

Subject Code : 8CCBB1

MANAGEMENT CONCEPTS

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.

UNIT III

Organizing – Concept – Organisation as a process – Elements of Organisation process – Types of organization – Delegation – Departmentation – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY.

Essentials of Management – KOONTZ AND O’DONNEL

Management Principles – T.RAMASAMY