

# AMAE19 PRINCIPLES OF MANAGEMENTS

## UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

- 1.1 Definition of Management-
- 1.2 Science or Art- Manager Vs Entrepreneur
- 1.3 Types of managers- managerial roles and skills- Evolution of Management
- 1.4 Scientific, human relations , system and contingency approaches
- 1.5 Types of Business organization- Sole proprietorship, partnership,
- 1.6 Company-public and private sector enterprises-
- 1.7 Organization culture and Environment
- 1.8 Current trends and issues in Management.

## UNIT-2 PLANNING

- 2.1 Nature and purpose of planning-
- 2.2 Planning process, Types- objectives- setting objectives- policies- Planning premises
- 2.3 Strategic Management- Planning Tools and Techniques, Decision making steps and process.

## UNIT-3 ORGANISING

- 3.1 Nature and purpose-
- 3.2 Formal and informal organization-
- 3.3 Organization chart- organization structure- types-
- 3.4 Line and staff authority- departmentalization- delegation of authority-
- 3.5 Centralization and decentralization- Job Design- Human Resource Management-
- 3.6 HR Planning, Recruitment, selection, Training and Development,
- 3.7 Performance Management, Career planning and management.

## UNIT-4 DIRECTING

- 4.1 Foundations of individual and group behaviour-
- 4.2 Motivation- motivation theories- motivational techniques- job satisfaction- job enrichment-
- 4.3 Leadership- types and theories of leadership- communication-
- 4.4 Process of communication- barrier in communication- effective communication- communication and IT.

## UNIT-5 CONTROLLING

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

### Reference Books:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management”, 7th Edition, Pearson Education, 2011.
2. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
3. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill, 1998.