

# FTEAM26 BASICS OF MANAGEMENT

## UNIT-1 RATIONALE

- 1.1 The diploma holders are generally expected to take up middle level managerial positions, their exposure to basic management principles is very essential.
- 1.2 Topics like Structure of Organization, Leadership, Motivation, Ethics and Values, Customer Relationship Management (CRM), Legal Aspects of Business, Total Quality Management (TQM), Intellectual Property Rights (IPR) etc.
- 1.3 Have been included in the subject to provide elementary knowledge about these management areas.

## UNIT-2 PRINCIPLES OF MANAGEMENT

- 2.1 Introduction, definition and importance of management
- 2.2 Functions of Management Planning, Organizing, Staffing, Coordinating, Directing, Motivating and Controlling
- 2.3 Concept and Structure of an organization,
- 2.4 Types of industrial organization a) Line organization b) Functional organization c) Line and Functional organization
- 2.5 Hierarchical Management Structure Top, middle and lower level management
- 2.6 Departmentalization Introduction and its advantages

## UNIT-3 WORK CULTURE

- 3.1 Introduction and importance of Healthy Work Culture in organization
- 3.2 Components of Culture
- 3.3 Importance of attitude, values and behavior Behavioural Science – Individual and group behavior
- 3.4 Professional ethics – Concept and need of Professional Ethics

## UNIT-4 LEADERSHIP AND MOTIVATION

- 4.1 Leadership a) Definition and Need of Leadership b) Qualities of a good leader c) Manager vs. leader
- 4.2 Motivation
- 4.3 Definition and characteristics of motivation
- 4.4 Factors affecting motivation
- 4.5 Maslow's Need Hierarchy Theory of Motivation
- 4.6 Job Satisfaction

## UNIT-5 LEGAL ASPECTS OF BUSINESS: INTRODUCTION AND NEED

- 5.1 Labour Welfare Schemes a) Wage payment - Definition and types b) Incentives - Definition, need and types
- 5.2 Factory Act 1948
- 5.3 Minimum Wages Act 1948

## **UNIT-6 MANAGEMENT SCOPE IN DIFFERENT AREAS**

- 6.1 Human Resource Development a) Introduction and objective b) Manpower Planning, recruitment and selection c) Performance appraisal methods
- 6.2 Material and Store Management a) Introduction, functions and objectives of material management b) Purchasing: definition and procedure c) Just in time (JIT)
- 6.3 Marketing and Sales a) Introduction, importance and its functions b) Difference between marketing and selling c) Advertisement- print media and electronic media d) Market-Survey and Sales promotion.
- 6.4 Financial Management – Introduction a) Concept of NPV, IRR, Cost-benefit analysis b) Elementary knowledge of Income Tax, Sale Tax, Excise duty, Custom duty, Provident Fund
- 6.5 Maintenance Management a) Concept b) Preventive Maintenance

## **UNIT-7 MISCELLANEOUS TOPICS**

- 7.1 Customer Relationship Management (CRM) a) Definition and Need b) Types of CRM c) Customer satisfaction
- 7.2 Total Quality Management (TQM) a) Inspection and Quality Control b) Concept of Quality Assurance c) TQM
- 7.3 Intellectual Property Rights (IPR) a) Introduction, definition and its importance b) Infringements related to patents, copyright, trade mark

## **UNIT-8 INSTRUCTIONAL STRATEGY**

- 8.1 It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential.
- 8.2 Accordingly students may be given conceptual understanding of different functions related to management. Some of the topics may be taught using question answer, assignment or seminar method.
- 8.3 The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students.
- 8.4 In addition, expert lectures may also be arranged from within the institutions or from management organizations.
- 8.5 Appropriate extracted reading material and handouts may be provided.

### **Reference Books:**

1. Principles of Management by Philip Kotler TEE Publication.
2. Principles and Practice of Management by Shyamal Bannerjee; Oxford and IBM Publishing Co, New Delhi.
3. Financial Management by MY Khan and PK Jain, Tata McGraw Hill Publishing Co., 7, West Patel Nagar , New Delhi.