

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ISM)**  
**Semester: I**  
**Syllabus with effect from: JUNE 2018**

<b>Paper Code: UM01CBBS21</b>	<b>Total Credits: 3</b>
<b>Title Of Paper: PRINCIPLES OF MANAGEMENT</b>	
<b>Objective:</b> To practice the process of management's function within the field of management to articulate one's own position on a specific management issue & communicate effectively with varied audience.	

Unit	Description in Detail	Weightage
<b>1</b>	<b>Management and Planning</b> Meaning & Definition of Management - Significance of Management - Functions of Management (POSDCoRB) - Management V/S Administration - Levels of Management - Meaning & Definition of Planning - Nature and Importance of Planning Planning Process - Types of Plans	<b>25%</b>
<b>2</b>	<b>Organising</b> Meaning & Definition of Organisation - Guiding Principles of Organisation - Process of Organisation - Delegation of Authority: Meaning & Definition, Elements & Advantages - Centralisation V/S Decentralisation - Forms of Organisation Structure: Line, Functional, Line & Staff	<b>25%</b>
<b>3</b>	<b>Leadership and Motivation</b> Meaning & Definition of Leadership - Qualities of a good leader - Leadership styles : Autocratic, Democratic and Free Rein - Meaning & Definition of Motivation - Importance of Motivation - Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor)	<b>25%</b>
<b>4</b>	<b>Communication and Controlling</b> Meaning & Definition of Communication - Importance of Communication - Process of Communication - Barriers to effective Communication - Principles of effective Communication - Meaning & Definition of Controlling - Importance of Controlling - Process of Controlling	<b>25%</b>

**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
- Management by Koontz and Weighrich
- Principles of Management by Ajayraj Vyas and Ankur Amin