



C. U. SHAH UNIVERSITY - WADHWANCITY



FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER I (One)

CODE 4MS01POM1

Name of Subject Principles of Management

Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	University	Internal	Total
04	0	0	04	70	30	100

Objective

To provide a basic understanding to the students with reference to working of business organizations through the process of management.

Prerequisite

Will give a brief understanding of the managerial functions of planning (including decision-making) and organizing.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Meaning, Significance and Objectives of Management	02
2	Management Functions, Management role, Functions at various levels of Management,	04
3	Nature of management, Scope of Management, Management as a Process	03
4	Management as a profession, as a Science or Art, Levels of Management & Universality of Management	03
5	Management as a System and School of Management Thought, Management & Administration	03
6	Meaning and Nature of Planning, Steps in the Planning Process ,Planning Premises	03
7	Types of Planning : Constraints of Planning / Barriers to effective Planning, Importance of Planning	03
8	Concept of Organizing & Organization, Steps in Organizing, Organization Process	03
9	Formal: Line; Functional; Line and staff; Committee and Informal Organization Departmentalization	03
10	Staffing, Selection Process –Techniques, HRD, Managerial Effectiveness	03

11	Meaning and Bases of Departmentalization Delegation – Meaning; Elements of Delegation; Principles of Effective Delegation	05
12	Centralization and Decentralization – Meaning; Factors affecting degree of Centralization and Decentralization	03
13	Forecasting: Meaning and techniques of Forecasting , Significance and Limitations of Forecasting	03
14	Meaning of Decision making and Decision making process , Types of Decisions	05
15	Mission and Purpose, Formulation of Mission, Objectives, Hierarchy of Objectives, Role of Objectives	05
16	Objective Setting, Guidelines for Objective Setting, Areas of Objective Setting, Translating General Objectives into Specific Objectives, Change in Objectives	03
17	Management by Objectives, MBO in Indian Organization	06
	Total Hours	60

Learning Outcomes

Theoretical outcome Will throw light on the managerial functions of planning, organizing, staffing, directing and controlling.

Practical Outcome Have some managerial knowledge for planning, organizing, staffing and controlling the organization.

Teaching & Learning Methodology

- Lectures
- Role play
- Case Studies
- Class Participation

Books Recommended

1. **'Principles & Practice Of Management'**, L. M. Prasad , Sultan Chand & Sons, New Delhi
2. **'Management – Concept'**, Karminder Ghuman and K. Aswathapa, Tata McGraw Hill
3. **'Principles of Business Management'**, Gupta, Sharma and Bhalla , Kalyani Publications

E-Resources

1. http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B_060412.pdf
2. <http://www.mindtools.com/pages/article/henri-fayol.htm>