

MANAGEMENT PROCESS



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Short Description

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Description

MANAGEMENT PROCESS

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ABOUT THE BOOK

FROM THE PUBLISHER

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1.6 MANAGEMENT PROCESS

OBJECTIVES:

The objective is to familiarize the students with concepts and principles of Management

Unit 1: INTRODUCTION TO MANAGEMENT 12Hrs

Introduction - Meaning, Nature and Characteristics of Management - Scope and functional areas of

Management - Management as a Science, Art or Profession - Management & Administration - Principles of

management - Social responsibility of Management and Ethics.

Unit 2: PLANNING 08 Hrs

Nature, importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only)

- Decision making – importance & steps.

Unit 3: ORGANIZING AND STAFFING 14Hrs

Nature and purpose of organization, Principles of organization - Types of organization –Departmentation,

Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO

and MBE(Meaning only) - Nature and importance of staffing.

Unit 4: DIRECTING AND COORDINATING 14Hrs

Meaning and nature of directing - Motivation theories (Maslow's, Herzberg, McGregor's X & Y theory).

Leadership – Meaning -Formal and Informal Leadership – Characteristics - Leadership Styles -

Autocratic/Dictatorial - Democratic/Participative, Free reign/Laissez faire Leadership Styles -

Communication -Meaning and importance, Barriers to Communication, Types of Communication –

Coordination–Meaning, importance and Principles.

Unit 5: CONTROLLING 08Hrs

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief)

Details

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