



Bachelor of Business Administration
BBA (General) - Semester – I

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| Course Code | UM01MABBA01 | Title of the Course | Principles of Management |
| Total Credits of the Course | 04 | Hours per Week | 04 |

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| Course Objectives: | <ol style="list-style-type: none">1. Principles of management have mainly objective of Coordination and proper administration of businesses.2. Management is an essential function of Businesses.3. It allows for ensuring that the work done by the individual elements of the firm are combined for the furtherance of the collective objective of the firm.4. Most management principles aim at ensuring smooth functioning in Business Organisation. |
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| Course Content | | |
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| Unit | Description | Weightage* (%) |
| 1. | Introduction to Management <ul style="list-style-type: none">• Meaning & Definition of Management• Significance of Management• Functions of Management (POSDCORB)• Principles of Management• Management V/S Administration• Levels of Management• Roles and Skills of Manager | 25% |
| 2. | Planning and Organizing <ul style="list-style-type: none">• Meaning & Definition of Planning• Characteristics and Importance of Planning• Planning Process• Types of Plans• Meaning & Definition of Organization• Guiding Principles of Organisation• Process of Organisation• Centralisation V/S Decentralisation• Forms of Organisation Structure :(Line, Functional, Line & | 25% |



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| | Staff, Limited Liability Partnership (LLP), One Person Company) | |
| 3. | Leadership and Motivation <ul style="list-style-type: none">• Meaning & Definition of Leadership• Qualities of a good leader• Leadership styles: Autocratic, Democratic and Free Rein - Meaning & Definition of Motivation• Importance of Motivation• Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor) | 25% |
| 4. | Communication and Controlling <ul style="list-style-type: none">• Meaning & Definition of Communication• Importance of Communication• Process of Communication• Barriers to effective Communication• Principles of effective Communication• Meaning & Definition of Controlling• Importance of Controlling• Process of Controlling• Budgetary Control: Meaning and Objectives. | 25% |

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| Teaching-Learning Methodology | ICT through (e.g Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
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| Evaluation Pattern | | |
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| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written / MCQ (As per CBCS R.6.8.3) | 15% |
| 2. | Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 15% |
| 3. | University Examination | 70% |

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| Course Outcomes: Having completed this course, the learner will be able to | |
| 1. | Describe the primary functions of management and the roles of managers. |
| 2. | Describe the work of major contributors to the field of management |



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

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| 3. | Explain how managers align the planning process with company mission, vision, and values. |
| 4. | Explain the components and considerations of strategic management |
| 5. | Explain the process and techniques of individual and group decision-making |
| 6. | Identify common organizational structures and the advantages and disadvantages of each. |
| 7. | Explain the methods and need for control within an organization. |

Suggested References:

| Sr. No. | References |
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| 1. | Business Organization & Management by C B Gupta |
| 2. | Principles & Practices of Management by L M Prasad |
| 3. | Modern Business Organization & Management by S A Sherlekar & V S Sherlekar |
| 4. | Management by Koontz and Weighrich |
| 5. | Principles of Management by Ajayraj Vyas and Ankur Amin |
| 6. | Principles of Management by T. Ramasamy, Himalaya Publishing House |

On-line resources to be used if available as reference material

On-line Resources

1. <https://ncert.nic.in/ncerts/l/lebs102.pdf>
2. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf
3. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf>