

## Choice Based Credit System: Session 2020-21

अध्ययनशाला का नाम : Institute of Management

पाठ्यक्रम: चौथस बेस्ट पाठ्यक्रम: द्वितीय सेमेस्टर

प्रश्नपत्र का नाम : **MANAGEMENT CONCEPTS AND PROCESS**

कुल क्रेडिट : 3 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 organization 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

अध्ययनशाला का नाम : Institute of Management

पाठ्यक्रम: चौथस बेस्ट पाठ्यक्रम: तृतीय सेमेस्टर

प्रश्नपत्र का नाम : **MANAGERIAL COMMUNICATION**

कुल क्रेडिट : 3 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