

- UNIT I OVERVIEW OF MANAGEMENT** 9
 Organization - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors - Managing globally - Strategies for International Business.
- UNIT II PLANNING** 9
 Nature and purpose of planning - Planning process - Types of plans – Objectives - - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making Process - Decision Making under different conditions.
- UNIT III ORGANIZING** 9
 Nature and purpose of organizing - Organization structure - Formal and informal groups / organization - Line and Staff authority - Departmentation - Span of control - Centralization and Decentralization - Delegation of authority - Staffing - Selection and Recruitment - Orientation - Career Development - Career stages – Training - - Performance Appraisal.
- UNIT IV DIRECTING** 9
 Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership - Leadership theories - Communication - Hurdles to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.
- UNIT V CONTROLLING** 9
 Process of controlling - Types of control - Budgetary and non-budgetary control techniques - Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality Control - Planning operations.

TOTAL= 45 PERIODS

REFERENCES:

1. Hellriegel, Slocum & Jackson, "Management - A Competency Based Approach", Thomson South Western, 10th edition, 2007.
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, "Management - A global & Entrepreneurial Perspective", Tata Mcgraw Hill, 12th edition, 2007.
3. Stephen P. Robbins and Mary Coulter, "Management", Prentice Hall of India, 8th edition.
4. Charles W L Hill, Steven L McShane, "Principles of Management", Mcgraw Hill Education, Special Indian Edition, 2007.
5. Andrew J. Dubrin, "Essentials of Management", Thomson Southwestern, 7th edition, 2007.