

C O N T E N T S

UNIT I

1. Introduction of Management and Concept: Need for Study

- Meaning of Management, Definition of Management, Features / Characteristics of Management, Scope and Functional Areas of Management, Nature of Management:, Concepts of Management, Importance of management or need of the study of management, Summery, Test questions.

2. Managerial Functions – An overview

- Introduction, Major function of the management, Summary, Test questions.

3. Co-ordination: Essence of Managership

- Meaning of Co-ordination, Definition of Co-ordination , Nature, Features and Characteristics of Co-ordination, Types of Co-ordination, Techniques of Co-ordination, Principles of Co-ordination, Summery, Test questions.

4. Evolution of the Management Thought

- Introduction, Forces Responsible for Developing Management Thoughts, Summery, Test questions. .

5. Classical Approach – Taylor, Fayol

- Introduction, Main Features of Classical Approach, Components of Classical Theory of Management, Merits of Classical Approach, Shortcomings of Classical Approach, Main Contributor Fredrick W. Taylor, Henry Fayol : Father of Modern Management, Fayol Vs Taylor, Summery, Test questions.

6. Neo- Classical and Human Relations Approaches – Mayo, Hawthorne Experiments

- Introduction, Features of the Neo Classical or Human Relation Approach, Hypothesis of the Neo Classical or Human Relation Approach, Components of Neo Classical Theory of Management, Contribution of Neoclassical Theories, Advantage of Neo Classical Theory, Disadvantage of Neo Classical Theory, Main Contributor Elton Mayo (1880-1949), Mayo's Contribution to Management Thought, Criticism of the Mayo's Principles of Management, Hawthorne Studies:, Summery, Test Questions.

7. Behavioral Approach, Systems Approach, Contingency Approach – Lawrence & Lorsch

- Introduction, Behavioral Approach to Management, Merits of Behavioral Approach, Shortcomings of Behavioral Approach, Systems Approach, Contingency Approach -Lawrence & Lorsch, Merits of the Contingency Approach to Management , Summery, Test questions.

8. MBO - Peter F.Drucker

- Meaning Management by Objectives (M.B.O), Definition, Features of Management by Objectives, Need for Management by Objectives (MBO), Process of M.B.O., Advantages, Limitations of M.B.O., Peter F. Drucker , Summery, Test questions.

UNIT-II

9. Planning & Types of Plan – An overview to highlight the differences

- Definitions of Planning, Nature Characteristics And Scope of Planning, Role, Significance, Importance & Advantages of Planning, Limitations of Planning, Process of Planning, Summery, Test Questions.

10. Strategic planning – Concept, process, Importance and limitations

- Concept of Strategic Planning, Features of Strategic Planning, Process of Strategic Planning, Importance of Strategic Planning, Limitations of Strategic Planning, Summery, Test questions.

11. Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTSUP, BCG Matrix, Competitor Analysis)

- Environmental Scanning, Need of Environmental Scanning, Methods of Environmental Scanning, Stages of Environmental Analysis, Steps in Environmental Analysis, Techniques of Environmental Analysis, Importance of Environmental Scanning, Limitation of Environmental Scanning, Classification of Business Environment, Interaction Between the Factors of Environment, Techniques (Swot/ Tows/Wotsup, Bcg Matrix, Competitor Analysis), Summery, Test Questions.

12. Business environment; Concept and Components

- Concept of Business Environment, Significance of Business Environment, Approaches of business environment, Components of business environment, Summery, Test questions.

13. Decision-making – concept, importance

- Concept of Decision Making, Definition of Decision Making, Characteristics of Decision Making, Importance of Decision Making, Steps in Decision Making Process, Types of Decisions, Summery, Test Questions.

UNIT-III

14. Concept and process of organizing – An overview

- Meaning and Characteristics of Organisation, Definitions of organization, Characteristics of organization, Nature of Organisation, Advantages of organization, Steps in the Process of Organising, Summery, Test questions.

15. Span of Management

- Meaning And Definition of Span of Management, Types of The Span of Management, Factors Affecting Span of Management, Graicunas Theory on Span of Management, Type of Relationship , Summery, Test Questions.

16. Different types of authority (line, staff and functional)

- Introduction, Line Organization, Advantages of Line Organization, Disadvantages of Line Organization, Line and Staff Organization, Characteristics of Line & Staff Organization, Demerits of Line and Staff Organization, Functional Organization, Major Functional Area in the Organization, Advantages of Functional Organization, Summery, Test Questions.

