

Principles of Management

HU-601

Contracts: 2L

Credits- 2

Module-I

1. Basic concepts of management: Definition – Essence, Functions, Roles, Level.
2. Functions of Management: Planning – Concept, Nature, Types, Analysis, Management by objectives; Organisation Structure – Concept, Structure, Principles, Centralization, Decentralization, Span of Management; Organisational Effectiveness.

Module-II

3. Management and Society – Concept, External Environment, CSR, Corporate Governance, Ethical Standards.
4. People Management – Overview, Job design, Recruitment & Selection, Training & Development, Stress Management.
5. Managerial Competencies – Communication, Motivation, Team Effectiveness, Conflict Management, Creativity, Entrepreneurship.

Module-III

6. Leadership: Concept, Nature, Styles.
7. Decision making: Concept, Nature, Process, Tools & techniques.
8. Economic, Financial & Quantitative Analysis – Production, Markets, National Income Accounting, Financial Function & Goals, Financial Statement & Ratio Analysis, Quantitative Methods – Statistical Interference, Forecasting, Regression Analysis, Statistical Quality Control.

Module-IV

9. Customer Management – Market Planning & Research, Marketing Mix, Advertising & Brand Management.
10. Operations & Technology Management – Production & Operations Management, Logistics & Supply Chain Management, TQM, Kaizen & Six Sigma, MIS.

Readings:

1. Management: Principles, Processes & Practices – Bhat, A & Kumar, A (OUP).
2. Essentials for Management – Koontz, Revised edition, Tata McGraw Hill (TMH)
3. Management – Stoner, James A. F. (Pearson)
4. Management - Ghuman, Tata McGraw Hill(TMh)