



Gyanmanjari
Innovative University

Syllabus
Gyanmanjari Institute of Management Studies
Semester-I(BBA)

Subject: Principle of Management –BBA2XX11301

Type of course: Core Course

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	SEE	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 Practical 1: Managerial Role Identification Students identify different managerial roles in a selected company and explain the responsibilities of each managerial position. This helps them understand practical managerial functions in organizations.	06 T 06 P	20



Practical 2: Self SWOT analysis Students analyze their own strengths, weaknesses, opportunities, and threats as future managers. This activity helps them connect personal qualities with managerial effectiveness. Practical 3: Compare Classical and Modern Management Approaches Students compare classical and modern management theories using business examples. They prepare a comparison chart to understand the features, advantages, and practical relevance of both approaches. Practical 4: Personal Goal Planning Exercise Students prepare short-term and long-term personal plans by identifying goals, resources, timelines, and action steps. This helps them understand the practical application of planning in management. Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 1: Plan a Social Event Students will create PDF documents outlining an event plan, such as a blood donation camp or a cultural event, 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 on the Management Process Mapping Students shall select one real-life organizational process (e.g., college admission, restaurant service, hospital registration, or online order delivery) and create a digital process flowchart using Canva, Draw.io, or PowerPoint SmartArt. The process map should highlight planning, communication flow, control checkpoints, and practical suggestions for improvement. Upload it on GMIU Web Portal.		10
3	Management Functions Mind Map: Students will create a mind map illustrating the concepts of management, levels of management, development of management thought, and planning. The mind map should clearly show	10	



		relationships among the concepts using keywords, diagrams, and visual elements.													
	4	Management Crossword Challenge (WSQ): Students will solve a crossword puzzle based on key concepts from the unit, including Levels of Management, Management Thought, Planning, Organizing, Communication, and Controlling. The activity will assess their conceptual understanding, logical thinking, and ability to recall and apply management terminology.	10												
		Total	20	20											
2	Theory Topics - Decision-Making: Types of Decisions, Decision-Making Process - Fundamentals of Organizing: Concept, Forms of Organizing - Conflict: Concept, Reasons of conflict, Conflict Resolution - Coordination: Need and types of Coordination Practical 1: Decision-Making Students apply the decision-making process to choose a career path by evaluating alternatives and selecting the best option. This develops practical decision-making and analytical skills. Practical 2: Fundamentals of Organizing Students design a departmental structure for a retail store based on products or customers. This activity helps them understand organizing and departmentation concepts practically. Practical 3: Conflict Resolution Role Play Students perform role plays showing workplace conflicts and demonstrate conflict resolution techniques like negotiation and compromise. This improves their communication and problem-solving abilities. Practical 4: Coordination Mapping in an Organization Students study coordination practices between departments in an organization. They identify vertical and horizontal coordination methods and explain their importance in improving efficiency. Examination Style: <table border="1"> <tr> <th>Sr. No</th> <th>Evaluation Methods</th> <th>SEE</th> <th>CCE</th> </tr> <tr> <td>1</td> <td>ALA 3: SWOT Analysis Students shall identify a potential new product, service, business idea, or organizational process</td> <td></td> <td>10</td> </tr> </table>					Sr. No	Evaluation Methods	SEE	CCE	1	ALA 3: SWOT Analysis Students shall identify a potential new product, service, business idea, or organizational process		10	06 T 06 P	20
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1	ALA 3: SWOT Analysis Students shall identify a potential new product, service, business idea, or organizational process		10												



