

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: BBA (Information Technology Management)**  
**(3 Years)**  
**Semester: I**  
**Syllabus with effect from: June - 2015**

<b>Paper Code: UM01CBBI09</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Principles of Management</b>	

Unit	Description in Detail	Weightage (%)
I	<b>Nature &amp; Scope of Management</b> Meaning of Management, Significance & Objectives of Management, Management as a process, Management as profession, Management V/S Administration, Levels of management	25%
II	<b>Planning</b> Meaning, Definitions, Nature of Planning, Importance of Planning, Planning Premises, Constraints in Planning, Planning Process Types of Plans	25%
III	<b>Organising</b> 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	<b>Directing</b> Motivation, Meaning, Importance of motivation, Theories of Motivation, 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 communicvaton, Barries to effective communication, Controlling and Importance of Contral, System,Controlling Process	25%

**Basic Text & Reference Books:-**

- Business Organisation & Management by C B Gupta
- Principles of Management by Ajayraj Vyas & Ankur Amin, Gajanan Pustakalaya, Surat
- Principles & Practices of Management by L M Prasad
- Modern Business Organisation & Management by S A Sherlekar & V S Sherlekar

