

## SYLLABUS PLAN 2019-20

### BBA- 104 (1<sup>ST</sup> SEM)

#### SUBJECT- MANAGEMENT CONCEPTS AND PRACTICES

SR.NO.	TOPICS	TEACHING POINTS	SPECIFIC OBJECTIVES	METHOD APPROACHES AND TECHNIQUES	RESOURCES AND LINKS
UNIT-I	Introduction to management. Evolution of Management Thought. Planning. Organization.	Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Role of Managers. Classical, Neo-Classical Theory, Behavioural Sciences, Approach, Quantitative, Systems and Contingency Approach, Modern Management Thought	The objective of the paper is to help the students understand the process of business management.	Research study, Recent developments in industry in relation to GST, Discussion, Lecture method, PPT's	1. Peter F. Drucker, 'The Practice of Management' 2. Wehrich and Koontz, 'Essentials of Management' 3. Stoner and Freeman, 'Management' 4. David R Hampton, 'Modern Management' 5. Stephen P Robbins, David A DeCenzo, 'Fundamentals of Management-

		<p>(Likert, Drucker, Porter, Prahalad).          Planning: Concept, Process and Significance, Types, Relationship between Planning and Controlling. Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO.          Organization: Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation, Bases, Span of Control (Classical Theory and Situational Approach), Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization.</p>			<p>Essential Concepts and Applications’          6. VSP Rao &amp; V. Hari Krishna, ‘Management Text &amp; Cases’.</p>
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<p>UNIT- II</p>	<p>Staffing: Direction and Motivation: Leadership: Coordination: Controlling.</p>	<p>Staffing: Concept, Manpower Planning, Recruitment; Concept and Sources Selection; Concept, Selection Process and Tests, Placement and Induction. Direction and Motivation: Concept, Principles, Effective Supervision, Techniques. Motivation: Content Theories of Motivation, Current Issues in Motivation. Leadership: Concept, Difference between Leadership &amp; Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership).</p>	<p>The objective of the paper is to help the students understand the process of business management.</p>	<p>Research study, Action research, Examples, Recent developments in industry, Discussion, Lecture method, PPT's</p>	<ol style="list-style-type: none"> <li>1. Peter F. Drucker, 'The Practice of Management'</li> <li>2. Wehrich and Koontz, 'Essentials of Management'</li> <li>3. Stoner and Freeman, 'Management'</li> <li>4. David R Hampton, 'Modern Management'</li> <li>5. Stephen P Robbins, David A DeCenzo, 'Fundamentals of Management- Essential Concepts and Applications'</li> <li>6. VSP Rao &amp; V. Hari Krishna, 'Management Text &amp; Cases'.</li> </ol>
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		<p>Coordination:  Concepts, Importance,  Internal – External  Coordination. Control:  Concept, Steps, Types  of Controlling,  Techniques of  Controlling.  Management in  Perspective (A Brief  Overview)  Management of  Strategic Change,  Knowledge  Management, Learning  Organization,  Managing Diversity.</p>			
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Questions:

1. Is management an art or science?
2. What is performance appraisal? Discuss the limitation and problems of performance appraisal.
3. Discuss the classification of various managerial functions
4. Discuss the various principles of management.
5. Discuss the contribution of F.W. Taylor in the field of management.
6. Discuss the relationship between planning and controlling.
7. “Motivating the sale force is difficult job” do you agree? Discuss.

8. What is channel of distribution? Discuss the various factors affecting selection of various channel of distribution.
9. What is the organization theory? Describe various organization theory.
10. Explain the various theories of leadership in detail.