

Government Degree College Baramulla

SEMESTER 1st

MAJOR/MINOR COURSE

Subject: Business Administration

Title: Principles Of Management

Code: BBA22C101

Credit: (4+2) (Theory: 04; Tutorial: 02)

Contact Hours: 64 (T) + 64 L)

OBJECTIVE: To acquaint the students with the basic principles of management and how the same can be applied to improve the efficiency and effectiveness of an organization in the present dynamic business environment.

THEORY (4 Credits)

UNIT-I Management: Basic concepts, Nature and Scope of Management, Managerial Roles, Skills and Activities. Evolution of Management thought, Classical, neo-classical and modern approaches. Levels, Principles and Functions of Management, Managerial Ethics.

Decision Making: Steps in rational decision-making process, Factors influencing decision making process.

(16 Contact Hours)

UNIT-II Planning: Basic concepts, Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, MBO, Management by Exception.

Span of Control, Line and Staff Relationship. Authority; Delegation, Centralization Vs Decentralization. Organizational Design & Structures: Basic Concepts, types of organizational structure; functional structure, product structure, geographic structure & matrix structure. Virtual structure, Informal organization.

(16 Contact Hours)

UNIT-III Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Supervision, Types of supervision, Essential characteristics of supervisor

Motivation: Concept, Need for motivation. Theories of motivation

(16 Contact Hours)

UNIT-IV Concept of Leadership, Theories and Styles, Importance of leadership, Characteristics of an effective leader. Manager vs. leader.

Controlling: Basic Concepts, Elements of Managerial Control, Management Control Techniques, Effective Control Systems. Forward, backward and concurrent control. Budget as a control tool. Efficiency & effectiveness.

(16 Contact Hours)

Tutorial / Practical (2 Credits)

It will cover Industry visit, Management Games to understand Individual behaviour and group behaviour, Games for Leadership Development, Role playing, Seminars and Group Discussions and Brainstorming on Contemporary Management Issues.

(32 Contact Hours)

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Suggested Readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
3. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
4. Robbins Stephen P: Organisational Behaviour, Pearson.
5. Management by Robbins, Coulter, Fernandez Pearson Publishing House.