

Government Degree College Baramulla

SEMESTER 1st

Multi-Disciplinary Course

Subject: Business Administration

Title: Managerial Skills

Code: BBA22M103

Credit: (3) (Theory: 03)

Contact Hours: 48 (T)

OBJECTIVE: To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently. The subject also aims to provide students the understanding about the importance of socio-psychological setup in becoming dynamic managers.

UNIT-I

16 Contact Hours

Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles. Management functions-basic concepts.

UNIT-II

16 Contact Hours

Communication, Process of communication, Need and Importance of communication skills, Barriers to Effective Communication, Types of communication, conduct of meetings, Interview, building self-confidence, Role of motivation skills in developing managers; Managing ICT.

UNIT-III

16 Contact Hours

Team Building, Group Dynamics & Group Behaviour, Brain Storming, Sensitivity Training; Managing diversity; Managing Change, Case study, Case Analysis. Leadership & competence development.

SUGGESTED READINGS

1. Management by James A.E.Stoner , Freeman,Gilberth,Pearson Publishing House.
2. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
3. Essentials of Management by Herald Koontz, Wehrich and Cannice, Tata-McGraw Hill Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. Robbins Stephen P: Organisational Behaviour, Pearson.