

## **Principles & Practices of Management**

**HU-511**

**Contracts: 2L**

**Credits- 2**

### **Module I - Management (4 hours)**

Definition, nature, importance, evolution of management thoughts – pre & post scientific era, contributions made by Taylor, Fayol, Gilbreth, Elton Mayo, McGregor, Maslow –covering Time & Motion Study, Hawthorne Experiments; Is management a science or art? Functions of manager, ethics in managing and social responsibility of managers.

### **Module II - Planning & Control (4 hours)**

Why Management process starts with planning, steps in planning, planning premises, types of planning, barriers to effective planning, operational plan, strategic planning, McKinsey's 7's Approach, SWOT analysis, Controlling- concept, Planning- control relationship, process of control, human response to control, dimensions of control, MBO.

### **Module III - Decision Making & Organizing (4 hours)**

Nature, process of decision making, decision making under Certainty and Uncertainty, decision-tree, group-aided decision, brain-storming. Organizing –concept, nature and process of organizing, authority and responsibility, delegation and empowerment, centralization and decentralization, concept of departmentation.

### **Module IV - Staffing & Motivation (3 hours)**

Concept, Manpower planning, Job design, recruitment & selection, training and development, performance appraisal, motivation, motivators and satisfaction, motivating towards organizing objectives, morale building.

### **Module V - Leadership & Communication (3 hours)**

Defining leadership and its role, should managers lead, leadership style, leadership development, Leadership behavior. Communication- Process, Bridging gap-using tools of communication, electronic media in Communication.

### **Module VI - Financial Management (3 hours)**

Financial functions of management, Financial Planning, Management of Working Capital, Sources of Finance.

### **Module VII - Marketing Management (3 hours)**

Functions of Marketing, Product Planning & Development, Marketing Organization, Sales Organization, Sales Promotion, Consumer Behaviour, Marketing Research and Information.

### **Suggested Readings: Text & References:**

1. Robbins & Cauter –Management (Prentice Hall of India, 8th Edition)
2. John R.Schermerhorn–Introduction to Management (WILEY-INDIA EDITION, 10<sup>th</sup> Edition)
3. Koontz –Principles of Management (Tata McGraw Hill, 1st Edition 2008)
4. New Era of Management, 10<sup>th</sup> Edition by Richard L. Daft published by Cengage Learning
5. Stoner, Freeman, Gilbert. Jr. –Management (Prentice Hall of India, 6th Edition)
6. Koontz, wehrich –Essentials of Management (TMH, 5th Edition)
7. D.Chandra Bose– Principles of Management and Administration (PHI)
8. Kiran Nerkar, Vilas Chopde & Kogent Learning Inc– Principles and Practices of Management (Dreamtech Press )
9. Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
10. Management of Principles and Practices by Joseph M Putty
11. Principles of Management" - 10 e/d by Richard. L.Daft; Cengage Learning