

CSCA 432: MANAGEMENT CONCEPTS AND STRATEGIES

L	T	P	C
3	0	0	3

Course Pre-requisite:

- Nil -

Course Objectives:

At the end of the Course the Student will be able to:

- Discuss Fundamentals of Management & Decision Making
- Analyze Management & Communication Process Concepts
- Understanding techniques for Management System

Outcomes:

- Understand Fundamentals of Management & Decision Making
- Analyze Management & Communication Process Concepts
- Understand various techniques for Management

Module-I:Management Theories

(9 Hrs)

Science Theory and Practice - Management and Society: Social Responsibility and Ethics. The nature and purpose of planning - objectives – Strategies Policies and planning premises.

Module-II:Decision Making

(9 Hrs)

The Nature and purpose of organizing - Basic departmentalization - Line/Staff Authority and Decentralization - Effective Organizing and organizational culture.

Module-III:Human Resource Management & Selection

(9 Hrs)

Performance appraisal and career strategy - Manager and organizational development.

Module-IV:Managing the Human factor

(9 Hrs)

Motivation - Leadership -Communication.

Module-V:The System & Process of Controlling

(9 Hrs)

Control techniques and Information Technology - Productivity and Operations Management - Overall and Preventive Control - Towards a Unified, Global management theory.

TEXT BOOKS:

1. Herald Knootz and Heinz Weihrich, "Essentials of Management", McGraw-Hill Publishing Company, Singapore International Edition, 2000.
2. Ties AF, Stoner and R. Edward Freeman, "Management", Prentice Hall of India Pvt., Ltd., New Delhi, 2003.
3. Joseph I, Massie, "Essentials of Management", Prentice Hall of India Pvt., Ltd., New Delhi, 2002.