

## **BBA – 101 INTRODUCTION TO MODERN BUSINESS**

- 1. The Indian Business System: Forms of business organizations and ownership: sole proprietorships, partnerships, Joint stock companies: Public & Pvt. Cos. Public Management and its various functions Nature and scope organizational objectives, management by objectives (MBO), functions of planning: nature and purpose, types, steps in planning decision making; process**
- 2. Organizing: Nature, importance, the organizing process, formal and informal organization, and organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula. Departmentation: definition, departmentation by function, by territory, product/service customer group, matrix organization, vertical and horizontal coordination.**
- 3. Authority: Definition, types, responsibility and accountability. Delegation; definition, steps in delegation, obstacles to delegation and their elimination. Decentralization v/s centralization, determinants of effective decentralization, control of decentralization.**
- 4. Staffing: Definition, manpower management, factors affecting staffing, job design, selection process, and techniques. Performance appraisal: need and process.**
- 5. Leading: Motivation, hierarchy on needs theory, theory of X and theory of Y. Leadership: styles, types, theories of leadership: trait approach and situational approach, theory Z, job enrichment and job enlargement. Committees' nature, merits and demerits. Ways to make committees work.**
- 6. Communication: Importance, process, barriers and breakdown of communication.**
- 7. Controlling: Control process, types, the job of controller, barriers to control making control successful. Control techniques; budget and non-budgetary control devices. Challenges created by information technology. Social responsibility, Business ethics.**

### **References:**

- 1. Essentials of Management: McGraw Koontz & O'Donnel Hill**
- 2. Management (Prentice Hall): Stoner & Wankel**
- 3. Principles & Practices of Management: L.M. Prasad**
- 4. Management (Prentice Hall): Stephen P Robbins**
- 5. Management: Y.K. Bhushan**
- 6. Business Organization & Management: Singh & Chabra**