

Dayananda Sagar College of Arts, Science and Commerce  
Department of Commerce and Management (UG)-BBA/B.Com

Date: 28/07/2022

**Student Circular**

**Dear students,**

All the students of IV SEM BBA and B.Com are hereby informed to attend the Add on Programs scheduled from 3<sup>rd</sup> August 2022 onwards for the topic Mentioned Below :

1. Cost Accounting
2. Management Accounting
3. Introduction to GST
4. Commodity and Derivatives Risk
5. Principles of Marketing

Students must attend the program and gain the knowledge.



HOD



Principal

# PRINCIPLES OF MANAGEMENT

## About the course:

The course provides an overview of management and its evolution. It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization. It discusses necessary skills and functions required for efficient manager in contemporary business environment. Overall, it enables students to analyze and understand changing business environment, and the role of ethics, social responsibility and environmental issues in contemporary business environment.

## Course layout

**Week 1:** Introduction to Management: Management – An Emerging Profession, Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager

**Week 2:** Evolution of Management Thought : Classical Theory, Scientific Management , Management Process or Administrative Management, Bureaucracy, Behavioural Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Operational Approach

**Week 3:** Planning: Types of Plans, Planning Process, Introduction to Strategic Management, Types of Strategies, Understanding environment of business: Environmental appraisal – Industry Analysis - Porter’s Model of competitive advantage, analysis of organisational resources and capabilities

**Week 4:** Forecasting and Premising : Introduction to Forecasting, Essential Components in Business Forecasting, Determinants of Business Forecasts, Benefits of Forecasting, Techniques of Forecasting, Limitations of Forecasting

**Week 5:** Decision-making : Introduction, Components of Decision-making, Decision-making Process, Group Decision-making, Creativity Problem-solving

**Week 6:** Management by Objectives and Styles of Management : Core Concepts of MBO, Characteristics of Management by Objectives, Process of MBO, Defining the Goal, Action Plan, Final Review, Benefits of Management by Objectives, Limitations of Management by Objectives, Styles of Management, American Style of Management, Japanese Style of Management, Indian Style of Management

**Week 7:** Organizing and Directing: Introduction, Organizational Design, Hierarchical Systems , Organization Structure, Types of Organization Structure, Formal and Informal Organization, Factors Determining Span of Management, Centralization and Decentralization, Span of control, Understanding authority and responsibility, Principles of Delegation, Authority, Developing a culture of Innovation and performance

**Week 8:** Staffing and Coordination: Introduction, Human Resource Management, Recent Trends in HRM, Technology in HRM, Economic Challenges, Workforce Diversity, Concept of Coordination, Need for Coordination, Importance of Coordination, Principles of Coordination, Coordination Process, Types of Coordination, Issues and Systems Approach to Coordination, Techniques of Coordination

**Week 9:** Career Development Strategy: Introduction, Concept and Elements of Career, Overview of Career Development, Significance and Advantages of Career Development,

Objectives of Career Development, Types of Career Development Programmes, Different Stages or Cycles of Career Development Process, Career Anchors, Steps in the Career Planning Process

**Week 10:** Leadership styles of Managers: Leadership Concept, Nature, Importance, Attributes of a leader, Role of a leader in demonstrating awareness of legal, personnel, and strategic issues relating to globalization, culture and gender diversity in an organization, Role of leader in conflict resolution and negotiations

**Week 11:** Organizational Communication: Communication in Organizations: Introduction, Importance of Communication in the Workplace; Understanding Communication Process, Barriers to Communication, Use of tone, language and styles in Communication, Role of Perception in influencing communication, Role of culture in communication

**Week 12:** Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational, Developing a climate for learning, Concept of learning organizations

Challenges of Contemporary Business: Role of Ethics, Corporate social responsibility, and environmental issues

### **Books and references**

1. Stephen P. Robbins, David A. Decenzo, 2016. Fundamentals of Management, Pearson Education, 9th Edition
2. Harold Koontz, O'Donnell and Heinz Wehrich, 2012. Essentials of Management. New Delhi, 9th edition, Tata McGraw Hill
3. Management Fundamentals: Concepts, Applications, & Skill Development, 6th edition, Sage. 2014
4. Richard L. Daft, Principles Of Management, Cengage Learning. 2009
5. Robbins, Management, 9th edition Pearson Education. 2008



**HOD**



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16	U03CJ21M0034	Aman Pande	P	P	A	A	P	P	P	A	A	A	P	P	P	A	A	P
17	U03CJ21M0035	Sanjana S	P	A	P	P	A	A	P	P	P	P	P	P	P	P	P	A
18	U03CJ21M0037	Siya malpani	P	A	A	P	P	P	A	A	P	P	P	P	P	P	P	A
19	U03CJ21M0039	Syed Fazil	P	P	A	P	P	P	P	A	P	A	P	P	P	P	P	P
20	U03CJ21M0040	Kaniska p	P	P	P	P	P	P	P	P	A	A	P	P	P	P	P	P
21	U03CJ21M0044	Prakruthi	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P	P
22	U03CJ21M0046	Kavya sudhindra	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
23	U03CJ21M0049	Chirag R Rao	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
24	U03CJ21M0053	Deeksha T	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
25	U03CJ21M0057	Anvith SV	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P
26	U03CJ21M0058	Syed yaseen	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
27	U03CJ21M0059	Harsh	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
28	U03CJ21M0063	Vijay Vishwanath S	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P
29	U03CJ21M0064	Tanushree H	A	P	P	P	R	P	A	P	P	A	P	A	P	P	P	P
30	U03CJ21M0066	Nikitha.rathod	P	P	P	P	P	P	P	P	A	P	A	A	P	P	P	P

  
 31/8/24





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**Shavige Malleshwara Hills, KS layout , Bangalore 111**

**B.Com/ BBA Department**

## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Shree Vishnu R*

bearing register no. **U03CJ21M0002** has successfully completed  
the **Value Added Programme on Principles of Management**  
conducted for **30 hours** from **03.08.2022 - 31.08.2022.**

**Trainer**

**HoD**

**Principal**



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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Ms. Sanjana P*

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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Ayush Kumar*

bearing register no. **U03CJ21M0006** has successfully completed  
the **Value Added Programme on Principles of Management**  
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**Trainer**

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**VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Bharath V Nair*

bearing register no. **U03CJ21M0007** has successfully completed  
the **Value Added Programme on Principles of Management**  
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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Prithvi Byla*

bearing register no. **U03CJ21M0008** has successfully completed  
the **Value Added Programme on Principles of Management**  
conducted for **30 hours** from **03.08.2022 - 31.08.2022.**

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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Mohammed Fasee Hurr Rahman*

bearing register no. **U03CJ21M00010** has successfully completed  
the **Value Added Programme on Principles of Management**  
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**VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. TAYEEB Ahmed*

bearing register no. **U03CJ21M00011** has successfully completed  
the **Value Added Programme on Principles of Management**  
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**VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Gagan P N*

bearing register no. **U03CJ21M00012** has successfully completed  
the **Value Added Programme on Principles of Management**  
conducted for **30 hours** from **03.08.2022 - 31.08.2022.**

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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Suhas TS*

bearing register no. **U03CJ21M00020** has successfully completed  
the **Value Added Programme on Principles of Management**  
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## **VALUE ADDED PROGRAMME**

**This certificate is awarded to**

*Mr. Gokul M*

bearing register no. **U03CJ21M00024** has successfully completed  
the **Value Added Programme on Principles of Management**  
conducted for **30 hours** from **03.08.2022 - 31.08.2022.**

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**HoD**

**Principal**