

**Course No. 204 PRINCIPLES OF BUSINESS MANAGEMENT**  
**(PBMT VIII)**  
**(For B.Com (General) And Six Speciality Programmes)**

**Marks: 80**

**Hours: 40**

**Objective:** This course familiarises the students with the basis of Principles of Management.

**Course Contents:**

- UNIT I:** Concept of management; development of management thought; classical and neo-classical systems; Systems Approach, contingency approaches. 20: 10 hrs
- UNIT II:** Concept of planning; importance of planning; features of a good plan. Decision making- concept and techniques of decision making; Management by objectives- features, process, advantages and limitations; 20: 10 hrs
- UNIT III:** Organizing-meaning, nature, process and significance; span of management, organization structure-its importance, departmentation, types of organization structure. 20: 10 hrs
- UNIT IV:** Motivation and leading people at work; Motivation- Concept and theories- Maslow, Herzberg ,McGregor. Leadership- Concept, Qualities of a leader, leadership styles. Managerial control: concepts and process. 20: 10 hrs

**Text and Reference Books:**

1. Drucker Peter F: Management Challenges for the 21<sup>st</sup> Century; Butterwerth Heinemann, Oxford.
2. Louis A. Allen: Management and Organization, MC Graw Hill, Tokyo.
3. Kalwar M.C. & Pathak R.K., Principles of Business Management, Avilekh Publication and Production, UPABAN, Guwahati.
4. Bhat Anil & Kumar Arya: Management, Principles, Process and Practices, Oxford University Press, New Delhi.
5. Bhattacharyya: Principles of Management, Pearson, New Delhi.
6. Kaul: Business Organisation and Management: Text and Cases, Pearson, New Delhi.
7. Bose: Organisation and Management, New Central Book Agency, Hyderabad.