

IL BBA 108 PRINCIPLES OF MANAGEMENT-II

UNIT 1 Staffing

Meaning,

- A. Human Resource Planning – Meaning, importance.
- B. Job Analysis – Meaning, importance.
- C. Recruitment – Meaning, only sources of recruitment.
- D. Selection – Meaning, only the selection process.
- E. Training – Meaning, methods of training – job rotation, lectures / conferences, vestibule (a short note on these).

UNIT II, Directing

Meaning, Principles of directing

- A. Motivation – Meaning, Theories of motivation – Herzberg's Two Factor theory, McGregor's Theory X and Y, Theory Z.
- B. Leadership – Meaning, Theories of leadership – Blake and Mouton's Managerial grid, Leadership Continuum.
- C. Communication – Meaning, importance.

UNIT III: Control

Meaning: nature of control; importance of control, the control process, essentials / principles of effective control system, techniques of control – Break – Even Analysis.

UNIT IV: Emerging issues in Management

Knowledge Management – Meaning, objectives.
Technology Management – Meaning, functions, limitations.
Corporate Social Responsibility – Meaning, arguments for and against CSR.

Suggested Readings:

1. L.M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
2. Karminder Chuman and K. Aswathapa, Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010).
3. Gupta, Sharma and Bhatia, Principles of Business Management, Kalyani Publications, 1st edition.