



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

Bachelor of Business Administration
B.B.A (General) Semester-I

Course Code	UM01CBBA71	Title of the Course	Principles of Management
Total Credits of the Course	03	Hours per Week	03
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.		

Course Content		
Unit	Description	Weightage* (%)
1.	Nature of Management and Planning <ul style="list-style-type: none">● Meaning & Definition of Management● Significance of Management● Functions of Management (POSDCORB)● Principles of Management● Levels of Management● Meaning & Definition of Planning● Nature and Importance of Planning● Planning Process● Types of Plans● Planning Premises-Meaning & Types	25%
2.	Organising <ul style="list-style-type: none">● Meaning & Definition of Organisation –● Guiding Principles of Organisation –● Process of Organisation –● Delegation of Authority: Meaning & Definition,● Elements & Advantages● Centralisation V/S Decentralisation –● Forms of Organisation Structure :(Line, Functional, Line & Staff, Matrix and Committee)	25%



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3.	Business Leaders and Motivation <ul style="list-style-type: none">● Meaning of Business Leader, Concept of Leadership● Qualities of a good business leader● Leadership styles :Autocratic, Democratic and Free Rein - Meaning & Definition of Motivation● Role of Business Leader in current economic growth.● Motivation- Meaning and importance● Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor, Theory Z by Ouchi)	25%
4.	Corporate Communication and Controlling <ul style="list-style-type: none">● Meaning & Importance of Communication● Media 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		
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
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



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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>
