Semester – V

501 PRINCIPLES OF MANAGEMENT

Introduction: Management Concept, Definition and process, Managerial levels, roles & skills, Evolution of management thought in changing environment, management's ethical and social responsibilities; Management Functions, Determination of Objectives & Goals, Effective goal setting, Management by objectives;

Management Functions and Management Process: Planning, Organizing, Leading and Controlling;

Planning: The nature, purpose and process, Hierarchy and types of organization's plans, Strategic planning, Environment analysis, SWOT analysis , corporate, business and functional strategies, Operational planning tools, Flow charts, the Gantt charts, the load charts, PERT, and the logical framework, Effective planning;

Decision Making & Problem Solving: The rational Decision-making Model, Decision making styles, Committee and group aided decision-making, Organizing: Authority, Nature, Committee

Leadership: The Nature of leadership, Leadership Theories, Styles, and Skill; Motivation: Concept, Primary and Secondary motives, Motivation theories; Elements of Controlling: An overview of control, control process, critical control points and standards, control system, Effective control system requirements, Resistance to control, Control strategy choice, and Methods of control.

Text Books:
1. Harold Knootz & Heins Weihrich: Management