

Principles of Management & Communication – CHEAT SHEET (AKTU MCA)

(Crisp definitions, differences, steps, and theory — exactly what examiners want.)

UNIT I — MANAGEMENT

Management – Meaning

Getting things done through people to achieve organizational goals effectively and efficiently.

Definition (exam-friendly)

Management is the process of planning, organizing, directing, and controlling resources to achieve objectives.

Need of Management

- Coordinates activities
- Improves efficiency
- Achieves goals
- Maintains discipline
- Handles change

Scope of Management

Marketing, HR, Finance, Production, Operations, Administration.

Functions of Management (Very High Yield)

1. **Planning** – deciding what to do.
2. **Organizing** – arranging resources.
3. **Staffing** – recruiting/selecting people.

4. **Directing** – guiding/motivating people.
 5. **Controlling** – monitoring performance.
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F.W. Taylor – Scientific Management

Key Principles:

- Science, not rule of thumb
- Harmony, not discord
- Cooperation, not individualism
- Maximum output
- Development of workers

Taylor's Techniques

- Time study
 - Motion study
 - Standardization
 - Differential piece-rate system
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Henri Fayol – Administrative Theory (14 Principles)

(Write ANY 5–7 in exam)

- Division of work
- Authority & responsibility
- Discipline
- Unity of command
- Unity of direction
- Subordination of individual interest
- Remuneration

- Centralization
 - Scalar chain
 - Order
 - Equity
 - Stability of tenure
 - Initiative
 - Esprit de corps
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Hawthorne Studies (Elton Mayo)

Key finding: Productivity improves due to **social factors**, team feeling, attention, good relationships — not just physical conditions.

Qualities of an Efficient Manager

Decision-making, leadership, communication, technical skills, human skills, conceptual skills.

UNIT II — PLANNING & ORGANIZING

Planning – Meaning

Planning is deciding in advance what to do, how to do, when to do, and who will do it.

Importance

Minimizes risk, improves coordination, promotes innovation, predicts future.

Steps in Planning

1. Analyze opportunities
 2. Set objectives
 3. Develop premises
 4. Identify alternatives
 5. Evaluate alternatives
 6. Select best option
 7. Action plan
 8. Review
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Decision-Making – Steps

Define problem → Collect information → Develop alternatives → Evaluate → Select → Implement → Review.

Organizing

Meaning

Process of creating a structure of roles, responsibilities, and authority.

Key Concepts

- **Organizational Structure:** Functional / Divisional / Matrix

- **Departmentation:** By function, product, territory, customer
 - **Delegation:** Assigning responsibility + granting authority + accountability
 - **Centralization vs Decentralization:**
 - Centralization = decision-making at top
 - Decentralization = authority pushed downwards
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UNIT III — DIRECTING & CONTROLLING

Motivation

Meaning

Internal/external forces that stimulate people to work.

Importance

Higher productivity, better morale, reduced turnover.

Theories of Motivation (MUST LEARN)

1. Maslow's Need Hierarchy

(From bottom → top)

Physiological → Safety → Social → Esteem → Self-actualization

2. Herzberg Two-Factor Theory

- **Hygiene factors:** salary, policies, supervision (prevent dissatisfaction)
 - **Motivators:** achievement, recognition, growth (create satisfaction)
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Leadership

Meaning

Influencing people to achieve goals.

Leadership Styles

- **Autocratic** – boss-centered
- **Democratic** – participative
- **Laissez-faire** – hands-off

Qualities of Effective Leader

Vision, integrity, communication, confidence, empathy, accountability.

Directing – Principles

Unity of command, leadership, communication, motivation, supervision.

Controlling

Meaning

Ensuring actual performance matches planned performance.

Steps in Control Process

1. Set standards
2. Measure performance
3. Compare with standards
4. Correct deviations

Control Techniques

- Budgeting
 - MIS
 - Break-even analysis
 - Standards & ratios
 - Statistical quality control
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UNIT IV — COMMUNICATION

Communication – Meaning

Transmission of information from sender to receiver with understanding.

Process of Communication

Sender → Message → Encoding → Channel → Decoding → Receiver → Feedback → Noise (barriers)

Levels of Communication

- Intrapersonal
 - Interpersonal
 - Group
 - Organizational
 - Public
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Types / Flow of Organizational Communication

- **Downward** – from superior to subordinate
 - **Upward** – from subordinate to superior
 - **Horizontal** – between peers
 - **Diagonal** – across departments
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Barriers to Communication

(Write any 5–6)

- Semantic

- Psychological
- Cultural
- Organizational
- Physical noise
- Status difference

Tech-Enabled Communication

Email, video conferencing, messaging apps, digital platforms.

Impact of Technology

Fast, cheaper, global, but creates overload and distractions.

UNIT V — BUSINESS CORRESPONDENCE & SKILLS

Business Letters — Types

- Sales letter
- Credit letter
- Claim letter
- Adjustment letter
- Job application letter

Basic Format (Short)

Sender address → Date → Receiver address → Subject → Salutation → Body → Closing →
Signature → Enclosures

Reports

Types

Formal, informal, technical, analytical, informational.

Structure

Title → Table of contents → Introduction → Body → Findings → Conclusion →
Recommendations → Appendices.

Technical Proposal

Parts

Title → Introduction → Problem → Objectives → Method → Budget → Schedule →
Conclusion.

Communication Skills & Presentation

- Proper posture
 - Eye contact
 - Clear voice
 - Good pitch, rhythm, intonation
 - Avoid fillers
 - Structured content (Intro → Body → End)
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Group Discussion – Tips

Stay relevant
Give examples
Listen actively
Don't dominate
Summarize at the end

Interview Skills

Know the company
Answer cleanly
Show confidence
Ask questions
Follow up

Speech Nuances

- **Syllable** – unit of sound
- **Accent** – stress on syllable
- **Pitch** – high/low tone
- **Rhythm** – flow

- **Intonation** – rising/falling tone
- **Paralinguistic** – voice quality, speed, volume, pauses

For Good Marks Focus on them:

- Understand key management theories & their contributors like Taylor and Fayol with examples.
- Learn Fayol's 14 Principles in detail—they are frequently asked.
- Focus on Planning and Organizing concepts with clear explanations and stepwise models.
- Motivation theories (Maslow, Herzberg, etc.) and different leadership styles.
- Practical understanding of communication flows and barriers.
- Practice common business letter formats and report writing styles.
- Presentation and communication skills are important for practical questions.