

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC01

CORE-I: PRINCIPLES OF MANAGEMENT

CREDITS:4

I YEAR/I SEM

Learning Objectives:

1. To provide understanding about evolution of management theories and its significance
2. To impart knowledge about functions of management.
3. To familiarize students about significance of ethics in business and its implications.

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - NewDelhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons – New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill – New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication -Chennai.
6. J.Jayasankar, Business Management - Margham Publication -Chennai.