

## Minutes of the Meeting

Guidelines meeting to decide the teaching and assessment guidelines for  
Paper **BCH 3.3**, Management Principles and Applications B.Com (Hons.) CBCS (LOCF) Semester- III  
(As per Revised CBCS Syllabus w.e.f. 2019-20 onwards)

Jointly organized by Department of Commerce, Delhi School of Economics, University of Delhi &  
Rajdhani College, University of Delhi .

Course:-B. Com (Hons )CBCS (LOCF)	Semester:-III
Subject: Management Principles and Applications	
<b>Paper BCH 3.3</b>	

The Online meeting for the above mentioned paper organized by the Department of Commerce, Delhi School of Economics, University of Delhi was held on Monday 7<sup>th</sup> September, 2020 at 2.00P.M. on Google Meet Platform. The following guidelines were set in the meeting with the consent of all teachers and the representative of Department of Commerce, University of Delhi The following aspects were agreed upon so as to maintain uniformity in the pattern of teaching at various colleges.

1. A tentative allocation of hours of teaching of various sections of the syllabus.
2. A tentative allocation of Weightage of marks of various sections of the syllabus
3. Pattern of expected question paper for the University Examination.
4. Any other matter relating to coverage and depth of teaching, if any.

### General Guidelines

(a).Number of lectures assigned: 75

(b).Duration 3 Hours

(c).Total marks: 100 (25 Marks internal Assessment + Question Paper should be of 75 Marks)

Question paper should comprise 5 questions of 15 marks each(with internal choice), requiring comprehensive coverage of entire syllabus. The questions may have sub parts.

(d). One case study (Holistic application of 'Management Principles and Applications') of eightmarks maybe included in the question paper. The remaining 7 marks theoretical question to have internal choice.

<p><b>Unit I Introduction</b></p> <ol style="list-style-type: none"> <li>1. Focus on Meaning and Importance of management. Management as an Eclectic Discipline</li> <li>2. Coordination Mechanisms: Essence, Techniques and Principles of Effective coordination</li> <li>3. Theory Base of Management: Classical, Neo-Classical and Modern Constructions (Scientific Management, Administrative Management, Bureaucratic approach, Human Relations, Behavioural Approach, Contingency Approach and system approach.</li> <li>4. <i>Modern Constructions Base: - Business Process Reengineering. The Fortune at the Bottom of the Pyramid. Learning Organization.</i></li> <li>5. Mintzberg Managerial Roles, Functions, Skills and Competency</li> </ol>	15 Lecture
<p><b>Unit II Planning</b></p> <ol style="list-style-type: none"> <li>1. Focus on Organizational Goal Settings (MBO)</li> <li>2. Focus on Decision Making Environment and Techniques.</li> <li>3. Introduction to Forecasting and Scheduling.</li> <li>4. Elements of Business Environment/ SWOT Analysis</li> <li>5. Industry Structure Analysis: Five Forces Model</li> </ol>	15 Lecture

6. Business Level Strategic Planning: Porter Four Generic Strategy	
<b>Unit III Organizing</b> 1. Traditional and Modern organization structures (Networking and Virtual, Team Structure, Matrix and Project). 2. Organizational forms (Mintzberg); Factors affecting Organizational Design. 3. Decentralization and Delegation 4. Less emphasis on Departmentation 5. Staffing: An Overview: Concept, Nature of Staffing.	15 Lecture
<b>Unit IV Directing and Controlling</b> 1. Motivation- meaning, importance and factors affecting motivation. (Maslow's Need Theory, Herzberg's Two Factor Theory, McGregor's Theory of X and Y) 2. Leadership – meaning, importance and factors affecting leadership, leadership styles, and followership; Managerial Grid, Contingency Theory (Fiedler). More emphasis on transactional and transformational leadership and Followership 3. Principles of Controlling. Relationship amongst planning, organizing, directing and controlling 4. Measures of controlling and accountability for performance : Financial Ratios, Budgetary Control, Networking Analysis (PERT/CPM), Balance Scorecard, and EVA	16 Lecture
<b>Unit V: Salient Developments and Contemporary Issues in Management</b> 1. Focus on Management challenges of the 21st Century; 2. Factors reshaping and redesigning management purpose, 3. Short notes on: performance and reward perceptions- internationalization; Digitalization; Entrepreneurship & innovation; Values & ethics, holistic purpose and measures of firm performance; Workplace diversity; Democracy and Sociocracy; Subaltern management ideas from India.	14 Lecture

The paper setters and examiners are requested to strictly follow these guidelines while setting up the question paper.

**The following faculty members were present in the meeting:** There are 62 Participates in this meeting, they are all positive response during this meeting on Management Principles and Applications B.Com (Hons.), CBCS (LOCF), Semester- III.

