

SARDAR PATEL UNIVERSITY
Programme: BBA (ISM)
Semester: I
Syllabus with effect from: JUNE 2019

Paper Code: UM01CBBS51	Total Credits: 3
Title Of Paper: PRINCIPLES OF MANAGEMENT	

Unit	Description in Detail	Weightage
1	Management and Planning 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	25%
2	Organising 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	25%
3	Leadership and Motivation 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)	25%
4	Communication and Controlling 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	25%

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