

MANAGEMENT PRINCIPLES & BUSINESS COMMUNICATION

UNIT I

Evolution of Management through – contributions of great management thinkers – functions of a manager – authority and responsibility – delegation – centralization principles of management.,

UNIT II

Planning – organizing – staffing – leading – controlling

UNIT III

External communication : practical applications of good letter form – principles of effective communication as applied to business situations – letters to customers. Replies to customers, enquiries, tenders. Quotations – sales letters – claims and adjustments – sales letters and collection of accounts – circulars.

UNIT IV

Short reports and memos in inter – departments communications pertaining to gathering and furnishing information regarding requisition for supplies and facilities maintenance and house keeping, security arrangements explanations to superiors – writing job instructions – charge sheets and warning notes – merit rating reports.

UNIT V

Communication media – costs and comparative merits of oral and written media, intercom apparatus, telegrams, telex, oral communications – telephone etiquette – fax.