

Business Studies Project

*Application
Of
Principles of Management
At*



Class 12

Submitted By:

Name: Roll no:

School Name: Year: 2016-2017

Acknowledgement

I would like to express my gratitude to my teacher (Name of the teacher)..... as well as our principal (Name of the principal)..... Who gave me the amazing opportunity to do this wonderful **Business Studies project** on the topic **Application Of Principles of Management.**

Secondly I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

..... (Name of the student)

Certificate

This is to certify that (Name of the student)..... Of class 12 has successfully completed the **Business Studies Project** as per the guidelines of class XII Board examination conducted by C.B.S.E.

It is further certifying that this project is the individual and bonafide work of the candidate.

Teacher's Sign: Your teacher will sign here

Teacher's Name: Write the name of your teacher

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Café Coffee Day



Café Coffee Day, a coffee shop where the young at heart unwind. They are a division of Coffee Day Global Limited. This coffee goes all over the world to clients across, Europe and Japan, making us one of the top coffee exporters in the country.

History of the Café Coffee Day

- It is an established brand image in India.
- Launched in 11, July 1996 in Bangalore, Karnataka, India.
- Awarded the '**Exclusive Brand Retailer of the Year**' by ICICI Bank in its Retail Excellence Awards 2005 for the organized retail sector.
- CCD has **620 cafes at present** and it has ambitious plans to launch more than 900 cafes by the end of the current financial year.
- CCD also has three cafes in Vienna, and two in Karachi, Pakistan.
- It rapidly expanded across various cities in India adding more stores with more than 1000 cafés open across the nation by 2011.




CCD'S VISION

To be the only office dialogue over a cup of coffee.

CCD'S MISSION

To be the best cafe chain by offering a world class coffee experience at affordable prices.

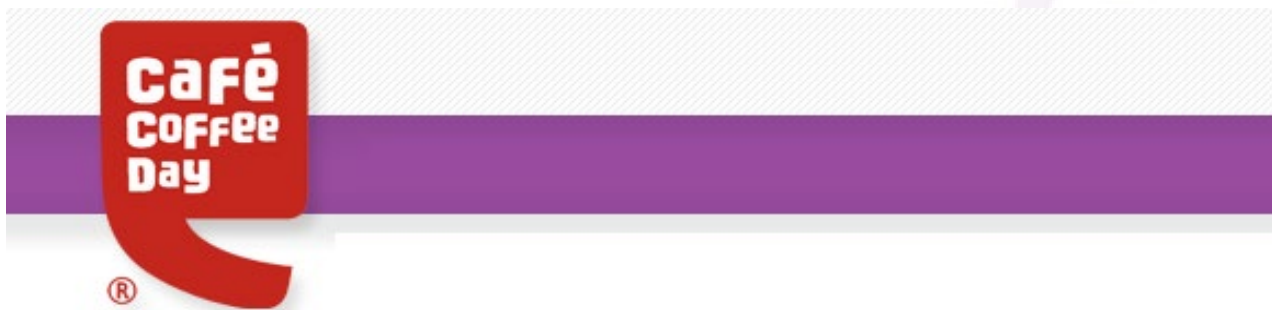
About Henri Fayol

Henri Fayol	
Born:	July 29, 1841
Died:	November 19, 1925, Paris, France.
Education:	Mining Engineering (mining Academy of Saint-Etienne, 1860)
Books:	General and Industrial Management
Identity:	Father of General Management
Founder:	Functional management

Henri Fayol's 14 principles of management and its application in cafe coffee day

(1) Division of work

- a) Work is divided according to the **specialization** of workers or employees.
- b) **Increases** the output and efficiency of the employees.
- c) Each and every employee should be **trained** to perform their tasks on the basis of specialization.



