



# **KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE**

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

**A Nationally Ranked B School for MBA**

No. 545, Sathy Main Road, Kurumbapalayam Post, Coimbatore - 641 107

## **LESSON PLAN**

<b>DEGREE - MBA (2018-2020)</b>	<b>SEMESTER I</b>	<b>TARGET SESSIONS – 30 Hrs</b>
<b>COURSE CODE –BA5102</b>	<b>COURSE TITLE – PRINCIPLES OF MANAGEMENT</b>	
<b>FACILITATOR – Mrs. R. SATHYA</b>		

### **AIM:**

To equip the students with the better understanding of the Management Concepts and techniques & to provide an insight into the current management practices with more practical cases and field work..

### **COURSE OBJECTIVE**

To expose the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

### **LEARNING OUTCOMES:**

The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

### **COURSE DELIVERY:**

To facilitate students to develop a genuine interest in the subject and learn through theory, and practical applications. Two text books (TB) and five reference books (AR) are prescribed as the major sources of study materials. Also, students are required to refer to related resources in the library. They may approach the course facilitator for any kind of academic and learning assistance. The major course materials and detail pedagogy plan are given below. The learning methodologies will include lecture and discussion with PPT; case-study analysis; video show, assignment writing and PPT presentation by students. The students are expected to follow the lesson-plan and the guidance of course faculty. They are required to read text and an additional reference book regularly and attend class with awareness about the topic scheduled in the lesson plan.

## GRADING PATTERN

No.	Component	Unit Score	Times	Total Score	Weight
1	Attendance*			05	05
2	Internal Assessment Tests	50	3	100	10
3	Assignments	-	3	5	05
4	End Semester Examination	100	1	100	80
	<b>Total</b>				100

## ATTENDANCE MARKS

Percentage of Attendance	Weight
96-100	5
91-95	4
86-90	3
81-85	2
76-80	1

## CODE OF CONDUCT:

Any form of cheating, plagiarism, impersonation, falsification of a document as well as any other form of dishonest behavior related to the obtaining of academic gain or the avoidance of evaluative exercises committed by a student is judged as an academic offense.

## CLASS PARTICIPATION:

It means physical, mental and intellectual participation in class. Students are expected to read well in advance for active participation in class. They need to contribute to the academic discussion in every session and quality of such contribution must be appreciable. They are welcome to share their practical experiences, provided those are relevant and related to the topic.

## IMPORTANT INFORMATION:

1. Students are required to be present in class at the scheduled time.
2. They must carry their subject notebook and lesson plan to the class.
3. If a student fails to attend the class within 05 minutes of its scheduled time, he will be marked absent.
4. Students are required to take consent from the course faculty for any kind of permission.

**NO. OF STUDENTS ENROLLED IN THE CLASS: 120**

## COURSE PLAN/SCHEDULE

SESSION	CONTENT	PEDAGOGY	DELIVERABLES (ONLINE - VIDEOS / CASE STUDY)	RESOURCE	DATE OF CLASS HANDLED	NO OF STUDENTS PRESENT IN THE CLASS
<b>Pre Videos</b> <b>Unit – I</b> <a href="https://www.youtube.com/watch?v=x7hGc5-XXZo">https://www.youtube.com/watch?v=x7hGc5-XXZo</a> -Organization- Management <a href="https://www.youtube.com/watch?v=XFShUgphzHU&amp;t=200s">https://www.youtube.com/watch?v=XFShUgphzHU&amp;t=200s</a> - Role of managers <a href="https://www.youtube.com/watch?v=qL-8q3Ve6ss&amp;t=233s">https://www.youtube.com/watch?v=qL-8q3Ve6ss&amp;t=233s</a> -Evolution of management thought <a href="https://www.youtube.com/watch?v=GG261GmVH14">https://www.youtube.com/watch?v=GG261GmVH14</a> - Organization and the environmental factors <a href="https://www.youtube.com/watch?v=RRdKQhS2CLc&amp;t=225s">https://www.youtube.com/watch?v=RRdKQhS2CLc&amp;t=225s</a> - Managing globally <a href="https://www.youtube.com/watch?v=Z1vERYLRGNM">https://www.youtube.com/watch?v=Z1vERYLRGNM</a> - Strategies for International business.						
<b>UNIT I</b>						
1	Organization- Management	PPT & White board	<a href="http://www.managementstudyguide.com/organization-management.htm">http://www.managementstudyguide.com/organization-management.htm</a>	Management Texes and Cases – VSP Rao Essential of Management - Koontz		
2	Role of managers	PPT & White board	<a href="http://accountlearning.com/top-10-roles-of-a-manager-in-an-organization/">http://accountlearning.com/top-10-roles-of-a-manager-in-an-organization/</a>	Management Texes and Cases – VSP Rao		
3	Evolution of management thought	PPT & White board	<a href="https://www.youtube.com/watch?v=EobeHwOw3S4">https://www.youtube.com/watch?v=EobeHwOw3S4</a>	Essential of Management – Koontz		
4	Organization and the environmental factors	PPT & White board	<a href="https://www.youtube.com/watch?v=nYlwlDsaubE">https://www.youtube.com/watch?v=nYlwlDsaubE</a>	Management Texes and Cases – VSP Rao		
5	Managing globally	PPT & White board	<a href="https://www.youtube.com/watch?v=2hQAJCI laA">https://www.youtube.com/watch?v=2hQAJCI laA</a>	Essential of Management - Koontz		
6	Strategies for International business	PPT & White board	<a href="https://en.wikipedia.org/wiki/International_business_strategy">https://en.wikipedia.org/wiki/International_business_strategy</a>	Management Texes and Cases – VSP Rao		
<b>Pre Videos</b> <b>Unit–II</b>						

