

<b>Course Code</b>	<b>Course Title</b>	<b>C</b>	<b>H</b>	<b>I</b>	<b>E</b>	<b>T</b>
17U6KME5	Business Management	4	75	25	75	100
<b>Learning Objectives</b>						
To gain knowledge on concept of business management and its principles						
To understand and know the functions of management in detail						
To get better exposure on theories of motivation and leadership						
<b>Learning Outcomes:</b> Comprehensive knowledge on management principles and its applicability in business issues and better understanding of motivation, leadership and controlling.						

## **Unit I**

### **Introduction to Business Management**

Introduction – Meaning – Nature - Management as Science or an Art – Importance of Management - Manager’s role – Schools of Management Thought – Henry Fayol’s Theory of Management – General Principles of Management.

## **Unit II**

### **Planning and Decision Making**

Planning and goal setting – Meaning - Nature - Purpose – Types – Steps in Planning – Planning Process – Management by objectives – Strategies and policies – Limitation.

Decision making – Significance – Steps in decision making – Techniques of decision making.

## **Unit III**

### **Organising**

Meaning – Nature – Characteristics – Importance – Types of Organisation – Formal and Informal Organisation – Line Organisation – Functional Organisation – Line & Staff Organisation – Project Organisation - Matrix Organisation – Committee Organisation - Free Form Organisation - Process of Organisation – Key elements of Organisation process - Departmentation – Delegation – Centralization and Decentralization – Span of Management.

## **Unit IV**

### **Staffing**

Meaning – Recruitment – Sources of Recruitment – Internal and External Sources. Selection – Selection Procedure. Training – Need for Training – Types of Training – Management Games – Transactional Analysis – Job Analysis – Job Design, Analysis and Evaluation - Performance Appraisal.

## **Unit V**

### **Directing and Control**

Directing – Meaning – Features – Principles of Direction. Motivation – Meaning – Importance – Theories of Motivation. Leadership – Significance – Nature – Styles – Qualities of a Leader – Trait theory. Control – Meaning – Importance – Steps – Techniques.

**Book for Study:**

L.M. Prasad, *Principles and Practice of Management*, Sixth Edition, Sultan Chand & Sons, New Delhi

**Books for References:**

1. R.N. Gupta, *Principles of Management*, S.Chand & Company Pvt. Ltd. New Delhi.
2. Dinkar Pagare, *Business Management*, Sultan Chand & Sons, New Delhi.
3. Peter F. Drucker, *The Practice of Management*, Harper Business Publication, New York.
4. [www.icsi.edu.in](http://www.icsi.edu.in)