



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 – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – I

Course Code	UMB1MAPPM01	Title of the Course	Principles and Practice of Management
Total Credits of the Course	04	Hours per week	04

Course Learning Outcomes (CLO): Having completed this course, the students will be able to

CLO 1	Apply fundamental management concepts, theories, managerial roles, skills, functions (POSDCORB), and levels of management to organizational situations.
CLO 2	Analyse and apply planning techniques, decision-making processes, and goal-setting approaches (MBO) to solve managerial problems effectively.
CLO 3	Analyze organizational structures, authority relationships, delegation processes, and staffing functions to design and manage effective organizational systems.
CLO 4	Evaluate leadership styles, motivation theories, communication effectiveness, and controlling processes to improve organizational performance and decision-making.

Course Content

Unit No.	Description	Weightage (%)	CLO(s)
1.	Introduction To Management - Management Concept: Meaning & Definition of Management, Significance of Management. - Evolution of Management Thought: Pre-Scientific, Scientific Management (F.W. Taylor), Classical Theory (Henri Fayol's 14 Principles), Neo-Classical (Hawthorne Experiments), Modern Approaches (Systems Approach, Contingency Approach). - Management v/s Administration: Similarities and Differences. - Managerial Roles & Skills: Mintzberg's Managerial Roles, Skills of a Manager (Conceptual, Technical, Human). - Functions of Management (POSDCORB) - Levels of Management (First, Middle & Top levels).	25%	CLO 1
2.	Planning And Decision Making - Planning: Meaning & Definition of Planning, Importance of Planning, Types of Plans, Planning Process. - Decision-Making: Meaning, Types, Decision-making Process, and Techniques. - Goal Setting: Management by Objectives (MBO) - Concept and Process.	25%	CLO 2



3.	Organizing and Staffing - Organizing: Organizing: Meaning, Process, Principles, and Importance. - Organizational Structures: Line, Functional, Line & staff, Matrix, Divisional, Committee, Team - Concept of Power: Bases of Power, Authority, Responsibility, Accountability - Delegation of Authority: Features and Steps - Centralization vs. Decentralization. - Staffing: Nature & Purpose of Staffing, Overview of Recruitment & Selection process.	25%	CLO 3
4.	Directing and Controlling - Directing/Leading: Meaning & Definition of Leadership, Qualities of a good leader, Leadership styles (Autocratic, Democratic and Free Rein) - Motivation: Meaning & Definition of Motivation, Importance of Motivation, Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor) - Communication: Meaning & Definition of Communication, Importance of Communication, Process of Communication, Barriers to effective Communication, Principles of effective Communication - Controlling: Meaning & Definition of Controlling, Importance of Controlling, Process of Controlling.	25%	CLO 4

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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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)
1	Class Test (at least one)	15 (30%)
2	Quiz (at least one)	15 (30%)
3	Active Learning	05 (10%)
4	Home Assignment	05 (10%)
5	Class Assignment	05 (10%)
6	Attendance	05 (10%)
Total Internal (%)		50 (100%)
Final Examination		50 (100%)

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO 1	3	2	2	1	1	1	2	1	1	---	2
CLO 2	3	3	3	1	1	1	3	2	1	---	2
CLO 3	3	3	3	1	1	2	3	2	1	---	2
CLO 4	3	3	3	2	1	2	3	2	1	1	2

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Edition	Publisher
1	Principles and Practice of Management	L. M. Prasad	9th Edition	Sultan Chand & Sons
2	Business Organization & Management	C. B. Gupta	14th Edition	Sultan Chand & Sons
3	Principles and Practice of Management	P. Subba Rao	12th Edition	Himalaya Publishing House
4	Principles and Practices of Management	V. K. Kaul	Latest Edition	Vikas Publishing House
5	Principles and Practice of Management	R. S. N. Pillai & S. Kala	Latest Edition	S. Chand Publishing
6	Modern Business Organization & Management	S. A. Sherlekar & V. S. Sherlekar	Latest Edition	Himalaya Publishing House
7	Principles of Management	T. Ramasamy	Latest Edition	Himalaya Publishing House
8	Principles of Management	P. C. Tripathi	5th Edition	McGraw Hill Education
9	Essentials of Management: An International, Innovation, and Leadership Perspective	Harold Koontz, Heinz Weihrich & Mark V. Cannice	11th Edition	McGraw Hill
10	Management	James A. F. Stoner, R. Edward Freeman & Daniel R. Gilbert	6th Edition	Pearson Education

Online Resources (Open Sources)

Sr. No.	Description of Resource (APA Style)	Web Link
1	Shaw, J. D., Bansal, P., & Gruber, M. (2024). Advancing management theory through interdisciplinary research: Challenges and opportunities. <i>Academy of Management Journal</i> , 67(6).	https://doi.org/10.5465/amj.2024.4006
2	Harvard Business Review. (2025–2026). Decision Making and Problem Solving (Topic Collection).	https://hbr.org/topic/subject/decision-making-and-problem-solving
3	Mandel, D. G. (2023). Improving strategic planning: The crucial role of enhancing relationships between management levels. <i>Administrative Sciences</i> , 13(10), 211.	https://doi.org/10.3390/admsci13100211
4	Drucker, P. F. (1954). Management by Objectives and Self-Control. In <i>The Practice of Management</i> .	https://archive.org/details/practiceofmanage00druc
5	Chandler, A. D. (1962). Strategy and Structure: Chapters in the History of the Industrial Enterprise.	https://archive.org/details/strategystructur00chan
6	Breaugh, J. A. (2013). Employee Recruitment. <i>Annual Review of Psychology</i> , 64, 389–416.	https://doi.org/10.1146/annurev-psych-113011-143757
7	Maslow, A. H. (1943). A Theory of Human Motivation. <i>Psychological Review</i> , 50(4), 370–396.	https://doi.org/10.1037/h0054346