

COURSE TITLE: MANAGEMENT THEORY AND PRACTICE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KUIDSCCOM100	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	-		30	70	100	2

Course Description: Management theory and practice is a foundational course which tries to equip students with skills to lead and coordinate resources effectively in an organisation. In today's changing business environment, knowledge in management enables professionals to adapt strategies and stay competitive. It provides frameworks for problem-solving and decision-making which is essential for navigating complex challenges. Moreover, it emphasizes interpersonal skills and leadership, promoting strong teams and enhancing organizational effectiveness.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand various concepts associated with Management theory and Practice	U
2	Improve problem solving skill and efficiency.	C
3	Apply the management skills in decision making	A
4	Develop strategic thinking and planning	An
5	Improve adaptability and Innovation	E

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
C01	-	✓	✓	-	-
C02	-	-	✓	✓	-
C03	✓	-	✓	✓	-
C04	-	✓	✓	-	✓
C05	-	✓	-	-	✓

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction		12
	1	Concept of Management – Nature - Importance	
	2	Evolution of Management thought – Early contributions – Classical Management Thoughts – Scientific management – Administrative management – Bureaucratic management.	
	3	Neo classical Thought – Human relations approach – Behavioral approach.	
	4	Modern management approaches – Quantitative approach – Systems approach – Contingency approach.	
II	Management Functions		12
	1	Functions of Management – Nature.	
	2	Planning – meaning – process – types of plans.	
	3	Organising – meaning – Types of organisations – Line, Line & staff, functional organization – Formal and informal organization	
	4	Staffing – meaning – Recruitment – Sources of recruitment – Selection – Process of selection.	
	5	Directing – meaning – Principles of Direction – Controlling – meaning – Steps in Controlling.	
III	Elements of Direction		12
	1	Motivation – Concept, Nature and importance – Theories of Motivation – Maslow's Need Hierarchy Theory - Herzberg's Two factor theory - Theory X and Y – Theory Z.	
	2	Leadership –Types of leadership styles.	
	3	Supervision – Meaning - Elements of effective supervision.	
	4	Communication – Meaning and definition – communication process –Formal communication, Informal communication	
IV	Managerial Controlling Techniques		12
	1	Quality control – Total Quality Management – Techniques for Quality control – Quality circle – Developing a Quality Circle – Pitfalls and remedies.	
	2	Kaizen - Fishbone Theory-Bench marking.	
	3	Social audit and Management audit	

V	Teacher Specific Module		12
	Directions: For the effective understanding of the students the teachers can use Case Studies, adopt Role Play and other methods for improving the knowledge level and ensuring that the students acquire practical skills.		

Essential Readings:

- 1) L.M. Prasad, "Principles and Practice of Management", Sultan Chand and sons.
- 2) Koontz, H and Wehrick, H, "Management", McGraw Hill Inc.

Suggested Readings:

- 1) Drucker, Peter, F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- 2) Gupta. CB; Business management, Sultan Chand & sons.
- 3) Srinivasan & Chunawalla, Management Principles and Practice, Himalaya Publishing House.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
Total		100