

## **MG8591 PRINCIPLES OF MANAGEMENT**

### DETAILED SYLLABUS

#### **OBJECTIVE:**

- To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization

#### **UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS**

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

#### **UNIT II PLANNING**

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

#### **UNIT III ORGANISING**

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management.

#### **UNIT IV DIRECTING**

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

#### **UNIT V CONTROLLING**

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

#### **TEXT BOOKS:**

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Stephen P. Robbins & Mary Coulter, “Management”, Prentice Hall (India)Pvt. Ltd., 10th Edition, 2009.

Diploma, Anna Univ UG & PG Courses

*Notes*  
*Syllabus*  
*Question Papers*  
*Results and Many more...*

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**REFERENCES:**

1. Harold Koontz & Heinz Weihrich, "Essentials of Management", Tata McGraw Hill, 1998.
2. Robert Kreitner & Mamata Mohapatra, "Management", Biztantra, 2008.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management", 7th Edition, Pearson Education, 2011.
4. Tripathy PC & Reddy PN, "Principles of Management", Tata McGraw Hill, 1999