## PLANNING

<https://www.youtube.com/watch?v=pCUs3UKwYpc&t=5s> - Nature and purpose of planning- Planning process

<https://www.youtube.com/watch?v=QzmyvAdweHk> - Types of plans

<https://www.youtube.com/watch?v=0qM5YYWaRC4> - Objectives- Managing by Objective (MBO) strategies

<https://www.youtube.com/watch?v=uhfFoINNEKI> - Types of strategies – Policies

<https://www.youtube.com/watch?v=GLFnfgqkIxM> -Decision Making

<https://www.youtube.com/watch?v=0BLceOtIekQ> -Types of decision -Decision making process- Rational decision making process- Decision making under different conditions.

## UNIT II

7	Nature and purpose of planning- Planning process-	PPT & White board	<a href="https://www.scribd.com/doc/20802029/Unit-2-Planning-Nature-and-Purpose-Steps-Involved-In">https://www.scribd.com/doc/20802029/Unit-2-Planning-Nature-and-Purpose-Steps-Involved-In</a>	Management Textes and Cases – VSP Rao		
8	Types of plans- Objectives- Managing by Objective (MBO) strategies	PPT & White board	<a href="http://www.investopedia.com/terms/m/management-by-objectives.asp">http://www.investopedia.com/terms/m/management-by-objectives.asp</a>	Essential of Management - Koontz		
9	Types of strategies – Policies – Decision Making-	PPT & White board	<a href="https://onlinecampus.bu.edu/bbcswebdav/pid-843933-dt-content-rid-2221759_1/courses/13sprgmetad715_ol/module_03a/metad715_m03l02t02_managementinfosystems.html">https://onlinecampus.bu.edu/bbcswebdav/pid-843933-dt-content-rid-2221759_1/courses/13sprgmetad715_ol/module_03a/metad715_m03l02t02_managementinfosystems.html</a>	Management Textes and Cases – VSP Rao		
10	Types of decision, Decision making process	PPT & White board	<a href="https://managementinnovations.wordpress.com/2008/12/08/types-of-decisions-decision-making-process/">https://managementinnovations.wordpress.com/2008/12/08/types-of-decisions-decision-making-process/</a>	Essential of Management - Koontz		
11	Rational decision making process	PPT & White board	<a href="https://www.boundless.com/management/textbooks/boundless-management-textbook/decision-making-10/rational-and-nonrational-decision-making-76/rational-decision-making-369-8376/">https://www.boundless.com/management/textbooks/boundless-management-textbook/decision-making-10/rational-and-nonrational-decision-making-76/rational-decision-making-369-8376/</a>	Management Textes and Cases – VSP Rao		
12	Decision making under different conditions.	PPT & White board	<a href="http://ebusinessmgmt.blogspot.in/2010/04/decision-making-">http://ebusinessmgmt.blogspot.in/2010/04/decision-making-</a>	Essential of Management -		

