

BCAH-102:PRINCIPLE OF MANAGEMENT

Course Objectives:

- To recognize the characteristics of proper management by identifying what successful managers do and how they do it.
- Understanding how managers work is just as beneficial for the subordinate employee as it is for the manager.
- To teach you the fundamentals of management as they are practiced today.

Credits: 04

L-T-P-J: 3-1-0-0

Unit-1: 8

Hours

Nature of Management:

Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management -Administration-Organization, Management Skills, Levels of Management.

Unit-2: 8

Hours

Evolution of Management Thought:

Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barhard& Peter Drucker to the management thought. Business Ethics & Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

Unit-3: 8

Hours

Functions of Management: Part-I

Planning – Meaning- Need & Importance, types, Process of Planning, Barriers to Effective Planning, levels – advantages & limitations. Forecasting- Need & Techniques, Decision making-Types - Process of rational decision making & techniques of decision making, organizing – Elements of organizing & processes: Types of organizations, Delegation of authority – Need, difficulties, Delegation – Decentralization, Staffing – Meaning & Importance.

Unit-4: 8

Hours

Functions of Management: Part-II

Motivation – Importance – theories, Leadership – Meaning –styles, qualities & function of leader, Controlling - Need, Nature, importance, Process & Techniques, Total Quality Management, Coordination – Need – Importance.

Unit-5: 8

Hours

Management of Change:

Models for Change, Force for Change, Need for Change, Alternative Change Techniques, New Trends in Organization Change, Stress Management.

Referential Books:

- Essential of Management – Horold Koontz and ItainzWeibrich- McGraw-Hill's International
- Management Theory & Practice – J.N.Chandan
- Essential of Business Administration – K. Aswathapa, Himalaya Publishing House
- Principles & practice of management – Dr. L.M.Parasad, Sultan Chand & Sons – New Delhi
- Business Organization & Management – Dr. Y.K.Bhushan
- Management: Concept and Strategies by J.S. Chandan, Vikas Publishing
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill

Course Outcome:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.