

CC: 201: Management Theory & Practice (Core Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered under unit	Wt.
I	Management organization Levels of management (Top, Middle and lower), Social responsibility of business, administration and management, Henry Fayal's contribution (14- principles of management).	20%
II	Emerging issues in management Professionalization of Management in India: Meaning ~ Reasons for Professionalization -Challenges against professional Management in India; Creativity and Innovation - Meaning of Creativity and Innovation -Role of Creativity Managerial Efforts; Japanese and American Management -Key differences; Management Information System -Concept and Importance;	20%
III	Introduction to functional management Introduction to Functional Management; Production Management -Concept and Functions; Marketing Management -Concept and Key Decision Areas, Financial Management - Concept and Key decisions	20%
IV	Motivation and leadership theories Motivation Theories -Introduction -Maslow's Need Hierarchy - Hertzberg's Two Factor theories -Theory X and Theory y~ Leadership Theories -Trait Theory Managerial Grid by Blake and Mouton -Fiedler's Contingency Theory	20%
V	Introduction to strategic management Introduction to Strategic Management-Definition -Features - Difference between operating Management and Strategic Management -Strategic Planning Formulation Process -SWOT Analysis -Brief Idea of Strategy Implementation -Seven S Model.	20%

Reference Books:

1. Rao V.S.P. and Krishna V, Hari, Management Text & Cases, Excel Books, New Delhi.
2. L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi
3. Dr. C. B. Gupta: Business Management, Sultan Chand & Sons, New Delhi,
4. David Fred R: Strategic Management, Prenlice Hall, New Delhi.