

**FYUP BACHELOR OF BUSINESS
ADMINISTRATION
BBA (Hons.)**

MGB-1111

**PRINCIPLES OF MANAGEMENT
AND ORGANIZATIONAL
STRUCTURE**

**CENTRE FOR DISTANCE
AND ONLINE EDUCATION**



Director
Centre for Distance and Online Education
Mangalayatan University, Beswan, Aligarh-202146 (U.P.)

Compiled By:



Registrar
Mangalayatan University
Beswan, Aligarh



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Block I: Evolution of Management Thought

Unit 1: Classical School: F. W. Taylor: Scientific Management Theory, Classical Organization Theory

Unit 2: Fayol's Principles of Management, And Max Webers' Bureaucratic Model.

Unit 3: Behavioural School: Mary Parker Follet, Chester Bearnard, how throne Studies.

Block II: Management Function and Planning

Unit 4: Basics management functions, role of manager, Overview of Planning: Types of Plans & The planning process;

Unit 5: Decision making: Process, Types and Techniques

Unit 6: Control: Function, Process and types of Control

Block III: Organizing & Coordinating Work

Unit 7: Principles of organizing: Common Organizational structures. Unit 8: Decentralization: Factors affecting the extent of decentralization Unit 9: Delegation: Process and Principles of delegation.

Block IV: Ownership

Unit 10: Basic forms of Business Ownership;

Unit 11: Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of Business ownership

Unit 12: Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

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**FYUP BACHELOR OF BUSINESS
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PRINCIPLES OF MARKETING

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Block I: Introduction of Marketing

Unit 1: Introduction to Marketing: Definition of Marketing, Entities that can be marketed

Unit 2: Marketing from an organization's viewpoint

Unit 3: Types of markets, Difference between marketing and selling

Block II: Segmentation and Targeting

Unit 4: Concept of segmentation

Unit 5: Bases for segmentation

Unit 6: Targeting, Targeting strategies

Block III: Differentiation and Positioning

Unit 7: Introductions to Differentiation and Positioning

Unit 8: Differentiated, Undifferentiated and Niche marketing

Unit 9: Differentiation parameters, Competition, Positioning

Block IV: Marketing Strategy – I: Product and Price

Unit 10: Meaning and levels of product: Product classification

Unit 11: Product mix concept, Brand and brand decisions

Unit 12: Introduction to Pricing, Pricing decisions

Block V: Marketing Strategy – II: Place and Promotion

Unit 13: Introduction to Distribution: Distribution channels

Unit 14: Channel design and management, Introduction to Promotion, Promotional vehicles,

Unit 15: Product life cycle

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