Gyanmanjari
Innovative University

Subject: Principle of Management –BBA1XX11303

Type of course: Major (Core)

Prerequisite: Students must have Basic understanding of business concepts and a keen interest in Management.

Rationale: This course enables students to practically apply management principles in real-life situations, enhancing their skills in planning, organizing, directing, and controlling for effective managerial performance.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	ESE	CCE	
4	0	0	4	100	100	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	**Theory Topics** • Introduction to Management: Importance, Scope, Management art or Science? • Levels of Management • Development of Management Thought • Planning: Importance, Process, Types **Practical1:** **Activity:** Identify managerial roles in the company of your choice. **Explanation:** Students will list and explain roles performed by each managerial post to understand real managerial responsibilities.	05 T 07 P	20

Practical 2:
Activity: Self SWOT as a Manager.
Explanation: Students analyses their Strengths, Weaknesses, Opportunities, and Threats to relate personal traits with managerial effectiveness.

Examination Style:

Sr. No	Evaluation Methods				ESE	CCE
1	**ALA 1** **Event plan:** Students will create PDF documents outlining an event plan, such as a blood donation camp or a cultural fest, incorporating planning steps, clearly defined objectives, and types of plans used to organize the event effectively. Upload it on GMIU Web Portal.					10
2	**ALA 2** **Presentation:** Students will prepare a PPT on the given topic "Management is art or science? "and Upload it on GMIU Web Portal.					10
3	**Management Thinker Skit writing:** Students will prepare a skit explaining key contributions of one thinkers like submit a Brief description about it.					10
	Part	Criteria	Marks	Description		
	A	Brief Description	5	Clearly explains the management thinker's key contributions and theory in a structured, accurate, and concise manner.		
	B	Skit Writing	5	Creative and relevant skit effectively presenting the thinker's contributions with logical flow, dialogues, and clarity.		
4	**WSQ (Watch Summarize question):** Students will be asked logical questions from above topics and they need to describe with real examples.					10
	Part	Criteria	Marks	Description		
	A	Summary & Understanding	5	Summarizes logically, showing clear understanding of the question/topic		

				with correct explanation.			
	B	Real Example Application	5	Provides relevant, practical real-life examples supporting their answer effectively.			
	Total			.	20	20	

Theory Topics
- Decision-Making: Types of Decisions, Decision-Making Process
- Fundamentals of Organizing: Concept, Forms of Organizing
- Conflict: Concept, Reasons of conflict
- Coordination: Need and types of Coordination

Practical 1: Decision-Making

Activity:
Apply decision-making process to select career path.

Explanation:
Students will identify their career goals, list possible specialization options, evaluate pros and cons (using decision criteria), select the best alternative, and explain how they applied each step of the decision-making process practically.

Practical 2: Fundamentals of Organizing

Activity: Design departmentation for a retail store.

Explanation:
Students will create a departmental structure for a retail store, grouping activities by products (e.g. groceries, clothing, electronics) or by customers. They will explain why they chose that type of departmentation and how it improves efficiency.

Examination Style:

For this block (row labeled 2): 05 T / 07 P — 20

Sr. No	Evaluation Methods	ESE	CCE
1	**ALA 3:** **SWOC Analysis:** Students will Evaluate potential new products, services, or processes of their choice. Prepare a PDF Report of the same and Upload on GMIU Web portal.		10

	2	**ALA 4:** **Term Defining Exercise:** Students will identify and write at least ten important terms (e.g. organisation structure, departmentation, delegation, authority, responsibility, accountability, span of control, scalar chain) with their meanings in simple words.	10			

Case Study: Students will be asked for any real time problem based solution by the evaluator.

	3	Part	Criteria	Marks	Description	10
		A	Problem Analysis & Understanding	5	Clearly identifies and explains the problem, showing logical understanding of the situation.	
		B	Solution & Practical Application	5	Provides feasible, relevant, and practical solutions with clear justification.	

Presentation:
Evaluator will give on the spot topic and students have to prepare PPT using AI tools and give presentation on the given topic.

	4	Part	Criteria	Marks	Description	10
		A	Content Creation using AI Tools	5	Effective use of AI tools to create accurate, relevant, and well-structured presentation content.	
		B	Presentation & Delivery	5	Confident and clear delivery of the topic with logical flow, proper explanation, and professional PPT design.	

	Total	20	20		

3	**Theory Topics** • Organizational Change: Nature of Organizational Change • Planned Change • Change Agents • Fundamentals of Staffing: Human Resource Management, Human Resource Planning, Job Analysis, Recruitment and Selection **Practical:** **Practical 1: Fundamentals of Staffing**	05 T 07 P	20	

Activity:
Analyze the staffing process of a company of your choice.
Explanation:
Students will observe and document how recruitment is done, explaining steps of Human Resource Management and Staffing applied in the process.

Practical 2: Applying Planned Change
Activity:
Prepare a planned change report for a restaurant.

Explanation:
Students will prepare a report to implement online food delivery services in a restaurant. It should include:

- Need for change (expanding market reach)
- Steps to implement (tie-up with delivery apps,
- menu changes, packaging)
- People involved (manager, chefs, delivery partners)
- Possible resistance (staff workload)
- strategies (scheduling, incentives)

Examination Style:

Sr. No	Evaluation Methods				ESE	CCE
1	**ALA 5:** **Poster Making**: Students will prepare a Poster showing the Planned Change process and types of change agents and Upload PDF on GMIU Web Portal.					10
2	**ALA 6:** **Mock Recruitment Process:** Students will prepare a brief report on the whole recruitment process of any one organization of their choice and Upload PDF on GMIU Web Portal.					10
3	**Rapid Innovation Challenge Exam:** Students will ask to present their idea on given theme and they need to provide details regarding challenges.				20	
	Part	Criteria	Marks	Description		
	A	Idea Creativity & Originality	10	Presents a unique, innovative, and practical idea relevant to the challenge within the given time.		

