

Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

3 rd Semester	16IMN302	Principles of Management	L-T-P 4-0-0	4 Credits	35 hrs
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Module-I:

Introduction to Principles of Management : Concept, functions and levels of Management, Skills and Roles of a Manager ; School of Management thoughts – Pre- Scientific , Classical, Behavioural and Modern ; Contributions in the field of Management – by Peter F. Drucker, Michael Porter, C.K Prahalad, Barnand, McGregor, Rensis Likert and McKinsey.

Module-II:

Planning : Nature & Elements of Planning, Planning Types and Models, Planning in Learning Organizations, Types, Steps, MBO, MBE, Planning Premises. **Decision Making :** Risk and Uncertainty, Decision Trees, Decision making process, Increasing Participation in Decision making, Creativity in decision making.

Module-III:

Organizing: Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure – forms and contingency factors.


Module-III:

Directing: Motivation – Concept & Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom); Financial and non-financial incentives of Motivation, Leadership – Leadership Theories, Leadership styles. **Communication –** Type, process and barriers.

Controlling: Concept and process; Effective control system; Techniques of control, Benchmarking.

Books:

- Management, Robbins, Coulter & Vohra, Pearson.
- Management: Text and Cases-VSP Rao, Excel Books
- Management Theory & practice – Chandan J. S, Vikas Publishing House.
- Management Theory & Practice Text & Cases – SubbaRao P & HimaBindu, Himalaya Publication.
- Principles and Practices of Management – Kaul, Vikas
- Principles and practices of Management – Pillai , Schand


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