

Veer Narmad South Gujarat University

Proposed syllabus for Principles of Management - 2 FYBBA Semester II Effective from December 2016

Note: Discuss case study in each Unit. Weightage of case study may be 20%

Unit 1: Organising (40%)

1. Definition of organizing & introduction
2. Process of organizing
3. Principles of organizing
4. Types of organizations OR organization structure: Structure, Features, Merits and Demerits
 - Line Organisation
 - Line & Staff Organisation
 - Matrix Organisation
 - Committee
5. Departmentation & Basis of departmentation: Functional, Territorial (Geographical), Product wise, Customer wise, Process wise, Time wise
6. Concepts of Authority, Responsibility and Accountability
7. Process and Principles of Delegation of Authority
8. Concept of Centralisation & Decentralisation. Factors affecting centralization & decentralization
9. Concept of Informal Organizations. Difference between formal and informal groups. Reasons of Informal Organisation
10. Blocks to effective Delegation. Measures of effective Delegation.

Unit 2: Staffing and Directing (35%)

1. Staffing:
 - Concept and Meaning of Staffing
 - Concepts and Meanings of Recruitment and Selection
 - Sources of Recruitment (Internal & External)
 - Concepts and Meanings of Training and Development
2. Direction :
 - Meaning and features of direction
 - Importance of direction
 - Principles of direction
3. Leadership
 - Definition of Leadership
 - Qualities of a good leader (Successful leader)
 - Styles of leadership as per trait theory

Blawel