

MGO-1111

**SCHOOL OF MANAGEMENT
AND COMMERCE**

PRINCIPLES OF MANAGEMENT



Registrar

Mata Tripura Sundari Open University
Gomati-Tripura

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari

Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. K. Ravi Sankar
Professor of Management

IGNOU, New Delhi

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Prof. Arvind Hans
Professor of Management
MTSOU, Tripura

Prof. Prakash D. Achari
Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGB-1111 Principles of Management and
Organizational Structure

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura
CMB-1112 Financial Accounting

Dr. Meenakshi Kumari
Assistant Professor of Management

MTSOU, Tripura
MGB-1112 Principles of Marketing

Dr. Nyarik Geyi
Assistant Professor of Management
MTSOU, Tripura
CMB-1113 Principles of Micro Economics

Ms. Vanishika Singh
Assistant Professor of English
MTSOU, Tripura
ENB-1101 English Communication

Dr. Richa Verma
Assistant Professor of Hindi
MTSOU, Tripura
HNB-1101 रचनात्मक और समाचार लेखन

Dr. Ankur Kumar
Assistant Professor of Computer Science
MTSOU, Tripura
CSB-1101 Fundamentals of Computer
System and Office Automation

COURSE EDITORS

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Dr. Swati Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Prakash Mishra
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Rahul Kumar
Associate Professor of Hindi
MTSOU, Tripura

Dr. Shaifali R. Puri
Associate Professor of English
Himalayan University, Etanagar

Dr. Javed Wasim
Associate Professor of Computer Science
Mangalayatan University, Aligarh

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanishika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

BLOCK I: Introduction

Unit 1: Definition of Management, Science or Art, Manager Vs Entrepreneur, types of managers

Unit 2: Managerial Roles (Mintzberg); An overview of functional areas of Management;

Unit 3: Evolution of management thought-Contribution of Taylor, Weber and Fayol in management. Current trends and issues in Management.

BLOCK II: Planning and Decision- Making

Unit 4: Planning: Concept, Characteristics, Process

Unit 5: Importance and Types, Criteria of effective planning, Planning Tools and Techniques

Unit 6: Decision- Making: Concept, Process, Types and Importance. Management by Objectives.

BLOCK III: Organisation

Unit 7: Organisation: Concept, Nature, Process and Significance, Formal and Informal Organization

Unit 8: Authority and Responsibility Relationships,

Unit 9: Centralization and Decentralization, Departmentation

BLOCK IV: Direction, Communication and Management of Change

Unit 10: Direction: Concept and Techniques, Coordination as an Essence of Management,

Unit 11: Communication- Nature, Process, Importance, Types, Networks and Barriers. Effective Communication.

Unit 12: Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and methods of reducing resistance to change.

BLOCK V: Controlling, Motivation and Leadership

Unit 13: Controlling: Meaning, Importance and Process, Effective Control System. Techniques of

Control, Use of computers and IT in Management control

Unit 14: Motivation- Concept, Types, Importance, Theories- Maslow, Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives.

Unit 15: Leadership: Meaning, Concept, Functions and Leadership styles, Likert's Four System of Leadership.

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

MGO-1211

**SCHOOL OF MANAGEMENT
AND COMMERCE**

ORGANISATIONAL BEHAVIOR

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari

Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. K. Ravi Sankar
Professor of Management

IGNOU, New Delhi

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Prof. Arvind Hans
Professor of Management
MTSOU, Tripura

Prof. Prakash D. Achari
Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGB-1211 Human Resource Management

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura
MGB-1212 Financial Management

Dr. Meenakshi Kumari
Assistant Professor of Management

MTSOU, Tripura
MGB-1213 Business Environment

Dr. Nyarik Geyi
Assistant Professor of Management
MTSOU, Tripura
CMB-1213 Indian Economy

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura
ENB-1201 Creative Writing

Dr. Richa Verma
Assistant Professor of Hindi
MTSOU, Tripura
HNB-1201 फ़िल्म और मीडिया लेखन

Dr. Rajnesh Panwar
Assistant Professor of Mathematics
IIMT University, Meerut
MMB-1101 Reasoning

