

IL BBA 102 PRINCIPLES OF MANAGEMENT – I

UNIT I: Introduction to Management and Planning

Management: Meaning and process of management.

Planning: Meaning, planning process, planning premises, types of plans – based on breadth and use.

UNIT II: Forecasting, Decisionmaking

Forecasting: Meaning, techniques of forecasting – Household analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting.

Decision making: Meaning, decision making process, techniques of decision making – Decision Tree, PERT and CPM.

UNIT III: Organizing – Part 1

A. Introduction - Meaning of organizing, principles of organizing.

B. Departmentation – Meaning, bases of Departmentation – function wise.

C. Delegation – Meaning, elements of delegation, principles of effective delegation.

D. Centralization and decentralization – Meaning, factors affecting degree of centralization and decentralization.

UNIT IV: Organizing – Part 2: Types of organizations

A. Formal organizations: Line, Functional, Line and Staff, Committee (only the meaning, advantages and limitations of all the four forms).

B. Informal organizations: Meaning, benefits, problems.

Suggested Reading:

1. L.M. Prasad, Principles of Management, Sultan Chand and Sons, 6th edition.

2. Karminder Ghuman and K. Aswathapa, Management

– Concept, Practice and Cases; Tata McGraw Hill, 1st edition (2010)

3. Gupta Sharma and Bhatia, Principles of Business Management; Kalyani Publications, 1st edition.