

**SHRI GOVIND GURU UNIVERSITY**  
**SYLLABUS FOR F.Y. B.B.A**  
**(IN EFFECT FROM JUNE 2017 TILL FURTHER NOTIFICATION)**  
**SEMESTER- I**  
**CORE COURSE - 101 PRINCIPLES OF MANAGEMENT - I**

**Introduction:**

The field of management has undergone a sea change and has today assumed a 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.

**Total Hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

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

**UNIT I: Introduction to Management and Planning**

**(10 Hours)**

- **Management:**
  - Meaning and process of management.
- **Planning:**
  - Meaning; planning process; planning premises; types of plans based on breadth and use.

**UNIT II: Forecasting, Decision making**

**(10 Hours)**

- **Forecasting:**
  - Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting
- **Decision making:**
  - Meaning; decision making process; techniques of decision making Decision Tree, PERT and CPM.



### UNIT III: Organizing – Part 1

(10 Hours)

- **Introduction :**
  - Meaning of organizing; principles of organizing.
- **Departmentation :**
  - Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.
- **Delegation :**
  - Meaning; elements of delegation; principles of effective delegation.
- **Centralization and decentralization :**
  - Meaning; factors affecting degree of centralization and decentralization.

### UNIT IV: Organizing – Part 2: Types of organizations (10 Hours)

- **Formal organizations:**
  - Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)
- **Informal organizations:**
  - Meaning; benefits; problems.

#### Text:

1. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6<sup>th</sup> edition.
2. Karminder Ghuman and K. Aswathapa; Management – Concept, Practice and Cases; Tata McGraw Hill; 1<sup>st</sup> edition (2010)

#### Reference Book:

1. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1<sup>st</sup> edition.

#### Topics for assignments:

1. Levels of management and the combination of skills required at each level.
2. Management – an art, a science or a profession?
3. Methods of business forecasting – opinion poll method, extrapolation method input-output analysis and econometric models.
4. Types of managerial decisions.
5. Span of management and factors affecting the same.

#### Suggested topics for seminars and presentations:

1. Inspiring business mentors.
2. Innovation and creativity in business.
3. Current business environment.
4. Management by Objectives.