COURSE EDITORS

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Dr. Swati Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Prakash Mishra
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Rahul Kumar
Associate Professor of Hindi
MTSOU, Tripura

Dr. Shaifali R. Puri
Associate Professor of English
Himalayan University, Etanagar

Dr. Manju Bala
Associate Professor of Mathematics
Shri Vanshney college, Aligarh

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khirish Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

Block I: Introduction to Organizational Behaviour

Unit 1: Management and Organizational Behaviour, Theories of Management, Major Behavioral Science that contribute to Organizational Behaviour-Psychology, Sociology, Socio-Psychology, Political Science, Anthropology

Unit 2: Dynamics of People and Organization, Models of Organizational Behaviour, Organizational structure

Unit 3: Hawthorne studies, Challenges and opportunities in Organizational Behaviour

Block II: Motivation, Personality & Perception

Unit 4: Motivation-Motivation and Behaviour, theories of Motivation, Reinforcement theory, Organisational Learning Process, Motivation and performance, Financial and Non-financial incentives

Unit 5: Personality, Determinants of personality, Type A and Type B personality, Values, Attitudes & Beliefs

Unit 6: Perception-Motivation and Perception, Meaning, Need of Perceptual process, Factors influencing Perceptual process, self-concept and self-esteem

Block III: Group Dynamics and Stress Management

Unit 7: Group Dynamics-Team & Group difference, Group Effectiveness

Unit 8: Formal & Informal Group, Stages of Group Development, Group Decision Making, Inter group relation and Conflict

Unit 9: Stress Management-Stress and Behaviour, Sources of Stress, Consequences of Stress and Performance

Block IV: Leadership, Conflict Management and Power & Politics

Unit 10: Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership

Unit 11: Conflict Management-Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution, Conflict Management

Unit 12: Power & Politics-Difference between Influence, Power & Authority, Sources of power, Organizational Politics, Machiavellianism, Ethics of Power and Politics in Organizations.

Block V: Organization Development and Culture

Unit 13: Organizational Change, Resistance to change, Steps for planned change

Unit 14: Quality Work Life, Organization Development; Objectives and Interventions

Unit 15: Organization Climate and Organizational Effectiveness, Managing Organizational Culture

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com

MGO-2111

**SCHOOL OF MANAGEMENT
AND COMMERCE**

**MARKETING THEORY AND
PRACTICES**

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari

Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. K. Ravi Sankar
Professor of Management

IGNOU, New Delhi

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Prof. Arvind Hans
Professor of Management
MTSOU, Tripura

Prof. Prakash D. Achari
Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGB-2111 Management & Cost Accounting

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura
CMB-1212 Business Law

Dr. Meenakshi Kumari
Assistant Professor of Management
MTSOU, Tripura
MGB-2112 Consumer Behaviour

Dr. Nyarik Geyi
Assistant Professor of Management
MTSOU, Tripura
CMB-1113 Principles of Micro Economics

Ms. Vanishika Singh
Assistant Professor of English
MTSOU, Tripura
ENB-2101 Personality Development

Dr. Richa Verma
Assistant Professor of Hindi
MTSOU, Tripura

HNB-2101 पटकथा लेखन

Mr. Deepak Chaudhary
Assistant Professor of Commerce
MTSOU, Tripura
MGB-2101 Business Communication

Dr. Toku Bani
Assistant Professor of Environmental Studies
MTSOU, Tripura
VAC-2101 Environmental Education

COURSE EDITORS

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Dr. Swati Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Prakash Mishra
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Rahul Kumar
Associate Professor of Hindi
MTSOU, Tripura

Dr. Shaifali R. Puri
Associate Professor of English
Himalayan University, Etanagar

Dr. Seema Anand
Associate Professor of Botany
Shri Vashney College, Aligarh

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanishika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

BLOCK I Introduction to Marketing

Unit 1: Definition, nature, scope & importance of marketing; Marketing Management,

Unit 2: Core concepts of marketing: selling concept, production concept, modern marketing concept,

Unit 3: Marketing Environment

BLOCK II Market Segmentation

Unit 4: Concept, basis of segmentation, its importance in marketing

Unit 5: Targeting: Concept, Types, Importance;

Unit 6: Positioning: Concept, Importance

BLOCK III Marketing Mix

Unit 7: Product–Product Mix, New Product development, types of products, Product life cycle, Branding and packaging.

