

LESSON PLAN

Subject: M4 17 MC 101

PERSPECTIVES IN MANAGEMENT

Lecture hours: 60

Class- 1 BBA- CIMA

OBJECTIVES:

- 1. To provide a basis of understanding to the students with reference to working of business organization through the process of Management.**
- 2. To understand the basic principles of management and become familiar with management process, functions and principles.**
- 3. To get an idea of the developments in management.**

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/learning confirmation
UNIT I	Module 1 - Forms Of Organization Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations.	15 Hrs		
1.	Meaning, Characteristics of Organisation	1	Lecture	Question and Answer
2.	Merits and Limitations of Organisations		Lecture+ discussion	
3.	Merits and Limitations of: Partnership firms,companies-		Lecture+ discussion	
4.	Merits and Limitations of: govt undertaking Non-business organization-		Lecture+ discussion	
5	Merits and Limitations of: trust-cooperative society	1	Lecture+ discussion	Question and Answer
6	Merits and Limitations of: clubs and associations	1	Lecture+ discussion	Question and Answer

	<p>Introduction - Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management- Administration-Organization</p> <p>Evolution of Management Thought: Contribution of F.W.Taylor, Taylor's scientific management - Fayol's Principles of Management - Elton Mayo, Chester Bernard, Peter Ducker to the management though various approaches to management (i.e. Schools of management thought). Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management, Indian Management Practitioners</p> <p>Functions of Management - Nature, Importance and Levels of Business</p> <p>Management - Need for Managers -Types of Managers - Managerial Roles</p>		Lecture+ discussion	
7	Management- Introduction - Meaning, Definition, its nature purpose, importance & Functions	1	Lecture+ Video	Question and Answer
8	Management as Art, Science & Profession-	1	Lecture+ Discussion	Case study
9	Management as social System Concepts of management	1	Lecture	Group discussion
10	Organization-Evolution of Management Thought	1	Lecture	Group discussion
11	Contribution of F.W.Taylor, Taylor's scientific management	1	Lecture	Group discussion
12	Fayol's Principles of Management	1	Lecture	Role Play
13	Elton Mayo,	1	Lecture	Question and Answer
14	Chester Bernard, Peter Ducker to the management though various approaches to management (i.e. Schools of management thought	1	Illustrations	Illustrations
15	Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management	1	Lecture	Group Discussion

16	Indian Management Practisioners	1	Activity	Activity
17	Functions of Management - Nature, Importance and Levels of Business	1	Lecture+ Video	Question and Answer
18	Management - Need for Managers -Types of Managers - Managerial Roles	1	Lecture	Question and Answer
UNIT 2	Planning Nature - Planning Process - Objectives, Meaning - Need & Importance, types levels - advantages and limitations, Types of Plans. Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative. Decision Making: Meaning - Steps in decision-making - Delegation and principles of delegation. MBO & MBE.	10		
19	Nature – Planning Process	1	Lecture	Illustrations
20	Objectives, Meaning of planning process	1	Lecture	Illustrations
21	Need & Importance, advantages and limitations	1	Lecture	Illustrations
22	Types of Plans.	1	Lecture	Illustrations
23	Forecasting: Meaning and purpose of forecasting	1	Lecture	Question and Answer
24	Techniques of forecasting- Qualitative	1	Lecture	Question and Answer
25	Techniques of forecasting- quantitative.	1	Lecture	Question and Answer
26	Decision Making: Meaning- Steps in decision-making -	1	Lecture	Question and Answer
27	Delegation and principles of delegation	1	Lecture	Illustrations

28	MBO & MBE.	1	Lecture	Case study analysis
UNIT 3	Organizing: Nature and purpose of organization, Elements of organizing & processes Principles of organization - Organization structure and types, Delegation of authority - Principles of Delegation, Importance and difficulties in delegation - Departmentation - Committees - Centralization vs. Decentralization of Authority -Span of Control. Staffing: Nature -Process of staffing- Importance of staffing.	8		
29	Organizing: Nature and purpose of organization	1	Lecture	Discussion
30	Elements of organizing & processes, Principles of organization	1	Lecture	Question and Answer
31	Organization structure and type	1	Lecture	Question and Answer
32	Delegation of authority, Principles of Delegation	1	Lecture	Illustrations
33	Importance and difficulties in delegation, Departmentation - Committees	1	Lecture	Illustrations
34	Centralization vs. Decentralization of Authority	1	Lecture	Role Play
35	Span of Control	1	Lecture	Illustrations
36	Staffing: Nature -Process of staffing- Importance of staffing	1	Lecture	Illustrations
UNIT 4	Directing: Meaning - Principles and techniques of directing. Leadership: Meaning - Leadership styles- Formal and informal leadership. Motivation: Introduction, Theories of motivation - [Maslow's need hierarchy theory - Herzberg's two factor theory - McGregor's X and Y theory- Vroom's valence theory] Alderfer's Hierarchy of Motivational Needs(ERG-Theory), McClelland's Theory of Needs, Expectancy Theory, Equity Theory Morale-Meaning,Features,Difference between Morale and Motivation,	12		

