



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2024

Bachelor of Business Administration BBA (General)

Semester - I

Course Code	UM01MABBA01	Title of the Course	Principles of Management
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none">1) Principles of management have primary objective of Coordination and functional area of business.2) Management is an essential function of Business.3) It ensures that the work done by the individual elements of the firm are combined for the furtherance of the collective objective of the firm.4) It focuses on Organisational goals and objectives.5) Management principles aim at ensuring smooth functioning of Business Organisation.
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Course Content:		
Unit No.	Description	Weightage (%)
1.	Introduction to Management: <ul style="list-style-type: none">• Meaning & Definition of Management• Significance of Management• Functions of Management (POSDCORB)• Principles of Management• Levels of Management• Roles and Skills of Manager	25%
2.	Planning and Organizing: <ul style="list-style-type: none">• Meaning & Definition of Planning• Importance of Planning• Planning Process• Types of Plans• Meaning & Definition of Organization	25%



	<ul style="list-style-type: none"> • Guiding Principles of Organisation • Process of Organisation • Centralisation V/S Decentralisation • Forms of Organisation Structure :(Line, Functional, Line & Staff) 	
3.	<p>Leadership and Motivation:</p> <p>Leadership: Meaning & Definition of Leadership</p> <ul style="list-style-type: none"> • Qualities of a good leader • Leadership styles: Autocratic, Democratic and Free Rein - <p>Motivation: Meaning & Definition of Motivation</p> <ul style="list-style-type: none"> • Importance of Motivation • Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor) 	25%
4.	<p>Communication and Controlling:</p> <ul style="list-style-type: none"> • Meaning & Definition of Communication • Importance of Communication • Process of Communication • Barriers to effective Communication • Principles of effective Communication • Meaning & Definition of Controlling • Importance of Controlling • Process of Controlling 	25%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	20%
3.	Final Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Describe the primary functions of management and the roles of managers.
2.	Explain how managers integrate the planning process with company mission, vision, and values.
3.	Explain the components and considerations of strategic management
4.	Identify common organizational structures and the advantages and
5.	Explain the methods and need for control within an organization.

Suggested References:	
Sr. No.	References:
1.	Business Organization & Management by C B Gupta
2.	Principles & Practices of Management by L M Prasad
3.	Modern Business Organization & Management by S A Sherlekar & V S Sherlekar
4.	Management by Koontz and Weighrich
5.	Principles of Management by Ajayraj Vyas and Ankur Amin
6.	Principles of Management by T.Ramasamy, Himalaya Publishing House

Sr. No.	On-Line Resources available that can be used as Reference Material
1.	https://ncert.nic.in/ncerts/l/lebs102.pdf
2.	https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf
3.	https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/PrinciplesofManagement-OP.pdf
