ST.JOSEPH’COLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

I SEMESTER  **BBA** TIME: 5HRS/WEEK

BBA 1102(4) **PRINCIPLES OF MANAGEMENT** MAX.MARKS:100

w.e.f. 2021-2022 Admitted Batch (21AI) **SYLLABUS**

**OBJECTIVES:**

* To enable the students to have an understanding on nature and principles of management.
* To acquire knowledge on planning and how to make decisions through different forecasting techniques.
* To understand different types of organizational structures and its importance in the organization.
* To enable the students to understand concepts of controlling, directing and staffing.

**LEARNING OUTCOMES:**

CO1. Students will be able to assess the procedures in the organization.

CO2. Students can apply the roles and responsibilities of an efficient manager in the organization.

CO3. Students will have a thorough knowledge regarding the functioning of the management in every organization.

CO4. Students can analyze the delegation of authority based on the organizational structures of different companies or organizations.

CO5. Students will prioritize the importance of project management and the role of a project manager.

**UNIT–I :** Introduction of Management-Definition – Management – functions of management – principles of management – levels of management – Trends and challenges of management in global scenario. (Case Studies)

**UNIT–II:** Planning – Nature and purpose of planning – planning process – types of plans – objectives – Managing By Objective (MBO) strategies – types of strategies. (Case Studies)

**UNIT–III:** Organizing – Nature and purpose of organizing – organization structure – formal and informal groups organization – Line and Staff authority – Centralization and Decentralization – Delegation of authority. (Case Studies)

**UNIT–IV:** Directing – Motivation – theories of motivation – Leadership Styles – Leadership theories – Communication – Barriers of effective communication. (Case Studies)

**UNIT–V:** Controlling – Process of controlling – types of control – Budgetary and non- budgetary, control techniques – managing productivity – cost control – purchase control – Maintenance control – Quality control. (Case Studies)

**BOOKS RECOMMENDED:**

* Gupta, Sharma and Bhalla; “Principles of Management”, Kalyani Publications;2013
* L.M. Prasad; “Principles of Management”, Sultan Chand and Sons, 8th edition,2018
* Harold Kooritz & Heinz Weihrich; “Essentials of Management”, Tata Mc Graw –Hill, 2013
* Joseph L Massie; “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth edition, 2013.
* Principles of Mangement, By Tripathi, Reddy Tata McGraw Hill
* Koontz and Heinz weihrich, Essentials of Management, Tata MC Grawhill, 2016.
* Peter F Drucker, The Practices of Management, Harpu business, 2006
* A.Pardhasardhy, Management Text and Cases, PHI, 2010
* JS Chandan, Management theory and practice, Vikas publishing house , 12th edition
* Viswanathan Rajesh, Principles of management-concept and cases, Himalaya publishing house, 2014.

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