

**PRINCIPLES & PRACTICES OF MANAGEMENT  
(IMB-201)**

1. **Introduction:** Concept, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches.
2. **Planning:** Concept, process and types. Decision making – concept and process; Management by objectives; Corporate planning; Environment analysis; Strategy formulation.
3. **Organizing:** Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure – forms and contingency factors.
4. **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.
5. **Controlling:** Concept and process; Effective control system; Techniques of control.

**Books:**

1. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill.
2. Robbins, S P: Management, Prentice Hall.
3. Principles of Management, Gupta, S.Chand
4. Principles of Business Management, Robbins etal. , Pearson
5. Principles of Management, Sharma , Gupta, Kalyani