V.G.Siddhartha, the Founder of CCD, told in an Interview with him

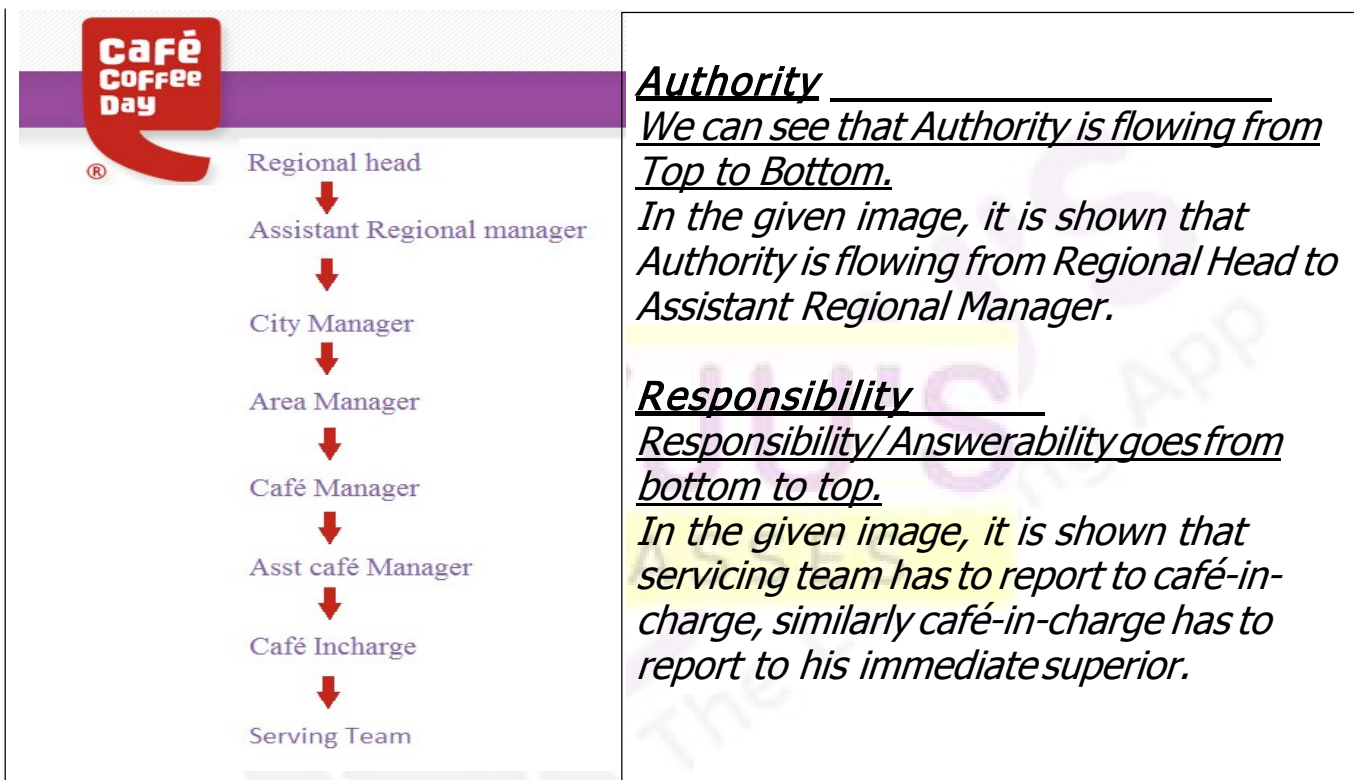
"17,000+ People in growing, processing, and retailing coffee; 20 people working on coffee research and beverages research; 20 people working on food research; Coffee Lab at Bangalore; R&D Lab at Chikmagalur; own training facility; 70 people in HR and recruitment; 80 people in training; system driven approach"

Application in the Cafe Coffee DAY

- *When you enter into the cafe, the first thing you notice is that different job are being performed by different employees.*
- *The coffee maker, the bill maker, cleaning staff, each employee is specialized in his/her work which increases the efficiency of the employee.*

(2) Authority and responsibility

- a) **Authority** means the power to give orders and to ask for obedience.
- b) **Responsibility** means the sense of dutifulness which is correlated with authority.
- c) There must be **parity** between these two.

