

**PRINCIPLES OF MANAGEMENT**  
**(GE Inter-Departmental/Inter-Disciplinary)**

**Credits: 2**

**Subject Code: G18BB1T**

**Semester: III**

**No. of lecture hours: 30**

**Objective:** To acquaint the students with the principles and practices of management.

**Course Outcomes:** Students will be able to examine management policies, functions, and practices in context of organization growth and development.

**CO1.** Identify and interpret the various principles and importance of management

**CO2.** Explain and demonstrate the uses of planning and organizing

**CO3.** Classify and combine the various techniques of control and coordination.

**CO4.** Identify the essence of motivation and direction

**CO5.** Interrelate and understand the essence of leadership and the importance of communication

**UNIT-I**

**6 Hrs**

**Introduction**

Management – meaning, definition, nature

Universality, Importance of management Principles & Functions of Management (2)

Schools of Management thought (2)

Scientific management, meaning, principles, objectives, criticisms of management (2)

**UNIT-II**

**6 Hrs**

**Planning & Organizing**

Planning – definition – features, Importance, Steps in planning (2)

Types of plans, Limitations of planning (2)

Organizing– authority, power, sources of authority, responsibility & accountability (2)

**UNIT-III**

**6 Hrs**

**Coordination & Control**

Coordination – essence, meaning, need, principles of coordination (2)

Techniques of controlling, span of supervision – factors determining span of supervision (2)

Control – definition, process – steps of control, requisites of good control system (2)

**UNIT-IV**

**6 Hrs**

**Direction & Motivation**

Direction – meaning and importance, principles of directing, motivation theory (2)

Theories of motivation – Maslow, Mc Clelland & Herzberg (2)

Importance of motivation and motivational techniques (2)

## UNIT-V *Communication.*

6 Hrs

### **Leadership & Communication**

Leadership – meaning – importance, styles, theories of leadership (2)

Communication – significance – process, types, barriers, techniques of building effective communication (2)

Morale – concept and nature, measurement of morale – morale & productivity, building high morale (2)

### **SUGGESTED READING:**

1. Prasad, L.M. 2001. **Principles and Practice of Management.** 6<sup>th</sup> edition. New Delhi: Kalyani Publishers.
2. Gupta R.S., Sharma B.D. and Bhalla N.S. 2012. **Principles and Practice of Management.** 8<sup>th</sup> revised and enlarged edition. New Delhi: Kalyani Publishers.
3. Sharma R.K. and Gupta Shashi K. 2012. **Business Organization and Management.** 3<sup>rd</sup> revised edition. New Delhi: Kalyani Publishers.
4. Koontz D'Donnel and Weilrich. **Essentials of Management.** 9<sup>th</sup> Edition. New Delhi: Tata McGraw Hill.