



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Management Principles and Practices	Course Code:		Type of Course: Major/Core
Credit: 04	Theory: 04 Hours	Practical: -Nil	Teaching Hours: 60
Internal Marks:50	External Marks: 50	Total Marks -100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to ·

- Understand concepts and techniques of Leadership and Motivation.
- Understand the process of change and change management. ·
- Understand the emerging trends in management.
- Explain the basic Practices useful for managers in managing Organization. ·
- Understand the requirement of solving cases in management.

Pedagogy:

Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.

COURSE CONTENT

Unit - 1	Leadership and Motivation Techniques for Managers	Hours: 12
	• Leadership – styles / Techniques (Autocratic, Democratic and Free rein), qualities required for successful leaders, Trait Theory, Grid theory. • Motivation – types (Financial /Non-Financial), Maslow's theory, McGregor's theory and Hertzberg's two factor theory	
Unit – 2	Management of Change	Hours: 12
	• Change – Meaning, types, Importance, Process of Planned Change, • Resistance to change – meaning, causes and remedies • Change Agent – meaning, types and roles	
Unit - 3	Management in Practice	Hours: 12
	• Decision Making – Concept, Process and Importance • Management By Objective – Concept, Process and Importance • Work Life balance – Concept, components, positive effects and Managerial Actions	
Unit – 4	Recent Trends in Management	Hours: 12
	• Management Information System – concept, Process/ components, Importance and Limitation • Total Quality Management – Concept, Tools, Importance and Managerial Implications • Knowledge management – Meaning, merits and demerits	
Unit – 5	Case study	Hours: 12
	Concept, Types, Process to attempt case study, Importance and Limitations – class room discussion of three practical cases minimum. Note: -In exam Practical cases can be asked on business management concepts in the option of theory	

Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments



REFERENCES

1. Management: Task, Responsibilities and Practices – Peter F Drucker ,
2. Modern Business Organization by S. A. Sherlekar, Himalaya Publication
3. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management By Jallo, Tata McGraw Hill
5. Industrial Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
6. Business Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
7. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Co. Delhi