

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PRINCIPLES OF MANAGEMENT

Objectives :

The objectives are to acquaint the student with the theory of management as far as it has been built-up as a body of knowledge and to develop in a student an integrated approach to management problems.

Content :

Concept of management , management and Professions Evolution of Modern Management .Thought , Approaches to Managerial analysis ; Process of management co-ordination as Essence of Management .Planning – steps , Long term and short term planning , Objective setting , Management by objectives ,Decision making ,Rationality in decision making , Effective decisions ,Creativity ,Policy sources and formulation, Elements of Planning – programming Policy , Strategy .Organizing – Organization theory – classical , Neo classical and modern theories and organizational structure .Designing of basic structure , depart mentation ,Span of management , Delegation of authority ,Centralization and decentralization of authority , Relationships ,Line and staff authority conflict and co operation , committees in organizations ,Modern organizational Design – project ,Matrix and free – form , structures .Directing and control – elements of directing - communication process ,Media , dimension barriers in communication , effective communication , Human aspects in control ,Management by exception .Process of control , Reporting system by control ,Elementary discussion Modern control Aids – particularly – Human Resource Act . Management audit , Social audit .

Reference:

1. Prasad L .M : Principles of management , sultan chand ,latest edition
2. Stoner & Freeman : management , 5th Edition PHI New delhi
3. Haynes & Masse : Management Analysis , Concept and cases , PHI new delhi
4. Kontz H & O .Donnell : Essentials of management ,TMcH
5. Kontz , O'Donnell & Weihrich : Management , Mcgraw Hill , Tokyo