

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 101	Principles of Management	I BBA (DM) - I Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
To make the learners to understand and apply the principles, functions and processes of management and perform in a systematic manner

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the core principles and functions of management in various contexts	1 and 2
CO2	Understand the planning process, components and strategy formulation and perform in a systematic manner	1, 2 and 3
CO3	Understand different organizing features, methods of organizing and authority and responsibility relationships	1 and 2
CO4	Apply the process of supervision, motivation, leadership, communication to effectively deal with people	1, 2 and 3
CO5	Understand the Budgetary and Non budgetary controls and their relative importance in managing	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction of Management - Definition- Nature and importance-Functions of Management-principles of management-levels of management-Global management – Multicultural issues – Managing the virtual business operations – Social responsibility	20%
Unit II	Planning - Nature and purpose of planning- planning process- types of plans based on time and purpose-Goals- Objectives- managing by objectives (MBO) – strategies and types – Tactics - KPIs – Planning tools	20%
Unit III	Organizing Nature and purpose of organizing- Organizing Structure-Span of control- Formal and Informal organization- Line and Staff authority-Matrix organization - Centralization and Decentralization-Delegation of authority – bureaucratic organization - virtual organization	15%
Unit IV	Staffing and manpower planning – Recruitment and appraisal - Directing- Supervision - Motivation - Motivation Theories- Leadership styles-Leadership theories-Communication- Barriers to effective communication	20%
Unit V	Controlling Process - controlling-Types of Control-Budgetary and non budgetary control techniques-Managing productivity- Cost Control-Purchase Control-Maintenance Control-Quality Control – information system controls	25%
References		
Books and Resources	<ul style="list-style-type: none"> • Gupta, Sharma and Bhalla; Principles of Business Management: Kalyani Publications;1st Edition • L.M.Prasda; Principales of Management; Sultan Chand and Sons, 6thEdition. • Harold Kooris & Hein Weihrich “Essentials of Management”, Tata McGraw-Hill,1998 • Joseph L Massie : “Essentials of Management”, Prentice Hall of India (Pearson) Fourth Edition 2003 • Principles of Management by Tripathi Reddy Tata McGraw-Hill 	

	<ul style="list-style-type: none"> • Management Theory & Practices J.N.Chandan • Management : Concepts and strategies By J.S.Chandan,Vikas Publishing
Online Courses	<p>Course on Principles of Management</p> <p>https://onlinecourses.nptel.ac.in/noc22_mg104/preview</p>

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • American Vs Japanese Management • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals