

HEMCHANDRAYACHARYA NORTH GUJARAT UNIVERSITY**F. Y. B. Com (Business Management)
Paper-I Principles of Business Management****Objectives :**

-This course familiarizes the students with the basis of principles of management.

CONTENTS :**Unit - 1 Introduction :**

Concept - definition - Characteristics - importance - functions of management - management by objectives - managerial roles (Mintzberg).

Unit - 2

An overview of functional areas of management, Marketing Management - Financial Management - Production Management - Personal Management - Principles of Management

Unit - 3 Planning & Organizing :

Planning - Meaning, Process - Planning premises - Operational Planning & Strategic Planning - Elements of Planning. Types of organization :

Decision making - Concept - Characteristics - importance - Types of decision - Process, Methods of decision making
Decision - Tree - Benefits & Limitations of decision tree.

Unit - 4 Motivating and Leading people at work :

- (A) Motivation : Concept, nature, importance; Theories - Maslow - Herzberg, McGregor; Financial and non financial incentives.
- (B) Leadership : Concept, nature and leadership styles; Leadership theories (Tannenbaum and Schmidt); Likert's system management.
- (C) Communication : Concept, nature, process, methods or types, networkers, barriers to effective communication.

Unit - 5 Managerial Control :

Concept - process - Effective control system - Ratio analysis with simple Example - Break - even analysis with simple example
- Budgetary Control - Zero Base budgeting.

Unit - 6 Management of change :

Concept, causes of change; Process of change; resistance to change; overcoming resistance to change; Emerging horizons of management in a changing environment.

Structure of question paper (Total marks 70 Time : 3 Hours)

Question No.	UNIT	Marks	Note
1 Compulsory	1	10	
2 or 2	2	12	
3 or 3	3	12	
4 [A] [B] OR	4[A]	06	
4 [A] [B]	4[B]	06	
5 [A] [B] OR	4[C]	08	
5 [A] [B]	5	06	
6 or 6	6	10	

Suggested Readings :

1. Drucker Peter F: Management challenges for 21st century; Butterworth Heinemann, Oxford.
2. Wehrich and Kaartz : Essentials of management, Tata McGraw Hill, New Delhi.
3. Freed Luthans : organizational Behavior; McGraw Hill, New York.
4. Louis A. Allen : Management and organization; McGraw Hill, Tokyo.
5. Ansoff H.I. Corporate strategy, McGraw Hill, New York.
6. Hampton, David R : Modern Management; McGraw Hill, New York.
7. Stoner and Freeman : Management; prentice-Hall, New Delhi.