



**Gyanmanjari**  
Innovative University

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

**Subject:** Principles of Management - BBAXX11303

**Type of course:** Minor Stream

**Prerequisite:**

Any student who has studied and passed 12th Standard Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

**Rationale:**

The principles of management aim to enhance the efficiency and effectiveness of managerial actions. Organizations benefit from consistency and stability in their management practices. The principles of management are often derived from the observations and experiences of successful managers. By studying these principles, managers can learn from the successes and failures of others, avoiding common pitfalls and adopting best practices.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



**Continuous Assessment:**

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

Sr. No	Active Learning Activities	Marks
1	<b>Quiz</b> MCQ Test will be conducted on Moodle (10 MCQs from each module).	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 argument. 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
6	<b>Attendance</b>	10
7	<b>Student's Preference</b>	10
Total		70



**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<p><b>Introduction of Management</b></p> <ul style="list-style-type: none"> <li>• Meaning, Nature and Importance, functions</li> <li>• Management nature-as Art, Science</li> <li>• Levels of management</li> <li>• Process of Management</li> </ul> <p><b>Different Schools of Thoughts</b></p> <ul style="list-style-type: none"> <li>• Scientific Management of Taylor</li> <li>• Administrative Management of Fayol</li> <li>• Bureaucratic Model of Max Weber</li> <li>• Neo-classical Theory or Behavior Approach</li> <li>• Modern Theory or Systems Approach</li> </ul>	12	25
2	<p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Meaning and Concept, Nature and Importance</li> <li>• Elements</li> <li>• Process and Techniques</li> <li>• Barriers to effective planning</li> <li>• Forecasting – Meaning &amp; Techniques</li> <li>• Decision Making - Concept and Process</li> </ul> <p><b>Organization</b></p> <ul style="list-style-type: none"> <li>• Concept, Nature, Principles and Significance.</li> <li>• Centralization and Decentralization</li> <li>• Organization Structure, Types</li> <li>• Corporate Social Responsibilities</li> </ul>	18	25
3	<p><b>Directing and Staffing</b></p> <ul style="list-style-type: none"> <li>• Directing: concepts, importance of directing, Nature, Process and Methods</li> <li>• Staffing: concept and Importance</li> <li>• Recruitment Methods</li> <li>• Process of Selection</li> <li>• Training – Methods</li> <li>• Delegation of Authority and Responsibilities</li> </ul>	12	25

4	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Theories- Maslow’s Theory, McClelland Theory, Herzberg Theory</li> <li>• Classification</li> <li>• Business Cases</li> </ul> <p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Concept and Leadership styles</li> <li>• Essential qualities of an effective leader</li> <li>• Business Cases</li> </ul> <p><b>Controlling</b></p> <ul style="list-style-type: none"> <li>• Controlling – Concept, Nature</li> <li>• Process and Techniques</li> <li>• Effective control system</li> </ul>	18	25
---	--	----	----

**Suggested Specification table with Marks (Theory):100**

Distribution of Theory Marks (Revised Bloom’s Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	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	Integrate management principles into management practices.
CO2	Evaluate the global context for taking managerial actions of planning, organizing.
CO3	Evaluate the global context for taking managerial actions of directing, staffing.
CO4	Evaluate the global context for taking managerial actions of motivation, leadership, controlling.
CO5	Understand the dynamics of management in business

**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:**

- R. N. Gupta, Latest Edition, *Principles of Management*, S. Chand Publishing
- Meenakshi Gupta, Latest Edition, *Principles of Management*, PHI Learning
- Rajesh Kumar R, Latest Edition, *Principles of Management*, Jyothis publisher

