

AMEV-22 PRINCIPLES OF MANAGEMENT

OBJECTIVES:

To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.

UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

-

Definition of Management - Science or Art - Manager Vs Entrepreneur - types of managers - managerial roles and skills - Evolution of Management - Scientific, human relations , system and contingency approaches - Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment - Current trends and issues in Management.

UNIT II PLANNING

-

Nature and purpose of planning - planning process - types of planning - objectives - setting objectives - policies - Planning premises - Strategic Management - Planning Tools and Techniques - Decision making steps and process.

UNIT III ORGANISING

-

Nature and purpose - Formal and informal organization - organization chart - organization structure - types - Line and staff authority - departmentalization - delegation of authority - centralization and decentralization - Job Design - Human Resource Management - HR Planning, Recruitment, selection, Training and Development, Performance Management , Career planning and management.

UNIT IV DIRECTING

-

Foundations of individual and group behaviour - motivation - motivation theories - motivational techniques - job satisfaction - job enrichment - leadership - types and theories of leadership - communication - process of communication - barrier in communication - effective communication - communication and IT.

UNIT V CONTROLLING

-

System and process of controlling - budgetary and non-budgetary control techniques - use of computers and IT in Management control - Productivity problems and management - control and performance - direct and preventive control - reporting.

OUTCOMES:

Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, organizing, staffing, leading & controlling and have some basic knowledge on international aspect of management

TEXTBOOKS:

- | | | | | |
|----|---|----------------------------|---------------|----------------|
| 1. | Stephen P. Robbins & Mary Coulter,
10 th Edition, 200-. | "Management",
Prentice | Hall
India | Pvt.
Ltd., |
| 2. | JAF Stoner, Freeman R.E and Daniel
6 th Edition, 2004. | R Gilbert
"Management", | Pearson | Educatio
n, |

REFERENCES:

- Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management"
Pearson Education, 7th Edition, 2011.
Robert Kreitner & Mamata Mohapatra, " Management", Biztantra, 2008.
Harold Koontz & Heinz Weihrich "Essentials of management" Tata McGraw Hill,1--8.
Tripathy PC & Reddy PN, "Principles of Management", Tata McGraw Hill, 1---