

Business Management

Marks:100

Unit I:

Management – Evolution – Approaches to the study of Management – Contributions of T.W. Taylor and Henri Fayol – Management By Objectives – Management By Exception – Management and Administration – Importance of Management

Unit II:

Planning - Nature and purpose – Planning objectives – process of planning – planning premises – Types of plans – policies, programmes, procedures etc., - Forecasting and Decision Making – Steps in decision making – Aids to Decision Making.

Unit III:

Organising – Principles of organization – organization chart – organization manual – Departmentation – Types of organization – Line, Line and Staff, Functional, Committee etc., Authority, Responsibility and Accountability – Centralisation and Decentralisation – Delegation – Communication, Barriers to Communication – Means to overcome - barriers.

Unit IV:

Staffing – Selection, Training, Promotion and Appraisal PETER principle, Parkinson's Law – Directing – principle – Motivation – Morale – Theories of Motivation – Leadership – Theories of Leadership – Styles of Leadership.

Unit V:

Controlling – Nature and Scope – Requirements – Control Devices – Span of control – Budgetary control – PERT, CPM, Statistical quality control – production control Criteria for success of control – Co-ordination – importance – Process - Techniques.

Books for Reference:

1. R.K. Misra, S.Ravishankar – Dynamics of Public Enterprise Management – Ajanda Books International
2. Dr.G.S.Kamat – Cases in Co-operative Management, Rainbow Publications, Coimbatore
3. LM Prasad - Principles of Management Sultan Chand & Co., New Delhi
Dinker Pagare – Principles of Management

