

<b>1<sup>st</sup> Semester</b>	<b>18MBA104</b>	<b>Management Principles</b>	<b>L-T-P 3-0-0</b>	<b>3 Credits</b>	<b>35 hrs</b>
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**Objectives:**

1. To explain the various concepts of management.
2. To make the students understand the contemporary management practices
3. To highlight professional challenges that managers face in various organization
4. To enable the students to appreciate the emerging ideas and practices in the field of management.

**Module – I:**

**Introduction:** Concept, Managerial functions, 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, RensisLikert and McKinsey

**Module – II:**

**Organization:** Formal and Informal, Line and Staff Relationship, Centralization Vs. Decentralization, Basic issues in Organizing, Work Specialization, Chain of Command, Delegation, Span of Management, Organization Structure for Departmentalization. Organizational Culture: Cultural Diversity, Multi Ethnic Workforce Organizing Knowledge Resource.

**Module – III:**

**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

**Controlling :** Process, Standards and Bench Marking – Co-ordination-Principles of Co-ordination-Inter-Dependence, Change Management

**Books:**

- Management, Robbins, Coulter &Vohra, Pearson.
- Management: Text and Cases-VSP Rao, Excel Books
- Management Theory & practice – Chandan J. S, Vikas
- Management Theory & Practice - SubbaRao P &HimaBindu,HPH
- Principles and Practices pf Management – Kaul, Vikas
- Principles and practices of Management – Pillai , S Chand
- Introduction to Management and OB- Sahoo, Kar & Sahoo, ENKAY