

Veer Narmad South Gujarat University
DSCC - 1: Principles of Management

First Year BBA (Semester-1)

With Effect from AY 2023-24

Course	Discipline Specific Core Courses / Major Course
Course Title	<u>Principles of Management</u>
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> ● to provide an understanding of basic concepts and principles of management
Course Objective	<ul style="list-style-type: none"> ● To make students familiar with fundamental principles of management. ● To acquaint students with various functional areas of management ● Describe the various forms of structure available to an organization.
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> ● Understand evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization. ● To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. ● Integrate between different types of planning ● Apply how to build organizational chart ● Evaluate process for organizational control
Course Content	
<p>Unit 1 Nature and Scope of Management (25%)</p> <p>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 Approach, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach</p>	

Unit 2: Planning & Decision Making

(25%)

- **Planning:** Concept, Definitions, Process, Characteristics, Types of planning – (Corporate, Functional, Strategic, Tactical, Long Term, Short Term, Proactive, Reactive, Formal & Informal), Premises (Controllable – Uncontrollable, Internal – External, Tangible – Intangible), Significance, Limitations,
- **Decision Making:** Concept, Definitions, Process, Individual vs. Group Decision Making.

Unit 3: Organising & Staffing

(25%)

- Concept, Definitions, Process of Organising, 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, 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