



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

PRINCIPLES OF MANAGEMENT								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA001	CORE	L	T	P	C	CIE	SEE	Total
		3	1	-	4	30	70	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Management								

COURSE OVERVIEW:

This course introduces the fundamentals of management, including its functions, roles, and essential skills. It covers the evolution of management theories from classical to contemporary approaches. Students learn planning, decision-making, and goal-setting techniques for effective organizational functioning. It explores organizing structures and controlling mechanisms to achieve performance and efficiency. The course examines individual and group behavior, including motivation, leadership, and organizational culture. Finally, it addresses modern management challenges, trends, and applications in dynamic business environments.

COURSE OBJECTIVES:

- To understand the concepts, functions, and processes of management and the roles and skills required for effective management.
- To develop the ability to plan, set goals, and make effective decisions in dynamic business environments.
- To analyze organizational structures, authority, and control mechanisms for enhancing efficiency and performance.
- To explore individual and group behavior, including motivation, leadership, power, and organizational culture.
- To apply management principles to contemporary challenges, including technology, globalization, and sustainability.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Explain the fundamental concepts of management, its evolution and classical - contemporary management theories.
2. Analyze the processes of planning and decision-making in organizations using suitable models and frameworks.
3. Design organizational structures and control mechanisms that align with business goals and adapt for dynamic environments.
4. Interpret individual and group behaviour in organizational settings by fostering effective teamwork and diversity management.

- Evaluate leadership and motivation theories by choosing suitable styles, techniques for performance influence.

UNIT-I HISTORY OF MANAGEMENT

The Management Process, Management Functions, kinds of managers, Managerial roles and skills. Evolution of Management Theories of Management Classical, Scientific, Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory.

UNIT-II PLANNING, DECISION MAKING AND GOAL SETTING

Organizational planning, Vision, Mission and goals, Types of plans, steps in planning process, Approaches to planning, Planning in Dynamic Environment. Decision making process, types of decisions, decision making styles, Vroom 's Participative decision-making model.

UNIT-III ORGANIZING AND CONTROLLING

Organizational Structure, Principles of Organizing, Authority, Power and Influence, designing organizational structure. Mechanistic and organic structures, contemporary organizational design and its challenges.

Controlling: The control process, controlling for organizational performance, types of control, financial controls, Balanced Scorecard, Bench Marking, Contemporary issues in controlling.

UNIT IV INDIVIDUAL AND GROUP BEHAVIOR

Importance of Organizational Behavior, Culture and diversity, personality theories, perception, formation of group behavior, classification of groups, group properties, group cohesiveness.

UNIT-V LEADERSHIP, MOTIVATION AND ORGANIZATIONAL STRUCTURE

Leadership traits, Leadership styles, Leadership theories, Power and Politics.

Motivation: Approaches to Motivation, Maslow's needs hierarchy theory, two factor theories of motivation, McGregor's theory, ERG theory, McClelland's needs theory, Valance Theory. Latest Amendments in Principles of Management.

TEXT BOOKS:

- Richard L. Daft, —New Era of Management, Cengage Learning, 11th Edition, 2017.
- Afsaneh Nahavandi, Robert B. Denhardt, Janet V. Denhardt, Maris P. Aristigueta, —Organizational Behaviour, Sage Publications, 10th Edition 2015.
- Laurie J. Mullins, —Management, and Organizational Behavior, Pearson Publications, 9th Edition 2012.
- Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, —Organizational Behavior, Pearson, 16th Edition, 2017.

REFERENCE BOOKS:

- Ramesh B. Rudani, —Management and Organizational Behavior, Tata McGraw hill, 8th Edition 2011.

- Ramesh B. Rudani, Management and Organizational Behaviour Tata McGraw hill, 2011

ELECTRONIC RESOURCES:

1. <http://www.ebooks directory.com>
2. <http://Campus guides.lib.utah.edu>
3. <http://www.bookboon.com>
4. <http://www.freemagagement.com>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

