

Subject Description: *The course is designed to enlarge the students' knowledge of management, to help them develop their skill in applying management concepts in different situations.*

Goal: *To enable the students to learn the basic functions, Principles, concepts of management.*

Objectives: *On successful completion of the course the students should have:*

- 1. Understood the principles and functions of management.*
- 2. Learnt the Scientific decision making process and problem solving techniques.*
- 3. Learnt traditional and modern management process*

Contents: -

Unit Ist

Management : Definition, functions role of management in contemporary times. Evolution of Management thought- Mechanistic approach, Humanistic approach, Rational-synthesis approach.

Unit IInd

The planning Process: Meaning, advantages, types, steps involved in the planning process, Management by objectives(MBO) : objectives, concept, Requirements for successful use of MBO, problems encoured in MBO programmes.

Unit-IIIrd

Basic concepts of organizations: Concept, types span of Management, Power-types, Delegation of authority-Reasons for delegating. Manpower planning: Recruitment and selecting employees. Role of communication in Organizations: Communication process, barriers to effective communication.

Unit.IV

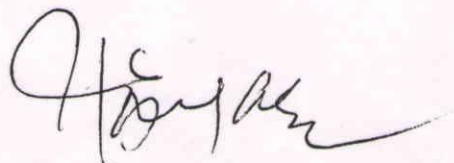
Motivation: Concept , Motivation Theories: Maslow's hierarchy of needs, Herzberg's motivation – maintenance theory. Leadership- Basic definitions, classifying types of leaders. Controlling- Definition, types and steps in control.

Suggested Readings

1. Koontz & Weirich, Essentials of Management, Tat McGraw hill publishing company new Delhi
2. Stoner, Freeman & Gilbert, Management, PHI, 6th Editions.
3. Robbins. S.P.Fundamentals of Management, Pearson,2003
4. V.S.P Rao, V Hari Krishna- Management: Text and Cases, Excel Books, I Edition,2004.

Suggested components for evaluation for Continuous Assessment:

Internal test, Assignment, Seminar and Attendance.



(3)