

SEMESTER 1st to 3rd
MULTI-DISCIPLINARY COURSE

BBA022I: BUSINESS ADMINISTRATION (MANAGERIAL SKILLS)

CREDITS: 03

COURSE OBJECTIVE: *To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently. The subject also aims to provide students the understanding about the importance of social-psychological setup in becoming dynamic managers.*

UNIT-I

Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

UNIT-II

Communication, Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interview, Building self-confidence, Role of motivation skills in developing managers.

UNIT-III

Team Building, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Case study, Case Analysis. Leadership & competence development.

SUGGESTED READINGS IN MANAGERIAL SKILLS:

1. Management by James A.E.Stoner , Freeman,Gilberth,Pearson Publishing House.
2. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
3. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. Robbins Stephen P: Organisational Behaviour, Pearson.