

BBA-103 PRINCIPLES OF MANAGEMENT



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Description

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PRINCIPLES OFMANAGEMENT

Objective : To familiarize the students with concepts and principles of Management.

Module I : Management : Concept, Nature, Objective, Principles, Importance, process and

Functions. MBO. Planning : Nature, type, importance, principles and techniques of

decisionmaking.

Module II: Nature of Management : Meaning, Definition, its nature purpose, importance &

Functions, Management as Art, Science & Profession- Management as a Social System Concepts

of management-Administration-Organization

Module III : Organization : Structure, importance, process and principles. Types of organization. Organization design, Types of authority, Delegation of authority.

Module IV: Communication : Significance, Channels of communication, types and process of

communication, barriers and remedies.

Module V : Leadership : Functions, qualities.

Module VI : Co-ordination and co-operation, co-ordination as an essence of management, principles and techniques, obstacles in co-ordination, essential of effective co-ordination.

Module VII : Direction : Concept, nature, importance and principles, Importance, type process

and techniques, Nature, process, techniques and essentials of effective control.

Module VIII : Decision-Making : Meaning and Importance, Forms of Decision-Making, Techniques of Decision-Making, Decision-Making Process.

Module IX: Authority : Delegation , Decentralization, Difference between authority and power,

Uses of authority, Distinction between Centralization and Decentralization, Responsibility

Module X : Business Organization : Significance and establishment of business organization,

Different types of business organization.

Module XI : Finance : Need and importance of Finance. Sources of Finance. SIDBI, RFC and IICO.

Module XII : Evolution of Management Thought : Contribution of F.W.Taylor, Henri Fayol

, Elton Mayo , Chester Barnard & Peter Drucker to the management thought. Various approaches

to management (i.e. Schools of management thought) Indian Management Thought

Module XIII : Strategic Management : Definition, Classes of Decisions, Levels of Decision,

Strategy, Role of different Strategists, Relevance of Strategic Management and its Benefits, Strategic.

Module XIV : Recent Trends in Management : Social Responsibility of Management – environment friendly management, Management of Change.

Module XV : Management of Crisis, Total Quality Management, Stress Management, International

Management

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