

UNIT 1

1. Definition and Nature of Management:

- Introduction to management as the process of efficient and effective coordination of organizational activities and resources.
- Discussion on the scarcity of resources and the need for their optimal utilization.

2. Characteristics of Management:

- Overview of management as a continuous, multidisciplinary, and dynamic process that involves getting things done through people.

3. Functions of Management:

- Detailed explanation of the four main functions of management: Planning, Organizing, Directing, and Controlling.

4. Role of Manager:

- Exploration of the managerial roles categorized into Interpersonal, Informational, and Decisional roles, based on Henry Mintzberg's framework.

5. Management Principles:

- Discussion on management principles with a focus on Authority and Responsibility, emphasizing the balance between them for organizational effectiveness.

6. Authority, Responsibility, and Accountability:

- Examination of the concepts of authority (the right to make decisions), responsibility (the obligation to perform tasks), and accountability (being answerable for outcomes).

7. Management Theories:

- Overview of various management theories, including Classical Approach, Behavioural Approach, Contemporary Approach (Theory Z), and Contingency Management.

8. Scientific Principles of Management by F. W. Taylor:

- Description of Taylor's principles aimed at increasing efficiency through scientific analysis of work.

9. Henri Fayol's Principles of Management:

- Presentation of Fayol's 14 principles of management focusing on organizational structure and efficiency.

10. Behavioural Approach to Management:

- Focus on human relations and motivation within organizations, including the Hawthorne Experiment and theories by Maslow and McGregor.

11. Contemporary Management Approaches:

- Discussion on Theory Z by William Ouchi and the importance of adapting Japanese management styles to American businesses.

12. Management by Objectives (MBO):

- Explanation of the MBO approach, emphasizing goal setting and participative decision making.

13. Organizational Structures:

- Detailed analysis of different organizational structures including Traditional, Functional, Divisional, and more modern approaches like Entrepreneurial, Horizontal, Vertical, Mechanistic, and Organic structures.

UNIT 2

1. Dynamic Interaction and Context:

- Importance of understanding the dynamic interactions and context in which businesses and living beings exist, including interactions with family, friends, and man-made structures.

2. Adaptation for Success:

- The critical role of adaptation in business success, emphasizing the need to actively respond to external factors such as policy changes and technological advancements.

3. Definition of Business Environment:

- Various definitions and perspectives on the business environment by scholars like Bayard O. Wheeler, Arthur M. Weimer, Glueck and Jauch, and Barry M. Richman and Melvyn Copen, highlighting its components and influence on business operations.

4. Business Firm as an Open System:

- Conceptualizing business firms as open systems that interact with their environment by receiving resources and supplying goods and services.

5. Levels of Environmental Forces:

- Discussion on internal and external environmental forces at national, regional, or international levels.

6. Opportunities and Threats (SWOT Analysis):

- How environmental forces present opportunities and threats, and the importance of businesses making internal adjustments to address them.

7. Features of Business Environment:

- Characteristics of the business environment such as its dynamic nature, diversity, unpredictability, and geographical variation.

8. Importance of Business Environment:

- The significance of understanding and interacting with the business environment for resource utilization, strategic planning, and identifying strengths, weaknesses, opportunities, and threats.

9. Factors Affecting Business Environment (PESTLE Analysis):

- An overview of demographic, economic, geographical, ecological, social, cultural, political, legal, and technological factors impacting the business environment.

10. Corporate Social Responsibility (CSR):

- Discussion on CSR practices involving environmental efforts, philanthropy, ethical labor practices, and volunteering, including benefits for organizations and the community.

11. Corporate Governance:

- Insights into corporate governance, including its definition, participants, balancing goals, and its importance in aligning business operations with stakeholders' interests.

12. Porter's Five Forces Model:

- Analysis of Porter's Five Forces model as a tool for understanding competitive forces in an industry and its implications for strategy formulation.