

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title : PRINCIPLES OF MANAGEMENT

Course Number : BA(BS) – 531

Credit Hours : 03

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 to Management

- 1.1. Modern Management: A Digital Focus
- 1.2. Managing: History and Current Thinking

2. Modern Management Challenges

- 2.1. Corporate Social Responsibility and Business Ethics
- 2.2. Management and Diversity
- 2.3. Managing in the Global Arena

3. Planning

- 3.1. Principles of Planning
- 3.2. Making Decisions
- 3.3. Meaning of Objective
- 3.4. Strategic Planning
- 3.5. Plans and Planning Tools

4. Organizing

- 4.1. The Nature and Purpose of Organizing
- 4.2. Organizational Structures: Formal and Informal Organization
- 4.3. Organizational Division: The Departments
- 4.4. Organization and Span of Management

- 4.5. Departmentalization, Organizational Structure, Various Basis for Departmentalization
- 4.6. Line / Staff Authority, Functional Authority
- 4.7. Decentralization and Delegation of Authority

5. Influencing

- 5.1. Fundamental of Influencing and Communication
- 5.2. Leadership
 - 5.2.1. The Situational Approach to Leadership
 - 5.2.2. Leadership Situation and Decisions
 - 5.2.3. Leadership Behavior
 - 5.2.4. The OSU Studies
 - 5.2.5. The Michigan Studies
 - 5.2.6. Life Cycle Theory
 - 5.2.7. The Contingency Theory of Leadership
 - 5.2.8. Path–Goal Theory
 - 5.2.9. Transformational Leadership
 - 5.2.10. Super–Leadership
 - 5.2.11. Entrepreneurial Leadership
 - 5.2.12. Substitute for Leadership
- 5.3. Motivation
 - 5.3.1. Need–Goal Theory
 - 5.3.2. Vroom Expectancy Theory
 - 5.3.3. Equity Theory
 - 5.3.4. Porter–Lawler Theory
 - 5.3.5. Maslow’s Hierarchy of Need
 - 5.3.6. Alderfer’s ERG Theory
 - 5.3.7. Arryris’s Maturity–Immaturity Continuum
 - 5.3.8. McClelland’s Acquired Needs Theory

6. Controlling

- 6.1. The Basic Control Process
- 6.2. Requirement for Effective Control
- 6.3. Control Techniques: The Budget, Traditional Non–Budgetary Control Devices
- 6.4. Information Technology and its Challenges
- 6.5. Controlling and Planning Relationship

Recommended Books

1. Certo, S. C. (2003). *Modern Management*. New Delhi: Pearson.
2. Daft, R. L. (2010). *Management*. Dallas: South–Western Cengage.
3. Fulmer, R. M. (1993). *The New Management*. Oxford: McMillan.
4. Koontz, O. H. & Sweihrich, H. (1993). *Management*. London: McGraw–Hill.
5. Daft, R. L. & Marcic, D. (2010). *Understanding Management*. Dallas: South–Western Cengage.
6. Rue, L. & Byars, W. (2007). *Management Skills and Applications*. New York: McGraw–Hill.
7. Bateman, T. S. & Snell, S. A. (2002). *Management Competing in New Era*. New York: McGraw–Hill.