

### 3.9 MANAGEMENT PERSPECTIVES

#### 1. GENERAL INFORMATION

No. of Credits per week	3
No. of Hours per week	3

#### 2. PERSPECTIVE OF THE COURSE

This course is designed to impart knowledge of the concepts, principles and functions of Management to non-management students. It further aims at enhancing the Management knowledge of non management students

#### 3. COURSE OBJECTIVES AND OUTCOMES

##### OBJECTIVES

- To enable the students to gain insight into the fundamentals of Management as a discipline

##### OUTCOMES

- This course develops appreciation of management as a subject and discipline

#### 4. COURSE CONTENT AND STRUCTURE

	<b>MODULE 1: Introduction to Management</b>	<b>10 Hours</b>
<b>1</b>	Nature of Management, Purpose, Importance & Functions. Brief Introduction of various management functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting, Budgeting	
	<b>MODULE 2: Management of Organisations</b>	<b>8 Hours</b>
<b>2</b>	Types of Organizations, Organization Structure Introduction to Functional areas of Organization: Human Resource, Finance, Marketing and Production	
	<b>MODULE 3: Leadership</b>	<b>8 Hours</b>
<b>3</b>	Leadership v/s Management; Styles of Leaderships; Control v/s Delegation; Conditions and Principles of Delegation. Motivation: Basic Theories of Motivation, Sources of Motivation	

**4** **MODULE 4: Tools of Management** **8 Hours**  
Brain Storming, SWOT Analysis, Pareto Chart, Fishbone Diagram, Process Chart, Quality Circles

**5** **MODULE 5: Managerial skills** **8 Hours**  
Business Communication: Process, Methods and Barriers of Communication  
Meetings: Planning, Process, Evaluation  
Team work; Characteristic Features of Successful Teams; Stages of the Development of a Team; Group Discussion, Presentation Skills

**5. TEACHING/LEARNING RESOURCES**

**ESSENTIAL READINGS**

1. Heniz Wehrich, Mark and, Koontz ,Management, Mc Graw Hill
2. Meenakshi Raman and Prakash Singh, Business Communication ,Oxford
3. Morey Stettner, Skills for New Managers, Kindle Edition.
4. McGrath. E.H, S.J, "Basic Managerial Skills for All, PHI Learning

**PS: This course is offered to other PG students by CBSMS. Whereas, MBA students have to study any one of the open electives offered by other PG Departments based on their choice.**