

IIIrd Semester
CBE501:MANAGEMENT CHALLENGES AND PRACTICES
(Choice Based Paper)

Workload : **4 hours per week**

3 hours – 70 marks

Examination :

Objectives : To impart basic skills for understanding and providing solutions to problems facing business in the area of Management Accounting.

Pedagogy : **Lectures, assignments, practical exercises, discussions, seminars.**

1. **Introduction:** The concept of management; development of management thought – schools of Management thought – classical, neo-classical and modern; the process of Management. Emergence of modern management thoughts. Overview of management function.
2. **Planning:** Nature and Purpose of planning; types of plans, objectives of plans – Premises; decision-making; forecasting and planning; planning process; limits of planning. Strategic planning & implementation - an introduction.
3. **Organizing:** Nature and purpose of organising; organisation levels and span of management; departmentation – line and staff relations centralization and decentralization Delegation of authority; Formal and informal organisation. Types of emerging organisation structure, organisation design & contingency factors.
4. **Controlling:** The control process – common types of standards used in control process – control technique.
5. **Management of Human Resources:** Its nature, scope and functions – position of HR department in the organization – role of HR Manager – major personnel problems and global challenges to HR Managers.
6. **An overview of Marketing:** Introduction, Marketing Management, Marketing Concept, Elements of Marketing Concept, Marketing Mix – Introduction to product, price, place, promotion, packaging – Marketing Process.
7. **Finance Function in an organization – An overview** : Significance of financial management, Functions, objectives; introduction to financing, investment and dividend decisions.
8. **Key issues in Modern Management:** Managers and their external environment; social responsibility of business and business ethics; easternisation of management, corporate Governance.

References:

1. James A F Stoner, et.al.- Management.
2. Koontz and O' Donnel, Principles of Management.
3. Massie and Douglas ,Management.
4. John Argensi ,Management Techniques.
5. Newman and Warren ,The Process of Management.
6. Peter F Drucker ,The Practice of Management.
7. Peter F Drucker ,Management: Tasks, Responsibilities and Practice.
8. Joseph L Massie ,Essentials of Managements.
9. Dale, Management Theory and Practice.