

SARDAR RAJA COLLEGES

SARDAR RAJA COLLEGE OF ENGINEERING, ALANGULAM

**DEPARTMENT OF ELECTRONICS AND COMMUNICATION
ENGINEERING**

MICRO LESSON PLAN



SUBJECT : PRINCIPLES OF MANAGEMENT

CODE : MG2351

CLASS : III Year / VI SEM

STAFF: Mr. A. BELLWYN, Asst.Prof,

DEPT. OF ECE.

SUBJECT CODE&NAME: MG2351&PRINCIPLES OF MANAGEMENT

STAFF NAME : Mr. A.BELLWYN, AP/ECE

SUBJECT DESCRIPTION AND OBJECTIVES

DESCRIPTION

Principles of Management, provides the student with a conceptual framework for understanding the basic theories of management. Emphasis is placed on the internal and external environment, ethics, planning, goal setting, decision making, organizational structure, motivation and group dynamics, and effective control mechanisms.

Principles of Management is a comprehensive introductory course on the management process from a manager's perspective, with particular emphasis on the skills, abilities, techniques and knowledge needed to successfully manage an organization. It focuses on the entire organization from both a short and long-term perspective to form a strategic vision, setting objectives, crafting a strategy and then implementing it.

This course examines the logic and working of organizations. It also investigates how organizations develop and maintain competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental factors. The course content is organized around the four 'pillars' of management viz. planning, organizing, leading and control for systematic understanding of management-related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

OBJECTIVES

- To increasing organizational effectiveness.
- To achieve optimum utilization of various resources.
- To have co-ordination between various department in the organization.
- To have co-ordination between various agencies, and company.
- To control the material quality.
- To reduces the execution time for various activities of the organization.
- To control the quality of workmanship.
- To manage and control economy execution.

MG2351 PRINCIPLES OF MANAGEMENT

L T P C
3 0 0 3

UNIT I OVERVIEW OF MANAGEMENT

9

Organization - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors - Managing globally - Strategies for International Business.

UNIT II PLANNING

9

Nature and purpose of planning - Planning process - Types of plans – Objectives - Managing by objective (MBO) Strategies - Types of strategies - Policies – Decision Making - Types of decision - Decision Making Process - Rational Decision Making Process - Decision Making under different conditions.

UNIT III ORGANIZING

9

Nature and purpose of organizing - Organization structure - Formal and informal groups organization - Line and Staff authority - Departmentation - Span of control - Centralization and Decentralization - Delegation of authority - Staffing - Selection and Recruitment - Orientation - Career Development - Career stages – Training - Performance Appraisal.

UNIT IV DIRECTING

9

Creativity and Innovation - Motivation and Satisfaction - Motivation Theories Leadership - Leadership theories - Communication - Hurdles to effective communication – Organization Culture - Elements and types of culture - Managing cultural diversity.

UNIT V CONTROLLING

9

Process of controlling - Types of control - Budgetary and non-budgetary control techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

TOTAL: 45 PERIODS

TEXT BOOK:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.
2. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.

REFERENCES:

1. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, ' Management - A global & Entrepreneurial Perspective', Tata Mcgraw Hill, 12th edition, 2007.
3. Andrew J. Dubrin, 'Essentials of Management', Thomson Southwestern, 7th edition, 2007.

MICROLESSON PLAN

HOURS	LECTURE TOPICS	READING
UNIT I OVERVIEW OF MANAGEMENT		
1	Organization	R2
2	Management	
3		
4	Role of managers (A/V)	
5	Evolution of Management thought	
6	Organization and the environmental factors	
7	Managing globally	
8	Strategies for International Business.	
9		
UNIT II PLANNING		
10	Nature and purpose of planning	R2
11	Planning process	
12	Types of plans	
13	Objectives	
14	Managing by objective (MBO) Strategies (A/V)	
15	Types of strategies, Policies	
16	Decision Making	
17	Types of decision	
18	Decision Making Process	
19	Decision Making under different conditions.	
UNIT III ORGANIZING		
20	Nature and purpose of organizing	R2
21	Organization structure	
22	Formal and informal groups organization	
23	Line and Staff authority	
24	Departmentation	
25	Span of control	
26	Centralization and Decentralization	
27	Delegation of authority	
28	Staffing	
29	Selection and Recruitment, Orientation (A/V)	
30	Career Development, stages	
31	Training	
32	Performance Appraisal	

UNIT IV DIRECTING		
33	Creativity and Innovation	R2
34	Motivation and Satisfaction	
35	Motivation Theories	
36	Leadership theories	
37	Communication	
38	Hurdles to effective communication	
39		
40	Elements and types of culture	
41	Managing cultural diversity	
UNIT V CONTROLLING		
42	Process of controlling	R2
43	Types of control (A/V)	
44	Budgetary and non-budgetary control techniques	
45	Managing Productivity	
46	Cost Control	
47	Purchase Control	
48	Maintenance Control	
49	Quality Control	
50	Planning operations.	

R2. Harold Koontz, Heinz Weihrich and Mark V Cannice, ' Management - A global & Entrepreneurial Perspective', Tata Mcgraw Hill, 12th edition, 2007.