



**Bachelor of Business Administration**  
**BBA (ITM) - Semester – I**

Course Code	UM01MABBI01	Title of the Course	Principles of Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"><li>1. Principles of management have mainly objective of <b>Coordination and proper administration of businesses.</b></li><li>2. Management is an essential function of Businesses.</li><li>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.</li><li>4. Most management principles aim at ensuring smooth functioning in Business Organisation.</li></ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction to Management</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Management</li><li>• Significance of Management</li><li>• Functions of Management (POSDCORB)</li><li>• Principles of Management</li><li>• Management V/S Administration</li><li>• Level of Management</li><li>• Roles and Skills of Manager</li></ul>	25%
2.	<b>Planning and Organizing</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Planning</li><li>• Characteristics and Importance of Planning</li><li>• Planning Process</li><li>• Types of Plans</li><li>• Meaning &amp; Definition of Organization</li><li>• Guiding Principles of Organisation</li><li>• Process of Organisation</li><li>• Centralisation V/S Decentralisation</li><li>• Forms of Organisation Structure: (Line, Functional, Line &amp;</li></ul>	25%



	Staff, Limited Liability Partnership (LLP), One Person Company)	
3.	<b>LeadershipandMotivation</b> <ul style="list-style-type: none"> <li>• Meaning&amp;DefinitionofLeadership</li> <li>• Qualitiesofa goodleader</li> <li>• Leadership styles: Autocratic, Democratic and Free Rein - Meaning&amp; Definition ofMotivation</li> <li>• ImportanceofMotivation</li> <li>• Theories ofMotivation (Need HierarchyTheoryby Maslow, Two Factor Theory by Herzberg and Theory X &amp;TheoryYbyMcGregor)</li> </ul>	25%
4.	<b>CommunicationandControlling</b> <ul style="list-style-type: none"> <li>• Meaning&amp;DefinitionofCommunication</li> <li>• ImportanceofCommunication</li> <li>• ProcessofCommunication</li> <li>• BarrierstoeffectiveCommunication</li> <li>• PrinciplesofeffectiveCommunication</li> <li>• Meaning&amp;Definitionof Controlling</li> <li>• ImportanceofControlling</li> <li>• ProcessofControlling</li> <li>• Budgetary Control: Meaning and Objectives.</li> </ul>	25%

Teaching-Learning Methodology	ICTthrough (e.gPowerPointpresentation,Audio-VisualPresentation)GroupDiscussion, RolePlaying, CaseStudy
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EvaluationPattern		
Sr. No.	DetailsoftheEvaluation	Weightage
1.	InternalWritten/MCQ(AsperCBCSR.6.8.3)	15%
2.	InternalContinuousAssessmentintheformofPractical,Viva-voce,Quizzes,Seminars,Assignments,Attendance (As perCBCSR.6.8.3)	15%
3.	UniversityExamination	70%

CourseOutcomes:Havingcompletedthiscourse,thelearnerwillbeableto	
1.	Describetheprimaryfunctionsofmanagement andtherolesofmanagers.
2.	Describetheworkofmajorcontributorstothe fieldofmanagement



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat (Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2021-2022**

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
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](https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf)
3. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf>