

# **Business Administration**

## **DEGREE STANDARD**

### **UNIT – 1**

Management – Definition – Evolution of Management Thought – contributions by Taylor, Fayol, Elton Mayo, Peter Drucker – Management as a Profession

### **UNIT – 2**

Planning - Nature and Scope – Steps in planning Process – Types of Plans - Decision Making – Forecasting – MBO.

### **UNIT – 3**

Organising – Importance – Departmentation – Delegation of Authority – Decentralization – Line, Line and Staff, and Matrix structure – Span of Control

### **UNIT – 4**

Staffing – Manpower Planning – Recruitment and Selection – Training and Development, Promotion and Transfer – Performance appraisal.

### **UNIT – 5**

Directing – Leadership styles – Qualities of a leader – Process of Communication – Problems and barriers to Communication – Requirements for effective Communication Controlling – Procedure – Techniques.

### **UNIT – 6**

Motivation at work – Importance – Theories : Maslow, Herzberg, Mc Clelland, Vroom, Mc Gregor, Incentives : Monetary and non-monetary.

### **UNIT – 7**

Demand Analysis and Fore casting – Break Even Analysis – Pricing decisions under different market structure – National Income, GDP, GNP, Gross Domestic savings.

### **UNIT – 8**

Business Environment – Impact on business – Suppliers, competitors, Consumers, Government, Technology, Economy, Society,- Business Ethics – Social Responsibilities of Business.

### **UNIT – 9**

Concepts of Entrepreneurship – Functions - Qualities of Entrepreneurship – Types of Entrepreneurs – Entrepreneurship Development Programmes – Steps in starting a small scale unit.

## **UNIT – 10**

Statistics for Management – Data Collection and Tabulation – Sampling – Correlation and Regression – Tests of Significance – Interpretation and Preparation of reports.