

BBA HONOURS 1st SEMESTER
DISCIPLINE SPECIFIC COURSE – I (CORE-1)
BBA120C1: PRINCIPLES OF MANAGEMENT

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

***COURSE OBJECTIVE:** To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases*

A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)

UNIT I

Nature, meaning and Significance of management, Managerial Functions, Roles of a manager, skills of manager, levels of Management. Development of Management thought: Scientific Management, Administrative Management, Behavioural Approach and Quantitative Approach.

UNIT II

Nature and Importance of Planning, Types of Planning, Steps and Limitations of Planning; Decision-Making, Types of decisions, programmed and non-programmed decisions, Environment of decision-making, individual verses group decision-making.

UNIT III

Nature and process of organizing; Principles of organising; formal and informal organization; Organization structure and design; Delegation of Authority and Decentralization; Staffing- Concepts and Process.

UNIT IV

Direction and Managerial Control; Requirements of effective Direction; Nature of Motivation; Theories of Motivation; Maslow's Need Hierarchy theory; Herzberg Two factor theory; Need for Control; Types of control Methods; Essentials of Effective Control Systems.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- **Case Study: At least one case situation to be discussed from each unit.**
- **Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).**

SUGGESTED READINGS:

1. Management: James A. F. Stoner, Edward Freeman Daniel R. Gilbert;
2. Management: Today: Principles & Practices by Burton and Thakur;
3. Management: Tripathi & Reddy;
4. Essentials of Management: DuBrin
5. Organization Behaviour: Stephen P. Robbins.