Unit 8: Distribution– Concept, importance, different types of distribution Channels; Price – Meaning, objective, factors influencing pricing, methods of pricing

Unit 9: Promotion–Promotional mix, tools, objectives.

BLOCK IV Marketing Research

Unit 10: Importance, Process & importance, Scope of Marketing Research

Unit 11: Marketing Information System: Meaning, Importance and Scope

Unit 12: Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.

BLOCK V Emerging Trends and Issues in Marketing

Unit 13: Emerging Trends and Issues in Marketing, Societal Marketing

Unit 14: Direct and Online Marketing, Rural Marketing

Unit 15: Green Marketing, Retail Marketing

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com



MATA TRIPURA SUNDARI OPEN UNIVERSITY

Agartala, Tripura

MGO-2211

SCHOOL OF MANAGEMENT AND COMMERCE

**HUMAN RESOURCE
DEVELOPMENT**

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari

Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. K. Ravi Sankar
Professor of Management

IGNOU, New Delhi

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Prof. Arvind Hans
Professor of Management
MTSOU, Tripura

Prof. Prakash D. Achari
Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGB-2211 Basics of Business Statistics

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura
CMB-2112 Company Law

Dr. Meenakshi Kumari
Assistant Professor of Management

MTSOU, Tripura
MGB-2212 Advertising Management

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura
ENB-2201 Basic Knowledge of English
Grammar

Dr. Richa Verma
Assistant Professor of Hindi
MTSOU, Tripura

HNB-2201 कार्यालयी लेखन

Mr. Deepok Chaudhary
Assistant Professor of Commerce
MTSOU, Tripura
MGB-2201 Personal Selling

Dr. Tariq Anwar
Associate Professor of Political Science
MTSOU, Tripura
VAC-2201 Understanding India

COURSE EDITORS

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Dr. Swati Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Prakash Mishra
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Rahul Kumar
Associate Professor of Hindi
MTSOU, Tripura

Dr. Shaifali R. Puri
Associate Professor of English
Himalayan University, Etanagar

Dr. Richa Bajaj
Associate Professor of Political Science
Shri Vashney College, Aligarh

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

BLOCK – I HRD- EVOLUTION, CHALLENGES & LEARNING STRATEGY.

Unit-1 - Human Resource Development – Evolution of HRD - Relationship with HRM - Human Resource Development Functions - Roles and Competencies of HRD Professionals.

Unit-2 - Challenges to Organization and HRD professionals – Employee Behaviour – External and Internal Influence.

Unit-3 - Motivation as Internal Influence – Learning and HRD – Learning strategies and Styles.

BLOCK – II DESIGNING AN EFFECTIVE HRD

Unit 4- Frame work of Human Resource Development - HRD Processes -Assessing HRD Needs - HRD Model.

Unit 5- Designing Effective HRD Program -HRD Interventions- Creating HRD Programs - Implementing HRD programs.

Unit 6- Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming

Unit-7 - Case Studies – Role Plays - Simulations - T-Groups - Transactional Analysis.

BLOCK – III HRD FRAMEWORK AND MODEL

Unit 8-Evaluating HRD programs - Models and Frame Work of Evaluation.

Unit-9-Assessing the Impact of HRD Programs - Human Resource Development Applications.

Unit 10- Fundamental Concepts of Socialization - Realistic Job Review- Career Management and Development.

BLOCK – IV MANAGEMENT DEVELOPMENT & EMPLOYEE WELL BEING.

Unit 11- Management Development - Employee counseling and wellness services – Counseling as an HRD Activity, Counseling Programs - Issues in Employee Counseling.

Unit-12-Employee Wellness and Health Promotion Programs - Organizational Strategies Based on Human Resources.

BLOCK – V WORKFORCE DIVERSITY

Unit 13-Work Force Reduction, Realignment and Retention - HR Performance and Bench Marking.

Unit-14- Impact of Globalization on HRD- Diversity of Work Force.

Unit-15-HRD programs for diverse employees - Expatriate & Repatriate support and development.

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com