

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**S. Y. B.COM**  
**Semester-III**  
**PRINCIPLES OF BUSINESS MANAGEMENT**  
**(INFORCE FROM 2015 – 2016)**

Unit I. Introduction: Concept, nature, process and significance of management, Four orientations of mgmt, effective mgmt, Managerial Roles (Mintzberg), An overview of functional areas of mgmt, development of mgmt thoughts, classical and neo classical system, contingency approaches. (20%)

Unit II. Planning: Concept, process and types, decision making – concept and processes, bounded rationality, mgmt by objectives, corporate planning, environmental analysis and diagnosis, environmental factors, strategy formulation. (30%)

Unit III. Organizing: Concept, nature, process and significance, authority and responsibility relationships, centralization and de-centralization, departmentation, organization structure – forms and contingency factors. (20%)

Unit IV. Motivating and leading people at work: Motivation concepts, theories, Maslow, Herzberg, McGregor and Ouchi, McClelland's need theory, Alderfer, ERGS theory, financial and non-financial incentives. (30%)

**Suggested Reading:**

1. Drucker Peter F, Management Challenges for 21<sup>st</sup> Century, Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, Essentials of Management, TataMcGraw Hill, New Delhi.
3. Fred Luthans, Organizational Behavior, McGraw Hill, New York.
4. Louis A Allen, Management and Organization, McGraw Hill, Tokyo.
5. Ansoff H I, Corporate Strategy, McGraw Hill, New York.
6. Hampton and David R, Modern Management, McGraw Hill, New York.
7. Stoner and Freeman, Management, Prentice Hall, New York.
8. Principles and Practices of Management, L M Prasad.

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**Semester-IV**  
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Unit I. Leadership – Concepts, leadership styles, leadership theories (Tannenbaum and Schmidt), Charismatic theory, trait, behavioural, Situational theory, Likert System of mgmt, leadership styles, leadership as a continuun, managerial grid, leadership styles in Indian organization.

(35%)

Unit II. Managerial Control – Concepts and Processes, effective control system, techniques of control, operational control techniques.

(30%)

Unit III. Management of Change – Concepts, nature and process of planned change, resistance to change, emerging horizons of management in changing environment, challenges before Indian managers in 21<sup>st</sup> century, social responsibilities, ethical issues, corporate governance.

(35%)

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1. Drucker Peter F, Management Challenges for 21<sup>st</sup> Century, Butterworth Heinemann, Oxford.
2. Weihrich and Koontz, Essentials of Management, TataMcGraw Hill, New Delhi.
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