

HS 301: FOUNDATIONS OF MANAGEMENT (3-0-0: 3)

Part I: General Management

Introduction to Management, Features of Management, Nature of Management, Development of Management thoughts; Approaches to Management; Managerial Roles; Managerial Skills; Functions of Managers: Planning, Organizing, Staffing, Leading and Controlling.

Planning

Steps in Planning; Types of Plans; Nature of Objectives, Strategies, Policies and Planning Premises, Decision Making.

Organizing

Nature and Purpose of Organizing, Basics of Departmentalization, Centralization and Decentralization.

Staffing: Staffing and Situational Factors Affecting Staffing, Basics of Performance Appraisal, Career Strategy and Organisational Development.

Leading

Human Factors in Managing; Behavioural Models; Motivation; Leadership; Communication.

Controlling

Brief idea of System and Process of Controlling; Control Techniques.

Part II: Basics of Organizational Behaviour

Introduction to Organizational Behaviour; Diversity in organizations; Attitudes; Personality; Values; Perception; Foundations of Group Behaviour.

Part III: Functional Management

Basics of Marketing Management

Core concepts of Marketing, Company Orientation towards the Marketplace; Marketing Mix (4Ps), Segmentation – Targeting – Positioning, Marketing Research, Marketing Information System.

Basics of Financial Management

Goal of Financial Management; Key activities in Financial Management; Sources of Finance; Financial Institutions; Financial Instruments.

Basics of Human Resource Management

Introduction to Human Resource Management; Roles & Functions of Human Resource Manager; Recruitment, Selection, Training; Industrial Dispute, Collective Bargaining.

Basics of Production and Operations Management

Introduction to Production and Operations Management; Types of Layouts; Material Handling; Purchasing & Store System; Inventory Management.

Part IV: International Management and Modern Management Aspects

Basics of International Management, Business Process Re-engineering, Introduction to ERP, e-CRM, SCM, GATT, WTO, IPR, Trade Blocks etc.

Text Book

1. L. M. Prasad, "Principles & Practices of Management", Sultan Chand & Sons.

References

1. T. R. Banga & S. C. Sharma, "Industrial Organization and Engineering Economics", Khanna Publ.
 2. S. Robbins, "Organizational Behavior", PHI (Pearson).
 3. Philip Kotler, Keller, Koshi & Jha, "Marketing Management, A South Asian Perspective", Pearson.
 4. I. M. Pandey, "Financial Management", Vikas Publication.
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