

**BCR101: PRINCIPLES OF BUSINESS MANAGEMENT**

Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

**Course Objective**

The course aims to demonstrate an understanding of current and relevant management knowledge and develop skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

- CO1: understand the concepts related to Business.
- CO2: demonstrate the roles, skills and functions of management.
- CO3: analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- CO4: apply managerial skills and lead the organization.
- CO5: understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
- CO6: be able to analyze organizational case situations in each of the four functions of management.

<b>Unit I: Introduction</b>
Concept, nature, and significance of management; Managerial roles (Mintzberg); An overview of functional areas of management; Historical development of management – Fayol, Taylor & Weber.
<b>Unit II: Planning and Decision Making</b>
Concept, process, and types; Decision-making: concept and process; Management by objectives; corporate planning; Environment analysis and diagnosis; Strategy formulation.
<b>Unit III: Organizing</b>
Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure: forms and contingency factors.
<b>Unit IV: Motivating and Leading People at Work</b>
Motivation: concept; Theories: Maslow, Herzberg, McGregor, and Ouchi; Financial and non-financial incentives; Leadership: concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.); Likert's System Management; Communication: nature, process, networks, and barriers; Effective communication.
<b>Unit V: Managerial Control</b>
Concept and process; Effective control system; Techniques of control traditional and modern.

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Suggested Readings

- Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
- Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
- Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
- Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo.
- Ansoff H.I: Corporate Strategy; McGraw Hill, New York.
- Hampton, David R: Modern Management; McGraw Hill, New York.
- Stoner and Freeman: Management; Prentice-Hall; New Delhi.
- Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
- Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour - Utilizing the Human Resources; Prentice Hall of India, New Delhi.

Note: Latest edition of readings may be used.

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