

BC-102 Principles of Management

Objective

This course familiarizes the students with the basics of Principles of Management.

Course Inputs

- Unit – I: Introduction Concept, Nature; process; and Significance of Management: Managerial roles (Mintzberg); An Over view of functional areas of management; Development of management thought; Classical and non-classical system: Contingency approaches.
- Unit – II: **Planning:** Concept, Process, and types. Decision making – concept and process; Bound rationality; Management by objectives; corporate planning; Environment analysis and diagnosis; Strategy formulation.
- Unit – III: **Organizing:** Concept, Nature, process, and significance; Authority and responsibility relationships; centralization and decentralization; Departmentation; organization structure-forms and contingency factors.
- Unit – IV: Motivation and leading people at work: motivation – concept; theories – Maslow; Herzberg; McGregor, and Ouchi; Financial and non-financial incentives.
Leadership – concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.): Likert's system Management ; Communication – nature, process, network, and barrier; Effective communication.
- Unit – V: Managerial control: concept and process; Effective control system; Techniques of control-Tradition and modern.

Recommended Books:

- 1) L.M. Prasad – Principles of Management, Sultan Chand & Sons, New Delhi.
- 2) Drucker Peter F: Management Challenges for the 21st century: Butterworth Heimen, Oxford.
- 3) Wehrich and Kootz, etal: Essentials of Management; Tata McGraw Hill, New Delhi.
- 4) Fred Luthans: Organizational Behaviour: McGraw Hill, New York.
- 5) Louis A. Allen: Management and organization; McGraw Hill. Tokyo.
- 6) Ansoff H.I: Corporate Strategy: McGraw Hill, New York.
- 7) Stoner and Freeman: Management: Prentice Hall, New Delhi.
- 8) Maslow Abraham: Motivation and personality: Harper & Row, New York, 1954.
- 9) Hersey Paul and Blanchard Kenneth: Management of organizational Behaviour – Utilization the Human Resources: Prentice Hall of India, New Delhi
- 10) Ibancevish J. M. and Matleson M. T. organizational Behaviour & Management: Irwind Homewood, Illinois.