Business Management

Objective

To equip candidates with the fundamentals of management and behavioral studies.

Learning Outcome

On the successful completion of this course candidates will be able to:
- Demonstrate an understanding of the nature of management concepts and approaches.
- Show familiarity with the structure of business organizations, their culture and the change process.
- Demonstrate an understanding of the concepts of motivation.

Contents:

A Management concepts

- Define Management, its nature and purpose
- State the difference between Managers and Leaders
- Describe the classification by management roles by Henry Mintzberg
- Functions of Manager/Management
- Classical Approach (Scientific Management, Principles of Management, Characteristics of bureaucratic organization)
- Behavioral approach
- Management Science Approach
- External Factors (Competitors, suppliers, customers, laborer)

B Organizational process

- Organizational Structure (Principles of organization, different ways of structuring)
- Organizational Change and Resistance to Change.
- Organizational Culture

C Motivation

- Perception
- Attitude
- Job Satisfaction and Stress
- Maslow Need Theory
- Herzberg Two-Factor Theory
- McClelland’s theory of Needs
- Goal Setting
- Management by objective
- Self-efficacy
- Reinforcement
- Equity/organizational justice
- Expectancy