

# AMEV22 PRINCIPLE OF MANAGEMENT

## UNIT-1 INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

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

## UNIT-2 PLANNING

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

## UNIT-3 ORGANISING

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

## UNIT-4 DIRECTING

- 4.1 Foundations of individual and group behaviour- motivation- motivation theories- motivational techniques- job satisfaction- job enrichment
- 4.2 Leadership- types and theories of leadership- communication- 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- use of computers and IT in Management control
- 5.2 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” Pearson Education, 7th Edition, 2011.
2. Robert Kreitner & Mamata Mohapatra, “ Management”, Biztantra, 2008.
3. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill,1--8.