

COURSE CODE: 2CM2010101	COURSE TITLE: Management Theories and Practices COURSE TYPE : CORE COURSE
COURSE OBJECTIVE: To make the students acquaint with the fundamental knowledge of various aspects of management and its practical application in corporate world.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and contents	Hours	Wt. (%)
1.	Planning and Decision Making: - Definition, Nature. - Planning Premises and Constraints. - Planning Process. - Forecasting: Meaning and Importance. - Management by Objectives (M.B.O): Significance and Process. - Decision Making: Meaning, Decision Making Process.	15	25%
2.	Organizing: - Meaning of Organizing. - Principles of Organizing. - Process of Organizing. - Departmentation. - Delegation of Authority. - Centralization and Decentralization. - Organization Chart. - Types of Organization. - Line, Functional, Line and Staff and Committee, - Hierarchy of Organization.	15	25%
3.	Staffing, Directing and Controlling - Staffing: Definition, Importance, Staffing Functions - Directing: Definition, Importance, Directing Functions/Tools. - Communication Process and Barriers in Communication. - Controlling: Definition, Controlling Process, Importance, and Ideal Controlling System.	15	25%
4.	Managing Growing Venture: - Growth, objective and strategy. - Managing growth. - Assessing resource from external sources, for financing growth	15	25%

	including public issue, merger, amalgamation, joint venture, collaboration and selling business. Innovation Management: • Innovation management an introduction. • Organizational setups that facilitate innovations. • Management of research and development.		
Reference Books: 1. L.M Prasad, Principles and Practice of Management. Sultan Chand and Sons, New Delhi. 2. Rao V.S.P and Krishna v Hari Management (Text and Cases), Excel Books, New Delhi 3. Prin. Rana T.J. and Others, Principal of Management, Sudhir Prakashan, Ahmedabad			