



Gyanmanjari
Innovative University

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

Subject: Principles of Management - MBA2XX11502

Type of course: Core Course (CC)

Prerequisite: Students should have a basic understanding of the business environment, organizational structure, and managerial concepts to effectively understand management functions and practices.

Rationale: This course develops managerial, leadership, decision-making, and organizational skills required to handle modern business challenges and improve managerial effectiveness in organizations.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
4	0	0	4	100	50	150

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

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	Introduction to Management Theory Topics • Introduction to Management: Importance, Scope, Management art or Science? • Levels of Management • Development of Management Thought • Planning: Importance, Process, Types	05 T 07 P	20



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. 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: Event planning exercise Students in a group of 5 will create PDF documents outlining an event plan, such as a blood donation camp or a cultural fest, road safety awareness, Tree plantation, incorporating planning steps, clearly defined objectives, and types of plans used to organize the event effectively. Upload it on GMIU Web Portal.		10		
2	Poster Presentation: Students will prepare and present a visually appealing academic poster on the assigned topic, highlighting key concepts, findings, and insights. Evaluation will be based on content quality, creativity, presentation skills, and ability to answer questions.	20			
	Total	20	10		



2	Decision Making, Organizing, Conflict 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"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td> ALA 2: Application of Planning and Management Concepts in Event Organization (PDF) Students will select a successful Event and analyze the planning process, managerial hierarchy, leadership roles, and decision-making practices adopted by the team management. Prepare a PDF report and upload it on the GMIU Web Portal. </td><td></td><td>10</td></tr> </tbody> </table>	Sr. No	Evaluation Methods	SEE	CCE	1	ALA 2: Application of Planning and Management Concepts in Event Organization (PDF) Students will select a successful Event and analyze the planning process, managerial hierarchy, leadership roles, and decision-making practices adopted by the team management. Prepare a PDF report and upload it on the GMIU Web Portal.		10	05 T 07 P	20
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	2	Real Time/ Live Problem Solving: Students will analyze and solve a real-world business problem within a given time frame using appropriate concepts and logical reasoning. Evaluation will focus on problem-solving approach, decision-making, practicality, and justification of the solution.	20			
		Total	20	10		
3		Organizational change, Staffing 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 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.			05 T 07 P	20



Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 3 Organizational Structure Development Students will design and explain an organizational structure suitable for a startup or business organization and upload it on GMIU Web portal.		10
2	Case Study: Students will analyze a given business case, identify issues, and propose suitable solutions. Evaluation will be based on analytical thinking, application of concepts, presentation effectiveness, and responses during discussion.	20	
	Total	20	10

4	Directing, Motivation, Leadership 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.	05 T 07 P	20
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Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 4: One Page Creative flyer on Leadership Style Student 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 supporting examples, and Upload it as PDF on GMIU Web Portal		10
2	Minor Project & VIVA: Students will complete a small project involving research, analysis, or practical application of the subject and present their findings. Evaluation will be based on project quality, originality, documentation, practical understanding, and performance in the viva voce.	20	
	Total	20	10
5	Communication & Controlling 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.		04 T 08 P 20



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. Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 5: Communication Network Analysis Students will observe communication flow in any organization, family business, college group, or online team and prepare a chart explaining formal communication, informal communication, barriers, and feedback process.		10
2	Quiz: Students will be given a set of MCQ's. Students need to complete the given MCQ's in a stipulated time.	20	
	Total	20	10

Suggested Specification table:

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

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 fundamental management concepts, managerial functions, and management theories for effective organizational understanding and managerial decision-making.
CO2	Remember planning and decision-making techniques to solve business problems and develop strategic organizational plans.
CO3	Evaluate organizational structures, delegation practices, and staffing strategies to improve organizational efficiency and human resource management.
CO4	Analyze leadership, motivation, directing, and communication skills to enhance team performance and managerial effectiveness.
CO5	Apply controlling techniques and ethical management practices to ensure organizational performance, corporate governance, and social responsibility.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students.

A minimum of 20–30% of the course content shall be suggested to deliver through Flipped Learning, where students study digital learning resources before the classroom session.

Classroom time shall be utilized for discussion, problem-solving, practical applications, and higher-order learning activities.

Students shall be encouraged to use AI-powered learning platforms, simulation software, virtual laboratories, digital libraries, research databases, online certification courses, NPTEL, SWAYAM, MOOCs, and other technology-enabled learning resources to strengthen conceptual understanding and practical competence.

Continuous assessment shall be conducted through Active Learning Assignments (ALAs), quizzes, skill demonstrations, presentations, practical exercises, projects, case studies, innovation activities, peer assessment, reflective learning, and industry-oriented tasks instead of relying primarily on conventional written assignments.

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	Poster Presentation	Poster Design, Creativity & Visual Presentation	10	Strengthens the ability to visually communicate marketing ideas, organize information effectively, and explain concepts in a clear and creative manner.
		Explanation of Concepts, Practical Relevance & Response to Questions	10	
2	Real Time/Live Problem Solving	Problem Analysis & Identification of Issues	10	Develops the ability to analyze real-world business problems, apply marketing concepts, and recommend practical solutions through logical decision-making. Defends arguments confidently with professional communication and logical justification.
		Practical Solution, Justification & Application of Concepts	10	
3	Case Study	Identification and Analysis of the Case Problem	10	Builds analytical and decision-making skills by evaluating business situations and proposing appropriate strategies based on practical scenarios.
		Recommendations, Decision Making & Application of Concepts	10	
4	Minor Project & VIVA	Field Investigation, Data Collection & Project Report	10	Develops practical marketing insights through field observation, data collection, and the ability to relate real-world practices with theoretical concepts.
		Viva Performance (Understanding of Findings, Practical Learning & Responses)	10	
5	Quiz	Earns 0.5 Marks on each correct answer.	20	Tests subject knowledge by confidently answering marketing concepts and responding to questions with clarity.

