HAMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN

FIRST YEAR B. B. A.

PAPER- 1 PRINCIPLES OF MANAGEMENT

(Effective from June 1999)

I. Nature and scope of Management :

15%

Management:

Meaning, Significance and objectives, Management as a process, Management as a professional instead of professional, Evolution of Management theory: a brief idea. Schools of management Thoughts. Scientific management School. System and Contingency school, Management Process school, Human Behavior school and Empirical school of Professionalisation of management in India.

II. Planning and Decision Making:

20%

Meaning, nature, planning premises and constrains; Planning process; typology of plants; Forecasting meaning and significance;, M.B.O.- significance and process; Decision Making: Decision making process -A brief idea about O.R. techniques.

III. Organizing:

20%

Definition; process; principles; Departmentation; Delegation of authority; centralization and decentralization. Informal organization; Organization chart; Types of Organization: Line functional. line and staff and committee. Hierarchy of Organization.

IV. Staffing:

10%

Meaning and Importance Recruitment, selection procedure, training and development. meaning and importance.

V. Leading:

25%

Motivation: Meaning, importance, Motivation models-Maslow, Herzberg, Douglas McGregor McLaland' theory.

Leadership: Meaning; importance; Theories of Leadership's Trait situational and contingency.

Leadership Styles of: Autocratic, participative and Freerein styles.

Communication : Meaning; Importance; process; principles of effective communication; Barriers to effectives communication.

VI. Control:

10%

Meaning and importance of control system , controlling process, Introductory idea of the concept of MIS, management Information System. Budget as control techniques.

Notes:

- Teaching through case study method must be undertaken in minimum three topics.
- These topics should be decided by the concerned teachers (teaching the subject) in the beginning of the new academic year.
- At least one case study should be set in the University Examination.
- Aural-Oral test examination is recommended with some weight age as a part internal tests.