

Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch

COURSE-1.4 PRINCIPLES AND PRACTICE OF MANAGEMENT

Objectives: The course intends to appreciate the importance of 'Management'. The Planning, Monitoring and organization aspects are emphasized. Staffing and managerial controls along with recruitment techniques such as selection, training, promotion and penalties for dereliction are examined.

UNIT – I

Concept of Management – Meaning, Nature, Scope and Importance; Evolution of Management thought – Taylor's Scientific Management – Fayol's theory – Elton Mayo and Hawthorne experiments – Peter Drucker – Management process – Functions of Management - Difference between Management and Administration. Significance of Values and Ethics in Management.

UNIT – II

Planning – Concept and Significance – Planning Process – Types of Plans – Different approaches to planning – Strategies, Objectives and policies – Decision making – Forecasting – Limitations of Planning.

UNIT – III

Organizing – Line, Staff and Functional organization – Formal and informal organization – Organizational structure – Authority and responsibility – Delegation and decentralization, divisionalisation and Departmentalization – Span of control – Chain of command – Co-ordination as an essence of Management.

UNIT – IV

Staffing process – Recruitment, Selection, training, promotion, transfers, Performance Evaluation, Deputation and demotion – Meaning and Importance.

UNIT – V

Leadership – Meaning and importance – Features - Styles – Motivation theories – Maslow's theory, McGregor's theory, Theory Z – Communication – Importance – Features of good communication – Types Barriers – Steps to overcome barriers. Managerial control – Need for control – Steps in control – Features of effective control system.

Prescribed Books:

1. Dinkar Pagare, "Principles of Management" Sultan Chand & Sons, New Delhi.
2. C B Gupta, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Griffin Ricky, Management- Principles and Applications, Cengage Learning, New Delhi.
4. Satya Raju and Parthsarathy, Management- Text and cases, PHI, New Delhi.
5. Govindrajan and Natarajan, Principles of Management, PHI, New Delhi
6. Tony Modern, Principles of Management, Ashagate Publications, New Delhi.
7. Koontz, Principles of Management, TMH, New Delhi
8. P N Reddy and P C Tripathy, principles of Management, TMH, New Delhi.
9. Hill, Principles of Management, TMH, New Delhi.
10. Thomas Bateman and Scott Snell, Management, McGraw Hill, New York.