		of their choice and conduct a comprehensive SWOT Analysis. Based on the analysis, they shall provide practical recommendations for improvement or implementation. The report shall be prepared in PDF format and uploaded on the GMIU Web Portal.				
	2	ALA 4: Event Execution and Report Students shall execute the event planned during ALA 1 by applying the principles of planning, organizing, staffing, directing, communication, and controlling. After successful execution, they shall prepare a report highlighting the planning process, execution, challenges faced, outcomes achieved, and key learnings. The report shall be submitted in PDF format and uploaded on the GMIU Web Portal.	10			
	3	Case Study: Students shall analyze a real-time business or management problem assigned by the evaluator and propose practical, theory-based solutions by applying the concepts learned in the course. Evaluation will focus on analytical thinking, problem-solving ability, and application of management principles.	10			
	4	Presentation: Students shall be assigned an on-the-spot management topic by the evaluator. They will prepare a short presentation using AI-assisted tools (e.g., ChatGPT, Gemini, Copilot, Canva AI, or Microsoft PowerPoint AI) within the stipulated time and present their ideas.	10			
		Total	20	20		
3		Theory Topics - Organizational Change: Nature of Organizational Change - Lewin's Change Management Models - Planned Change - Change Agents - Fundamentals of Staffing: Human Resource Management, Human Resource Planning, Job Analysis, Recruitment and Selection			06 T 06 P	20



Practical 1: Fundamentals of Staffing

Students study and document the staffing and recruitment process of a company. This helps them understand human resource management and staffing functions practically.

Practical 2: Applying Planned Change

Students prepare a planned change report for implementing online food delivery services in a restaurant. The activity develops understanding of change management and handling resistance to change.

Practical 3: Job Description and Job Specification Preparation

Students prepare job descriptions and specifications for a selected role by identifying duties, qualifications, and skills. This helps them understand job analysis and recruitment requirements.

Practical 4: Resistance to Change - An Analysis

Students analyze reasons why employees resist organizational change and suggest suitable solutions. This activity improves their understanding of change management strategies.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	ALA 5: Poster Making Students shall design a creative digital poster illustrating the Planned Change Process and the Types of Change Agents with suitable real-life or organizational examples. The poster should effectively communicate the key stages of planned change, the roles of internal and external change agents, and the importance of change management in organizations. The completed poster shall be converted into PDF format and uploaded on the GMIU Web Portal.		10
2	ALA 6: Mock Recruitment Process Students shall study the recruitment and selection process of any one organization of their choice and prepare a brief report covering key stages such as manpower planning, job analysis, job description, recruitment sources, selection procedures, interview process, and final selection. Students are encouraged to compare the organization's recruitment practices with		10



		theoretical concepts and provide observations or suggestions for improvement. The report shall be submitted in PDF format and uploaded on the GMIU Web Portal.												
	3	Rapid Innovation Challenge Exam: Students will ask to present their idea on given theme and they need to provide details regarding challenges.	20											
		Total	20	20										
4	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 1: Motivation Students identify their own motivating factors and conduct a survey among classmates. They relate the findings to Maslow's hierarchy of needs to understand motivation theories practically. Practical 2: Leadership Theories Students analyze the leadership style of a famous leader using different leadership theories. This helps them understand how leadership styles influence organizational success. Practical 3: Leadership Style Self-Assessment Students conduct a self-assessment to identify their leadership style such as autocratic, democratic, or laissez-faire. This activity improves self-awareness and leadership understanding. Practical 4: Employee Motivation Program Design Students design a motivation program for a startup company including rewards and engagement activities. This helps them apply motivational theories to improve employee performance. Examination Style: <table><tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr><tr><td>1</td><td>ALA 7: One Page Creative flyer on Leadership Style Students should select one prominent leader of your choice and identify their leadership style (Autocratic, Democratic, or Laissez-faire). Create a one-page Canva flyer highlighting the leader's profile, leadership style, key characteristics, achievements, and </td><td></td><td>10</td></tr></table>				Sr. No	Evaluation Methods	SEE	CCE	1	ALA 7: One Page Creative flyer on Leadership Style Students should select one prominent leader of your choice and identify their leadership style (Autocratic, Democratic, or Laissez-faire). Create a one-page Canva flyer highlighting the leader's profile, leadership style, key characteristics, achievements, and		10	06 T 06 P	20
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		supporting examples, and upload it as PDF on GMIU Web Portal				
	2	Activity: 1 Sport Event Coordination & Participation in National Sport Day Students need to form teams to compete in the scheduled sports tournament. As proof of participation, take geo-tagged photos during the event and upload them to the GMIU portal.		10		
	3	Leadership Style Showcase: Students will portray a leadership style, critically analyze its advantages and limitations, and present their insights.	20			
		Total	20	20		
5	Theory Topics • Concept of Communication: Process, Symbols, Network, Barriers • Fundamentals of Controlling: Nature, Importance, Process • Techniques of effective Controlling. Practical 1: Concept of Communication - Process Students illustrate the communication process using real-life examples and explain elements like sender, message, channel, and feedback. This improves their understanding of effective communication. Practical 2: Controlling Process Students prepare a control plan for retail sales performance by setting standards, measuring performance, and suggesting corrective actions. This develops practical knowledge of controlling functions. Practical 3: Barriers to Communication Identification Students identify communication barriers in classrooms or workplaces and classify them into different types. This activity helps them understand communication problems and their impact. Practical 4: Performance Control Dashboard Preparation Students create a performance monitoring dashboard using charts and tables in Excel. This helps them practically understand performance measurement and controlling techniques.				06 T 06 P	20



Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	Activity: 2 Communication Process and Network Analysis through Campus Event: Students will actively participate in Tech-Manjari or PAHEL 2.0, or any approved university event and prepare a 2-3 pages analytical report analyzing the communication process, communication symbols, formal and informal communication networks, and communication barriers observed during the event, along with suitable recommendations for improving communication effectiveness. The report must include a communication flow/network diagram and be submitted along with the event participation certificate on the GMIU Web Portal.		10
2	Activity: 3 Controlling Technique Case Analysis Students will participate in PAHEL 2.0, Tech-Manjari, or any approved university event and prepare a 2-3 pages analytical report evaluating the controlling process applied during the event, including event objectives, monitoring mechanisms, comparison of planned versus actual performance, corrective actions taken, and the controlling techniques used. Students must submit the report along with the event participation certificate on the GMIU Web Portal.		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	
4	Elevator Pitch Exam: Students deliver at least 3 minutes' elevator pitch introducing themselves professionally as in interviews or networking events.	10	
	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.

Suggested Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Management Functions Mind Map	Concept Coverage and Accuracy	5	The mind map accurately represents the key concepts from the module and demonstrates understanding of management fundamentals and planning.
		Organization and Visual Presentation	5	The mind map is well-structured, visually appealing, and effectively communicates relationships between concepts through logical arrangement and design.
2	WSQ (Watch Summarize question)	Summary & Understanding	5	Summarizes concepts logically with proper understanding of the topic.
		Real Example Application	5	Uses suitable real-life examples to support explanations effectively.
3	Case Study	Problem Analysis & Understanding	5	Clearly identifies and explains the management problem logically.
		Solution & Practical Application	5	Provides practical, feasible, and justified solutions for the problem.
4	Presentation	Content Creation using AI Tools	5	AI tools are effectively used to create structured and relevant content.
		Presentation & Delivery	5	Topic is presented confidently with proper explanation and PPT design.



5	Recent innovation in staffing:	Idea Creativity & Originality	10	Presents unique, innovative, and practical ideas related to the challenge.
		Feasibility & Presentation	10	Clearly explains implementation feasibility and presents confidently.
6	Business Simulations	Leadership Style Simulation & Explanation	10	Leadership style is accurately demonstrated with clear understanding.
		Analysis & Presentation	10	Pros and cons are logically analyzed and presented confidently.
7	Sales Data Control Audit	Data Analysis & Identification of Deviations	5	Accurately analyzes sales data and identifies deviations properly.
		Reasons & Corrective Suggestions	5	Provides logical reasons and practical corrective suggestions.
8	Elevator Pitch Exam	Content & Professional Introduction	5	Introduces self professionally with relevant skills and strengths.
		Delivery & Confidence	5	Delivers pitch confidently with clarity and effective communication.

