

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBI01	Total Credit: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weighting (%)
I	Nature & Scope of Management Meaning of Management Significance & Objectives 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	Organising Definition Process Principles Meaning of Delegations Need advantaged of delegation Meaning of Centralisation & decentralizations Forms of organization (Line organization,Functional organization & line and staff organization only)	25%
IV	Directing Motivation Meaning Importance of motivation Theories of Motivatiopn Maslow's,Herzberg's and McGregor's theories Leadership Meaning Importance Leadership styles Autocratic Praticipative Free rein styles Meaning & Importance of Communicatiuon Principles of effective communicvation Barries to effective communication	25%



	Controlling and Importance of Control System, Controlling Process	
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Basic Text & Reference Books:-

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

