

GUJARAT UNIVERSITY
SYLLABUS FOR F.Y BBA
SEMESTER-II

CORE COURSE – 108 Principles of Management-2

Introduction: The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

Objective: This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I: Staffing

Meaning;

- A. Human Resource Planning – Meaning; importance.
- B. Job Analysis – Meaning; importance.
- C. Recruitment – Meaning; only sources of recruitment.
- D. Selection – Meaning; only the selection process.
- E. Training – Meaning; methods of training – job rotation, lectures/conferences, vestibule (a short note on these).

UNIT II: Directing

Meaning; Principles of directing

- A. Motivation – Meaning; Theories of motivation - Herzberg's Two-Factor theory, McGregor's Theory X and Theory Y, Theory Z.
- B. Leadership – Meaning; Theories of leadership – Blake and Mouton's Managerial grid, Leadership Continuum.
- C. Communication – Meaning; importance.

UNIT III: Control

Meaning; nature of control; importance of control; the control process; essentials/principles of effective control system; techniques of control – Break-Even Analysis.

UNIT IV: Emerging issues in Management

1. Knowledge Management – Meaning; objectives.
2. Technology Management – Meaning; functions, limitations.
3. Corporate Social Responsibility – Meaning; arguments for and against CSR.

Text:

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)

Reference Book:

1. *Gupta, Sharma and Bhalla*; Principles of Business Management; Kalyani Publications; 1st edition.

Suggested topics for seminars and presentations:

1. Total Quality Management.
2. Management Information System.
3. Use of symbols in communication.
4. Management practices across cultures.

Topics for assignments:

1. McClelland's Needs theory of motivation.
2. Autocratic style of leadership.
3. Democratic style of leadership.
4. Free-Rein style of leadership.
5. Budgetary Control.
6. Constituents of Knowledge Management.
7. Challenges facing Technology Management.
8. Approaches to Corporate Social Responsibility.