

## **SEMESTER 1<sup>st</sup>**

### **MAJOR COURSE**

*VERTICAL: (MARKETING MANAGEMENT / FINANCIAL MANAGEMENT / HUMAN RESOURCE MANAGEMENT / SUPPLY CHAIN MANAGEMENT)*

**POM122J PRINCIPLES OF MANAGEMENT (BUSINESS ADMINISTRATION - BBA1)**

**Credits: 4+2**

***COURSE OBJECTIVE:*** *To acquaint the students with the basic principles of management and how the same can be applied to improve the efficiency and effectiveness of an organization in the present dynamic business environment.*

#### **THEORY (4 CREDITS)**

##### **UNIT-I**

Management: Basic concepts, Nature and Scope of Management, Managerial Roles, Managerial Roles, Skills and Activities. Evolution of Management thought, Classical, Scientific and Behavioural approach. Functions of Management.

##### **UNIT-II**

Planning: Basic concepts, Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Span of Control, Line and Staff Relationship. Authority; Delegation, Centralization Vs Decentralization. Organizational Design & Structures: Basic Concepts, types of organizational structure; functional structure, product structure, geographic structure & matrix structure. Virtual structure.

##### **UNIT-III**

Directing; Effective Directing, Supervision, Motivation, Different Theories of Motivation Maslow, ERG, Herzberg's theories. Concept of Leadership, Theories and Styles, Manager vs. leader, Qualities leader. Power & politics: basic concepts.

##### **UNIT-IV**

Controlling: Basic Concepts, Elements of Managerial Control, Management Control Techniques, Effective Control Systems. Forward, backward and concurrent control. Budget as a control tool. Efficiency & effectiveness.

#### **TUTORIAL / PRACTICAL (2 CREDITS)**

It will cover Industry visit, Management Games to understand Individual behaviour and group behaviour, Games for Leadership Development, Role playing, Seminars and Group Discussions and Brainstorming on Contemporary Management Issues.

**Evaluation tutorials/ practical shall be done by the examiner(s) as per University norms/ notifications.**

#### **Suggested Readings:**

1. Gilbert: Principles of Management, McGraw Hill.
2. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
3. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
4. Robbins Stephen P: Organisational Behaviour, Pearson.
5. Management by Robbins, Coulter, Fernandez Pearson Publishing House.