JAI HIND COLLEGE AUTONOMOUS

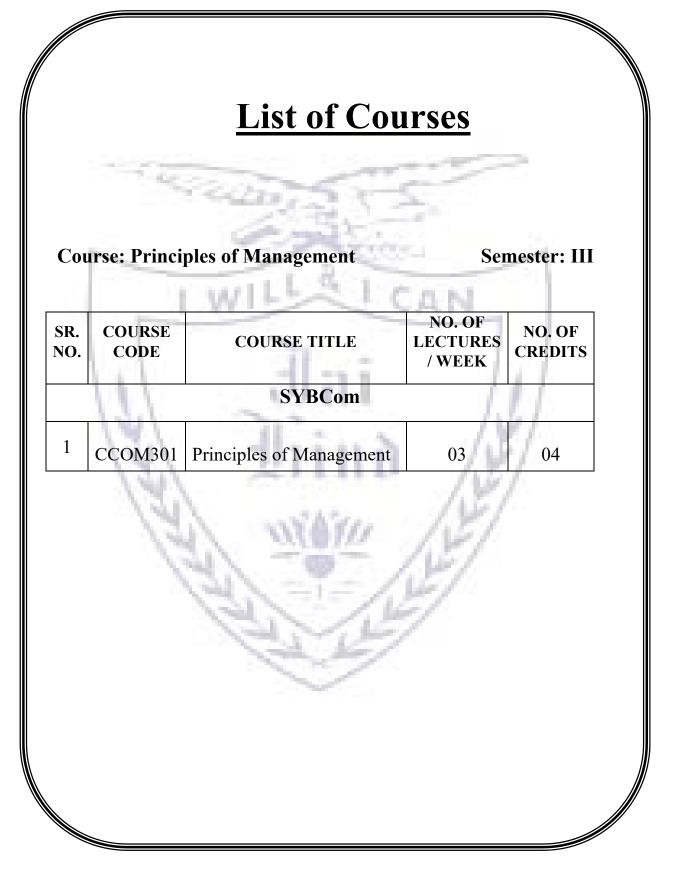
Syllabus for S.Y.BCom

Course : Principles of Management

Semester : III

Credit Based Semester & Grading System

With effect from Academic Year 2018-19



Course: CCOM301	Introduction to Business (Credits : 4 Lectures/Week: 4)	
	 Objectives: 1. to provide basic conceptual and applicative knowledge about busines organizations 2. to develop the student's employability and entrepreneurial skills Outcomes: Understanding the nuances of business organization-its objectives, new project planning & start-ups. 	
Unit 1	Introduction to Management Management- Concept, Nature, Functions, Managerial Skills & Competencies, levels of Management. Henry Fayol's Principles Modern Management Approach- Peter Drucker's dimensions of management, Indian Management thoughts: Origin & Significance of Indian Ethos to Management.	9 lectures
Unit 2	Planning & Decision Making Planning - Steps, Importance, Components, Coordination- ImportanceM.B.O-Process, Advantages, Management By Exception- Advantages Management Information System- Concept, ComponentsDecision Making- Making- Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making	10 lectures
Unit 3	Organising Organising-Steps, Organisation StructuresFeatures of Line & Staff Organisation, Matrix Organisation, Virtual Organisation Departmentation- Meaning -Bases, Span of Management- Factors Influencing Span of Management, Graicuna's Theory of Span of Management, Tall and Flat Organisation. Delegation of authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation	13 lectures
Unit 4	Directing & Controlling Motivation –Concept, Importance, Influencing factors Importance of Communication, Barriers to effective Communication Leadership- Concept, Functions, Styles, Qualities of a good leader. Controlling –Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.	12 lectures

Semester III – Theory

Textbook & References

- 1. Management Today Principles& Practice- Gene Burton, Manab Thakur, Tata McGraw-Hill,PublishingCo.Ltd.
- 2. Management JamesA.F.Stoner, Prentice Hall, Inc.U.S.A.
- 3. Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw-Hill, Publishing Co.Ltd.
- 4. Essential of Database Management Systems -AlexisLeon ,MathewsLeon
- 5. Management Task Resp, Practices PetaDruche "willian Heinemann LTD.

