

## OBE based Teaching Lesson Plan 2019-20

**Program: BBA Regular**

**Course Name: PERSPECTIVES IN MANAGEMENT**

**Course Code: M1 15 MC 101**

**Semester: I**

**Lecture hours: 60**

**Faculty in-charge: Ms Muktha & Ms. Rini Steven**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
1.	Explain the forms of organisation and evolution of management thought	<b>T2</b>
2.	Integrate the planning, forecasting with decision making process of a given organization.	<b>T6</b>
3.	Relate the function of organizing with staffing in consideration of their effort on individual actions.	<b>T4</b>
4.	Identify the range of leadership theories, Directing and controlling tools available in the management.	<b>T1</b>
5.	Illustrate the range of motivation theories and methods of coordination available for the management practices.	<b>T3</b>
6.	Describe the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stakeholders.	<b>T2</b>

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>

<p><b>Module 1 - Forms of Organization &amp; Management</b>  Organization:  Meaning,  Characteristics,  Merits and  Limitations of:  Proprietary  concerns,  Partnership firms,  Companies -  Government  undertakings- Non  Business  Organization -  Trusts -  Cooperative Society  - Clubs and  Associations.  Introduction of  Management -  Meaning, Definition,  its nature purpose,  importance &amp;  Functions,  Management as an  Art, Science &amp;  Profession-  Management as  social System  Concepts of  management-  Administration-  Organization.  Evolution of  Management  Thought:  Contribution of  F.W.Taylor, Taylor's  scientific  management -  Fayol's Principles of  Management - Elton  Mayo, Chester  Bernard, Peter</p>	<p><b>1</b></p>	<p><b>15 Hrs</b></p>	<p><b>Web based activity</b></p>	<p><b>Interactive lectures</b>   <b>Use of web resources</b>   <b>Power point Presentations</b></p>	<p><b>Quiz</b>   <b>MCQ test</b>   <b>Q &amp;A</b>   <b>Assignment</b>   <b>Project</b>   <b>MOOC</b></p>	<p><b>T2</b></p>
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<p>Ducker to the management thought -various approaches to management (i.e. Schools of management thought).          Indian Management Thought-          Western/Eastern Business model,          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.</p>						
<p><b>Module 2- Planning</b>           Planning Nature -          Planning Process -          Objectives, Meaning -          Need &amp; Importance, levels, advantages and limitations, Types of Plans.          Forecasting:          Meaning and purpose of forecasting -          Techniques of forecasting -          Qualitative and quantitative.          Decision Making:</p>	<p><b>C2</b></p>	<p><b>10 Hrs</b></p>	<p><b>Web based activity</b></p>	<p><b>Interactive lectures</b>   <b>Use of web resources</b>   <b>Power point Presentations</b></p>	<p><b>Quiz</b>   <b>MCQ test</b>   <b>Q &amp;A</b>   <b>Assignment</b>   <b>Project</b>   <b>MOOC</b></p>	<p><b>T6</b></p>

Meaning - Steps in decision-making - Delegation and principles of delegation- MBO & MBE.							
<b>Module 3- Organizing and Staffing</b> Organizing: Nature and purpose of organization, Elements of organizing & process. 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>C3</b>	<b>8 Hrs</b>	<b>Web based activity</b>	<b>Interactive lectures</b> <b>Use of web resources</b> <b>Power point Presentations</b>	<b>Quiz</b> <b>MCQ test</b> <b>Q &amp;A</b> <b>Assignment</b> <b>Project</b> <b>MOOC</b>	<b>T4</b>	

<p><b>Module 4 -Directing</b></p> <p><b>Directing: Meaning – Principles and techniques of directing.</b></p> <p><b>Leadership: Meaning – Leadership styles- Formal and informal leadership.</b></p> <p><b>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.</b></p> <p><b>Morale-Meaning, Features, Difference between Morale and Motivation, Significance, Morale and performance, Developing High Morale, Measurement of Morale</b></p> <p><b>Communication: Principles and Process of communication – Barriers to effective communication.</b></p> <p><b>Co-ordination: Meaning – Principles and process of co-ordination.</b></p>	<p><b>C4</b></p>	<p><b>12Hrs</b></p>	<p><b>Web based activity</b></p>	<p><b>Interactive lectures</b></p> <p><b>Use of web resources</b></p> <p><b>Power point Presentations</b></p>	<p><b>Quiz</b></p> <p><b>MCQ test</b></p> <p><b>Q &amp;A</b></p> <p><b>Assignment</b></p> <p><b>Project</b></p> <p><b>MOOC</b></p>	<p><b>T1</b></p>
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<b>Module 5- Controlling</b>  <b>Meaning &amp; Definition – Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.</b>	<b>C5</b>	<b>8 Hrs</b>	<b>Web based activity</b>	<b>Interactive lectures</b>  <b>Use of web resources</b>  <b>Power point Presentations</b>	<b>Quiz</b>  <b>MCQ test</b>  <b>Q &amp;A</b>  <b>Assignment</b>  <b>Project</b>  <b>MOOC</b>	<b>T3</b>
<b>Module 6 - Social Responsibility of Management and Contemporary Trends in Business</b> <b>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</b> <b>• Recent Trends in Management: Management of Change, Management of Crisis, International</b>	<b>C6</b>	<b>7Hrs</b>	<b>Web based activity</b>	<b>Interactive lectures</b>  <b>Use of web resources</b>  <b>Power point Presentations</b>	<b>Quiz</b>  <b>MCQ test</b>  <b>Q &amp;A</b>  <b>Assignment</b>  <b>Project</b>  <b>MOOC</b>	<b>T2</b>

<b>Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement.</b>						
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**Continuous Internal Assessment –**

- Power point presentation in class on the given topic.
- Case study analysis
- Role play
- Class test
- Assignments
- Project
- MOOC

**Books for Reference: 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.
- Business Management –Y.K. Bhushan.
- Management Principles and Applications –Ricky W.Griffin, Cengage.
- Indian Models of Economy, Business and Management-P.Kanagasabapathi, PHI Learning.
- Learning Management Principles Processes and Practices – Anil Bhat, Aryakumar, Oxford University Publishers.
- Koontz & O'Donnell : Essentials of Management.