	Significance, Morale and performance, Developing High Morale, Measurement of Morale Communication: Principles and Process of communication – Barriers to effective communication. Co-ordination: Meaning – Principles and process of co-ordination.			
37	Directing: Meaning – Principles and techniques of directing.	1	Lecture	Question and Answer
38	Leadership: Meaning – Leadership styles	1	Lecture	Role Play
39	Formal and informal leadership.	1	Activity	Activity
40	Motivation: Introduction, Theories of motivation- Maslow's need hierarchy theory	1	Lecture	Question and Answer
41	Herzberg's two factor theory, McGregor's X and Y theory- Vroom's valence theory, Alderfer's Hierarchy of Motivational Needs(ERG-Theory),	1	Lecture	Question and Answer
42	McClelland's Theory of Needs, Expectancy Theory, Equity Theory	1	Lecture	Question and Answer
43	Morale-Meaning, Features, Difference between Morale and Motivation,	1	Illustrations	Illustrations
44	Significance, Morale and performance- Developing High Morale, Measurement of Morale	1	Lecture	Question and Answer
45	Communication: Principles and Process of communication	1	Lecture	Question and Answer
46	, Barriers to effective communication	1	Lecture	Question and Answer
47	Co-ordination: Meaning – Principles and process of co-ordination	1	Lecture	Question and Answer
48	Beyond syllabus- Case study discussion on Leadership styles of CEOs- any two	1	Lecture	Question and Answer
UNIT 5	Controlling: Meaning & Definitions -- Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary	8	Lecture	Question and Answer

	and non-budgetary			
49	Controlling:Meaning & Definitions	1	Activity	Activity
50	Steps in controlling -	1	Lecture	Question and Answer
51	Essentials of a Sound Control System -	1	Lecture	Question and Answer
52	Methods of Establishing Control	1	Lecture	Question and Answer
53	Techniques of controlling- Budgetary	1	Lecture	Question and Answer
54	Techniques of controlling- non-budgetary	1	Lecture	Question and Answer
55	Beyond syllabus- case study discussion on concept of controlling	1	Lecture	Question and Answer
56	Beyond syllabus- news paper analysis of control aspect of recent organizational changes in major organization of E-commerce.	1	Lecture	Question and Answer
UNIT 6	Social Responsibilities of Management - Meaning, Social responsibilities of business towards various groups- Meaning of business ethics- need and importance - profits and ethics - factors affecting ethical practices in Business Recent Trends in Management: Management of Change, Management of Crisis, International Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement	7	Lecture	Question and Answer
57	Social Responsibilities of Management - Meaning, Social responsibilities of business towards various groups	2	Lecture	Question and Answer
58	Meaning of business ethics- need and importance - profits and ethics - factors affecting ethical practices in Business	2	Lecture	Question and Answer

59	Recent Trends in Management: Management of Change, Management of Crisis, International Management,	2	Lecture	Question and Answer
60	Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement	1	Lecture	Question and Answer

TEXT BOOKS

1. TM **Koontz & O' Donnell: Management**
2. L. M Prasad: Principles of Management.

Books for Reference:

- J.S. Chanda: Management Concepts and Strategies.
- L. M Prasad: Principles of Management.
- S.V.S Murthy: Essentials of management.
- Sharma & Gupta: Principles of Management.
- Srinivasan&Chunawalla: Management Principles and Practice.
- Tripathi& Reddy: Principles of Management.
- Y.K. Bhushan: Business Management
- RickyW.Griffin, Cengage:ManagementPrinciplesandApplications.
- P.Kanagasabapathi: Indian Models of Economy, Business and Management, PHI Learning. v Anil Bhat, Aryakumar: Learning Management Principles Processes and Practices , Oxford University Publishers.
- Koontz & O'Donnell : Essentials of Management.

CIA- Presentation and Assignment