

CC : 102 : Principles of Management

Theory : Credit : 4 (100%) Total Marks : 100

Unit No.	Content	Wt.
1	Nature and Scope of Management Meaning, significance and Process of Management, Management as Profession, Management by objective, Evolution of management theory: Brief idea	20%
2	Planning Meaning, Planning Process, Planning Premises, Constraints, Types of Plans - based on breadth and use. Forecasting: Meaning, significance and limitation of forecasting Decision Making: Meaning; Decision making process	20%
3	Organizing Introduction: Meaning of Organizing and Principle of Organizing, Types of Organizations: <i>Formal organization</i> : Line, Functional and line and staff, committee(only meaning advantages and limitation of all the four forms); <i>Informal organization:</i> Meaning; Benefits ; problems	20%
4	Departmentation Meaning; Bases of departmentation –function wise, product wise, territory wise, process wise, customer wise. Delegation: Meaning ; Element of delegation, principles of effective delegation Motivation: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z	20%
5	Controlling Nature and Scope of control; Types of Control and importance; Control process; Control techniques – brief idea; Effective Control System.	20%

Reference Book:

1. L.M. Prasad “Principle of Business Management” Sultan Chand and sons
2. Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons
3. P.C.Tripathi and P.N.Reddy,” Principles&Pracitices of Management”,Tata McGrawHill.