

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	
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	
Unit-3 [25%]	Leadership Skills-I		
	3.1	Meaning and Definition	
	3.2	Leaders and Managers	13
	3.3	Qualities of a Good Leader	
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.	

SECTION-II

Total No. of Hours

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.

