

Probability distribution as a concept, Binomial, Poisson and Normal distributions – their properties and parameters, Empirical distribution – generating, Applications to business.

**Suggested Readings:**

1. Gupta, B.N. : Statistics (Hindi).
2. Gupta, S.P.: Statistical Methods, Sultan Chand & Sons, New Delhi
3. Hoel & Jessen : Basic Statistics for Business and Economics : John Wiley and Sons, New York.
4. Hooda, R.P.: Statistics for Business and Economics; Macmillan, New Delhi.
5. Lewin and Rubin : Statistics for Management, Prentice Hall of India, New Delhi.
6. Nagar, Kailsh Nath, Sankhyika ke Mool Tattar
7. Rao, N.S., Suthar, S.P. and Gupta, S.L. : Business Statistics (Hindi) Alka Publishing House, Udaipur.
8. Shukla & Saha : Statistics (Hindi)
9. Ya-Lun Chou : Statistical Analysis with Business and Economics Applications, Holt : Rinehart & Winster, New York

**BUSINESS ADMINISTRATION**

**1.3 PRINCIPLES OF BUSINESS MANAGEMENT (Code No.1821)**

**Objective**

This course familiarizes the students with the basics of principles of management

**COURSE CONTENTS**

**UNIT- I**

Introduction: Concept, Nature, Process, and significance of Management; An overview of functional areas of Management; Development of Management Thought. Functions of Management and Coordination.

**UNIT- II**

Planning: Concept, Process and Types. Decision Making – Concept and Process; corporate planning. Strategy formulation concept of strategic planning, Management by objectives; Environment Analysis and Diagnosis.

**UNIT - III**

Organising: Concept, Nature, Process and Significance; Authority and Responsibility; Delegation of Authority. Centralisation and Decentralisation; Departmentation; Organisation Structure & Forms.

**UNIT- IV**

Motivating and Leading People at Work: Motivation – Concept; Theories – Maslow, Herzberg, McGregor and Ouchi; financial and non-financial Incentives. Leadership – Concept and Leadership Styles; Leadership theories. Communication – Nature, Process and barriers in effective communication.

**UNIT- V**

Managerial Control: Concept and Process; Effective control system; Techniques of control – traditional and modern. Management of Change: Concept, Nature and process of planned