

## **Fundamentals of Management**

**Paper Code: BCMMD02T**

**(W.E.F. 2024-25)**

**Full Marks: 50**

**Total Credits: 3 [45 Hours]**

**TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]**

### **Unit-1: Introduction: [10L]**

Concept of Management, Functions of management, Levels of Management, Social responsibility of managers, Universality of Management, Contributions of Taylor – Scientific management, Contributions of Fayol - 14 principles of management. Concept & Importance of Marketing Management, Financial Management & Human Resource Management.

### **Unit- 2: Planning, Organizing & Directing: [10L]**

Planning: Concept, Objectives & Importance.

Organizing: Concept, Delegation of authority, Span of control.

Directing: Concept, Importance.

### **Unit – 3: Motivation, Leadership & Control: [10L]**

Motivation: Concept, Importance, McGregor & Maslow theory of motivation

Leadership: Leadership: Concept, Importance, Types, Tannenbaum & Schmidt's Model, Blake & Mouton Model.

Control: Concept, Importance and Steps of Control.

### **Suggested Readings:**

- *Koontz and Weirich, Essentials of Management, Tata McGrawHill, New Delhi.*
- *Drucker, PF, Management Challenges for the 21st Century, Butterworth, Oxford.*
- *Allen, LA, Management and Organisation, Tokyo.*
- *Stoner and Freeman, Management, PHI, NewDelhi.*
- *Griffin, RW, Management, Houghtan Mifflin, Boston.*
- *Pranam Dhar, Monalisa Maity, Bidhan Baidya & Amit Boler , Basics of Marketing Management, Rohini Nandan*
- *Tripathy,PC,Reddy, PN, Principles of Management, Tata McGrawHill, New Delhi.*
- *Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi.*
- *Sushil Mukherjee & Kallol Saha , Principles of Management , B B Kundu Grandsons.*
- *Sushil Mukherjee & Kallol Saha , Marketing Management & Human Resource Management , B B Kundu Grandsons.*
- *Subrata Kar & Nimai Bagchi , Financial management, Dey Book Concern*
- *Chatterjee, Chatterjee & Chattopadhyay, Principles of Management, Success Mantra Publications*