		board	<a href="#">conditions.html</a>	Koontz		
<b>Pre Videos</b> <b>Unit – III</b> <a href="https://www.youtube.com/watch?v=3yVsOSbbPhc">https://www.youtube.com/watch?v=3yVsOSbbPhc</a> -Nature and purpose of organizing <a href="https://www.youtube.com/watch?v=wO_-MtWejRM-">https://www.youtube.com/watch?v=wO_-MtWejRM-</a> Organization structure <a href="https://www.youtube.com/watch?v=JEZxIQf4uUE">https://www.youtube.com/watch?v=JEZxIQf4uUE</a> -Formal and informal group/ organization <a href="https://www.youtube.com/watch?v=vh3MJm5vdAA">https://www.youtube.com/watch?v=vh3MJm5vdAA</a> -Line and staff authority <a href="https://www.youtube.com/watch?v=MPRyJ0HKW60-">https://www.youtube.com/watch?v=MPRyJ0HKW60-</a> Departmentation <a href="https://www.youtube.com/watch?v=E2-PivHv3">https://www.youtube.com/watch?v=E2-PivHv3</a> - Span of control <a href="https://www.youtube.com/watch?v=imCc_AM8j94">https://www.youtube.com/watch?v=imCc_AM8j94</a> -Staffing- Selection and Recruitment- <a href="https://www.youtube.com/watch?v=pnoL4MOSK8">https://www.youtube.com/watch?v=pnoL4MOSK8</a> -Performance appraisal						
<b>UNIT III</b>						
13	Nature and purpose of organizing- Organization structure	PPT & White board	<a href="http://bankofinfo.com/nature-and-purpose-of-organizing/">http://bankofinfo.com/nature-and-purpose-of-organizing/</a>	Management Texes and Cases – VSP Rao		
14	Formal and informal groups/ organization- Line and staff authority	PPT & White board	<a href="http://www.managementstudyguide.com/line_staff_organization.htm">http://www.managementstudyguide.com/line_staff_organization.htm</a>	Essential of Management - Koontz		
15	Departmentaition, Span of control	PPT & White board	<a href="https://www.orgchartpro.com/span-of-control-and-organizational-structure/">https://www.orgchartpro.com/span-of-control-and-organizational-structure/</a>	Management Texes and Cases – VSP Rao		
16	Centralization and decentralization, Delegation of authority	PPT & White board	<a href="http://management4best.blogspot.in/2010/02/centralization-decentralization.html">http://management4best.blogspot.in/2010/02/centralization-decentralization.html</a>	Essential of Management - Koontz		
17	Staffing- Selection and Recruitment- Orientation	PPT & White board	<a href="https://www.scribd.com/doc/25524321/Recruitment-Selection-Orientation">https://www.scribd.com/doc/25524321/Recruitment-Selection-Orientation</a>	Management Texes and Cases – VSP Rao		
18	Career development- Career stages	PPT & White board	<a href="http://www.yourarticlelibrary.com/business-management/5-different-career-stages-for-an-employee/2500/">http://www.yourarticlelibrary.com/business-management/5-different-career-stages-for-an-employee/2500/</a>	Essential of Management - Koontz		
19	Training- Performance appraisal	PPT & White board	<a href="https://www.appraisal-smart.com/performance-appraisal-training.htm">https://www.appraisal-smart.com/performance-appraisal-training.htm</a>	Management Texes and Cases – VSP Rao		
<b>Pre Videos</b> <b>Unit IV</b> <a href="https://www.youtube.com/watch?v=PWmhl6rzVpM-">https://www.youtube.com/watch?v=PWmhl6rzVpM-</a> Managing people-						

<https://www.youtube.com/watch?v=8dK7gae2scM>- Communication- Hurdles to effective communication  
<https://www.youtube.com/watch?v=CcW6rn0uMDc> -Organization culture- Elements and types of culture- Managing cultural diversity.  
<https://www.youtube.com/watch?v=PWmhl6rzVpM>- Managing people

**UNIT IV**

20	Managing people- Communication	PPT & White board	<a href="https://knowhownonprofit.org/people/staff/team-communication-motivation-and-engagement">https://knowhownonprofit.org/people/staff/team-communication-motivation-and-engagement</a>	Management Textes and Cases – VSP Rao		
21	Hurdles to effective communication	PPT & White board	<a href="http://effectivecommunicationadvice.com/barriers">http://effectivecommunicationadvice.com/barriers</a>	Essential of Management - Koontz		
22	Organizational culture	PPT & White board	<a href="http://study.com/academy/lesson/what-is-organizational-culture-definition-characteristics.html">http://study.com/academy/lesson/what-is-organizational-culture-definition-characteristics.html</a>	Management Textes and Cases – VSP Rao		
23	Elements and types of culture	PPT & White board	<a href="http://www.studylecturenotes.com/social-sciences/sociology/113-elements-of-culture">http://www.studylecturenotes.com/social-sciences/sociology/113-elements-of-culture</a>	Essential of Management - Koontz		
24	Managing cultural diversity	PPT & White board	<a href="http://www.diversityresources.com/cultural-diversity-workplace/">http://www.diversityresources.com/cultural-diversity-workplace/</a>	Management Textes and Cases – VSP Rao		

**Pre Videos**

**UNIT V**

<https://www.youtube.com/watch?v=h2JM9OXDL30> - Process of controlling- Types of control  
[https://www.youtube.com/watch?v=oY\\_99j3RzBA](https://www.youtube.com/watch?v=oY_99j3RzBA) -Budgetary and non-budgetary control techniques  
<https://www.youtube.com/watch?v=ypnXGvXfX9A> - Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