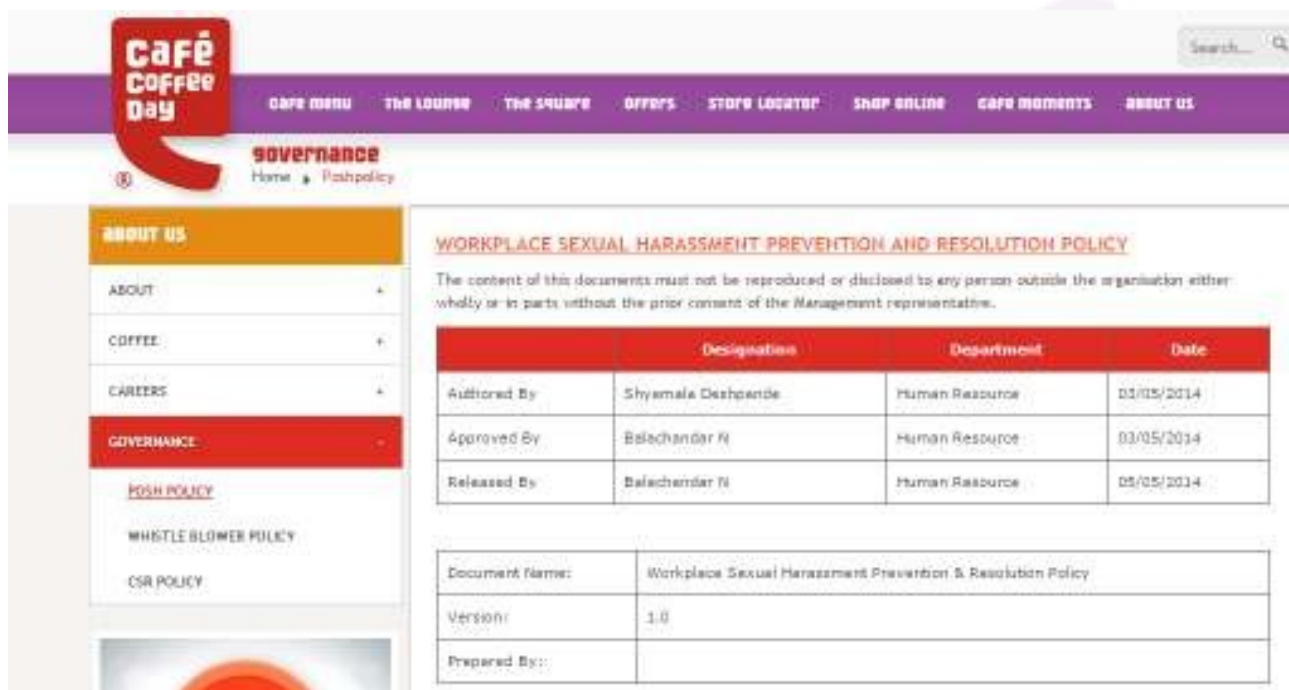


(3) Discipline

- a) **Behaving** in a right and desired manner.
- b) **Obeying** the rules and regulations framed by the organization.
- c) It is **essential** at all levels of management.
- d) The discipline can be **maintained by-**
 - Good supervisors,
 - Clear and fair agreements and
 - Proper application of sanctions or penalties.

Application in the Cafe Coffee Day

- All the Employees are required to follow the rules and regulation of the organisation.
- Employees have clear understanding of the do's and dont's of the organisation.
- Rules and regulations are clearly mentioned on the website as well as are given to the employees.
- Disciplinary action is taken against the employees who do not follow the instructions.



The screenshot shows the Cafe Coffee Day website with a navigation menu at the top. The main content area displays the 'WORKPLACE SEXUAL HARASSMENT PREVENTION AND RESOLUTION POLICY'. Below the title, there is a disclaimer: 'The content of this documents must not be reproduced or disclosed to any person outside the organisation either wholly or in parts without the prior consent of the Management representative.' A table lists the policy's history:

	Designation	Department	Date
Authored By:	Shyamala Deshpande	Human Resource	01/05/2014
Approved By:	Balachandrar N	Human Resource	03/05/2014
Released By:	Balachandrar N	Human Resource	05/05/2014

Below this table, there is another table with the following details:

Document Name:	Workplace Sexual Harassment Prevention & Resolution Policy
Version:	1.0
Prepared By::	

(4) Unity of Command

- a) One individual employee must **receive orders from one individual superior only**.
- b) Employees should **be answerable** to only one superior.

