

LESSON PLAN

Subject: M3 17 MC 101 PERSPECTIVES IN MANAGEMENT

Lecture

hours: 60

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	<p>Module 1 - Forms Of Organization</p> <p>Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations.</p> <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,</p>	15 Hrs		Summative Evaluations

	Concepts of Indian Management, Indian Management Practitioners Functions of Management - Nature, Importance and Levels of Business Management - Need for Managers -Types of Managers - Managerial Roles			
1.	Meaning, Characteristics of Organisation	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
2.	Merits and Limitations of Organisations		Lecture/ discussions/ case studies/ examples	Formative Evaluations
3.	Merits and Limitations of: Partnership firms,companies-		Lecture/ discussions/ case studies/ examples	Formative Evaluations
4.	Merits and Limitations of:govt undertaking Non-business organization-		Lecture/ discussions/ case studies/ examples	Formative Evaluations
5	Merits and Limitations of: trust-cooperative society	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
6	Merits and Limitations of: clubs and associations	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
7	Management- Introduction - Meaning, Definition, its nature purpose, importance & Functions	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
8	Management as Art, Science & Profession-	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
9	Management as social System Concepts of management	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations

10	Organization-Evolution of Management Thought	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
11	Contribution of F.W.Taylor, Taylor's scientific management	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
12	Fayol's Principles of Management	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
13	Elton Mayo,	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
14	Chester Bernard, Peter Ducker to the management though various approaches to management (i.e. Schools of management thought	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
15	Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
16	Indian Management Practitioners	1	Activity	Formative Evaluations
17	Functions of Management - Nature, Importance and Levels of Business	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
18	Management - Need for Managers -Types of Managers - Managerial Roles	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
UNIT 2	<p>Planning Nature - Planning Process - Objectives, Meaning - Need & Importance, types levels - advantages and limitations, Types of Plans.</p> <p>Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.</p> <p>Decision Making: Meaning - Steps in decision-making - Delegation and principles</p>	10		Summative Evaluations

	of delegation. MBO & MBE.			
19	Nature – Planning Process	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
20	Objectives, Meaning of planning process	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
21	Need & Importance, advantages and limitations	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
22	Types of Plans.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
23	Forecasting: Meaning and purpose of forecasting	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
24	Techniques of forecasting- Qualitative	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
25	Techniques of forecasting- quantitative.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
26	Decision Making: Meaning- Steps in decision-making –	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
27	Delegation and principles of delegation	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
28	MBO & MBE.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations

UNI T 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		Summative Evaluations
29	Organizing: Nature and purpose of organization	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
30	Elements of organizing & processes, Principles of organization	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
31	Organization structure and type	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
32	Delegation of authority, Principles of Delegation	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
33	Importance and difficulties in delegation, Departmentation - Committees	2	Lecture/ discussions/ case studies/ examples	Formative Evaluations
34	Centralization vs. Decentralization of Authority	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
35	Span of Control	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
36	Staffing: Nature -Process of staffing- Importance of staffing	2	Lecture/ discussions/ case studies/ examples	Formative Evaluations

UNI T4	<p>Directing: Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles-Formal and informal leadership.</p> <p>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</p> <p>Morale-Meaning,Features,Difference between Morale and Motivation, Significance,Morale and performance,Developing High Morale, Measurement of Morale</p> <p>Communication: Principles and Process of communication – Barriers to effective communication.</p> <p>Co-ordination: Meaning – Principles and process of co-ordination.</p>	12		Summative Evaluations
37	Directing: Meaning – Principles and techniques of directing.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
38	Leadership: Meaning – Leadership styles	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
39	Formal and informal leadership.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
40	Motivation: Introduction, Theories of motivation- Maslow’s need hierarchy theory	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
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/ discussions/ case studies/ examples	Formative Evaluations
42	McClelland’s Theory of Needs, Expectancy Theory, Equity Theory	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations

43	Morale-Meaning,Features,Difference between Morale and Motivation,	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
44	Significance,Morale and performance- Developing High Morale, Measurement of Morale	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
45	Communication: Principles and Process of communication	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
46	,Barriers to effective communication	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
47	Co-ordination: Meaning – Principles and process of co-ordination	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
48	Beyond syllabus- Case study discussion on Leadership styles of CEOs- any two	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
UNI T 5	Controlling:Meaning & Definitions -- Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary	8		Summative Evaluations
49	Controlling:Meaning& Definitions	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
50	Steps in controlling -	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
51	Essentials of a Sound Control System -	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
52	Methods of Establishing Control	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations

53	Techniques of controlling- Budgetary	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
54	Techniques of controlling- non-budgetary	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
55	Beyond syllabus- case study discussion on concept of controlling	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
56	Beyond syllabus- news paper analysis of control aspect of recent organizational changes in major organization of E-commerce.	1	Lecture/ discussions/ case studies/ examples	Formative Evaluations
UNI T 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	6	Lecture	Summative Evaluations
57	Social Responsibilities of Management - Meaning, Social responsibilities of business towards various groups	2	Lecture/ discussions/ case studies/ examples	Formative Evaluations
58	Meaning of business ethics- need and importance - profits and ethics -	2	Lecture/ discussions/ case studies/ examples	Formative Evaluations
59	Factors affecting ethical practices in Business	2	Lecture/ discussions/ case studies/ examples	Formative Evaluations
60	Casestudies and discussion of previous years QPs	1	Lecture/ discussions/ case studies/ examples	Summative Evaluations

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.

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