

SRI VENKATESWARA UNIVERSITY - TIRUPATI
Courses Offered for All Groups
MULTIDISCIPLINARY COURSE
w.e.f. AY 2024-25 SEMESTER-III

PRINCIPLES OF MANAGEMENT

Credits: 2

2 hrs/week

Unit – I:

Definition of Management, Functions of Management, Principles of Management, Levels of Management, Business Strategy-SWOT Analysis

Unit – II:

Purpose of Planning, Planning Process, Types of Plans, Objectives, Managing by Objectives (MBO); Organizing; Organization Structure, Formal and Informal Organization, Decision Making Process

Unit – III:

Directing, Motivation, Motivation Theories, Leadership Styles, Leadership Theories, Controlling, Process of Controlling, Types of Control-Budgetary and Non-Budgetary, Control Techniques, Cost Control, Purchase Control, Maintenance Control, Quality Control

Format of Model Question Paper

SKILL COURSE

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - III

PRINCIPLES OF MANAGEMENT

Time: 1½ hrs

Max. Marks 50

Section A

Answer any Five of the following

5 X 10 = 50 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.