

KUIDSCBBA100: Management Concepts and Principles

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KUIDSCBBA100	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Management concepts and principles is a foundational course which helps to develop managerial skills among students.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	1. Understand the fundamentals concept of management.	U
2	2. Learn the concepts and competence of planning	U
3	3. Acquire the knowledge of Organization and & staffing.	U
4	4. Understand the importance of effectiveness of directing & coordination	U
5	5. Analyse the importance, process & types of controlling.	An
6	6. To learn about the managerial idea, in the field of Management	A

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

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Management	15
		a) Definition- nature- scope	
		b) levels of management-	
	2	School of Management thought	
		a) classical, Neo-classical and Modern Approaches of Management,	
	3	functions of management	
		a) planning, organising, staffing, directing, controlling	
		b) Roles of a manager	
	4	Scientific and modern Management in detail	
		a) Scientific management- meaning- principles, techniques	
		b) Modern management- concept, principles	

	c) Contemporary approaches in school of management thought	
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2	MODULE TITLE		
	1	Planning and Decision Making	15
	2	Planning: meaning- nature and purpose	
	3	types of planning- planning process	
	4	Decision making: meaning- importance techniques of decision making	
	5	Management by Objectives- features- steps	

3	MODULE TITLE		
	1	Organising- meaning- nature and purpose	15
	2	Organization	
		a) Organization-meaning	
		b) Dimension of structure- horizontal and vertical dimensions- formal and informal organization	
		c) Delegation of authority- Decentralisation- Departmentation- Span of management.	
	3	Staffing-meaning-definition-importance-elements.	

4	MODULE TITLE		
	1	Directing	10
		a) Directing: meaning- nature and scope - elements of directing	
	2	Elements of Directing	
		a) Supervision, Motivation	
		b) Leadership, Communication	
	3	controlling:	
		a) Controlling: meaning- need- process of control- types- Techniques of control.	

Teacher Specific Module	5
<i>For effective learning teachers can use group activities like role- play and demonstrations and employ case studies of experts in the field.</i>	

Essential Readings:

1. KS Chandrasekaretal, History of Management Thoughts, Vijaynicole
2. C.B.Gupta, Management Theory and Practice -Sultan chand& sons
3. L.M.Prasad, Principles and practice of Management- Sultan chand& sons
4. T N Chhabra, Principles, and practice of Management- DhanpatRai& Co.
5. Manmohan Prasad, Management concepts 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	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100