

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBF01	Total Credit: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weighting (%)
1	National and Scope of Management Meaning of Management – Significance & Objective of Management, Management as a process and Management as a Profession, Management V/S Administration – Levels of Management	25 %
2	Planning Meaning – Definition – Nature of Planning – Importance of Planning – Planning Premises, Constraints in Planning – Planning Process – Types of Plans	25 %
3	Organising Definition – Process – Principles – Types of Departments – Meaning of Delegation – Need, advantages and disadvantages of delegation – Meaning of Centralisation & Decentralisation – Advantages and Disadvantages of Decentralisation – Forms of organisation : (Line Organisation Functional Organisation & Line and Staff Organisation Only)	25 %
4	Directing Motivation : Meaning, Importance of Motivation, Theories of Motivation : Maslow's, Herzberg's and McGregor's Theories – Leadership : Meaning, Importance, Leadership Styles : Autocratic, Participative, Free Rein Styles & Paternalistic – Meaning Importance of Communication, Principles of Effective Communication, Barriers of Effective Communication, Communication Networks – Controlling and Importance of Control System, Controlling Process	25 %

Basic Text & Reference Books

- Business Organisation and Management by C.B.Gupta
- Principles and Practices of Management by L.M.Prasad
- Modern Business Organisation and Management by S.A.Sherlekar and V.S.Sherlekar

