

Subject Code: 1MS1010202	Subject Title: Practices of Management
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1. Course Objectives:

This course presents introductory aspects of business management theories, strategic management and its functional aspects and recent trend in management. The objective is to help the students understand the fundamental concepts of how firms manage their business.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
4	-	-	4	70	30	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Theories Of Management F. W Taylor's Scientific Management Approach, System Approach, Contingency Approach, Management Process Approach, Human Behaviour Approach, Empirical Approach	10	25%
2	Strategic Management and Functional Management Introduction to Strategic Management-Definition -Features - Difference Between Operating Management and Strategic Management -Strategic Planning Formulation Process - SWOT Analysis. Functional Management Production Management , Marketing Management, Financial Management, Human Resource Management	15	25%
3	Recent Trend in Management Social Responsibilities in Management Management Changes - Total Quality Management, International Management	12	25%
4	Introduction and Theories of Motivation and Leadership Motivation -Introduction, Meaning, Importance Theories -Introduction -Maslow's Need Hierarchy - Hertzberg's Two Factor Theories -Theory X and Theory Y, Leadership - Introduction, Meaning, Importance Theories - Trait Theory Managerial Grid by Blake and Mouton, Fiedler's Contingency Theory	10	25%

4. Suggested Readings

Books:

1. L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
2. L.M. Prasad: Principles and practice of management, Sultan Chand & Sons, New Delhi.
3. Dr. C. B. Gupta: Business Management. Sultan Chand & Sons, New Delhi.
4. Rae V.S.P. and Krishna v. Hari. Management Text & Cases, Excel Books, New Delhi.