

Unit - I	Managerial Fundamentals	10%
Definition, Characteristics, Importance, Purpose and Scope of Management, Managerial Roles, Effective Management, Management Skills, Kautilya's contribution to Management, Contemporary Approaches to Management, Applying Management Theory in Practice.		
Unit - II	Planning, Strategic Planning and Decision making	10%
Meaning and Importance of Planning. Meaning and Concept of Strategic Planning, Strategic Considerations in Planning. Meaning, Types and Process of Decision making, Decision Tree		
Unit - III	Organizing and Organization Structure	10%
Meaning and Concept of Organizing. Span of Control. Organization Structure: Meaning, Need, Design, Affecting Factors.		
Unit - IV	Directing, Leadership, Co-ordination	10%
Principles and Techniques of Directing. Leadership: Definitions, Types, Theories Co-ordination: Meaning, Characteristics, Importance, Types		
Unit - V	Entrepreneurship Development	5%
Meaning, Needs, Process of Entrepreneurship Development, Role of Start-up in Entrepreneurship Development, Contribution of J.R.D. Tata, D.H. Ambani and K. Narayan Murthy		
Unit - VI	Digital Presence	5%
Meaning, Importance, Elements and Dimensions/Building Blocks of Digital Presence.		
Unit - VII	Motivation	10%
Meaning and Definitions, Tools of Motivation, Comparison of Maslow and Herzberg Theories, McClelland's Need Theory, Vroom's Expectancy Theory.		
Unit- VIII	Communication	10%
Concept of Communication, Difference between Reporting and Communication, Network of Communication, Types of Communication (Formal, Informal, Verbal, Written, Upward, Downward, Horizontal, Computer Based, Rumour), Barriers to and improving business communication, self development and communication, development of positive personal attitudes.		
Unit - IX	Control	10%
Role of Information Systems in Controlling, Control Techniques at Operations Level (Budgetary Control, Control through Costing, Time-Event Network Analysis, PERT/CPM), Use of Information Technology for Controlling.		
Unit - X	Event Management	5%

Meaning, Scope, Significance, Components		
Unit - XI	Change Management	5%
Importance, Forces, Process and Impact of Change		
Unit -XII	Case Study	10%

Reference Books:

- 1) Principles and Practice of Management – L. M. Prasad (Sultan Chand & Sons)
- 2) Principles of Management – Meena Sharma (Himalaya Publishing House)
- 3) www.forbes.com
- 4) www.brafton.com
- 5) www.entrepreneur.com

