SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: I
Syllabus with effect from: June 2011

<table>
<thead>
<tr>
<th>Paper Code: UB01CCOM01</th>
<th>Total Credit: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Of Paper: Principles of Management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weighting (%)</th>
</tr>
</thead>
</table>
| 1    | **Introduction to management:** Concept, Functions, Significance, Managerial Roles & Skills  
     **Planning and Decision Making:** Concept, Planning Process, Components of Plans, Decision Making Process | 25 % |
| 2    | **Organising:** Concept, Guiding Principles  
     **Types of organisation structure:** Line, Functional, Line & Staff  
     **Delegation of Authority:** Meaning and elements of Delegation  
     Centralization Vs Decentralisation | 25 % |
| 3    | **Directing:** Elements, Principles, Importance  
     **Motivation:** Concept, importance  
     **Theories of Motivation:** Maslow, Herzberg and Theory X & Y  
     **Leadership:** Meaning and Styles of Leadership | 25 % |
| 4    | **Communication:** Concept, Process, Barriers, Corrective Measures  
     **Controlling:** Concept, Importance, Process | 25 % |

**Basic Text & Reference Books**
- Principles and Practices of Management by L M Prasad
- Management by Koontz and Weighrich
- Management by Stoner and Freeman
- Principles & Practices of management by Sherlekar
- Principles of Business Management by J.G.Poojara and S.R.Christian