**UNIT V**

25	Process of controlling	PPT & White board	<a href="http://www.managementstudyguide.com/controlling_process.htm">http://www.managementstudyguide.com/controlling_process.htm</a>	Management Textes and Cases – VSP Rao		
26	Types of control	PPT & White board	<a href="https://www.cliffsnotes.com/study-guides/principles-of-management/control-the-linking-function/types-of-organizational-controls">https://www.cliffsnotes.com/study-guides/principles-of-management/control-the-linking-function/types-of-organizational-controls</a>	Essential of Management - Koontz		

27	Budgetary and non-budgetary control techniques	PPT & White board	<a href="http://www.preservearticles.com/2012051932653/7-non-budgeting-control-device-areas-follows.html">http://www.preservearticles.com/2012051932653/7-non-budgeting-control-device-areas-follows.html</a>	Management Texes and Cases – VSP Rao		
28	Managing productivity- Cost control	PPT & White board	<a href="https://www.oneserve.co.uk/blog/facilities-management-control-costs-increase-productivity/">https://www.oneserve.co.uk/blog/facilities-management-control-costs-increase-productivity/</a>	Essential of Management - Koontz		
29	Purchase control- Maintenance control	PPT & White board	<a href="http://www.readerrefer.in/article/Cost--Quality--Purchase-and-Maintenance-Control_7603/">http://www.readerrefer.in/article/Cost--Quality--Purchase-and-Maintenance-Control_7603/</a>	Management Texes and Cases – VSP Rao		
30	Quality control- Planning operations	PPT & White board	<a href="http://www.free-six-sigma.com/quality-control-plan.html">http://www.free-six-sigma.com/quality-control-plan.html</a>	Essential of Management - Koontz		

### LEARNING RESOURCES:

SN	RESOURCES	PARTICULARS
1	TEXT BOOKS	Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9 <sup>th</sup> edition, 2012
		Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9 <sup>th</sup> edition, Tata McGraw-Hill Education, 2012
		Charles W.L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.
		Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12 <sup>th</sup> edition, 2012
2	REFERENCE BOOKS	Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11 <sup>th</sup> edition, 2008

		Heinz Wehrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12 <sup>th</sup> edition, 2008
		Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012
3	SUPPLEMENTARY READING MATERIALS	<a href="https://open.lib.umn.edu/principlesmanagement/">https://open.lib.umn.edu/principlesmanagement/</a> <a href="https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=34">https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=34</a> <a href="http://www.managementstudyguide.com/management_principles.htm">http://www.managementstudyguide.com/management_principles.htm</a> <a href="https://www.cliffsnotes.com/study-guides/principles-of-management">https://www.cliffsnotes.com/study-guides/principles-of-management</a>
4	JOURNALS	<a href="http://journals.sagepub.com/home/jom">http://journals.sagepub.com/home/jom</a> <a href="http://www.indianjournalofmanagement.com/">http://www.indianjournalofmanagement.com/</a>
5	WEBSITES	Society for Human Resource Management ( <a href="http://shrm.org">shrm.org</a> ) BLR.com ( <a href="http://www.hr.blr.com">www.hr.blr.com</a> ) TLNT ( <a href="http://eremedia.com/tlnt">eremedia.com/tlnt</a> ) Fistful of Talent ( <a href="http://fistfuloftalent.com">fistfuloftalent.com</a> ) HR Bartender ( <a href="http://hrbartender.com">hrbartender.com</a> ) HR Morning ( <a href="http://hrmorning.com">hrmorning.com</a> )
6	VIDEOS	<a href="https://www.lynda.com/Business-Skills-tutorials/Management-Fundamentals/142070-2.html">https://www.lynda.com/Business-Skills-tutorials/Management-Fundamentals/142070-2.html</a>

#### INTERNAL ASSESSMENT TESTS DATES AND PORTIONS

TEST	PORTIONS	DATE OF EXAM	PAPER CORRECTION COMPLETION DATE	NO.OF STUDENTS REGISTERED	NO.OF STUDENTS APPEARED	NO.OF STUDENTS PASSED	NO.OF STUDENTS FAILED
IA TEST-1	UNIT-1 & 2						
IA TEST-2	UNIT 3 & 4						
IA TEST-3	ALL UNITS						

**END SEMESTER EXAMS: ASSESSMENT OF RESULTS BY FACULTY**

Total No. of Students Registered		Total No. of Students Appeared	
Expected Pass%:		Secured Pass%:	
Expected O Grade		Secured S Grade	
Expected A+ Grade		Secured A Grade	
Expected A Grade		Secured B Grade	
Expected B+ Grade		Secured C Grade	
Expected B Grade		Secured D Grad	
Expected RA (Re-appear)		Secured RA (Re-appear)	

**Lessons Learned:**

**Corrective Actions:**

**COURSE FACILITATOR**

**PRINCIPAL/DIRECTOR**