

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: I
Syllabus with Effect from: JUNE 2014

Paper Code: UM01CBBB01	Total Credits: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weightage (%)
1	Nature 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

