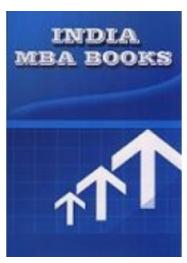
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Concept, Nature, Scope and Functions of Management, Levels of Management,

Evolution and Foundations of

Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern

Organization Theory.

Module II: Management Planning Process 20

Planning objectives and characteristics, Hierarchies of planning, the concept and techniques of forecasting. Decision

Making: Concepts and Process, Management by objectives (MBO) the concept and relevance.

Module III: Organization 15

Meaning, Importance and Principles, Departmentalization, Span of Control, Types of Organization, Authority,

Delegation of Authority.

Module IV: Staffing 15

Meaning, Job analysis, Manpower planning, Recruitment and selection, Retention: Transfers and Promotions,

Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition.

Module V: Directing 15

Directing: Concept, Principles, Process, Elements. Motivation: Concepts and Theories (Maslow's Need Hierarchy

Theory, Herzberg Two Factor Theory, Theory X & Y)ERG Theory. Communication: Concept, Process, Types,

Barriers, Effective Communication. Leadership: Concept, Qualities of a Good Leader, Coordination

Module VI: Management Control 15

Meaning, Nature, Features, Objectives and Process of Management Control and Behavioural Aspects of Management

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