

**Course Code:** BCOM E1015  
**Title:** Principles of Management  
**Type/Status:** Core  
**Aims :** This course unit is designed to provide a comprehensive knowledge enabling students to define management, its evolution and process.

**Learning Outcome:** By the end of this course unit, students should be able to:

- Define management and its process.
- Explain skills required by different categories of managers.
- Describe the evolution of management.
- Describe the process of management.
- Evaluate application of management principles in organizations.
- Understand the current trends and issues in management.

**Course Content:** Introduction to Management. Management Yesterday and Today; Organizational Culture and Environment. Planning & Decision Making. Planning Tools and Technique. Organizing. Human Resource Management. Leading. Motivation. Leadership. Communication and Controlling. Social Responsibilities and Ethics. Managing Change and Innovation. Current Trends and Issues in Management. Case studies in Management.

**Method of Teaching & Learning:**  
Seminar & self learning

**Scheme of Evaluation:**  
End year examination

**Recommended Readings:**

Robbins and De Cenzo (2008). *Fundamentals of Management* (6<sup>th</sup> ed.).  
Prentice Hall.

Certo and Certo. (2006). *Modern Management*. (10<sup>th</sup> ed.).  
Prentice Hall.

Robbins, [S. P. and Coulter](#). *Management*. (9<sup>th</sup> ed.). Prentice Hall.

Hannagan. (2008). *Management: Concepts & Practices*. (5<sup>th</sup> ed.). Financial Times Press.

Stoner, J.A.F., Freeman, R.E., and Gilbert, D.R. (1996).  
*Management.* (6<sup>th</sup>  
ed.). New Delhi,India : Prentice Hall Inc.