

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : I Semester

Introduction to Management
(w.e.f. 2019-20 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Describe significance of Management and Managers in Business, the functions, roles and skills of Manager. Compare and contrast the various Management theories and approaches and understand the implication of these to today's world.
2. Understand and Apply the Decision-Making process, conditions, types and techniques.
3. Discuss the nature of Planning, types and process of Planning. Apply Planning Techniques to real life situations.
4. Describe key elements of organizational design, traditional and adaptive organizational designs and structures. Distinguish the concepts of authority and responsibility, centralization and decentralization, Chain of command and Span of control.
5. Compare, Understand and Apply early theories and contemporary theories of motivation. Describe and Display leadership styles appropriate to the situation. Describe and Apply effective Managerial Control.

Syllabus

MODULES	Syllabus	HOURS
Module I	Introduction <ul style="list-style-type: none">• Meaning – Manager, Management,• Management Functions, Managerial Roles, Management Skills, Levels of Management• Management History – How today's managers use<ul style="list-style-type: none">○ Early Management Thought○ Classical Approach – Scientific Management, Administrative Theory, Bureaucracy○ Behavioural Approach – Hawthorne Studies○ Quantitative Approach – Management Science – TQM○ Contemporary Approaches – Systems Approach,	10

	Contingency Approach	
Module II	Decision Making <ul style="list-style-type: none"> • Decision Making Process • Managers Making Decisions • Types of Decisions and Decision-Making Conditions • Decision Making Styles 	08
Module III	Planning <ul style="list-style-type: none"> • Foundations of Planning – Meaning and Reasons <ul style="list-style-type: none"> ○ Goals and Plans ○ Setting Goals and Developing plans • Planning Tools and Techniques <ul style="list-style-type: none"> ○ Techniques for assessing the environment ○ Techniques for allocating resources ○ Contemporary planning techniques 	12
Module IV	Organizing <ul style="list-style-type: none"> • Basic Organizational Design • Designing Organizational Structure • Contingency Factors affecting structural choice • Traditional Organizational Designs • Adaptive Organizational Designs <ul style="list-style-type: none"> ○ Contemporary Organizational Designs ○ Organizing for Collaboration ○ Flexible Work Arrangements 	15
Module V	Directing& Controlling <ul style="list-style-type: none"> • Motivating Employees <ul style="list-style-type: none"> ○ Meaning and Early Theories ○ Contemporary Theories of Motivation ○ Current Issues in Motivation • Managers as Leaders <ul style="list-style-type: none"> ○ Who are Leaders and What is Leadership ○ Early Theories of Leadership ○ Leadership issues in the Twenty First Century • Controlling- What is Controlling and Why it is important? • Control Process • Controlling for Organizational Performance 	15

TEXT BOOKS:

1. Management - By Stephen Robbins and Mary Coulter, Pearson Publication.
2. Principles and Practice of Management - By L M Prasad, Himalaya Publications.

REFERENCE BOOKS:

1. Essentials of Management - By Koontz O'Donnell, Tata McGraw Hill Publications.
2. Principles of Management - By P C Tripathi and P N Reddy, Tata McGraw Hill.
3. Principles and Practice of management - By V S P Rao and P S Narayan, Konark Publications.