



DEPARTMENT OF BUSINESS MANAGEMENT

MF PREFACE

Course : MBA I Year I SEM

Academic Year : 2016-17

Name of the Subject : MANAGEMENT FUNDAMENTALS

Prescribed Textbook: V.S.P.Rao,Principles of management Text and Cases,Excel,second Edition,2012.

Nature of the Subject : Common Paper

13MBA01 MANAGEMENT FUNDAMENTALS

(Students must read text book. Faculty are free to choose any other cases)

Course Aim: Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

Learning outcome:

The students should be able to learn the history of management and the contributions of important management researchers. They should be able to understand the relevance of environmental scanning, planning and how to take decisions. The students can learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

- In this management conscious age, the significance of management can hardly be over emphasized. It is said that any thing minus management amounts to nothing
- Management creates teamwork and team spirit in an organization by developing a sound organizational structure. It brings the human and material resources together and motivates the people for the achievement of goals.
- Competent managerial leadership alone can convert the disorganized resources of men, money, materials and machinery into a productive enterprise. In the absence of management, an organization is merely a collection of men, money, materials and machinery.
- Management aims at the optimum utilization of available resources to secure productive performance.

Unit-I:

A Brief History of Management: Classical Theory-Scientific Management, Administrative Theory, Behavioural Theory, Management Science, Integrative Perspective – Systems Theory, Socio technical Theory, Contingency Theory, Comparing Theories.

Objective: The objective of the study is to know classical theory, behavioural theory, modern approach to management.

Outcome: After studying this unit, a student can learn about scientific management, principles of management, different basis for motivation.

Overview:

- To describe the evolution of management and some recent contributions to management thought
- Describe the various approaches to management theories.
- The managerial functions planning, organizing, staffing, leading and controlling.

Scientific approach is followed in business organisations to achieve efficiency and effectiveness, management principles are followed for effective management of business activities, motivation achieves miracles in the business organisations. Management principles are useful to students not only in their future profession but also in their entire life. With the knowledge of management fundamentals students can become successful managers in their career.

Unit-II:

Creative Problem Solving and Decision Making: Problem Solving and Decision Making, Classify and Define the Problem or Opportunity, Set Objectives and Criteria, Generate Creative and Innovative Alternatives, Analyze Alternatives and Select the Most Feasible, Plan, Implement the Decision and Control.

Case: The Coca-Cola Company (Robert N Lussier page no: 117)

Objective: The objective of this unit is to know concepts of creativity, innovation and decision making.

Outcome: After studying this unit, a student can understand how to think creatively, how to do things innovatively, how to take effective decisions.

Overview:

- To develop alternative courses of action with consideration of the limiting factor.
- To evaluate alternatives and select a course of action from among them.
- To recognize the importance of creativity and innovation in management.
- To succeed in the business, innovation is the key. Innovation and creativity are essential for overcoming practical problems. Right decision making is required to achieve success in the business as well as in the life.

To succeed in the business, innovation is the key. Innovation and creativity are essential for overcoming practical problems. Right decision making is required to achieve success in the business as well as in the life.

Unit-III:

Planning: Introduction, features of planning, principles of planning, importance of planning, forms of planning, guidelines for effective planning, steps in planning process.

Case: Dunkin's Donuts (Robert N Lussier page no: 151)

Objective: The objective of this unit is to know different types of planning, guidelines for effective planning.

Outcome: After studying this unit, student should be able to understand features of planning, steps in planning process, importance of planning.

Overview:

- Identify and verify various types of plans and show how they relate to each other.
- Outline and discuss the logical steps in planning and see how these steps are essentially a rational approach to set objectives and selecting the means of reaching them.
- To Explain the steps in planning process.

Effective planning paves a way for success of business. While planning, different principles should be followed. If a task is properly planned, half of the success is in our hands. Planning gives an overview about action plan to achieve objectives of the organisation.

Unit-IV:

Organizing and Delegating Work: Principles of Organizing, Authority, Organizational Design, Job Design, Organizing Yourself and Delegating. Relation between Authority, Power and Influence. Leadership and Trait Theory, Behavioural Leadership Theories, Situational Approaches to Leadership.

Case: Hitachi (Robert N Lussier page no: 197)

Case: Steve Jobs, Apple (Robert N Lussier page no: 348)

Objective: The objective of this unit is to know concepts of organizing, delegation, leadership theories.

Outcome: This unit gives an opportunity to know about principles of organizing, authority, responsibility, delegation, different leadership theories.

Overview:

- To describe the trait approach and charismatic leadership approach and their limitations.
- To discuss various leadership styles based on the use of authority.

A successful leader has various qualities. He can influence others with these qualities. Effective leaders can lead organisations from crisis to competitive advantage position. These leadership theories are helpful to students in their personal life as well as professional life.

Unit-V:

Communication and Controlling: Organizational Communication and Information Technology, Interpersonal Communication Process and Communication Barriers, Message Transmission Channels. Organizational and Functional Area Control Systems, Establishing Control Systems.

Case: Well Point (Robert N Lussier page no: 384)

Case: Chen Clothes Manufacturing (Robert N Lussier page no: 488)

Objective: The objective of this unit is to know communication process, control system.

Outcome: This unit helps to understand how the communication process is used in the organisations and how control system is exercised in the business entities.

Overview:

- Explain the flow of communication in an organization.
- To describe the characteristics of written, oral and non-verbal communication.
- To identify barriers and breakdowns in communication and suggest approaches to improve it.
- Effective communication ensures success in the organization. Effective communication process overcomes roadblocks in maintaining good relations in the organization. Control system can be used as watch dog for organizational performance. With the help of control system we can achieve the targets in the competitive environment.

Effective communication ensures success in the organisation. Effective communication process overcomes roadblocks in maintaining good relations in the organisation. Control system can be used as watch dog for organizational performance. With the help of control system we can achieve the targets in the competitive environment.

SECTION- A
(Mr.V.Hari Krishna)

SECTION- B
(Ms.G.Archana)

SECTION- C
(Mr.P.V.S.Subramanyam)

HOD
(Mr. G. Naveen Kumar)

PRINCIPAL
(Dr.V.S.K.Reddy)