

(3) Principles of Management

Course Contents

S.No.	Unit	Topic
1	Unit-1	Management concept and nature; science or art, process & functions; management levels, managerial skills & managerial roles. Management and Society
2	Unit-2	Role of Manager – Management as a profession, Professional Manager & his tasks, Managerial Skills – Roles & Levels, Managerial ethics & organizations culture, Management process, External & internal , Factors that affect Management
3	Unit-3	Planning -Nature, Purpose, types and process. Management by Objectives,Strategies and policies, Decision making. Organizing : concept of organizing and organization. Line and Staff, authority and responsibility, span of Control, Delegation, Decentralization,Organizational structure and design Directing : Communication – process, types, barriers and principles of effective communication, Listening. Motivation – Basic concept & Definition, Theories and practices of motivating people in organizations,
4	Unit-4	Leadership – Basic Concepts & Definitions, Theories & Styles, Situational Lead, Team building
5	Unit-5	Controlling – basic Concepts & Definitions, Process, Methods & Techniques Co-ordination – Meaning & Techniques

Recommended books

1. Chandra Bose/Principles Of Management & Administration, Prentice Hall Of India
2. Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
3. Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
4. Management Today : Principles and Practice - Burton, Jene, Tata Mc-Graw-Hill Publishing Co. Ltd.
5. Management: A global perspective, Wehrich, Heinz and Koontz,Harold, New Delhi: Tata McGraw-Hill Publication Company