

Bachelor of Business Administration (BBA) Syllabus
GUJARAT UNIVERSITY
SYLLABUS FOR F.Y BBA
SEMESTER I

CORE COURSE – 101 PRINCIPLES OF MANAGEMENT - I

Introduction: The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

Objective: This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I: Introduction to Management and Planning (10 Hours)

Management: Meaning and process of management.

Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.

UNIT II: Forecasting, Decision making (10 Hours)

Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting

Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.

UNIT III: Organizing – Part 1 (10 Hours)

- A. Introduction - Meaning of organizing; principles of organizing.
- B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.
- C. Delegation – Meaning; elements of delegation; principles of effective delegation.
- D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.

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UNIT IV: Organizing – Part 2: Types of organizations (10 Hours)

- A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)
- B. Informal organizations: Meaning; benefits; problems.

Text:

1. *L. M. Prasad*; Principles of Management; Sultan Chand and Sons, 6th edition.
2. *Karminder Ghuman and K. Aswathapa*; Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010)

Reference Book:

1. *Gupta, Sharma and Bhalla*; Principles of Business Management; Kalyani Publications; 1st edition.

Topics for assignments:

1. Levels of management and the combination of skills required at each level.
2. Management – an art, a science or a profession?
3. Methods of business forecasting – opinion poll method, extrapolation method, input-output analysis and econometric models.
4. Types of managerial decisions.
5. Span of management and factors affecting the same.

Suggested topics for seminars and presentations:

1. Inspiring business mentors.
2. Innovation and creativity in business.
3. Current business environment.
4. Management by Objectives.