



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MULTIDISCIPLINARY COURSE

w.e.f. AY 2023-24

SEMESTER-III

PRINCIPLES OF MANAGEMENT

Credits: 2

2 hrs/week

Unit – I:

Definition of Management, Functions of Management, Principles of Management, Levels of Management, Business Strategy-SWOT Analysis

Unit – II:

Purpose of Planning, Planning Process, Types of Plans, Objectives, Managing by Objectives (MBO); Organizing; Organization Structure, Formal and Informal Organization, Decision Making Process

Unit – III:

Directing, Motivation, Motivation Theories, Leadership Styles, Leadership Theories, Controlling, Process of Controlling, Types of Control-Budgetary and Non-Budgetary, Control Techniques, Cost Control, Purchase Control, Maintenance Control, Quality Control


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A.K. University, ONGOLE.