

**St. Joseph's College of Commerce (Autonomous)  
#163, Brigade Road, Bangalore – 560 025**

**LESSON PLAN – I BBM I Semester (Entrep)**

**Gayatri Sasi Tampi**

**Subject Name: Perspectives in Management**

**Lecture hours: 60**

**Objectives:**

1. To understand the basic principles of management and become familiar with the management process, functions and principles.
2. To get an idea about new developments in management.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
<b>UNIT I</b>	<b>Module 1 - Forms of Organisation &amp; Management</b>	<b>15 hours</b>		
1	Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnerships, Companies – Government undertakings– Non Business Organisation – Trusts – Cooperative Society – Clubs and Associations.	2	Lecture	cases
2	Introduction of Management – Meaning, Definition, Nature, Purpose, Importance & Functions, Management as an Art, Science & Profession- Management as social system - Concepts of Management-Administration-Organisation	3	Lecture & Case Analysis	Case
3	Evolution of Management Thought- Taylor's Scientific Management – Fayol's Principles of Management –Contribution of Elton Mayo, Chester Bernard and Peter Ducker to the management thought -various approaches to management (i.e. Schools of Management	4	Lecture	Discussion

	thought).			
4	Indian Management Thought- Western/Eastern Business model, Concepts of Indian Management, Indian Management Practitioners, Functions of Management –	3	Lecture	Cases
5	Nature, Importance and Levels of Business Management – Need for Managers – Types of Managers – Managerial Roles.	3	Lecture & Illustrations	Illustrations and Videos
<b>UNIT II</b>	<b>Module 2 - Planning</b>	<b>10 hours</b>		
1	<b>Planning</b> – Nature – Planning Process – Objectives, Meaning - Need & Importance, Levels, Advantages and Limitations, Types of Plans.	5	Lecture	Videos
2	<b>Forecasting:</b> Meaning and Purpose of forecasting – Techniques of forecasting – Qualitative and Quantitative.	2	Case study analyses	Case study
3	<b>Decision Making:</b> Meaning - Steps in decision-making – Delegation and Principles of delegation- MBO & MBE.	3	Lecture	Discussion
<b>UNIT III</b>	<b>Module 3 - Organising and Staffing</b> –	<b>8 hours</b>		
1	<b>Organizing:</b> Nature and purpose of organization, Elements of organizing &	2	Presentation	MCQs

	process.			
2	<b>Principles of organization</b> – Organization structure and types, Delegation of authority – Principles of Delegation, Importance and difficulties in delegation	2	Problem solving	
3	Departmentation – Committees – Centralization vs Decentralization of Authority – Span of Control.	2	Lecture	
4	<b>Staffing:</b> Nature - Process of staffing - Importance of staffing.	2	Lecture	
<b>UNIT IV</b>	<b>Module 4 - Directing</b>	<b>12 hours</b>		
1	<b>Directing:</b> Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles-Formal and Informal leadership.	4	Lecture through PPT & illustrations	Question and Answer
2	<b>Motivation:</b> 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.	3	Cases	Cases
3	<b>Morale</b> - Meaning, Features, Difference between Morale and Motivation, Significance, Morale and performance, Developing High Morale, Measurement of Morale	2	Lecture	Illustrations
4	<b>Communication:</b> Principles and Process of	2	Lecture	Videos

	communication – Barriers to effective communication.			
5	<b>Co-ordination:</b> Meaning – Principles and process of co-ordination	1	Lecture	Videos
<b>UNi TV</b>	<b>Module 5- Controlling</b>	<b>8</b>		
1.	Meaning & Definition	2	Lecture	Question and Answer
	Steps in controlling - Essentials of a Sound Control System	2	Activity	Discussion
	Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.	4	Activity	Discussion
<b>UNI TVI</b>	<b>Module 6 - Social Responsibility of Management and Contemporary Trends in Business</b>	<b>7 hours</b>		
	<b>Social Responsibilities of Management –</b> Meaning, Social responsibilities of business towards various groups- Meaning of business ethics– need and importance –Ethics – Factors affecting ethical practices in Business.	<b>4</b>	Presentation	Presentatio n
	<b>Recent Trends in Management:</b> Management of Change, Management of Crisis, International Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement.	<b>3</b>	Discussion	Discussion

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