1	Management Principles and Applications	03	01	-	04
Teacher/Instructor (S)		DR. SIVACHANDER. G				
Session		2022-23				

Course Objective:

The concept and thoughts of Management principles and applications will facilitate in understanding nature, evolution and application of management principles in the global business environment. The course aims to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices.

Course Learning Outcomes:

The Learning Outcomes of this course are as follows:

1. Describe the various levels of management and applicability of management principles.
2. Evaluate a company's competitive landscape as per Porter's Five-force model.
3. Demonstrate various types of authority, delegation and decentralization in authority
4. Demonstrate various types of leadership styles and identify the motivation techniques used by leaders.
5. Discuss the impact of emerging issues in management.

Unit No.	Learning Objective	Lecture No.	Topics to be covered
1.	Introduction	1-2	Concept and Nature of Management Importance of Management Principles, Scope of Management
		3	Managerial Functions (An Overview)
		4	Coordination (Meaning, Nature, need and Significance, Coordination: The Essence of Management)
		5-8	Management theories- classical, neo-classical and modern constructions of management
		9	Managerial roles (Mintzberg), Managerial competencies
		10	Indian Ethos for Management: Value-Oriented Holistic Management; Learning Lessons from Bhagavat Gita and Ramayana
2.	Planning	11	Organizational objective setting
		12-14	Decision-making Process, Techniques for individual and group decision-making
		15	Planning Strategy
		16-19	Environment Concepts, Meaning and Nature of business environment, Technique and strategies of Business Environment
3.	Organizing	20	Decentralization and Delegation
		21	Factors affecting organisational design
		22-24	Organisational structures and Organograms: traditional and modern
		25-28	formal- informal organisations
4	Directing and Controlling	29-30	Motivation- meaning, importance and factors affecting motivation
		31-32	Leadership- meaning, importance and factors affecting leadership
		33-34	leadership styles, and followership.
		35-36	Controlling- Principles of controlling
		36-39	Measures of controlling and accountability for performance.

5	Salient Developments and Contemporary Issues in Management	40	Management challenges of the 21st Century
		41	Factors reshaping and redesigning management purpose
		42	performance and reward perceptions- Internationalization, Digitalization, Entrepreneurship & Innovation
		43	Workplace diversity, Democracy and Sociocracy, Subaltern management ideas from India.
		44-45	Values & Ethics - Case studies on Indian corporates like Tata, Bhilwara Group, IOC and Godrej

Evaluation Scheme:

No.	Component	Duration	Marks
1.	• Class Test		30
	• Attendance		
	• Assignment		
2.	Continues assessment		40
3.	End Semester Examination	3 Hrs	90

Suggested Books:

Sl. No.	Name of Authors/Books/Publishers	Year of Publication/Re print
1	Management Principles and Application Dr. C.B. Gupta and Dr. Shruti Mathur , Scholar Tech Press New Delhi	2022
2	Fundamentals of Management Dr. Neeru Vaisisth, Taxman Publications Pvt. Ltd. New Delhi	2019
3	Management Principles and Applications VSP Rao, Taxman Publications Pvt. Ltd. New Delhi	2018
4	Management Principles and Applications Pradeep Kumar, Galgotia Publishing Company, New Delhi	2016
Mode of Evaluation:		Internal Assessment / End Semester Exam