

VEER NARMAD SOUTH GUJARAT UNIVERSITY

POST GRADUATE DIPLOMA IN CO-OPERATIVE MANAGEMENT

PAPER-II

Principles of Management

Objective:

- To acquaint the students with the principles of Management
- To acquaint the student with certain areas of Management

1. Introduction- **(15%)**
Concept, Scope, Process (POSDCORB, C+C) in brief and function of management. Management as Art, Science and profession, Recent trends in Management
2. Business Environment- **(20%)**
Concept and Elements of Business Environment, Economic, Technological, Social, Political Internal Environment Matching external and internal environments. It's role in development business
3. Organization- **(15%)**
 - A. Nature and Structure of Organization, Principles of Organization
 - B. Authority, responsibility and accountability, Organization structure of Co-operative Societies.
4. Motivation and Leadership **(20%)**
 - A. Motivation- Meaning, process and significance of motivation
Incentives and techniques of motivation
 - B. Leadership- Meaning and nature of leadership. Role of Leadership with special reference to co-operatives. Role of State, Co-operative Leaders and Managers.
5. Controlling **(15%)**
Nature and Process of Controlling. Tools and Techniques of Control, Budgetary Control, Performance Budgeting, Break-even analysis, Responsibility accounting
6. Case studies- to develop real understanding and insight in practice of Management. **(15%)**

RECOMMENDED READINGS

1. Principles of Management- L.M.Prasad- S.Chand & Co. 1992
2. Organization and Management – Sultanchand Sons- Dr.C.B.Gupta.
3. Co-operative marketing in India and abroad- L.P.Singh
4. Journal of Co-operative Management. Co-operative Perspective
National Institute of Co-operative Management University Road,
Pune.