17. Decentralization

- Meaning of Decentralisation, Definitions of Decentralization, Characteristics of Decentralization , Advantages of Decentralization , Disadvantages of Decentralization, Summery, Test questions.

18. Delegation of authority Formal and Informal Structure

- The Meaning Concept of Authority, Definition of Authority , Sources of Authority, Methods of Delegation of Authority, Elements of Delegation And Its Types, Types of Delegation, Various Steps in the Process of Delegation, Merits of Delegation, Difficulties In Delegation or Demerits of Delegation, Summery, Test Questions.

19. Formal and information organization and Principles of Organizing

- Formal Organisation, Informaion Organisation, Difference between Formal and Informal Organizations , Principles of Organisation, Summery, Test questions.

20. Network Organization Structure

- Network Structure, Advantages And Benefits of Network Organization, Disadvantages And Limitation of Network Organization Structure:, Summery, Test Questions.

UNIT-IV

21. Staffing: Concept of staffing, staffing process

- Meaning of Staffing, Definition of Staffing, Nature Or Feature of Staffing, Importance of Staffing, Process of Staffing, Summery, Test Questions.

22. Motivation: Concept, Importance, extrinsic and intrinsic motivation

- Meaning And Definition of Motivation, Features or Characteristics of Motivation, Importance of Motivation, Key Elements In The Process of Motivation, Process of Motivation, Sources of Motivation, Key Concepts of Motivation, Motivation Improving Factors in an Organization, Summery, Test Questions.

23. Major Motivation theories - Maslow's Need-Hierarchy Theory; Hertzberg's Two-factor Theory, Vroom's Expectation Theory

- Maslow's Need Hierarchy Theory, Limitations and Criticism of Maslow's Theory , Herzberg Two Factors Theory, Vroom Expectancy Model, Key Concept of Expectancy Theory, Summery, Test Questions.

24. Leadership: Concept, Importance

- Meaning and Concept of Leadership, Definition of Leadership, Features of Leadership, Functions of Leadership, Difference Between Leadership and Management , Types or Style of Leadership, Quality of A Successful Leader, Summery, Test Questions.

25. Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory

- Theories of Leadership, Recent Developments, Summery, Test questions.

26. Communication: Concept, purpose, process

- The Meaning and Definition of Communication, Nature and Characteristics of Communication, Objectives of Business Communication, Significance of

Communication, Function of Communication, Communication Process, Summery, Test Questions.

27. Oral and written communication and Formal and informal communication networks

- Introduction, Communication Networks, Summery, Test questions.

28. Barriers to communication and Overcoming barriers to communication

- Barriers to Communication, Overcoming Communication Barriers, Summery, Test Questions.

UNIT-V

29. Overcoming Communication Barriers

- Concept of Control, Definition of control, Nature/Characteristics of Control, Objective of Control, Control Procedure / Steps in Control Process, Tools of Control, Key Areas of Control, Control Systems, Significance of Control, Limitations of Control, Summery, Test questions.

30. Principles of Effective Control

- Principles of Effective Control, Summery, Test questions.

31. Major Techniques of control

- Major Control techniques, Modern Techniques, Summery, Test questions.

32. Ratio Analysis

- Meaning of Ratio Analysis, Interpretation of Ratios, Managerial Uses of Ratio Analysis, Draw Backs of Ratio Analysis, Classification of Ratios , Summery, Test Questions.

33. Return on Investment (ROI)

- Summery, Test questions.

34. Budgetary Control

- Definition of Budgetary Control, Features of Budgetary Control, Steps of Budgetary Control, Objectives of Budgetary Control, Essentials Elements of Budgetary Control, Merits of Budgetary Control, Limitations or Problems of Budgetary Control, Types of Budgets, Summery, Test Questions.

35. Economic Value Added (EVA)

- Meaning of EVA, Main application of EVA, Process of getting EVA, Advantages

of EVA, Limitations of EVA, Summary, Test questions.

36. PERT/CPM

- Programme Evaluation and Review Technique (PERT), Construction of PERT Network Diagram, Importance, Applications of PERT, Construction of CPM Network, Steps in PERT/CPM, Application of PERT/CPM, Merits of PERT/CPM, Distinguish Between PERT and CPM, Summary, Test Questions.

37. Emerging issues in Management

- Globalization, Characteristics of Globalization, Development of Environmentalism, Quality and Productivity, Ethics and Responsibility, Workforce Diversity, Innovation and Change, Empowerment of Employees, Knowledge Management, Technological Development, Summary, Test Questions.