

SEMESTER-II

COURSE 3: PRINCIPLES OF MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To comprehend the contemporary issues and challenges in the field of management
- To understand various control techniques practised at organisations.

UNIT-I: INTRODUCTION TO MANAGEMENT

Definition – Nature, process and significance of management . Role of managers – Managerial Skills and Roles. Schools of Management Thought , Management as a Science or Art - Management as a profession, Administration and Management. Functions of Management. Contemporary Issues and Challenges in Management of 21st Century.

UNIT -II: PLANNING

Planning - Nature and Importance of Planning, Types of Plans- Levels of Planning. Steps in planning process, Making Effective Plans. Significance of Objectives, Management by Objectives (MBO). Decision making- Nature of decision making, Types of decisions, Decision Making Process.

UNIT -III: ORGANIZING

Organizing - Nature and purpose, Principles of Organization, Types of Organization. Organisational Structure and Design – Line, Staff and functional authority, Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation , process of delegation. Span of Control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.

UNIT -IV: STAFFING AND DIRECTING

Staffing - Nature and Purpose of Staffing, Importance of staffing. Components of Staffing, Manpower planning, Recruitment and Selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Dual

Factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

UNIT -V: CONTROLLING

Controlling - Concept, Nature and Importance, Essentials of Control. Requirements of an effective Control System, Techniques of Managerial control. Behavioural Implications of Control .

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.
3. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. Principles of Management, Himalaya Publishing House.