

## **PRINCIPLES OF MANAGEMENT**

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### **OBJECTIVE**

To provide managerial skills for their professional life.

### **UNIT - I OVERVIEW OF MANAGEMENT 9**

Organization - Management - Role of managers – Evolution of Management thought – Organization and the environmental factors – Managing globally – Strategies for International Business.

### **UNIT - II PLANNING 9**

Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies – Policies – Decision Making – Types of decision – Decision Making Process – Rational Decision Making Process – Decision Making under different conditions.

### **UNIT - III ORGANIZING 9**

Nature and purpose of organizing – Organization structure – Formal and informal groups / organization – Line and Staff authority – Departmentation - Span of control – Centralization and Decentralization – Delegation of authority – Staffing - Selection and Recruitment - Orientation - Career Development – Career stages – Training – Performance Appraisal.

### **UNIT - IV DIRECTING 9**

Creativity and Innovation – Motivation and Satisfaction - Motivation Theories Leadership – Leadership theories – Communication – Hurdles to effective communication – Organization Culture – Elements and types of culture – Managing cultural diversity.

### **UNIT - IV CONTROLLING 9**

Process of controlling – Types of control – Budgetary and non-budgetary control techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control – Planning operations.

**TOTAL: 45**

### **TEXT BOOKS:**

1. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global & Entrepreneurial Perspective', Tata Mcgraw Hill, 12th edition, 2007.
3. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.

4. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.
5. Andrew J. Dubrin, 'Essentials of Management', Thomson Southwestern, 7<sup>th</sup> edition, 2007.