		B	Feasibility & Presentation	10	Explains feasibility, application, and impact clearly with confident and structured presentation.				
		Total				20	20		

Theory Topics
- Fundamentals of Directing: Importance of Directing, Principles of Directing
- Motivation: Types of Needs, Theories of Motivation
- Leadership: Concept of Leadership, Leadership Theories

Practical:

Practical 1: Motivation

Activity:
Identify motivating factors for yourself.

Explanation:
Students will list their own motivating factors (intrinsic/extrinsic) and conduct a short survey of classmates to categorize them based on Maslow's hierarchy of needs and Prepare PDF.

Practical 2: Leadership Theories

Activity:
Apply leadership theories to real-life leaders.

Explanation:
Students will select a famous business or political leader and analyze their style using leadership theories (Trait theory, Behavioral theory, Contingency theory), explaining why they were effective.

Examination Style:

(Row marker: 4 — 05 T / 07 P — 20)

Sr. No	Evaluation Methods	ESE	CCE
1	**Peer Teaching:** Students will select a topic from the above topics and perform peer teaching.		10
2	**ALA 7:** **KWL Method (Know – Want to Know – Learned)** Students will list what they know, what they want to know, and what they learned about Planned Change to organize their understanding before and after the lesson and Upload it as PDF on GMIU Web Portal		10
3	**Business Simulations:** Students will mimic a leadership style and analyze its pros and cons and present it.	20	
	Part	Criteria	Marks	Description

		A	Leadership Style Simulation & Explanation	10	Accurately mimics the leadership style showing clear understanding of its characteristics and behavior.				
		B	Analysis & Presentation	10	Effectively analyzes pros and cons with logical reasoning and presents findings clearly and confidently.				
		Total				20	20		

Theory Topics
- Concept of Communication: Process, Symbols, Network, Barriers
- Fundamentals of Controlling: Nature, Importance, Process
- Techniques of effective Controlling.

Practical:

Practical 1: Concept of Communication – Process

Activity:
Illustrate the communication process with an example.

Explanation:
Students will draw the communication process model in word file and explain it using a real-life example (e.g. teacher giving assignment instructions to students) covering sender, message, channel, receiver, and feedback.

Practical 2: Controlling Process

Activity:
Prepare a control plan for sales performance in a retail store.

Explanation:
Students will create a control plan for a **retail store's monthly sales**, including:
- **Setting standards**
- **Measuring actual sales performance**
- **Identifying deviations**
- **Suggesting corrective actions**

05 T
07 P

25

5

Examination Style:

Sr. No	Evaluation Methods	ESE	CCE
1	**Debate:** Students will be divided into groups and assigned debate topics related to management (e.g. *"Is autocratic leadership effective in modern organisations?"*).		10
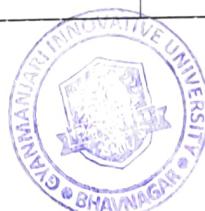
	2	**Role Play:** Students will perform role plays provided by the faculty, demonstrating different types of communication, such as formal meeting, grapevine communication, or a customer complaint handling scenario.		10		
	3	**Sales Data Control Audit:** Students will be given imaginary sales data of one week (target vs. actual) and prepare a control audit report showing deviations from targets, reasons for these deviations, and corrective suggestions to improve sales in the next week.		10		

Part	Criteria	Marks	Description
A	Data Analysis & Identification of Deviations	5	Accurately analyses sales data, identifies deviations from targets clearly with proper calculations and presentation.
B	Reasons & Corrective Suggestions	5	Provides logical reasons for deviations and practical, relevant corrective suggestions to improve sales performance.

	4	**Elevator Pitch Exam:** Students deliver at least 3 minutes' elevator pitch introducing themselves professionally as in interviews or networking events.		10		

Part	Criteria	Marks	Description
A	Content & Professional Introduction	5	Introduces self clearly with relevant professional details, skills, and strengths appropriate for interviews or networking.
B	Delivery & Confidence	5	Delivers pitch confidently within time limit, maintaining eye contact, clarity, and impactful communication.

Total	20	20

Suggested Specification table:

Distribution of Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	10%	20%	10%	30%	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	Understand basic management concepts and planning, and identify managerial roles and personal strengths for effective management practice.
CO2	Analyze decision-making and organizing concepts, conflict and coordination to enhance managerial effectiveness.
CO3	Examine organizational change and staffing concepts for effective HR practices.
CO4	Apply directing, motivation, and leadership concepts to enhance team performance and managerial effectiveness.
CO 5	Integrate Indian ethos for effective managerial practices.

Instructional Method:

The course delivery method will depend upon the requirement of content and needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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 the Active Learning Assignment.

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

Reference Books:

[1] Prasad, L. M. (2023). Principles and practice of management (11th ed.). Sultan Chand & Sons.

[2] Tripathi, P. C., & Reddy, P. N. (2012). Principles of management (5th ed.). McGraw Hill Education.

[3] Koontz, H., & Weihrich, H. (2012). Essentials of management: An international, innovation, and leadership perspective (9th ed.). McGraw Hill Education.

[4] Robbins, S. P., & Coulter, M. (2018). Management (14th ed.). Pearson.

[5] Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2008). Management (6th ed.). Pearson Education.