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| Subject: Introduction to Management Thoughts | | | | | | | | |
| Program: BBA | | | | Subject Code: BB0104 | | | Semester : I | |
|  | | | | | | | | |
| Teaching Scheme | | | | Examination Evaluation Scheme | | | | |
| L | T | P | Credits | University evaluation | | Continuous Internal Evaluation (CIE) | | Total |
| Theory | Practical | Theory | Practical |
| 3 | 0 | 0 | 3 | 16/40 | - | 24/60 | - | 100 |

Course Objective:

This course provides a detailed explanation of the basic principles of Management used to manage an enterprise.

It aims at explain the concept, nature, significance of management, along with the various levels of Management and the skills required at each level.

Course Content:

Unit-I

**Introduction to Management**:

Definition, Nature, Types of Managers, Managerial skills and Levels, Basic Functions of Management

**Evolution of Management Theory:** Scientific Management—F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth,    Theory of Henry Fayol, Fayol’s vs. Taylor’s comparison. Behavioral Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)

Unit-II

**Planning**: Definition, Nature, Importance, Types of Planning, Steps in Planning

**Organizing:** Concept, Definition, Formal and Informal Organization, Organizational Structure, Span of Management, Delegation of authority, Departmentation

Unit-III

**Staffing:** Definition, Factors affecting Staffing—The External and Internal Environment, Identification of Job Requirements, Job Evaluation, Recruitment, Selection, Placement, Training and development

**Leadership:** Definition, Leadership Characteristics, Leadership Theories

Unit-IV

**Directing and Controlling**:

Meaning of Motivation, Motives, and Motivation theories

Meaning of directing & control, Need of Control, Control Process

Course Outcome:

CO1: Managerial functions like planning, and have the same basic knowledge on the international aspect of management.

CO2: To understand the planning process in the organization.

CO3: To understand the concept of organization.

CO4: Demonstrate the ability to directing, leadership and communicate effectively.

CO5: To analysis isolate issues and formulate best control methods.

CO6: Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

Text Books:

L.M.Prasad – Principles and Practice of Management (2001) Sultan Chand and   Sons  - Edition- 5

Robbins, DeCenzo and Bhattacharyya Essential of Management Pearson Publication

Koontz, H. and Weihrich, H (1998)  & (2001) Essentials Of Management (Tata McGraw  Hill: New Delhi) Edition- 5th  and 10th