



MANIPAL UNIVERSITY JAIPUR

School of Business and Commerce

Department of commerce

Course Hand-out

Principles of Business Management | CM 1105 | 3 credits

Session: Aug 17 -Dec 2017 | Faculty: Dr. Sunishtha Dhaka | B.COM I SEM

Course Outcomes: On completion of the course the students shall be able to:

[CM1105.1]: Understand the certain truths followed by every human being while thinking or doing things in every walk of life. Understand and apply certain well developed, tested and accepted principles of management.

[CM1105.2]: Learn and develop the management thought in terms of planning and decision-making in any situations of business.

[CM1105.3]: Learn process to achieve the desired results which an organization wants to achieve.

[CM1105.4]: Learn the process to identify the new areas of business in a competitive environment and provide direction to the organization to achieve its objectives to develop entrepreneurship skills.

[CM1105.5]: Learn and understand the process as a manager how to find out and understand the cause of particular type of behaviors in order to get the things in a best possible manner. Learn the aspects of controlling which functions aim to make things happen in order to achieve goals.

A. Syllabus

Introduction: Concept, Nature, Principles, Process and significance of management; Development of management thought, Skills and levels of management, **Management by objectives (MBO).****Planning:** Concept, importance, process and types. **Decision making** – concept and process. **Organization:** Concept, nature, process, types and significance, Structure of organization, forms of organization and span of control. Authority and responsibility relationships; Centralization and decentralization. **Communication:** Meaning, Importance, types, Process and modern techniques of Communication. **Co-ordination:** Meaning, need and techniques. **Directing:** Meaning, importance and Techniques. **Leadership:** Meaning, kind, styles, qualities of successful leader. **Motivation:** Meaning, Importance and various approaches (theories), **Managerial Control;** Concept and process; Effective control system; Techniques of control-traditional and modern. Conceptual knowledge of Management Ethics

B. Text Books

- i. Koontz & Weirich, *Essentials of Management*, Tata McGraw Hill, 2010
- ii. L.M. Prasad, *Principles & Practices of Management*, Sultan Chand, 2010