Application in the Cafe Coffee Day

- *All the jobs in cafe are well-defined and streamlined such that each employee reports to his respective head/superior.*
- *Like, Cafe manager has full command on his juniors and answerable to the cafe manager for their performance.*

(5) Unity of direction

- a) An **objective** should be **same for** the whole unit of **organization** and
- b) There should be **one leadership** and **one plan**.



Application in the Cafe Coffee Day

- *Direction flows from the top management and each and every employee follows the direction set from the top.*
- *Each employee follows the vision enshrined by the founder, V. G. Siddhartha of the organisation.*

(6) Subordination of individual interest to general interest

- a) **Organizational interest** should be given more importance than personal interest.
- b) **Personal interest** should be **kept aside**.

Application in the Cafe Coffee Day

- *Employees of CCD always come for extra work whenever needed in the interest of the organisation.*
- *They put their hard efforts all the time but if some team members are absent the other Employees take responsibility and put their individual interest behind the organisational interest.*

(7) Remuneration

- a) Remuneration **should be fair and satisfactory** to both the employees and the employer.
- b) The method of justice **must be equitable** for all employees.
- c) Sufficient salary should be given for the **satisfaction of basic needs** of the employees to stop them for getting shifted to other organisations for better remuneration.

Application in the Cafe Coffee Day

- *Employees of CCD are paid on Monthly basis.*
- *CCD also follows the pay and reward policy wherein the better an employee performs the more salary he/she receives.*

(8) Centralization and Decentralization

- a) **Centralization** means where all the key decision taken by the top level management.
- b) **Decentralization** means where all the key decision taken by lower level management. In other words "*distribution of authority by superiors to the subordinates*"

Application in the Cafe Coffee Day

- *At CCD there is centralised organizational structure.*
- *Authority is highly centralised and all the tasks and rules are clearly specified.*
- *Still ideas are welcomed from the team members and there is no red-tapism.*

(9) Scalar chain

- a) It is the chain where the **flow of authority and communication** from top level to lower level management in the form of hierarchy.
- b) In the **hierarchy**, orders and instructions flow downwards.
- c) It is said to be **scalar** when subordinates report to their immediate superior.

(10) Order

- a) It is a **systematic arrangement** that there should be a place for everything and everything in its place.
- b) It does **not mean** giving **commands**.
- c) Order contains **two categories** social order and material order.
 - **Social order** means there should be a specific place for work during the working hours.
 - **Material order** means there should be a specific.
 - Place for material and tools, etc.



Application in the Cafe Coffee Day

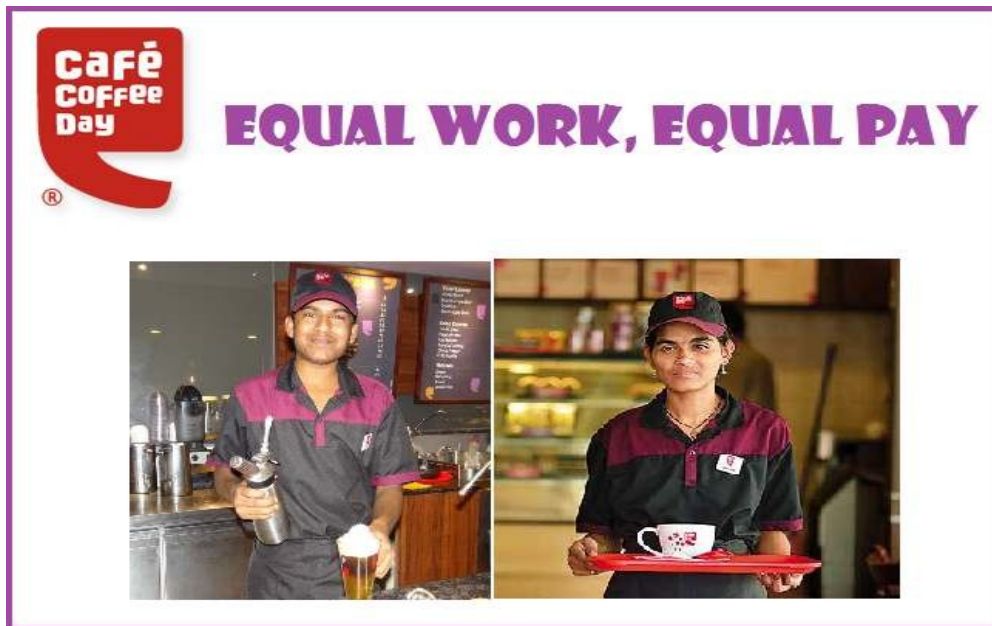
- *At CCD, High level of order is maintained.*
- *Everything has its place and everything is at its place all the time, be it machines, furniture, people.*



