

Subject Code: 202

Subject Name: Principles & Practices of Management

Unit I: Nature and significance of Management

8Hrs

Management- concept, objectives, importance

Management as an activity, process, discipline

Nature of management, as a science, as an art, and as a profession

Management and administration – different views on the usage of the terms

Levels of management- top, middle, supervisory

Unit II: Principles of Management (Historical Perspective)

6 Hrs

Fayol's principles of management

Scientific Management – Principles and Techniques

Unit III: Planning

10 Hrs

Meaning, features, importance

Planning process

Limitations of planning

Types of Planning

Strategy – Corporate level, Business level, Functional level.

Strategic Planning Process

Unit IV: Organizing

14 Hrs

Meaning and importance

Structure of organization – Functional, divisional and Administrative

Formal and in formal organization, Matrix organisation

Delegation: Meaning and importance

Elements of delegation

Concept- Centralisation & Decentralisation

Unit V: Staffing

10 Hrs

Meaning, need and importance of staffing

Steps in staffing process

Recruitment – meaning and sources.

Selection – meaning and process.

Training and Development – meaning, need and distinction, Methods – On the job & off the job

Types of compensation and incentives

Unit VI: Directing

10Hrs

Meaning and Importance

Elements of Direction:

- Supervision – meaning and importance
- Motivation – meaning and importance of motivation.

Leadership – meaning, importance, qualities of a good leader and Managerial

Grid, Management v/s Leadership

Communication – formal and informal communication and barriers to effective communication.

Unit VII: Controlling

2 Hrs

Meaning and importance

Relation between planning and controlling

Steps in the process of control

Recommended Books:

1. Principles and Practices of Management: Tata McGraw Hill Publication by Burton & Thakur.
2. Principles and Practices of Management: Oxford and IBH by Shyamal Banerjee
3. Principles of Management – Tata McGraw Hill Publication by Tripathi and Reddy
4. Management Theory and Practice – Gargotia Publishing Co. by Moshil
5. Management Concept and Practices – Himalaya Publishing House by Manmohan Prasad.