



CLUSTER UNIVERSITY SRINAGAR

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UG-1st Semester (NEP)

Subject:-Bachelor of Business Administration

Course Title: Principles of Management (Major) Total Credits: 04 (Theory: 03 Tutorial/Practical:01)

Course Code: UGMGT22J101

Objectives: *This course is intended to provide students with basic understanding towards the management concepts, principles and practices.*

Learning Outcomes: *To provide student with an understanding of management process in a business environment. The student will also be familiarised with the concept of rational decision making in an organisation.*

Unit I.	Introduction to Management
	a) Introduction to Management – Meaning and Concept. Nature of management- Science, Art and Profession. b) Characteristics, purpose and significance of management. Functions, levels and roles of management, Managerial skills c) Emerging management issues and challenges d) Functions/Role of a modern Manager. Distinction between Management and Administration.
Unit II.	Evolution of Management Thought
	a) Management Thought: Evolution b) Classical theory of management, scientific management approach, c) Henry Fayol's Administrative Management, Neo-classical theory (Human Relations Approach). Contingency and Systems approach, d) Nature and purpose of planning - Planning process - Types of plans- Objectives, Managing by objective (MBO), Strategies and Policies.
Unit III.	Decision Making
	a) Decision Making: Types of decisions, Decision Making Process; Organizing Concept: nature, process and significance b) Authority and Responsibility relationships, Centralization and Decentralization, Departmentation, Organisation Structure- forms and contingency factors. c) Directing: concept, nature, need and importance. d) Managerial Control Concept and process; Types/Techniques of Control: traditional and modern.
Tutorials	
Unit IV.	
	a) Seminar/Presentation b) Assignment c) Group Discussions

Suggested Readings:

- S P.C. Tripathy & P.N. Reddy. Principles of management. Tata Mcgraw Hill
- H. Koontz, H. Weirich & A. Ramachandra. Principles of Management. Tata Mcgraw Hill
- J.K. Mitra, Principles of Management. Oxford Higher Education