

Uka Tarsadia University



B.B.A

Effective Managerial Skills (03030306)

3rd Semester

Effective from July-2012

Foundation Subject

52 Hours Theory - 4 Credits

Subject Code: 030030306

Total No. of Units: 4

Course Objective and Course Outcome: To acquaint students with managerial role and competencies.

		SECTION-I	Total No. of Hours
Unit-1 [25%]	Managerial Roles and Competencies-I		
	3.1 Managers vs Management (Management by Garry pp-9-11)		
	3.2 The Management Process		
	3.3 Types of manager- Top level, Middle and 1st line manager		13
	3.4 Managerial Roles		
	3.5 Managerial Competencies		
	3.6 Effective vs Successful Managerial activities		
Unit-2 [25%]	Managerial Roles and Competencies-II		
	2.1 Interpersonal Skills		
	2.2 Time Management Skills		
	2.3 Listening Skills		13
	2.4 Communication Skills		
	2.5 Golden Rules for Working Smarter		
		SECTION-II	Total No. of Hours
Unit-3 [25%]	Leadership Skills-I		
	3.1 Meaning and Definition		
	3.2 Leaders and Managers		13
	3.3 Qualities of a Good Leader		
	3.4 Sources of Leadership Power		
Unit-4 [25%]	Leadership Skills-II		
	4.1 Why Managers require leadership qualities?		
	4.2 Significance / Importance of Leadership in Teams		13
	4.3 Leadership skills of famous personality- Dhirubhai Ambani, Narayan murthy and Azim Premji.		

References:

1. Robbins, Stephen P. *Organizational Behaviour*. New Delhi: Prentice Hall of India, 2007.
2. Graham Roberts – Phelps. *Handbook of Time Management Working Smarter*. New Delhi: Crest Publishing House, 2003.

