

**C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE,  
ANAND**

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

**AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified  
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (BBA-General)**

**Semester - I**

<b>Course Code</b>	<b>UM1MABBA01</b>	<b>Title of the Course</b>	<b>Principles of Management</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	1. To identify and apply appropriate management concepts for managing business
	2. To apply the concept of planning and organizing for the effective functioning of a management
	3. To evaluate leadership style to anticipate the consequences of each leadership style and Motivation theories
	4. To demonstrate the techniques for controlling and communication.

**Course Content**

<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Fundamentals of Management</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Management</li><li>• Significance of Management</li><li>• Functions of Management (POSDCORB)</li><li>• Principles of Management</li><li>• Difference of Management V/S Administration</li><li>• Levels of Management</li><li>• Practical Aspects</li></ul>	<b>25 %</b>
<b>2.</b>	<b>Planning and Organizing</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Planning</li><li>• Characteristics</li></ul>	<b>25 %</b>

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	<ul style="list-style-type: none"> <li>• Importance of Planning</li> <li>• Planning Process</li> <li>• Meaning &amp; Definition of Organization</li> <li>• Guiding Principles of Organization</li> <li>• Process of Organization</li> <li>• Forms of Organization Structure: ( Line, Functional, Line &amp; Staff, Limited Liability Partnership (LLP), One Person Company (Concept)</li> <li>• Practical Aspects</li> </ul>	
<b>3.</b>	<p><b>Leadership and Motivation</b></p> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Leadership</li> <li>• Qualities of a good leader</li> <li>• Leadership styles :Autocratic, Democratic and Free Rein - Meaning &amp; Definition</li> </ul> <p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Importance of Motivation</li> <li>• Theories of Motivation                             <ul style="list-style-type: none"> <li>• Need Hierarchy Theory by Maslow</li> <li>• Two Factor Theory by Herzberg</li> <li>• Theory X &amp; Theory Y by McGregor</li> <li>• Theory Z</li> </ul> </li> <li>• Practical Aspects</li> </ul>	<b>25 %</b>
<b>4.</b>	<p><b>Communication and Controlling</b></p> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Communication</li> <li>• Importance of Communication</li> <li>• Barriers to effective Communication</li> <li>• Meaning &amp; Definition of Controlling</li> <li>• Importance of Controlling</li> <li>• Process of Controlling</li> <li>• Budgetary Control: Meaning and Objectives</li> <li>• Practical Aspects</li> </ul>	<b>25 %</b>

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<b>Teaching- Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Online Lectures</li><li>• Group Discussion</li><li>• Case Study</li><li>• Project work</li><li>• Practical Activities</li><li>• Role Playing</li></ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Get the in-depth knowledge about primary functions of management
<b>2.</b>	Understand the planning process as well as organization structure with align to company mission, vision and values.
<b>3.</b>	Acquire thorough knowledge about Leadership and Motivation
<b>4.</b>	Get an idea about effective communication and controlling within an organization.

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

**On-line resources to be used if available as reference material**

**On-line Resources**

1. <https://ncert.nic.in/ncerts/l/lebs102.pdf>
2. [https://www.tutorialspoint.com/management\\_principles/management\\_principles\\_tutorial.pdf](https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf)
3. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf>
4. <https://www.studocu.com/in/document/bharathiar-university/bba/principle-of-management/29522693?origin=viewer-exit-popup>

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