

JYOTI NIVAS COLLEGE AUTONOMOUS

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.1

Name of the Course: Management Principles & Practice

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

COURSE OBJECTIVES

- To understand the concepts, principles, and functions of management.
- To categorise the types of plans and process of planning in organisations.
- To execute the decision making in organisations.
- To illustrate the organisational structures and to state the authority, tasks, and responsibility of each member in the organisation.
- To understand the principles of direction and the importance of communication in organisations.
- To describe the theories of motivation and leadership styles which helps in effective direction.
- To understand the requirement of good control system and to formulate control techniques required for the effective functioning of the organisation.

LEARNING OUTCOMES

- It helps the students in understanding the concepts of business management, principles, and functions of management.
- It helps to apply the process of planning and decision making.
- It helps to create organisation structures based on authority, task, and responsibilities.
- It helps in the application of principles of direction and to understand the importance of communication, barriers of communication, motivation theories and leadership styles.
- The students will understand the requirements of good control system and control techniques used in organisations

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
Module No. 2: PLANNING AND DECISION MAKING	10
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Department, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing

Module No.4: DIRECTING AND COMMUNICATING

12

Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, McGregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Module No.5: COORDINATING AND CONTROLLING

12

Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).

Module No.6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS

04

Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

SKILL DEVELOPMENTS ACTIVITIES:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

TEXT BOOKS:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O’Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH.

Note: Latest edition of text books may be used.

