

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – I (Semester – I) (W.E.F. June 2019)

Subject Name: Principles of Management

Subject Code: 105

Objective of the course

- To make students familiar with fundamental principles of management
- To acquaint students with various functional areas of management

Teaching Pedagogy

Lectures, Presentation, Group Projects, Group Presentations, Debate, Audio Visual Material

Course Content

Unit 1: Nature and Scope of Management (30%)

Definitions of Management, Conceptual understanding of management, Features / Characteristics, Roles of Managers, Management: Science, Art or both, Universality of Management, Management as a profession, Code of conduct suggested by AIMA, Management thoughts: Empirical, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach

Unit 2: Planning & Decision Making (20%)

Planning: Concept, Definitions, Process, Characteristics, Process, Types, Premises, Significance, Limitations, *Decision Making*: Concept, Definitions, Process, Individual vs. Group Decision Making

Unit 3: Organising & Staffing (25%)

Concept, Definitions, Process, Principles, Organisational Structures (Line, Line & Staff, Matrix, Committee) & its features, merits and demerits, Departmentation & its various bases, Centralisation and Decentralisation (Benefits and Limitations), Formal vs. Informal Organisations, Delegation of Authority: Meaning, Definition, Process, principles, Blocks to effective delegation), Staffing: Definition, Features, Difference between Recruitment and Selection, Sources of Recruitment

Unit 4: Coordination and Control (25%)

- Coordination: Meaning, Definition, Types, Need, Techniques
- Direction: Meaning, Definition, Features, Principles

- Control: Meaning, Definitions, Process, Reasons for Resistance to control, Methods:
 - TQM, Budgetary Control, Break Even Control, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting

Suggested Readings:

1. *Principles of Management; L.M.Prasad; Sultan Chand and Sons, Latest Edition*
2. *Management: VSP Rao, Excel Publications*
3. *Management – Concept, Practice and Cases; Karminder Ghuman and K. Aswathapa; Tata McGraw Hill; Latest Edition*
4. *Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; Latest Edition*
5. *Management: Harold Koontz, Tata McGraw Hill*
6. *Management: Robbins & Coulter, Prentice Hall*