

COURSE TITLE: PERSPECTIVES OF MANAGEMENT
COURSE: BBA / BHM

Unit I: Introduction: Concept, Nature, Scope and functions of Management, Levels of Management, Systems approach to Organization, Modern Organization Theory.

Unit II: Management planning process, planning objectives and Characteristics, Hierarchies of Planning, the concept and techniques of forecasting.

Unit III: Organization meaning, Importance and principles, Departmentalization, Span of Control, Types of Organization, Authority, delegation of Authority

Unit IV: Staff meaning, Job Analysis, manpower Planning, Recruitment, transfers and promotions, Appraisals, Management development job Rotation, Training, Rewards and recognition.

Unit V: Directing and control Motivation ,Coordination Communication, Directing and Management Control, Decision Making, Management by Objectives (MBO) the concept and relevance, process of Management control, Techniques of Management control.

4) Learning Support:

a) Recommended Text Book(s):

1. Management by James A.F stoner, R. Edward Freeman, and Daniel R. Gilbert Jr- Prentice hall publications.

b) Reference Books:

1. Essentials of Management by Harold Koontz and Heinz weirich – Tata mc Graw hill.
2. Principles and Practice of Management by L.M. Prasad- Sultan & Chand sons.
3. Human Resource and Personal management by K.Aswathappa.