

## COMMERCE: MANAGEMENT

SEMESTER-2 <sup>nd</sup>	MAJOR COURSE
<b>MGT222J: HUMAN RESOURCE MANAGEMENT – HRM (MANAGEMENT - COMMERCE)</b>	<b>CREDITS: THEORY: 04 PRACTICAL / TUTORIAL: 02</b>

### Course Description:

This is core course of 06 credits (01 credit for each unit with last two units as tutorials). This course is designed to provide a wider perspective on the Management Principles and Applications to help decision-making in business settings. The course will cover the Evolution of Management Thought from classical times to Human Relations Approach. Moreover the course will also focus on strategic planning techniques- Environmental Analysis, SWOT/TOWS, BCG Matrix etc. The course will also divulge on organizational structure, delegation of authority and staffing process of the organization. In addition to that, the course also discusses the Motivational Theories, Leadership theories, and Communication process and control Mechanism techniques in the organization.

### Course Objective:

The course is designed to provide the student with an understanding of basic management concepts, principles and practices.

### Learning Outcomes:

After completing this course, the student is expected to:

LO1: develop basis understanding of management thought.

LO2: develop an understanding of various management processes: planning, organizing, directing, leading and controlling.

LO3: understand the inter-relatedness of various management functions and how effective execution of these functions can help an organization to attain its goals of efficiency and effectiveness.

LO4: improve their understanding on motivational theories, leadership roles as a tool in shaping the future of organizations.

## DETAILED CURRICULUM (THEORY: 4 CREDITS):

### Unit-1

Management Thought: Management in Historical Perspective, Classical Approach, General Administrative Theory (Hawthorne Experiment, its implications); Systems Approach; Contingency Approach, Contingency Approach Peter F. Drucker's MBO Concept-, Michael Porter – Five-force Model; 'Fortune at the Bottom of the Pyramid' – C.K. Prahalad.

*(Knowledge, Comprehension)*

### Unit-II

Planning: Concept, Process, Types of Plans, Effectiveness of Planning; Environmental Analysis and Diagnosis (Internal and external environment, Industry Task Analysis *(Knowledge, Comprehension and Skill)*

Organizing and Staffing: Principles and process of organizing: Span of Control (management), Centralization & Decentralization: Delegation of authority. Significance & Need; Staffing: Significance & Process.

*(Knowledge, Comprehension)*

### Unit-III

Directing and Directing: *Motivation*: Concept & Significance, Theories of Motivation: Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Douglas McGregor's X and Y Theory.

Leadership: Importance & Need, Major theories of Leadership, Managerial Grid theory, Transactional leadership, Transformational Leadership, Transforming Leadership.

*(Knowledge, Comprehension)*

### Unit-IV

Communication: Process and Types; Barriers to Effective Communication. Strategies to overcome barriers to Communication

Control: Concept, Process, Limitations, Principles of Effective Control.

*(Knowledge, Comprehension and Skill)*

### UNIT – V AND UNIT – VI (INTERNAL ASSESSMENT: TUTORIAL/PRACTICAL)

*Concerned Teacher to identify a case study from Unit-1, Unit-2, Unit-3 and Unit-4 and the Student would analyze the Case and make a presentation of the case.*

### SUGGESTED READINGS:

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. George Terry, Principles of Management, Richard D. Irwin
4. Newman, Summer, and Gilbert, Management, PHI
5. James H. Donnelly, Fundamentals of Management, Pearson Education.

*Note: Latest edition of textbooks may be used*