

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –I (Major (Core) - Credit -4)
Principles of Management

Sr No.	Unit	Writers Name and Contact No.
1	<p>Introduction to Management</p> <ul style="list-style-type: none"> ▪ Introduction and Definition ▪ Nature and Features of Management ▪ Functions of Management ▪ Process of Management ▪ Importance of Management ▪ Difference between Management and Administration ▪ Roles of a Manager ▪ Levels of Management ▪ Management as a Science ,an art and as a Profession ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
2	<p>Evolution of Management thoughts</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Taylor’s Scientific Management ▪ Fayol’s Administrative Management ▪ School of Management Thought ▪ Stages of the evolution of management thought ▪ Classical and approaches ▪ Contemporary approaches ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
3	<p>Planning</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Features, Importance ▪ Steps in Planning Process ▪ Types of Plans ▪ Types of Planning ▪ MBO(Management by Objectives) ▪ Advantages and Disadvantages of Planning ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	

<p>4</p>	<p>Organizing</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Features ,Need and Importance ▪ Principles of organising ▪ Process of organising ▪ Organisation chart <ul style="list-style-type: none"> ✓ Types ✓ Uses ✓ Limitations ✓ Factors affecting Organisation chart ▪ Organisational structure (Line, Line and Staff Organisation, Functional , Matrix) ▪ Formal and Informal Organisational Structure <ul style="list-style-type: none"> ✓ Meaning ✓ Characteristics ✓ Importance ✓ Limitations ✓ Difference between Informal and Formal Organisation structure ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>5</p>	<p>Staffing</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Staffing Process ▪ Recruitment and selection ▪ Training ▪ Performance Appraisal ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>6</p>	<p>Decision Making</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Process of Decision Making ▪ Guidelines for making effective decision ▪ Types of Decisions ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	

7	<p>Directing</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Principles of Directing ▪ Supervision ▪ Meaning and Definition ▪ Role and functions of supervision ▪ Effective supervision ▪ Direction and Supervision ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
8	<p>Controlling</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Control process ▪ Characteristics of and effective control system ▪ Types of control ▪ Is control a Negative or positive? ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
9	<p>Co-ordination</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature of Co-ordination ▪ Importance of Co-ordination ▪ Characteristics of Co-ordination ▪ Types of Co-ordination ▪ Techniques of Co-ordination ▪ Principles of Co-ordination ▪ Hurdles in coordination ▪ Need of Co-ordination ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	

<p>10</p>	<p>Authority and Responsibility</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Characteristics of Authority ▪ Features of Responsibilities ▪ Difference between Authority and Responsibility ▪ Difference between Authority and Power ▪ Delegation of authority ▪ Principles of Delegation ▪ Delegation Process ▪ Elements of Delegation ▪ Merits and demerits of Delegation of authority ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>11</p>	<p>Motivation</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Characteristics ▪ Types of motivation ▪ Intrinsic Motivation and Extrinsic Motivation ▪ Hierarchy of Needs Theory ▪ ERG Theory ▪ Herzberg’s Two Factor Theory ▪ Theory X – Theory Y ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>12</p>	<p>Leadership</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Importance ▪ Characteristics ▪ Factors Affecting leadership ▪ Principles of Leadership ▪ Leadership styles ▪ Theories of Leadership ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>13</p>	<p>Communication</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature 	

	<ul style="list-style-type: none"> ▪ Importance ▪ Characteristics ▪ Factors Affecting communication ▪ Need for Communication ▪ Types of Communication ▪ Communication Process ▪ Effective Communication ▪ Barriers to Communication ▪ Forms of Communication ▪ Elements of Communication ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	
<p>14</p>	<p>Corporate Social responsibilities of Business</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Meaning and Definition ▪ Nature ▪ Scope ▪ Business and Society ▪ Types ▪ Benefits and Criticism ▪ Various approaches to CSR ▪ Examples ▪ Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, case study etc.) 	

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Unit-2	Evolution of Management thoughts
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