

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011

Paper Code: UM01CBBA01	Total Credit: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weighting (%)
I	Nature & Scope of Management Meaning of Management Significance & Objective of Management Management as a process Management as Profession Management V/S Administration-Levels of Management.	25%
II	Planning Meaning Definitions Nature of Planning-Importance of Planning Planning Premises Constraints in planning Planning process Types of plans	25%
III	Organizing Definition Process Principals Meaning of delegation Need and advantage of delegation Meaning of Centralization & Decentralization Forms of organization(Line Organisation,functional organization & line and staff organization only)	25%
IV	Directing Motivation Meaning Importance of Motivation Theories Of Motivation Maslow's, Herzberg's & McGregor's Theories Leadership Meaning Importance Leadership Styles Autocratic Participative Free rein styles Meaning & Importance of Communication Principles of Effective Communication Barriers to effective communication Controlling & Importance of Control System Controlling Process	25%



Basic Text & Reference Books

- Business Organization & Management by C B Gupta
- Principles & Practices of Management by L M Prasad
- Modern Business Organization & Management by S A Sherlekar & V S Sherlekar

