

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: I
(Effect from June, 2018)

Paper Code: UM01CBBB21	Total Credits: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weightage (%)
1	Nature and Scope of Management: Meaning of Management, Significance ,Nature & Scope of Management, General Principles of Management and Management as a Profession, Management V/S Administration, Levels of Management	25 %
2	Planning: Meaning, Definition, Nature of Planning, Importance & limitation of Planning, Planning Premises, , Planning Process, Types of Plans	25 %
3	Organizing: Definition, Process, Principles, Types of Departments, Meaning of Delegation, Need, advantages and disadvantages of delegation, Meaning of Centralization & Decentralization, Advantages and Disadvantages of Decentralization, Forms of organization: (Line Organization, Functional Organization & Line and Staff Organization 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. 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

