

St. Joseph's college for Women (Autonomous), Visakhapatnam

I SEM

BBA

Time:6hrs/week

marks:100

Principles of management

OBJECTIVES: To enable the students to have an understanding of nature and principles of management.

MODULE I: Management: Definition, concept, nature, scope and importance of management, management as an art or science, evolution of management thought :classical approach scientific management approach, administration management, neo classical approach, human relation approach ,behavioral approach, modern approaches: system approach contingency approach.

MODULE II: planning: concept , definition, objectives, types of planning, steps in planning, MBO, decision making and forecasting techniques and steps in decision making.

MODULE III: Organizing: meaning, importance; Organization structure: types; delegation and decentralization of authority, Span of management.

MODULE IV: Staffing: importance of staffing ;Directing: definition, nature, leadership-definition, styles , motivation- Maslow's need hierarchy theory, Herzberg's two factor theory, communication;

MODULE V: controlling: concept and importance, steps in controlling, characteristics of effective control-project management- role of manager function and responsibilities era of dynamic engagement; new organization environment in post- globalization.

References

Principles and practices of management --- L M Prasad

Essential of management –koontz and Heinz wehrich

The Practice Of Management-Peter F Drucker

Management Text and Cases-A.Pardhasardhy

Management theory and Practice-JS Chandan

