

**ST. JOSEPH'S COLLEGE OF COMMERCE  
(AUTONOMOUS)**



**TEACHING LESSON PLAN  
2018-2019 ODD SEMESTER  
BACHELOR OF COMMERCE (Travel and Tourism)  
C2 15 MC 102  
PRINCIPLES OF MANAGEMENT**

**Preemal Maria D'Souza**

## LESSON PLAN

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><b>Module 1 - Introduction to Management and History of Management Thought</b></p> <p><b>Introduction: Meaning - Nature and Characteristics of management - Scope and Functional Areas of Management - Management as an Art, Science or Profession - Management and Administration - Principles of Management - Roles and Skills of Managers.</b></p> <p><b>Evolution of Management Thought: Pre-scientific Management (Introduction) - Taylor's Scientific Management - Fayol's Modern Management - Lillian and Gilbreth - Human Relations - Elton Mayo.</b></p>	12 Hrs		
1.	Meaning - Nature and Characteristics of management	1	Lecture	Question and Answer
2.	Scope and Functional Areas of Management	1	Lecture	Question and Answer
3.	Management as an Art, Science or Profession, Management and Administration	1	Lecture	Question and Answer
4	Principles of Management	1	Lecture	Question and Answer
5	Roles and Skills of Managers.	1	Lecture/ Activity	Question and Answer
6	Evolution of Management Thought: Pre-scientific Management (Introduction)	1	Lecture	Question and

				Answer
7	Taylor's Scientific Management	2	Lecture	Question and Answer
8	Fayol's Modern Management,	2	Lecture/ Activity	Illustrations
9	Human Relations - Elton Mayo	2	Lecture/ Activity	Illustrations
<b>UNIT 2</b>	<b>Planning Nature - Planning Process - Objectives, Meaning - Need &amp; Importance, types and 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 &amp; MBE.</b>	<b>10</b>		
1	Nature – Planning Process	1	Lecture	Illustrations
2	Objectives, Meaning of planning process	1	Lecture	Illustrations
3	Need & Importance, advantages and limitations	1	Lecture	Illustrations
4	Types of Plans.	1	Lecture	Illustrations
5	Forecasting: Meaning and purpose of forecasting	1	Lecture	Question and Answer
6	Techniques of forecasting- Qualitative	1	Lecture	Question and Answer
7	Techniques of forecasting- quantitative.	1	Lecture	Question and Answer
8	Decision Making: Meaning- Steps in decision-making -	1	Lecture/ Case study	Question and Answer
9	Delegation and principles of delegation	1	Illustrations	Illustrations

10	MBO & MBE.	1	Lecture/ Case study	Case study analysis
UNIT 3	<b>Organizing: Nature and purpose of organization, Elements of organizing &amp; processes</b> <b>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.</b>	10		
1	Organizing: Nature and purpose of organization	1	Lecture	Question and Answer
2	Elements of organizing & processes, Principles of organization	1	Lecture	Question and Answer
3	Organization structure and type	1	Lecture	Question and Answer
4	Delegation of authority, Principles of Delegation	1	Illustrations	Illustrations
5	Importance and difficulties in delegation, Departmentation - Committees	1	Illustrations	Illustrations
6	Centralization vs. Decentralization of Authority	1	Lecture	Question and Answer
7	Span of Control	1	Illustrations	Illustrations
8	Staffing: Nature -Process of staffing- Importance of staffing	3	Illustrations	Illustrations
UNIT 4	<b>Leadership, Directing and Controlling:</b> <b>Leadership: Meaning - Leadership styles - Theories of leadership</b> <b>Directing: Meaning - Principles and techniques of directing.</b> <b>Controlling: Meaning and Definition - Features - Steps in Controlling and methods of establishing control. Techniques of Controlling - Budgetary and non-Budgetary</b>	10		

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1	Leadership: Meaning - Leadership styles	1	Lecture	Question and Answer
2	Theories of leadership	2	Lecture	Question and Answer
3	Directing: Meaning	1	Activity	Activity
4	Principles and techniques of directing.	2	Lecture	Question and Answer
5	Controlling: Meaning and Definition - Features	1	Lecture	Question and Answer
6	Steps in Controlling and methods of establishing control	2	Lecture	Question and Answer
7	Techniques of Controlling - Budgetary and non-Budgetary	1	Illustrations	Illustrations
UNIT 5	<b>Co-ordination and motivation: Co-ordination: Meaning - Steps and Methods of Co-ordination Motivation: Meaning - Theories of motivation - Carrot and Stick Approach - Maslow's - Mc Gregor's - Herzberg's - ERG - Mc Clelland's - Vroom's Expectancy - William Ouchi's Theory Z.</b>	12	Lecture	Question and Answer
1	Co-ordination: Meaning & Definitions	1	Activity	Activity
2	Steps and Methods of Co-ordination	1	Lecture	Question and Answer
3	Motivation: Meaning- Theories of motivation - Carrot and Stick Approach	1	Lecture	Question and Answer
4	Maslow's	2	Lecture	Question and Answer
5	Mc Gregor's	1	Lecture	Question and Answer
6	Herzberg's	2	Lecture	Question and Answer
7	ERG	1	Lecture	Question and Answer

8	Mc Clelland's	1	Lecture	Question and Answer
9	Vroom's Expectancy	1		
10	William Ouchi's Theory Z	1		
UNIT 6	<b>Business Ethics: Meaning of business ethics- need and importance - Principles of ethics - Profits and ethics- factors affecting ethical practices in Business Social Responsibilities of Management - Meaning, Social responsibilities of business towards various groups-</b>	6	Lecture	Question and Answer
1	Meaning of business ethics- need and importance	1	Lecture	Question and Answer
2	Principles of ethics - Profits and ethics	2	Lecture	Question and Answer
3	Factors affecting ethical practices in Business	1	Lecture	Question and Answer
4	Social Responsibilities of Management - Meaning	1	Lecture	Question and Answer
5	Social responsibilities of business towards various groups	1		

**TEXT BOOKS**

1. <sup>TM</sup> 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.

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- 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.