

BUSINESS MANAGEMENT

Unit I

Management: Importance – Definition – Nature and Scope of Management process – Role and Functions of a Manager – Levels of Management – Taylor’s Scientific Management- Fayol’s Administrative management Principles.

Unit II

Planning : Nature and characteristics – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – procedures – Rules –Strategies-Single use plans - Programmes and Budgets-MBO-Decision – making – Process of Decision – making – Types of Decision.

Unit III

Organizing : Importance - Types of Organizations – Organization Structure – Span of Control factors determining Span of Control - Committees – Departmentalization – Formal and Informal Organization - Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. Staffing: Nature and importance- functions of Staffing(Basics)

Unit IV

Directing : Nature and importance- Element of Directing functions- Supervision

Motivation: Importance –types of motivations-Maslow’s needs Hierarchy theory- Herzberg’s Two factor theory- Douglas McGregor’s X and Y theory-Motivational Technique- Morale and productivity.Leadership: Importance –Formal and informal leaders- Leadership styles-Traits of a good leader.Communication: Importance of communication- The process- Communication network- Grapevine- oral and written communication- Barriers to communication.

Unit V

Controlling: Meaning and Importance –Control Process-Controlling Tools and Techniques.

Co-ordination: Need, Type and Techniques and Requisites for excellent Co-ordination

Reference Books :

1. P.C. Tripathi & P.N. Reddy – Principles of Management
2. Wehrich and Koontz – Essentials of Management
3. L.M. Prasad – Principles of Management
4. Dinkar Pagare – Principles of Management
5. C.B. Gupta – Business Management
6. N. Premavathy – Business Management
7. J. Jayasankar – Principles of Management

Question Paper Pattern

Pattern	Total Questions	To answer	Marks per Question	Total Marks
Section A	12	10	2	20
Section B	7	5	5	25
Section C	4	2	15	30

Instructions to Paper Setter:

Section-A: Minimum 2 Questions to be asked from each of the five Units

Section-B: Minimum 1 Question to be asked from each of the five Units

Section-C: Minimum 1 Question to be asked from any four Units