ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

# II SEMESTER BBA Time:6hrs/week

BBA-Ma1-2101(4) **PRINCIPLES OF MANAGEMENT** Marks:100

w.e.f AK 2023-2024 (Admitted batch)

**COURSE OBJECTIVES:**

* To outline the fundamental activities of managers
* To explain the basic concepts, principles and theories of management
* To examine the broad functions of management
* To comprehend the contemporary issues and challenges in the field of management
* To understand various control techniques practised at organisations.

**UNIT – I: INTRODUCTION TO MANAGEMENT**: Definition – Nature, process and significance of management. Role of managers – managerial skills and roles, schools of management thought, Management as a science or Art – Management as a profession, Administration and Management. Functions of management. Contemporary issues and challenges in Management of 21st century.

**UNIT – II: PLANNING:** Planning – Nature and importance of planning, Types of plans – levels of planning. Steps in planning process, making effective plans, significance of Objectives, Management by Objectives (MBO). Decision making – Nature of decision making, Types of decisions, Decision Making process.

**UNIT – III: ORGANIZING:** Organizing – Nature and purpose, principles of organization. Types of Organization, Organisational structure and Design – Line, Staff and functional authority, conflict between line and staff – Overcoming the Line-staff conflict, Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation, process of delegation. Span of control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.

**UNIT – IV: STAFFING AND DIRECTING:** Staffing – Nature and purpose of staffing importance of staffing. Components of staffing, Manpower planning, Recruitment and selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation – Maslows theory of need Hierachy and Herzberg’s Dual factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

**UNIT – V: CONTROLLING:** Controlling – concept, Nature and importance, Essentials of Control. Requirements of an effective control system, techniques of Managerial control, Behavioural implications of Control.

**REFERENCE BOOKS:**

1. Koontz, H., & Weihrich, H.Essentials of management, McGraw Hill Publishers

2. Gupta, R.S.,Sharma, B.D., & Bhalla. N.S.Principles & Practices of Management. New Delhi, Kalyani Publishers.

3. L M Prasad, Principles and practices of Management, Himalaya Publishing House

4. Rao, P.S.Principles of Management, Himalaya Publishing House.

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