

Business Management

DEGREE STANDARD

UNIT I

CONCEPT OF BUSINESS

Characteristics of Business - Classifications - Industry, Commerce and Trade - Business firm - Systems approach to working of Organisation - Objectives of Modern Business - Economic Objectives - Role of Profits in Business - Wealth Maximisation - Social responsibilities and business ethics - essentials of a successful business.

UNIT II

MANAGEMENT

Definitions - Management Principles - Management Process - Schools of Management Thought Administration Vs Management - Management as profession - Management a Science or Art, Management functions - Universality of Management Principles - Manager and his environment.

UNIT III

PLANNING

Nature and scope of planning - planning objectives - Types of plans - strategies; policies and programmes - Planning Promises - steps in planning - forecasting and its elements and techniques - Decision making - its elements and techniques concepts of MBO and MBE.

UNIT IV

ORGANISING

Nature and scope of organising - meaning and principles of organisation - Departmentation - Line and staff relations - concepts of Authority and Responsibility - Delegation and Decentralisation of Authority - Forms of organisation - sole trader - partnership - Joint stock companies.

UNIT V

STAFFING

Meaning - Manpower planning - its aims and objectives - Steps in Human Resource Planning - Recruitment and selection - Training - methods - Performance Evaluation - Executive Development.

UNIT VI

DIRECTING

Definition - Principles and Elements of Direction - Supervision - its problems - Responsibilities of Supervisor - Enforcing Discipline - Leadership - Meaning - Significance - Different - approaches and types of Leadership - Qualities of effective leaders.

UNIT VII

MOTIVATION

Meaning: Process and Elements of Motivation - Nature and characteristics - Importance of Motivation - Theories - 'MASLOW'S THEORY' - HERZBERG'S THEORY - McCLELLAND'S THEORY - EXPECTANCY THEORY - "X" THEORY - "Y" THEORY - Job Enrichment and Enlargement - types of Incentives. Financial and non financial.

UNIT VIII

COMMUNICATING

Meaning of Communication - Its nature and need - Process of communication - Elements of communication - Importance of communication - Problems and barriers of communication - making communication effective - communication in business - Channels of communication - Downward, Upward and Horizontal Communications - Internal Communication and its uses.

UNIT IX

CONTROLLING

Definition - Importance of Controlling - steps in controlling - Essentials of good control system -

Business Management

control areas - Control techniques - Budgetary control through costing - Break - even - Analysis - statistical control - Audit - Special control techniques - PERT/CPM - MIS - Special Audit.

UNIT X

MANAGEMENT AND ENTREPRENEURSHIP

Concept of Entrepreneurship - Definitions - Entrepreneurial characteristics - Entrepreneurship functions and managerial skills - Entrepreneur Development Programmes a Growth and future of entrepreneurship - role of entrepreneur in economic development and problems in entrepreneurial development.