

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

<b>BBA – III (Hons)</b>	
<b>Course Title</b>	<b>: Principles of Management</b>
<b>Course Number</b>	<b>: BA (H) – 461</b>
<b>Credit Hours</b>	<b>: 03</b>

**Objective**

This is a basic course introducing the principles, concepts and historical perspective of general management. The objective is to expose students to the management functions which includes planning, organizing, staffing, leading, controlling etc.

Emphasis is also given on how a business venture can collapse if proper management is not practiced in the business. Students are therefore expected to develop analytical and conceptual understanding of how people are managed in small, medium and large public and private, national and international organizations (profit making and non-profit making).

**Course Content**

**1. Introduction**

- 1.1 Overview and scope of management
- 1.2 The Evolution and Emergence of Management Thought
- 1.3 Major Contributions to Management: Fredrick Taylor (Scientific Management) Henry Fayol and Henry Gantt
- 1.4 The emergence of Behavioral sciences

**2. Management Functions – Planning, organizing, Staffing, Leading and Controlling**

**3. Planning**

- 3.1 The nature and purpose of Planning
- 3.2 Objectives
- 3.3 Meaning of Objective
- 3.4 Process of Managing by Objectives
- 3.5 How to set Objective
- 3.6 Types of Plans
- 3.7 Steps in Planning

#### **4. Decision Making**

- 4.1 Importance and Limitations of Rational Decision Making
- 4.2 Evaluation of alternatives
- 4.3 Decision Making Under Uncertainty
- 4.4 Evaluating the Importance of Decision Making

#### **5. Organizing**

- 5.1 The Nature and Purpose of Organizing
- 5.2 Organizational Structures : Formal and Informal Organization
- 5.3 Organizational Division: The Departments
- 5.4 Organization and Span of Management
- 5.5 Departmentalization, Organizational Structure, Various Basis for Departmentalization
- 5.6 Line / Staff Authority, Functional Authority
- 5.7 Decentralization and Delegation of Authority

#### **6. Staffing**

- 6.1 Definition of Staffing
- 6.2 Human Resource Management
- 6.3 Recruitment and Selection: Matching the Person with the Job
- 6.4 Selection Process and Techniques
- 6.5 Training and Development
- 6.6 Purpose and Uses of Appraisal
- 6.7 Choosing the Appraisal Criteria
- 6.8 Formulating the Career Strategy

#### **7. Leading – Human Factors and Motivation**

- 7.1 Human Factors in Managing
- 7.2 Motivation and Motivators
- 7.3 Behavioral Models – Mc Gregor’s Theory X and Theory Y, Maslow’s Hierarchy of Needs Theory, Herzberg Two Factor Theory of Motivation and Other’s
- 7.4 Job Enrichment
- 7.5 Leadership – Trait Approach, Leadership Behavior and Style
- 7.6 Communication – Communication Function and Organization
- 7.7 Communication Process, Barriers to Communication
- 7.8 Effective Communication

#### **8. Controlling**

- 8.1 The Basic Control Process
- 8.2 Requirement for Effective Control
- 8.3 Control Techniques : The Budget, Traditional Non-Budgetary Control Devices
- 8.4 Time – Event Network Analysis
- 8.5 Program Budgeting
- 8.6 Information Technology and Its Challenges
- 8.7 Controlling and Planning Relationship

## **9. Management and Society**

- 9.1 Operation in a Pluralistic Society
- 9.2 External Environment – Economic, Technological, Political and Legal
- 9.3 Social Responsibility and Ethical Managerial Practices
- 9.4 Future Perspective of Management

### **Recommended books**

1. Richard L. Daft, “Management”, The Dryden Press, (Latest Edition).
2. H. Koontz and H. Weihrich, “Management” , McGraw-Hill Inc., (Latest edition)
3. Robert M. Fulmer, “The New Management”, McMillan (Latest Edition).
4. Articles Related to the given topics can be added.
5. Rue, Leslie W. Byars, Lloyd L. “Management Skills and Applications”, McGraw Hill, 2007
6. Betamen Thomas, Snell, Scott A, “Management Competing in New Era, 5.e”, McGraw Hill, 2002