

## **Objective :**

To Familiarise the students with the basics of principles of Management and E-commerce in order to comprehend its potential.

### **1. Management**

Introduction, Nature, Process, Functions and Significance - Development of Management Thoughts - Managerial Roles of Mintzberg. Taylor's scientific Management, Fayol's contribution in management.

### **2. Planning**

Nature - Components of Plans (Mission, Objectives, Strategies, Policies, Procedures, Rules, Programmes - Planning Premises - Barriers to effective planning. Decision Making -Its Stages and Techniques - Strategic plans, Standing plans - Management by Objectives (MBO), Basic features, steps, Merits and Limitations.

### **3. Organizing**

Meaning, Process, Importance, Principles.

**Departmentation** - Bases of Departmentation - Authority, Power and Responsibility.

**Types of Organisation** : Matrix Organisation, Committee Organisation Informal Organisation. Their meaning, merits and Limitations.

### **4. Motivating**

Meaning, Nature, Importance - Maslow and Herzberg's theories of Motivation - Leadership - Meaning and nature, Leadership styles, Likert's system - Leadership Continuum - Theory X and Theory Y, Theory Z.

### **5. Controlling**

Meaning, Nature, Importance - Span of Control - Types of Controls - Characteristics of effective control system.

A Very brief idea about Control Techniques like Ratio Analysis - Break even Analysis - Budgetary Control, - PERT and CPM.

### **6. Management of Change**

Concept, Nature and process of a Planned Change - Resistance to Change - Management in a Changing environment.

### **7. Internet and Commerce**

Concept of Internet - E - Commerce Practices vs. traditional business practices - Benefits of E-Commerce to organisation, consumers and society - Limitations of E-Commerce Management issues relating to E-commerce Concept of b2b, b2c, c2c, b2g, g2gh, g2c.

## **Book Recommended :**

1. Koontz and weirich : Essentials of Management - Tata McGraw Hill, New Delhi.
2. toner and Freeman : Management - Prentice Hall of India, New Delhi.

3. Hampton, David R : Modern Management - McGraw Hill, New Delhi.
4. Peter Drucker : Management Challenge for 21st Century - Butterworth Heinemann - Oxford.
5. Fred Luthans : Organizational Behavior - McGraw hill, New Delhi.
6. Ansoff H.L : Corporate Strategy - McGraw Hill, New Delhi.
7. Louis A. Allen : Management and Organisation - McGraw Hill, New Delhi.
8. Agarwala Kamlesh N and Agarwala Dceksa : Business on Net - Introduction to E-Commerce - Macmillan, New Delhi.