

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
I SEMESTER **OFFICE MANAGEMENT** Time: 5 hrs/week
OFF 1401 (4) **MANAGEMENT PRINCIPLES AND PRACTICE** MARKS: 100
(w.e.f:2016-2017 (16AC Batch))

Learning Objectives: The students will

1. Know and be familiar with the concepts in management
2. Understand their application and relevance in personal and professional situations.
3. Analyse and evaluate managers and leaders to follow their example.

Course Learning Outcomes:

CLO 1. Describe and predict the role of planning in modern organizations through Working on individual Case Projects (Transform Individual into Small Group Hypothetical Projects)

CLO 2. Find and discuss opportunities to work with and better understand diversity in people and situations (Real tasks of discussing with people from varied socio-economic and cultural backgrounds)

CLO 3. Identify and assess the importance of effective leadership (Group Leaders in Team Assignments & Presentations and various positions in Clubs and Associations in the College)

CLO 4. Use the principles and skills in case analysis of organizations (Skill Development for Workplace effectiveness in Internships)

CLO 5. Prioritise problem-solving strategies and critical thinking in real life situations (Life lessons through transferable skills of Motivation for entrepreneurial situations)

MODULE 1: Management and Nature of Organization

1. Definition of management, nature, purpose
2. Evolution and various schools to management thoughts
3. Principles and functions of Management
4. Levels and type of managers
5. Managerial Roles, Skills and competencies
6. Key personal characteristics for Managerial success

MODULE 2: Planning and Organizing

1. Meaning and nature of planning
2. Steps in planning process
3. Types of plans
4. Organizing as Managerial Function
5. Organization structure – formal and informal
6. Principles of Organizing
7. Delegation and Decentralisation

MODULE 3: Staffing and Controlling

1. Staffing as a function of Management – its functions
2. Controlling – Meaning, Process and important techniques of controlling.

MODULE 4: Directing & Leading

1. Directing as a function of management - Principles
2. Leadership and vision
3. Leadership traits & styles
4. Leaders behaviour – Managerial Grid

MODULE 5: Motivating

1. Meaning of managerial motivation and characteristics
2. Needs theories of motivation – Maslow, Herzberg and McClelland
3. Herzberg's Dual Factor Theory
4. Theory X and Y.

Book for Study:

Prasad, L M (2007). Principles and Practices of Management, Himalaya Publishing House,
Rao, P.S. (2009). Principles of Management, Himalaya Publishing House

Recommended References:

Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers
Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers,
Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India