

SYLLABUS

B.B.A. Ist Semester P.U.

BBAS104 : MANAGEMENT CONCEPTS AND PRACTICES

UNIT-I

Objectives. The objective of the paper is to help the students understand the process of business management.

Introduction : Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs Administration Role of Managers.

Evolution of Management Thought : Classical, Neo Classical Theory, Behavioural Sciences Approach, Quantitative, Systems and Contingency Approach, Modern Management Thought (Likert, Drucker, Porter, Prahalad).

Planning : Concept, Process and Significance, Types, Relationship between Planning and Controlling. Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO.

Organization : Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation Bases, Span of Control (Classical Theory and Situational Approach), Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization.

UNIT-II

Staffing : Concept, Manpower Planning, Recruitment; Concept and Sources Selection; Concept, Selection Process and Tests, Placement and Induction.

Direction and Motivation : Concept, Principles, Effective Supervision, Techniques.

Motivation : Content Theories of Motivation, Current Issues in Motivation. Leadership: Concept, Difference between Leadership & Management, Theory of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership).

Coordination : Concepts, Importance, Internal – External Coordination.

Control : Concept, Steps, Types of Controlling, Techniques of Controlling.

Management in Perspective (A brief overview) Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity.