

Core Course II – BUSINESS MANAGEMENT

Unit I:

Management – Meaning – Art or Science – Management and Administration Functions – Contributions by F.W. Taylor – Henry Fayol – Scientific Management

Unit II:

Planning – Nature, Characteristics – Steps in Planning – types of planning – components – MBO – MBE

Unit III:

Organization – principles of organization structure – organization charts – departmentation – authority – responsibility – delegation of authority – centralization and decentralization – line and staff organization – committed form of organization.

Unit IV:

Manpower Planning – Objectives – Recruitment and selection – Training methods – Motivation – Communication – Leadership

Unit V:

Controlling – Meaning – Importance – steps in controlling process – essential effective control – controlling techniques – budgetary control.

Books Recommended:

1. Business Management - Dinkar Pager
2. Business Management – Y.K. Bhushan
3. Principles of Business Management – S.A. Sherelakar
4. Essential of Management – Koontz & O'Donnel