

Veer Narmad South Gujarat University

Proposed syllabus for Principles of Management - 2 FYBBA Semester II Effective from December 2016

Note: Discuss case study in each Unit. Weightage of case study may be 20%

Unit 1: Organising (40%)

1. Definition of organizing & introduction
2. Process of organizing
3. Principles of organizing
4. Types of organizations OR organization structure: Structure, Features, Merits and Demerits
 - Line Organisation
 - Line & Staff Organisation
 - Matrix Organisation
 - Committee
5. Departmentation & Basis of departmentation: Functional, Territorial (Geographical), Product wise, Customer wise, Process wise, Time wise
6. Concepts of Authority, Responsibility and Accountability
7. Process and Principles of Delegation of Authority
8. Concept of Centralisation & Decentralisation. Factors affecting centralization & decentralization
9. Concept of Informal Organizations. Difference between formal and informal groups. Reasons of Informal Organisation
10. Blocks to effective Delegation. Measures of effective Delegation.

Unit 2: Staffing and Directing (35%)

1. Staffing:
 - Concept and Meaning of Staffing
 - Concepts and Meanings of Recruitment and Selection
 - Sources of Recruitment (Internal & External)
 - Concepts and Meanings of Training and Development
2. Direction :
 - Meaning and features of direction
 - Importance of direction
 - Principles of direction
3. Leadership
 - Definition of Leadership
 - Qualities of a good leader (Successful leader)
 - Styles of leadership as per trait theory

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4. Supervision:
 - Meaning and Roles of Supervisor
 - How to supervise effectively
 - Skills of a good supervisor.

Unit 3: Controlling (20%)

1. Definition of control
2. Importance of control & its relation to Planning
3. Process of control
4. Resistance to control and methods to overcome this resistance.
5. Control techniques : viz. Break Even Point Analysis, Budgetary Control, Zero Based Budgeting, Responsibility accounting, Standard Costing, Total Quality Management (TQM), Management Information System (MIS), Kaizen, Budgetary control: Types of budgets, Meaning, benefits and problems & limitations

Reference Books:

1. Coulter, M. K., & Robbins, S. P. *Management*. Pearson Prentice Hall
2. Prasad, L. M. *Principles and Practice of Management*. Sultan Chand & Sons (Text Book)
3. Rao, V. S. P. *Management Text and Cases*. Excel Books. (Text Book)
4. Wehrich, H., & Koontz, H. *Essentials of Management*. Tata McGraw Hill Education Private Limited

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