

## OBE based Teaching Lesson Plan 2019-20

**Program: BBA (Entrepreneurship)**

**Course Name: PERSPECTIVES IN MANAGEMENT**

**Course Code: M3 17 MC 101**

**Semester: I**

**Lecture hours: 60 Hrs**

**Faculty in-charge: Nikhath Asrar**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
<b>CO1</b>	Identify the differences among various business Organization	<b>T1</b>
<b>CO2</b>	Outline the evolution of management thinking and identify the skills and competencies of a manager Plan, organize, staffing, direct and control any organization.	<b>T4</b>
<b>CO3</b>	Assume the roles and responsibilities associated with managerial functions.	<b>T6</b>
<b>CO4</b>	Apply conceptual tools and techniques in analyzing, evaluating and addressing management issues.	<b>T1</b>
<b>CO5</b>	Evaluate the contemporary management concepts and skills and put these concepts and skills into practice.	<b>T5</b>
<b>CO6</b>	Propose decisions to navigate through ethical dilemmas in safeguarding the interest of all stakeholder in the capacity of a Manager of corporate	<b>T6</b>

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome</b>	<b>No. of Lecture</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
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	No.	Hours				
<p><b>Module 1 - Forms Of Organization</b></p> <p>Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations. Introduction - Meaning, Definition, its nature purpose, importance &amp; Functions, Management as Art, Science &amp; 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,</p>	CO1	15 Hrs	Do reading in Library or browse	Lecture/ discussions/ case studies/ examples	Question and Answers / Quiz	T1

<p>Peter Ducker to the management though various approaches to management (i.e. Schools of management thought).  Indian Management Thought-Western/E astern Business model,  Concepts of Indian Management,  Indian Management Practisioners  Functions of Management - Nature, Importance and Levels of Business Management - Need for Managers -Types of Managers - Managerial Roles</p>						
<p><b>Module 2:</b>  Planning  Nature - Planning Process - Objectives, Meaning - Need &amp; 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 -</p>	<p><b>CO2</b></p>	<p><b>10 Hrs</b></p>	<p><b>Web Based learning</b></p>	<p>Lecture/ discussions/ case studies/ examples</p>	<p><b>Question and Answers / Quiz</b></p>	<p><b>T4</b></p>

Delegation and principles of delegation. MBO & MBE.						
<b>Module 3:</b> 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.	<b>CO3</b>	<b>8 Hrs</b>	<b>Reading materials</b>	Lecture/ discussions/ case studies/ examples	<b>Question and Answers / Quiz</b>	<b>T6</b>
<b>Module 4:</b> Directing: Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles- Formal and informal leadership.  Motivation: Introduction, Theories of motivation -	<b>CO4</b>	<b>12 Hrs</b>	<b>Reading materials</b>	Lecture/ discussions/ case studies/ examples	<b>Question and Answers / Quiz</b>	<b>T1</b>

<p>[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,D  ifference between  Morale and  Motivation,  Significance,Morale  and  performance,Develo  ping High Morale,  Measurement  of Morale  Communication:  Principles and  Process of  communication -  Barriers to effective  communication. Co-  ordination: Meaning  - Principles and  process of co-  ordination.</p>						
<p><b>Module 5;</b>  Controlling:Meanin  g &amp; Definitions --  Steps in controlling  -- Essentials of a  Sound Control  System - Methods  of Establishing  Control, Techniques  of controlling -</p>	<p><b>CO5</b></p>	<p>8 Hrs</p>	<p><b>Reading  materials</b></p>	<p>Lecture/  discussions/  case studies/  examples</p>	<p><b>Question  and  Answers /  Quiz</b></p>	<p><b>T5</b></p>

Budgetary and non-budgetary						
<b>Module 6</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>CO6</b>	<b>6 Hrs</b>	<b>Watch Videos on CRS practices of top business concerns</b>	Lecture/ discussions/ case studies/ examples	<b>Question and Answers / Quiz</b>	<b>T6</b>

**Continuous Internal Assessment –**

- Power point presentation in class on the given topic.
- Case study analysis
- Quizzes
- Class test

**Books for Reference:**

<sup>TM</sup> **Koontz & O' Donnell: Management**

2. L. M Prasad: Principles of Management.