<b>ATTENDANCE SHEET</b> Paper <b>BCH 3.3</b> , Management Principles and Applications B.Com (Hons.) CBCS (LOCF) Semester- III Monday 7 <sup>th</sup> September, 2020 at 2.00P.M. on Google Meet Platform.		
<b>Sr. No.</b>	<b>Name of the Faculty</b>	<b>College Name</b>

1.	Ms. Shweta Jain	Kamla Nehru College
2.	Ms. Neeti Nagar	Shaheed Bhagat Singh College
3.	Ms. Mandeep Kaur	Shyama Prasad Mukherji College for women
4.	Mr. Ravinder Kumar	Rajdhani College
5.	Dr. Harikishni	Bharati College
6.	Dr. Shruti Mathur	Sri Venkateswara College
7.	Dr. Jaideep	SRCC College
8.	Dr. Ranjana	Shaheed Bhagat Singh College, DU
9.	Ms. Monica Soin Chhabra	Jesus and Mary College, University of Delhi
10.	Ms. Sakshi Gambhir	SRCC College
11.	Dr. Lata Sharma	Lakshmibai College
12.	Dr. Sucheta Gauba	Lakshmibai College
13.	Mr. Sandeep Sehrawat	Satyawati College (E)
14.	Ms. Karishma Khurana	Delhi College of Arts and Commerce
15.	Dr. Bhawna Rajput	Aditi Mahavidyalaya
16.	Mr. Ankush Kumar Jindal	Maharaja Agrasen College
17.	Dr. Nidhi Kapoor	Kalindi College
18.	Ms. Ekanshi Gupta	Maharaja Agrasen College
19.	Ms. Kashnie Singh	Jesus and Mary College
20.	Ms. Chanpreet Kaur	Sri Guru Gobind Singh College of Commerce
21.	Ms. Neha Birwal	Dyal Singh College(Evening)
22.	Ms. Lavisha Verma	Satyawati College( Evening)
23.	Ms. Preeti Devi	
24.	Ms. Nirmala Chauhan	Maitreyi College
25.	Ms. Deepika	Motilal Nehru College (M),
26.	Ms. Sunita	Bharati College
27.	Ms. Harpreet Kaur	Sri Guru Gobind Singh College of Commerce
28.	Dr. Sonlai Ahuja Dua	Gargi College
29.	Dr. Neetu Gupta	Shyam Lal College Eve
30.	Dr. Mandakini Das	Gargi College
31.	Ms. Bhawna Das	Janki Devi Memorial College
32.	Dr. Nidhi Dhawan	Zakir Husain Delhi College
33.	Ms. Anuradha goel	Janki Devi Memorial College
34.	Ms. Mala Rani	Bharati College
35.	Ms. Perna Rani	SRCC
36.	Dr. Mukta Rohatgi	Shyamlal College (M)
37.	Dr. Meghna Aggarwal	Deen Dayal Upadhyaya College
38.	Ms. Mansi Babbar	Shaheed Bhagat Singh College
39.	Ms. Archana Chauhan	Ramanujan College
40.	Dr. Indu Gupta	DSEC

41.	Dr. Geetanjali Batra	ARSD College
42.	Dr. Thirumoorthy Angasamy	Dyal Singh college (M)
43.	Mr. Hemant Yadav	Keshav Mahavidyalaya
44.	Mr. Pardeep Singh	Aryabhata College
45.	Mr. Hartaj Singh Makol	Sri Guru Gobind Singh College of Commerce
46.	Dr. Meghna Malhotra	Hansraj College
47.	DR. Padmasai Arora	Keshav Mahavidyalaya
48.	Dr. Sonia Chaudhary	Kamla Nehru College
49.	Mr. Rajan	Shaheed Bhagat Singh College
50.	Dr. Rajender Kumar	Rajdhani College
51.	Mr. MD Mahboobur Rahman	Satyawati College (M)
52.	Dr. Shashi Prakash Sharma	Shyam Lal College Evening
52.	Ms. Renu Chaudhary	Indraprastha College for Women
54.	Ms Aart Nagar	Maharaja Agrasen College
55.	Dr. Anjali Gupta	Atma Ram Sanatan Dharma College
56.	Dr. Anjali Bennet	Ramjas College
57.	Ms. Harinder Singh	Mata Sundri College
58.	Mr.Suneel Kumar	College of Vocational Studies, University of Delhi
59.	Dr. Rajeev Vashisht	Rajdjani College
60.	Dr. Anupama Rajput	Janki Devi Memorial College
61.	Dr.Pradeep Kumar	Keshav Mahavidyalaya
62.	Dr.Sujit Kumar	BRAC

The meeting was conducted smoothly and all the participated Members actively appreciated and thanks to Prof.R.K.Singh, Head and Dean, Department of Commerce, Delhi School of Economics, University of Delhi and sincerely thanks to Dr. Amit Kumar Sigh, Coordinator, Associate Professor, Commerce Department, University of Delhi, for the interest shown by him in executing this meeting and specially thank to Dr. Urvashi Sharma, Representative, Associate Professor, Commerce Department, University of Delhi, for her throughout suggestions in the meeting.

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