

Management Concepts

Unit I

Introduction

Management – Definition, Principles, Functions and Role, Management as science, art and profession, contribution of Taylor, Henry fayol and Elton mayo in the area of management

Unit II

Planning and Decision Making

Planning: Definition importance of planning, steps in planning, types of planning, Limitation of planning, Types of plans – Objectives, Hierarchy of objectives, MBO – Process, Benefits. Problems & Limitations, Policies & Procedures – Characteristics of sound policy & procedures
Decision Making process, Making effective decision.

Unit III

Organising

Organisation structure – Role, Features of good organization structure, Departmentation, bases of departmentation (Function, Product Territory, Process, Customer), Span of management, centralization & Decentralisation – Factors determining degree of decentralization

Unit IV

Directing

Motivation – definition, Importance, Motivation Theories – Maslow, Herzberg, McGregor's motivation theories. Job enrichment, Job enlargement, Job rotation, Job satisfaction. Leadership – Definition, Qualities of a leader, Leadership styles-power orientation, Managerial Grid, Tridimensional Grid
Communication – Communication process, oral, written & Nonverbal communication, Formal & Informal communication, barriers in communication, making communication effective.

Unit V

Controlling

Definition, Importance of control, steps in controlling, essentials of effective control system, Management by exception, Benefits of management by exception.

Reference:

1. L.M.Prasad, Principles & Techniques of Management, Sultan Chand & Sons.
2. Dinkar & Tagore, Business Management
3. Koontz Z & 'O' Donnel, Essentials of Management
4. Tripathi & Reddy, Principles of Management.