



Syllabus for B.Com Course (as per NEP-2020) of Assam University

B.COM SEMESTER I

Principles of Management

Paper Code: DSC 102

Total Credit: 3

Internal Assessment: 30

Full Marks: 100

Term End Examination: 70

Objective: The course aims to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices.

Outcome: A student is expected to gain sound knowledge on principles and functions of management.

Unit 1: Introduction

Meaning and importance of Management. Management theories: Classical, Neo-Classical and Modern theories of management. Managerial functions. Competencies of Management. Coordination mechanisms in organizations.

Unit 2: Planning

Organizational objective setting; Decision making environment; Techniques for individual and group decision-making; Planning vis-à-vis Strategy- meaning and elements of business firm environment- micro, and macro; Industry structure, Business-level strategic planning.

Unit 3: Organizing

Decentralization and Delegation; Factors affecting organizational design; Departmentalization; Organizational structures; Formal- informal organizations' interface.

Unit 4: Directing and Controlling

Motivation- meaning, importance and factors affecting motivation; Leadership- meaning, importance and factors affecting leadership, leadership theories and styles, and followership. Controlling- Principles of controlling; Measures of controlling and accountability for performance.

Unit 5: Salient Developments and Contemporary Issues in Management

Management challenges of the 21st Century; Factors reshaping and redesigning management purpose, performance and reward perceptions- Internationalization,



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Digitalization, Entrepreneurship & innovation, Workplace diversity, Democracy and Sociocracy, Subaltern management ideas from India.

Suggested Readings:

Drucker, P. F. . The Practice of Management. New York: Harper & Row.

Drucker, P. F. . Management Challenges for the 21st Century. Harper Collins Publishers Inc.

Gupta C.B. and Mathur S. Management Principles and Applications. Scholar Tech Press, Delhi.

Koontz, H., & Weihrich, H.. Essentials of Management: An International and Leadership Perspective. McGraw Hill Publications

Mahajan, J.P. and Mahajan Anupama. Management Principles and Applications. Vikas Publications.

Mitra J.K..Principles of Management. Oxford University Press.

Prasad, L.M. Principles and Practice of Management. Sultan Chand & Sons, New Delhi.

Rao, V.S.P. Management Principles and Applications. Taxmann Publications.