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| **MGT201** | **PRINCIPLES OF MANAGEMENT** | **3** | **0** | **0** | **3** |
| **Version No.** | 1.0 |
| **Prerequisite** | - |
| **Course Description:** | The course imparts knowledge of the basics of management and explains various levels of management processes. |
| **Expected Outcome:** | On completion of this course, the students will be able to1. Understand concepts of management theory.
2. Have knowledge on functions of management.
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| **Unit I** | **Historical Development** |  |
| Definition of Management – Science or Art – Management and Administration – Development of Management Thought – Contribution of Taylor and Fayol – Functions of Management – Types of Business Organization. |
| **Unit II** | **Planning** |  |
| Nature & Purpose – Steps involved in Planning – Objectives – Setting Objectives – Process of Managing by Objectives – Strategies, Policies & Planning Premises- Forecasting – Decision-making. |
| **Unit III** | **Organizing** |  |
| Nature and Purpose – Formal and informal organization – Organization Chart – Structure and Process – Departmentation by difference strategies – Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness. |
| **Unit IV** | **Directing** |  |
| Scope – Human Factors – Creativity and Innovation – Harmonizing Objectives – Leadership – Types of Leadership Motivation – Hierarchy of needs – Motivation theories – Motivational Techniques – Job Enrichment – Communication – Process of Communication – Barriers and Breakdown – Effective Communication – Electronic media in Communication. |
| **Unit V** | **Controlling** |  |
| System and process of Controlling – Requirements for effective control – The Budget as Control Technique – Information Technology in Controlling – Use of computers in handling the information – Productivity – Problems and Management – Control of Overall Performance – Direct and Preventive Control – Reporting – The Global Environment – Globalization and Liberalization – International Management and Global theory of Management. |
| **Text Books** |  |
| 1. Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw Hill,1998. 2. Rao, VSP. Management, Excel Publication.  |
| **References:** |  |
| 1. Tripathy PC And Reddy PN, “ Principles of Management”, Tata Mcgraw Hill,1999. 2. Robbin Stephen A, Management, Pearson India.  |
| Mode of Evaluation | Tests / Quiz / Assignment / Term End Exam. |
| Recommended by the Board of Studies on:  |
| Date of Approval by the Academic Council:  |