

B. COM. PART- II

PAPER – II: PRINCIPLES OF MANAGEMENT

1. The Emergence of Business and Management Thought:

Concept of scientific management, Human Relation and Administration, Universal functions of a Manager, qualities of a good manager.

2. Effective Decision Making:

Process of Decision Making, Rational of Decision Making, preventing the problem, Solving the problem. Japanese Decision Making, Group ideas in decision making personal decisions, Guideline for effective decision-making.

3. The Planning Process:

Activities involved in the process of planning, Choosing objectives, Identify premises, Survey resources, Establish policies, Procedures and rules. Establish budgets. Decide standards. Common reasons for failure of plans.

4. Organization:

Organization and Organization bureaucracy, Basic elements of organizing, Division of Labour, Delegation of Authority, Centralized Vs Decentralized, Organization structure, Span of Control.

5. Motivations:

Concepts and Applications in Organization, Personality, Behavior and Motivation, Need Theory, X & Y Theory, Two factor Theory, Human Relations Theory and Money and Motivation Theory.

6. Staffing:

Staffing activities, determining needs in advance. Selection and Recruiting, Orientation and training, performance appraisal, MBO as a technique for appraisal, Compensation, Promotion, Termination.

7. The Questions of Authority. Concept of Authority in Management:

Sources of Authority, Line, Staff and Functional Authority.

8. Know Thyself (Understanding Human Psychology)

Basic Motives, Humanistic approach, Self actualizing person, Importance of Self Acceptance and Accurate Self Image.

9. Leadership:

Manager as a leader, An elementary introduction to leadership theories.

10. Group Dynamics:

Characteristics of a group, Reasons, Types and control.

11. Communications:

Factors, Process, Noise, Media's Philosophies or Theories of communication.

12. Concept of Control:

Control process, Control as a Feedback, Phases, Types, Budgetary Control, Break-even analysis and Control through Ratios, Control through R.O.I., Direct control through Key Results areas, Characteristics of a good control system.

RECOMMENDED BOOKS:

1. Koontz Harald **Management** Mc-Graw Hill,
Wehrich, Beins, New York latest edition.2003

2. Fulmer, Robert M., **The New Management,** Mc-
Graw Hill, New York, year

2003.

REFERENCE BOOKS:

1. Amin Khalid **New Management**, K.B.E
Book Bank Karachi, 2005
2. Dapt, Richard L. **Management**, 4th Ed. Fort
Worth, The Dryden.
3. Peter Druckerr F. **An Introduction View of
Management** Hamper's
College Press New York, .
4. Khursheed H. Siddiqui **Introduction to New
Management**, 2nd Edition
Ghazanfar Academy, Karachi,
2003.
5. Syed Shoukat Ali **New Management**, Rehbar
Publisher's Urdu Bazar
Karachi.