

LESSON PLAN

Subject: C5 18 MC 102

PERSPECTIVES IN MANAGEMENT

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	Module 1 - Forms Of Organization Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations.	15 Hrs		
1.	Meaning, Characteristics of Organisation	1	Lecture	Question and Answer
2.	Merits and Limitations of Organisations			
3.	Merits and Limitations of: Partnership firms, companies-			
4.	Merits and Limitations of: govt undertaking Non-business organization-			
5	Merits and Limitations of: trust-cooperative society	1	Lecture	Question and Answer
6	Merits and Limitations of: clubs and associations	1	Illustrations	Illustrations
7	Management- Introduction - Meaning, Definition, its nature purpose, importance & Functions	1	Lecture	Question and Answer

8	Management as Art, Science & Profession-	1	Illustrations	Illustrations
9	Management as social System Concepts of management	1	Illustrations	Illustrations
10	Organization-Evolution of Management Thought	1	Illustrations	Illustrations
11	Contribution of F.W.Taylor, Taylor's scientific management	1	Illustrations	Illustrations
12	Fayol's Principles of Management	1	Lecture	Question and Answer
13	Elton Mayo,	1	Lecture	Question and Answer
14	Chester Bernard, Peter Ducker to the management though various approaches to management (i.e. Schools of management thought	1	Illustrations	Illustrations
15	Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management	1	Lecture	Question and Answer
16	Indian Management Practisioners	1	Activity	Activity
17	Functions of Management - Nature, Importance and Levels of Business	1	Lecture	Question and Answer
18	Management - Need for Managers -Types of Managers - Managerial Roles	1	Lecture	Question and Answer
UNIT 2	<p>Planning Nature - Planning Process - Objectives, Meaning - Need & Importance, types levels - advantages and limitations, Types of Plans.</p> <p>Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.</p> <p>Decision Making: Meaning - Steps in decision-making - Delegation and principles of delegation. MBO & MBE.</p>	10		
19	Nature – Planning Process	1	Illustrations	Illustrations
20	Objectives, Meaning of planning process	1	Illustrations	Illustrations

21	Need & Importance, advantages and limitations	1	Illustrations	Illustrations
22	Types of Plans.	1	Illustrations	Illustrations
23	Forecasting: Meaning and purpose of forecasting	1	Lecture	Question and Answer
24	Techniques of forecasting- Qualitative	1	Lecture	Question and Answer
25	Techniques of forecasting- quantitative.	1	Lecture	Question and Answer
26	Decision Making: Meaning- Steps in decision-making -	1	Lecture	Question and Answer
27	Delegation and principles of delegation	1	Illustrations	Illustrations
28	MBO & MBE.	1	Lecture	Case study analysis
UNIT 3	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.	10		
29	Organizing: Nature and purpose of organization	1	Lecture	Question and Answer
30	Elements of organizing & processes, Principles of organization	1	Lecture	Question and Answer
31	Organization structure and type	1	Lecture	Question and Answer
32	Delegation of authority, Principles of Delegation	1	Illustrations	Illustrations

33	Importance and difficulties in delegation, Departmentation – Committees	2	Illustrations	Illustrations
34	Centralization vs. Decentralization of Authority	1	Lecture	Question and Answer
35	Span of Control	1	Illustrations	Illustrations
36	Staffing: Nature -Process of staffing- Importance of staffing	2	Illustrations	Illustrations
UNIT 4	<p>Directing: Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles- Formal and informal leadership.</p> <p>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</p> <p>Morale-Meaning,Features,Difference between Morale and Motivation, Significance,Morale and performance, Developing High Morale, Measurement of Morale</p> <p>Communication: Principles and Process of communication – Barriers to effective communication.</p> <p>Co-ordination: Meaning – Principles and process of co-ordination.</p>	12		
37	Directing: Meaning – Principles and techniques of directing.	1	Lecture	Question and Answer
38	Leadership: Meaning – Leadership styles	1	Lecture	Question and Answer
39	Formal and informal leadership.	1	Activity	Activity
40	Motivation: Introduction, Theories of motivation- Maslow’s need hierarchy theory	1	Lecture	Question and Answer
41	Herzberg’s two factor theory, McGregor’s X and Y theory- Vroom’s valence theory, Alderfer's Hierarchy of Motivational Needs(ERG-Theory),	1	Lecture	Question and Answer

42	McClelland's Theory of Needs, Expectancy Theory, Equity Theory	1	Lecture	Question and Answer
43	Morale-Meaning,Features,Difference between Morale and Motivation,	1	Illustrations	Illustrations
44	Significance,Morale and performance- Developing High Morale, Measurement of Morale	1	Lecture	Question and Answer
45	Communication: Principles and Process of communication	1	Lecture	Question and Answer
46	, Barriers to effective communication	1	Lecture	Question and Answer
47	Co-ordination: Meaning – Principles and process of co-ordination	1	Lecture	Question and Answer
48	Beyond syllabus- Case study discussion on Leadership styles of CEOs- any two	1	Lecture	Question and Answer
UNIT 5	Controlling: Meaning & Definitions -- Steps in controlling -- Essentials of a Sound Control System - Methods of Establishing Control, Techniques of controlling - Budgetary and non-budgetary	8	Lecture	Question and Answer
49	Controlling:Meaning & Definitions	1	Activity	Activity
50	Steps in controlling -	1	Lecture	Question and Answer
51	Essentials of a Sound Control System -	1	Lecture	Question and Answer
52	Methods of Establishing Control	1	Lecture	Question and Answer
53	Techniques of controlling- Budgetary	1	Lecture	Question and Answer
54	Techniques of controlling- non-budgetary	1	Lecture	Question and Answer
55	Beyond syllabus- case study discussion on concept of controlling	1	Lecture	Question and Answer

56	Beyond syllabus- news paper analysis of control aspect of recent organizational changes in major organization of E-commerce.	1	Lecture	Question and Answer
UNIT 6	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	6	Lecture	Question and Answer
57	Social Responsibilities of Management – Meaning, Social responsibilities of business towards various groups	2	Lecture	Question and Answer
58	Meaning of business ethics- need and importance – profits and ethics –	2	Lecture	Question and Answer
59	Factors affecting ethical practices in Business	2	Lecture	Question and Answer
60	Casestudies and discussion of previous years QPs	1	Lecture	Question and Answer

TEXT BOOKS

1. TM 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.

- 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.

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