

Detailed Syllabus

Semester I

IMBA101 - FUNDAMENTAL OF MANAGEMENT

Maximum Marks: 100
Semester Examination: 70
Internal Assessment: 30

UNIT – I: HISTORICAL DEVELOPMENT

Definition of Management – Science or Art – Management and Administration – Development of Management Thought - Contribution of Taylor and Fayol – Functions of Management - Types of Business Organization

UNIT – II: PLANNING

Nature & Purpose – Steps involved in Planning – Objectives – Setting Objectives – Process of Managing by Objectives – Strategies, Policies & Planning Premises – Forecasting Decision-making.

UNIT – III: ORGANIZING

Nature and Purpose - Formal and informal organization – Organization Chart – Structure and Process – Departmentization by different strategies – Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process – Techniques – HRD – Managerial Effectiveness

UNIT – IV: DIRECTING

Scope – Human Factors – Creativity and Innovation – Harmonizing Objectives – Leadership – Types of Leadership Motivation – Hierarchy of needs – Motivation theories - Motivational techniques – Job Enrichment – Communication – Process of Communication – Barriers and Breakdown – Effective Communication – Electronic media in Communication.

UNIT – V: Controlling

System and process of Controlling – Requirements for effective control – The Budget as Control Technique – Information Technology in Controlling – Use of computers in handling the information – Productivity – Problems and Management – Control of Overall Performance – Direct and Preventive Control – Reporting – The Global Environment – Globalization and Liberalization – International Management and Global theory of Management.

REFERENCES

1. Harold Kooritz & Heinz Wehrich “Essentials of Management”, Tata McGraw-Hill, 1998.
2. Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
3. Tripathy PC And Reddy PN, “Principles of Management”, Tata McGraw-Hill, 1999.
4. Decenzo David, Robbin Stephen A, “Personnel and Human Resources Management”, Prentice Hall of India, 1996.
5. JAF Stoner, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.
6. Fraidon Mazda, “Engineering Management”, Addition Wesley, 2000.