PRINCIPLES OF MANAGEMENT

PROF. USHA LENKA
Department of Management Studies
IIT Roorkee

TYPE OF COURSE : New I Core I UG/PG
COURSE DURATION : 12 weeks (18 Jan’21 - 9 Apr’21)
EXAM DATE : 25 Apr 2021

INTENDED AUDIENCE : All Graduates (Management, Engineering, Sciences, Arts)
INDUSTRIES APPLICABLE TO : Infosys, TATA, Relaince, Public Sector Companies like BHEL, SAIL, ONGC etc.

COURSE OUTLINE :
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.

ABOUT INSTRUCTOR :
Prof. Usha Lenka is working as an Associate Professor in the Department of Management Studies, IIT Roorkee. She joined the Department in December 2010. Earlier she worked as an Assistant Professor in Management Department of BITS Pilani. She had done PhD from Indian Institute of Technology Kharagpur. Her specialization is Human Resource Management.

COURSE PLAN :
Week 1: Introduction to Management
Week 2: Evolution of Management Thought
Week 3: Planning, Understanding environment of business. Analysis - Porter’s Model of competitive advantage, analysis of organisational resources and capabilities
Week 4: Forecasting and Premising.
Week 5: Decision-making
Week 6: Management by Objectives and Styles of Management
Week 7: Organizing and Directing. 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
Week 9: Career Development Strategy
Week 10: Leadership styles of Managers
Week 11: Organizational Communication
Week 12: Change management, Concept of learning organizations Challenges of Contemporary Business