- *At CCD, even all the eatables have a specified place.*

(11) Equity

- a) It refers to combination of **fairness**, **kindness** and **justice**.
- b) Workers increment and promotion should be **evaluated** on the basis of their performance.
- c) Everyone is **equal** in the eyes of management.



Application into the Cafe Coffee Day

- *Managers at CCD treat their subordinates and crew members equally.*
- *No discrimination is made on the basis of any manner, be it sex, education, caste, religion, position in the organisation etc.*
- *Equal level of training, opportunity and promotion is given as per their performance.*
- *Equal level of pay is given for equal level of work.*

(12) Stability of tenure of personnel

- a) An employee should be given **sufficient time** to adjust to the job designated to him.
- b) He should **not be transferred frequently** from his work.



V.G.Siddhartha, the Founder of CCD, told in an Interview with him

"We say we have 1.3 billion people, but quality is the problem....However, I think that will change. But we have to put in a lot of time, energy, and training to improve the quality of our personnel...We have an HR department with 70 people in HR and recruitment. We have a training department with 80 people. It is a system and is driven independently".

Application in the Cafe Coffee Day

- *CCD pays a lot of attention to recruiting the right employees for its restaurants.*
- *Management spends a lot of time and efforts in training the new recruits and is hired after "on-the-job experience" training sessions.*
- *Proper time is given to employees to assimilate in the culture of organisation.*

(13) Initiative

- a) Taking the **first step** in something or Eagerness to do something.
- b) Employees or workers should be given the **opportunity** to take initiative **to become different** from others.



HR. Director, CCD, Mr. Balachandar has to say,

"We have introduced monthly employee engagement activities to drive a forum for talent expression as well as to provide opportunities to network with employees of the group companies. We have had very enthusiastic participation and look forward to more interesting programs henceforth."

(14) Esprit de Corps

- a) All the employees of the organization are **put together as a team**.
- b) Managers **enhance the team spirit** in the organization by giving credit to the workers for their performance.



V.G.Siddhartha, the Founder of CCD, told in an Interview with him

"We have a great team. I am only a custodian of the brand and I work with the team. Everything is team work. There are a lot of youngsters, with a lot of passion; I think that is our strength."

Application into the Cafe Coffee Day

- *CCD inculcates team spirit amongst the employees of a cafe by providing performance on the basis of their performance.*
- *This promotes a feeling of harmony and unity amongst the employees.*

Conclusion

- It is evident from the analysis of the project; CCD applies almost all general principles as developed by Henry Fayol.
- It pays high attention to its valued customers by providing high quality beverages at affordable prices in a pleasant environment.
- Employees are respected, valued, recognised and professionally groomed by rewarding various incentives in different ways.
- It meets all safety norms and respects the sentiments of the people and laws of the land.
- CCD has achieved huge success and emerged as a pioneer in the beverage industry.
- CCD has spread across the world in almost all the major cities of the globe.
- It is essential for an organization to concentrate on its resources viz. people, environment and the theories of organizational behaviour.

Bibliography

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