

ANDHRA KESARI UNIVERSITY



MINOR

SUBJECT- BUSINESS MANAGEMENT

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Principles of Management	4	4

SEMESTER-II

COURSE 1: PRINCIPLES OF MANAGEMENT

Theory

Credits: 4

5 hrs/week

Course Objectives

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To propose initiatives to address the contemporary issues and challenges in the field of management
- To understand various controlling techniques practised at organisations.

Unit-I: Introduction to Management

Definition – Nature, process and significance of management –Role of managers – Managerial Skills and Roles – Schools of Management Thought - Management as a Science or Art - Management as a profession- Administration and Management- Functions of Management. Contemporary Issues and Challenges in Management of 21st Century.

Unit-II: Planning

Planning - Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) Decision Making: Nature of decision making - Types of decisions – Decision Making Process.

Unit-III: Organizing

Organizing - Nature and purpose - Principles of Organization - Types of Organization - Organisational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation - Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.

Unit-IV: Staffing and Directing

Staffing - Nature and Purpose of staffing – Importance of staffing – Components of Staffing - Manpower planning - Recruitment and Selection. Directing – Nature of Directing function - Principles– Motivating people at work – Motivation theories. Communication skills for directing – Barriers of communication.

Unit-V: Controlling

Controlling - Concept, Nature and Importance - Essentials of Control - Requirements of an Effective Control System – Behavioural Implications of Control – Techniques of Managerial control.

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. (2009). Principles of Management, Himalaya Publishing House.

ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT
B. Com. Honours (General) Minor Programme from the Year 2023-24 Onwards
Course 1-Principles of Management, Semester-II

Time: 3 Hours

Total Marks: 75

SECTION –A

Answer any five of the following out of Ten questions

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

(Note: Each unit Carrying two Questions)

SECTION –B

Answer the following

5X10=50 Marks

Unit-I

- 11a.
or
11b.

Unit-II

- 12a
or
12b

Unit-III

- 13a
or
13b

Unit-IV

- 14a
or
14b

Unit-V

- 15a
or
15b

(Note: In case of accounting course each unit one theory question and another one is problem)