

MSWE404 : FUNDAMENTALS OF MANAGEMENT

Unit - I

1. Management: Concept, Nature, Importance; Management : Management As a Profession, Management Vs. Administration, Management Skills, Levels of Management, Characteristics of Quality Managers.
2. Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach
3. Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

UNIT II

1. Introduction to Functions of Management
2. Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Planning Premises and Forecasting, Key to Planning, Decision Making.
3. Organizing: Concept, Organisation Theories, Forms of Organisational Structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Organisational Design.

UNIT III

1. Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal
2. Directing: Concept, Direction and Supervision
3. Motivation: Concept, Motivation and Performance, Theories Of Motivation, Approaches for Improving Motivation, Pay and Job Performance, Quality of Work Life, Morale Building.

UNIT IV

1. Leadership: The Core of Leadership: Influence, Functions of Leaders, Leadership Style, Leadership Development.
2. Communication: Communication Process, Importance of Communication, Communication Channels, Barriers to Communication.
3. Change and Development: Model for Managing Change, Forces for Change, Need for Change, Alternative Change Techniques,

References

1. Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
2. Koontz - Principles of Management (Tata McGraw Hill, 1st Edition 2008)
3. Robbins & Coulter - Management (Prentice Hall of India, 8th Edition)
4. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edn.)
5. Hillier Frederick S. and Hillier Mark S. - Introduction to Management Science: A Modelling and Case Studies Approach with Spreadsheets (Tata McGraw Hill, 2nd Edn. 2008)
6. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edn. 2008)