

BBA-108

Principles of Management

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Introduction: concept, nature, process and significance of management; Development of management thought- classical, Neo-classical, Behavioural, Systems and contingencies approaches, Contemporary issue and challenges of management.

Planning- concept, types process and techniques, Decision making- concept, types process and techniques.

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication.

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

References:

Koontz & Weirich: Essentials of Management (Tata McGraw Hill)

L.M. Prasad: Principles & Practices of Management

Stephen Robbins: Management

Gene Burton & Manas Tahukar: Management Today-Principles & practices,(Tata McGrawHill)