



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-1 (MBA)

**Subject:** Principles of Management – MBAXX11502

**Type of course:** Major (Core)

**Prerequisite:**

Prerequisite for the subject of Principles of Management includes a foundational understanding of business concepts and principles. Students should have prior knowledge of various business functions such as marketing, finance, operations, and human resources. Familiarity with organizational behavior and dynamics is essential to grasp the fundamentals of management. Additionally, a basic understanding of decision-making processes, communication, and leadership within an organizational context is recommended. Overall, a comprehensive understanding of business fundamentals and the dynamics of managing organizations will provide a strong foundation for studying Principles of Management.

**Rationale:**

The study of Principles of Management provides students with a fundamental understanding of the principles, theories, and practices that underpin effective management in organizations. It aims to equip students with the essential knowledge and skills necessary to navigate the challenges and complexities of the business world. By exploring topics such as planning, organizing, leading, and controlling, students develop a comprehensive understanding of the key functions and roles of managers. This subject also fosters critical thinking, problem-solving, and decision-making abilities, enabling students to analyze and evaluate managerial situations and devise effective strategies. Ultimately, the study of Principles of Management prepares students to become effective managers and leaders in a wide range of organizational settings.



**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.*

**Continuous Assessment:**

**(For each activity maximum-minimum range is 10 to 5 marks)**

Sr. No	Active Learning Activities	Marks
1	<b>Power Point Presentation</b> The students will prepare Power Point Presentation on a given topic in group of 3 students and submit it in Moodle.	10
2	<b>Brain Writing</b> Brain writing is an exercise to generate plenty of ideas and is quite similar to classic Brainstorming and Brain walking. Faculty will assign exercise to the students and students will submit solution on Moodle.	10
3	<b>Respond react reply</b> To provide students with some targeted question, written passage/text, or statement. Students submit their response on Moodle.	10
4	<b>Pros and Cons</b> Faculty will provide a topic that lends itself to the idea of making lists of pros and Cons / advantages and disadvantages for some issue. Student can analyze, evaluate and submit the list on either side on Moodle.	10
5	<b>Case Study</b> Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and upload it to Moodle	10
Total		50

**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<p><b>Introduction</b>  <b>Concept of Management,</b>                      Management: Art and Science,                      Management Vs Administration,                      Levels of Management,                      Functions of management,                      Management as a Profession,                      Management skills,                      Qualities and characteristics of managers.                      Evolution of Management thought:                      Early contributions: Taylor and Scientific Management,                      Fayol's Administrative Management,                      Bureaucracy,                      Human Relations, and                      Modern Approach,                      Social responsibility of managers,                      Managerial Ethics.</p>	15	25
2	<p><b>Concept of planning,</b>                      Significance of planning,                      Classification of planning: Strategic plan, Tactical plan and                      Operational plan,                      Process of planning,                      Barriers to effective Planning.</p> <p><b>Decision Making:</b>                      Strategies of decision making,                      Steps in rational decision-making process,                      Factors influencing decision making process,</p>	15	25
3	<p><b>Organizing:</b>                      Defining organizing,                      Process of organizing,                      Types of organizational structure,                      Centralization vs. Decentralization of authority.</p> <p><b>Staffing &amp; Directing:</b>                      Concept of Staffing,                      Objective of staffing,                      System approach to staffing,                      Manpower planning.</p>	15	25



	<p><b>Directing:</b>                  Concept,                  Techniques of directing and supervision,                  Types of supervision,                  Essential characteristics of supervisor.</p>		
4	<p><b>Leadership:</b>                  Process of Leadership,                  Importance of leadership,                  Characteristics of an Effective leader.</p> <p><b>Controlling:</b>                  Concept,                  Importance of controlling,                  Types of control,                  Steps in control process.</p> <p><b>Motivation:</b>                  Concept,                  Forms of employee motivation,                  Need for motivation.                  Theories of Motivation</p>	15	25

**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	35%	20%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course the students should be able to:	
CO1	Demonstrate a thorough understanding of management principles.
CO2	Develop ability to evaluate, apply management concepts to solve practical business issues.
CO3	Effectively communicate ideas, motivate teams, and lead with confidence while applying various leadership theories and styles.
CO4	Work effectively in teams, understand group dynamics, and contribute positively to team projects.
CO5	Gain an awareness of the ethical and social responsibilities of managers in organizations.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

**Reference Books:**

- [1] "Principles of Management" by Harold Koontz and Heinz Weihrich
- [2] "Management: A Global and Entrepreneurial Perspective" by Ricky W. Griffin
- [3] "Management" by Stephen P. Robbins and Mary Coulter
- [4] "Fundamentals of Management" by Stephen P. Robbins, David A. DeCenzo, and Mary Coulter

