

F.Y.B.B.A. Semester-II

Effective from November 2011

Principles of Management –II**1. Staffing (25 %)**

1. Definition of staffing & introduction
2. Definition of recruitment
3. Sources of recruitment (Internal & External).
4. Process of recruitment & selection
5. Definition of training
6. Definition of development
7. Importance of training & development to organization & to employees
8. Case studies on staffing

2. Directing & Coordinating (35 %)

1. Definition of Co-ordination & introduction
2. Need & importance of Co-ordination
3. Techniques of Co-ordination
4. System's approach to co-ordination & types of co-ordination
5. Definition of Leadership
6. Qualities of a good leader (successful leader)
7. Styles of leadership as per trait theory
8. Direction : Meaning and features of direction, importance of direction, principles of direction
9. Supervision: Meaning, Roles of Supervisor, How to supervise effectively & skills of a good supervisor.
10. Case studies on directing

3. CONTROL**(25 %)**

1. Definition of control
2. Importance of control & its relation to Planning
3. Process of control
4. Resistance to control and methods to overcome this resistance.
5. Control techniques : viz. Break Even Point Analysis, Budgetary Control, Zero Based Budgeting, Responsibility accounting, Standard Costing, Total Quality Management (TQM), Management Information System (MIS), Kaizen, Budgetary control: Types of budgets, Meaning, benefits and problems & limitations
6. Case Studies on control

4. Case Study (15 %)

Books:

1. Principles of Management – L.M. Prasad, Publisher: M/s. Sultan Chand. (Text Book)
2. Management: Text & Cases - VSP Rao & V. Harikrishna, Excel Books (Text Book)
3. Management - Harold Koontz , Tata McGraw Hill
4. Management - Robbins & Coulter, Prentice Hall