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**SIDDHARTHA INSTITUTE OF TECHNOLOGY**  
(Autonomous)  
Kanuru, Vijayawada – 520 007  
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)  
(Permanent affiliation to JNTUK, Kakinada)  
(Effective for students admitted into first year MBA in 2012-13)

**BA1T1- Perspectives of Management**

- Unit 1- Introduction to Management:** Definitions-Scope and importance - Types of managers; Managerial roles and functions; Science or Art- Administration vs. Management– Managing people and organizations in the context of new era- Managing for competitive advantage; Evolution of management- Various approaches to management- Global perspectives of management.
- Unit 2- Planning:** Nature and principles of planning- Steps in planning- types of planning-Levels of planning – Planning process-MBO; Decision making-role-significance –decision making process- decision making techniques.
- Unit 3- Organizing & Staffing:** Nature of organizing-Principles – Organization levels and span of management- V.A Graicuna’s theory; Organizational design and structure – Departmentation- Line and staff concept– Delegation- Centralization and decentralization of authority – Responsive organization; Staffing- Nature staffing process.
- Unit 4- Directing:** Dimensions of leadership – Leading Vs managing – Approaches and styles – Leadership skills – Leadership in cross-Cultural environment- Women and corporate leadership; Motivation- Importance- Motivation theories; Role of communication in management.
- Unit 5- Controlling:** Nature and importance – Process – Feedback system – Requirement for effective control – Control techniques- Modern techniques of control; Total Quality Management: Definition and importance – Evolution of TQM – Different dimensions.

Relevant cases have to be discussed in each unit.

**Text Books:**

1. Koontz, H and Wihrich.H, “Management”, McGraw, New York, 10 th ed., 1995.
2. Ramasamy.T. “Principles of Management”, Himalaya Publishing House, New Delhi, 2000.
3. Stoner, J. “Management”, 6 th ed., Pearson Education, 1995.

**References:**

1. Andrew DiBrin, “Management Essentials”, Cengage Learning, New Delhi, 2012.
2. Jayanthi Mukherjee, “Management & Organisational Behaviour”, Excel Books, New Delhi, 2006.
3. John F.Wilson, “The Making of Modern Management”, Oxford University Press.
4. Luthans.F. “Organizational Behaviour”, 7 th ed., TMH, 1995.
5. Robbins, S.P. “Organizational Behaviour”, 7 th Edition, Prentice Hall of India, New Delhi, 2003.
6. Ricky W.Griffin, “Management”, Wiley India, New Delhi, 8 th Edition
7. Singh, Dilip, “Emotional Intelligence at Work”, Response Books, Sage Publications, Delhi, 2001.