



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Principles of Management		Course Code:	Type of Course: Major/Core
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks -100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- On successful completion of the course, the students will be able to ·
- Understand concepts of business management, principles and functions of management
 - Explain and execute the process of planning
 - Create organization structures based on authority, task and responsibilities
 - Explain the basics of directing and its tools
 - Understand the requirement of a good control system in managing an organization

Pedagogy:
Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit - 1	Introduction to Business Management	Hours: 12
	Meaning, Features/Nature, Significance, Process/ Functions, Management Art and Science, Professionalization of Management, Mintzberg’s Managerial Roles	
Unit – 2	School of Management Thoughts	Hours: 12
	Classical School of Thoughts – Scientific Management, Fayol’s Administrative approach, Weber’s <u>Bureaucracy</u> Neo-Classical School – Hawthorne Experiments, Human Relations Approach Modern School – System School, Fiddler’s contingency thought, Quantitative Approach.	
Unit - 3	Planning	Hours: 12
	Meaning, Features, Process, Importance, Limitations, Types of Plans (Components of Planning), Planning Premises, Forecasting (Meaning and Process)	
Unit – 4	Organizing and Staffing	Hours: 12
	Meaning, Features, process, Importance, Limitation, Types of Organization – Line, Staff, Line and Staff, Committee, Project, Matrix, Network and Virtual. Staffing- Meaning, Importance, Functions/ Process	
Unit – 5	Directing and Controlling	Hours: 12
	Directing – Meaning, Principles, Features, Importance (Concept and Features of Leadership, Motivation, Communication, Coordination and Supervision) Controlling – Meaning, Features, Process, Importance and limitations	

Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments