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| **BBA 101: Fundamental of Management** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course aims at imparting basic knowledge on Management, so as to provide an opportunity to students to know about basic principles, its functions, and challenges as well as provide greater opportunity towards to learn about Managerial practices at corporate level.

# Course Outcomes:

CO1. To understand about the learning of Management and it’s functioning

CO2. To understand various aspects of Planning and Decision Making.

CO3. To apply knowledge in elimination of wrong management practices

CO4. To understand about Internal and External environment of business

CO5. To evaluate different forms of organizations.

CO6. To generate learning about various aspects of staffing, leading and controlling

**Course Content -**

**Unit-1**

Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.

**Unit-2**

Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision making.

**Unit-3**

Organizing: Concept, Importance and Principles, types of organization, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority,Authority and Responsibility, Decentralization and centralization, departmentation: concept and types

**Unit-4**

Staffing: Concept introduction, Manpower Planning, Job Design, Recruitment & Selection, Training and Development, Directing: Concept, Importance, Techniques of directing; concept and importance. Direction& supervision, role of supervisor, techniques of directing.

**Unit-5**

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles.

**Unit-6**

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control, Effective control system.

**Text and Reference Books-**

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management, Joseph L Massie; Prentice Hall of India, Pearson, 4thEdition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases, Ghunman and K. Aswathappa; TataMcGraw-Hill 1st Edition
5. Principle of Management, L.M.Prasad; Sultan Chand and Sons Revised Edition, 2006, 2005.