

**B. Com. Semester II**  
**Principles of Management**

<b>Unit</b>	<b>Topic</b>	<b>Details of Topic</b>
Unit I	<b>Introduction</b>	Concept, nature, process and significance of management; Managerial roles; An overview of functional areas of management; Development of Management Thought; Classical and neo-classical systems; Contingency approaches
Unit II	<b>Planning</b>	Concept, process and types. Decision making- concept and process; Bounded rationality; Management by objectives; Corporate Planning; Environmental analysis and diagnosis: Strategy formulation
Unit III	<b>Organizing</b>	Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organisation Structure- forms and contingency factors
Unit IV	<b>Motivation and Leadership</b>	Motivating and Leading people at work; Motivation concepts; Theories; - Maslow, Herzberg, McGregor, and Ouchi; Financial and Non-Financial incentives
		Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert's System Management
		Communication- Nature, Process, Networks and Barriers, Effective Communication
Unit V	<b>Managerial Control</b>	Concept and process; Effective Control System; Techniques of Control- traditional and modern
Unit VI	<b>Management of Change</b>	Concept, nature , process of planned change; Resistance to Change; Emerging horizons of management in a changing Environment

**Books Recommended:**

1. Drucker Peter F: Management Challenges for 21 st Century; Butterworth Heinmann, Oxford
2. Stoner and Freeman: Management; Prentice Hall, New Delhi
3. Hampton, David R: Modern Management; McGraw Hill, New York
4. Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo
5. Fred Luthans: Organizational Behaviour; McGraw Hill, New York
6. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi
7. Ansoff H.I: Corporate Strategy; Mc GrawHill, New York
8. Hersey Paul and Blanchard Kenneth: Management of Organisation Behaviour- Utilizing the Human Resources; Prentice Hall of India, New Delhi
9. Maslow Abraham: Motivation and Personality; Harper and Row

