

## Choice Based Credit System: Session 2022-2023

अध्ययनशाला का नाम : Institute of Management  
पाठ्यक्रम : चॉइस बेस्ड पाठ्यक्रम : द्वितीय सेमेस्टर

प्रश्न पत्र का नाम : **MANAGEMENT CONCEPT AND PROCESS**

Subject Outcomes: The successful completion of this course shall enable the student:

1. To understand the fundamentals of management.
2. To know historical evolution of management thoughts.
3. To understand approaches of management.
4. To understand key managerial functions and their application.

कुल क्रेडिट : 03

कुल अंक : 100

पाठ्यक्रम विवरण

- Concepts- principles of management. historical evolutions of management thoughts  
Management process. planning. steps involved in planning process.
- Individual and Group Decision Making, organizing- principles. centralization. decentralizations.  
delegation. Different types of organisation structures.
- Directing and coordinating, controlling. steps and control techniques^

**Suggested Readings:**

1. Stoner and Freeman, **Management**, Prentice Hall, N. Delhi.
2. Koontz, O'Donnell Wechrich Principles of management, McGraw Hill, New York.
3. Terry and Franklin, **Principles of Management**, AITBS, New Delhi.
4. Agrwal, R.D. **Organisation and Management**- TMH, New Delhi

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प्रश्न पत्र का नाम : **MANAGERIAL COMMUNICATION**

Subject Outcomes: The successful completion of this course shall enable the student:

1. To understand importance of business communication.
- 2.. To learn about the channels & media of communication, communication networks and effectiveness of communication
3. To overcome with the 'Barriers to Communication' and to enhance their oral communication especially public speaking
4. To augment their report writing skills, presentation skills and preparing resume.

कुल क्रेडिट : 03

कुल अंक : 100

पाठ्यक्रम विवरण

- Business Communication, Channels and Media of Communication, Effectiveness of Communication; Process of Communication
- Barriers to Communication; Writing Business Reports, Oral Communication, Resume preparations, public speaking
- Listening Skills, Presentation Skills, Feedback Skills, Interview skills, Group Discussion.

**Suggested Readings:**

1. Murphy, Herta A and Peck, Charrles E. **Effective Business Communications**, Tata Mc Graw Hill, New Delhi.
2. Pearce, C Glenn etc. **Business Communications: Principles and Applications**, John Wiley, New York.
3. Treece, Maira. **Successful Business Communications**, Allyn and Bacon Boston.
4. Bahal, Sushil. **Business Communication**, Sage Publication
5. Rao, N. and Das R. P., **Communication Skills**, Himalaya Publishing House