

FUNDAMENTALS OF MANAGEMENT

B.Tech. III Year I Sem.
Course Code: SM504MS

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Course Objective: To understand the Management Concepts, applications of Concepts in Practical aspects of business and development of Managerial Skills.

Course Outcome: The students understand the significance of Management in their Profession. The various Management Functions like Planning, Organizing, Staffing, Leading, Motivation and Control aspects are learnt in this course. The students can explore the Management Practices in their domain area.

UNIT - I

Introduction to Management: Definition, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills, Challenges of Management; Evolution of Management- Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Quantitative approach; The Systems Approach; Contingency Approach, IT Approach.

UNIT - II

Planning and Decision Making: General Framework for Planning - Planning Process, Types of Plans, Management by Objectives; Development of Business Strategy. Decision making and Problem Solving - Programmed and Non Programmed Decisions, Steps in Problem Solving and Decision Making; Bounded Rationality and Influences on Decision Making; Group Problem Solving and Decision Making, Creativity and Innovation in Managerial Work.

UNIT - III

Organization and HRM: Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization; Organizational Culture; Organizational Climate and Organizational Change.

Human Resource Management & Business Strategy: Talent Management, Talent Management Models and Strategic Human Resource Planning; Recruitment and Selection; Training and Development; Performance Appraisal.

UNIT - IV

Leading and Motivation: Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills, Leader as Mentor and Coach, Leadership during adversity and Crisis; Handling Employee and Customer Complaints, Team Leadership.

Motivation - Types of Motivation; Relationship between Motivation, Performance and Engagement, Content Motivational Theories - Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y.

UNIT - V

Controlling: Control, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls, Establishing control systems, Control frequency and Methods.

TEXT BOOKS:

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009.

REFERENCES:

1. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill.
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012.