

## SEMESTER I

**Course Name: Principles of Management**

**No. of Credits: 4**

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### **Objectives:**

The objective is to acquaint undergraduate students with concept of management and enable to gain the understanding of process of business management.

### **Learning Outcomes:**

At the end of this course, student should be able to

- (a) Understand the functioning of business organization and
- (b) Understand the functions and process business management

### **Pre-requisites:**

Preliminary knowledge of Business organization and its functions.

### **Books :**

L.M. Prasad, Principles and Practice of Management, Sultan Chand and Sons.  
P.C. Thripathy, P.N. Reddy, Principles of Management, Tata McGraw Hill

### **Syllabus**

**Unit 1 :** Meaning, Nature, Scope and Importance – Definitions of Management, Management Vs. Administration, Levels of Management, Functions of management, Social Responsibility of Management

**Unit 2 :** Evolution of Management Studies – Early age, Industrial Revolution age, Scientific Management Age, Human Relations Age, Modern age

**Unit 3 :** Planning- Meaning, Importance, Steps involved in planning, Types of plan, Decision making

**Unit 4 :** Organization – Meaning, essential elements of an organization, Organization Structure, forms of organization, Authority & Responsibility, Delegation

**Unit 5 :** Direction – Staffing & Recruitment – sources and procedure, Co-ordination - process, Motivation- importance, difference between positive and negative motivation, leadership- functions and qualities

**Unit 6:** Control – meaning and characteristics of control, modern methods of control, financial control, quality control