

## **COURSE TITLE: PERSPECTIVES OF MANAGEMENT**

**Semester: I**

**Course Code: 12BB11C4**

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**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.

### **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.