

IV Year B.Tech. Bioinformatics II - Semester	L	T	P	To	C
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MS 402 PRINCIPLES AND PRACTICE OF MANAGEMENT

Course Description & Objectives :

The main object of the course is to explain about concepts, principles and practice of management.

Course Outcomes:

By the end of this course it is expected that the student will be able to:

1. Understand what is management and evolution of management thought
2. Importance of planning and decision making in organizations
3. Process of organizing and delegation of authority
4. Theories of motivation and leadership styles
5. Coordination and control process in the organizations

UNIT - I : Management - Overview:

Definition, nature, purpose and scope of management - Functions and Roles of a manager - an overview of planning, organizing and controlling - Is managing a science or art? Ethics in managing and social responsibility of managers - Evolution of management thought. Contributions made by Taylor, Fayol, Weber, Elton Mayo, Maslow, Herzberg, and McGergor. Various approaches to Management - Decision Theory approach. Systems Approach: Key concepts in systems - Closed system versus open system. Subsystems, System Boundary. McKinsey's 7-S Approach needs - Leadership.

UNIT – II Planning & Decision Making:

Types of plans, steps in planning, and process of planning. Nature of objectives, setting objectives. Concept and process of Managing by Objectives. Nature and purpose of strategies and policies. Strategic planning process. SWOT analysis, Portfolio matrix, premising and forecasting. Decision Making: Meaning, Importance and steps in Decision Making - Traditional approaches to decision-making - Decision making under certainty, programmed decisions – Introduction to decision-making under uncertainty, non-programmed decisions, decision tree- group-aided decisions; Brain storming – Creativity, creative problem solving.

UNIT – III : Organizing :

Concept of organization, process of organizing, bases of Departmentation, Authority & power - concept & distinction. Various types of organization structures - Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective. Decentralization - concept, reasons for decentralization and types (or methods) of decentralization. Span of Management - concept, early ideas on span of management.

UNIT – IV : Directing :

Motivation and Motivators: Concept, Theories of Motivation: Hierarchy of Needs, Motivation-Hygiene Expectancy, Equity, Reinforcement, McClelland's needs - Leadership: Meaning, Definition, Ingredients of Leadership – Trait Approaches of Leadership – Leadership Behavior and Styles – Contingency Approaches to Leadership – Communication: Meaning, Process, and Importance in Functions of Organization – Barriers in Communication – Effective Communication

UNIT – V : Coordination and Control:

Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination. Control: Concept, planning-control relationship, process of control - setting objectives, establishing standards, measuring performance, correcting deviations. Human response to control. Dimensions or Types of Control: Feed forward control, Concurrent Control (Real Time Information & Control), Feedback Control - Techniques of Control: Brief review of Traditional and Modern Techniques of Control.

Text Books:

1. Stoner, Freeman and Gilbert, Jr. Management, 6/e, Pearson Education, New Delhi, 2006.
2. Heinz Wehrich, Harold Koontz: Management A Global Perspective, 10/e, Tata McGraw Hill, 2007.

Reference Books:

1. Daft, The New Era of Management, Thomson, 7/e New Delhi, 2007.
2. Schermerhorn: Management 8ed, Wiley India 2006.