### Veer Narmad South Gujarat University

##### 105 – Principles of Management

###### First Year BBA (Semester1) With Effect from June2019

**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*