Revised Syllabus as per NEP 2020 with effect from the Academic Year 2026-2027

Bachelor of Business Administration (BBA) (General)

Semester – I

Course Code	UM1MABBA11	Title of the Course	PRINCIPLES OF MANAGEMENT-I
Total Credits	04 Credits	Hours per Week	04 Hours / Week

Course Learning Outcomes (CLOs)	
CLO 1	**Explain** management concepts, interpret POSDCORB functions, **differentiate** Fayol's and Taylor's approaches, and **apply** managerial principles to improve organizational effectiveness and problem-solving in modern business environments.
CLO 2	**Describe** the concepts of planning and organizing, **examine** the planning process and principles of organizing, **classify** types of plans and organizational structures, and **implement** appropriate organizational practices in managerial situations.
CLO 3	**Outline** staffing functions, **identify** sources of acquisition and selection procedures, **distinguish** training from development, and **utilize** staffing and employee development practices for effective human resource management.
CLO 4	**Summarize** the concepts and principles of directing, **recognize** the qualities of effective leaders, **assess** various leadership styles, and **demonstrate** suitable leadership approaches in organizational situations.

Course Content		
Unit No.	**Description**	**Weightage (%)**
1.	**Fundamentals of Management:** • Meaning and Definition of Management • Significance of Management • Functions (POSDCORB) of Management • Fayol's 14 Principles of Management • Taylor's Scientific Management • Levels of Management • Practical Aspects	**25%**
2.	**Planning & Organizing** • Meaning and Definition of Planning • Characteristics of Planning • Importance of Planning • Process of Planning • Types of Plans **Organizing** • Meaning and Definition of Organizing • Guiding Principles of Organizing • Forms of Organizational Structure (Line, Functional & Line & Staff) • Practical Aspects	**25%**

3.	**Staffing** • Definition & Meaning of Staffing • Importance of Staffing **Acquisition** • Introduction • Sources of Acquisition: Internal & External sources **Selection** • Introduction • Process of Selection **Training** • Introduction • Importance of Training **Development** • Introduction • Training V/S development	**25%**
4.	**Directing & Leadership** • Meaning and Definition of Directing • Principles of Directing **Leadership** • Meaning and Definition of leadership • Qualities of a good leader • Advantages & Disadvantages of Leadership Styles: Autocratic Democratic • Free rein	**25%**

Teaching – Learning Methodology
The course will be taught / learnt through Lecture Method, Online Lectures and practical activities. The teaching methodology will also include Interactive Classroom Discussions, Group Activities, Case Studies, Assignments and project work to improve analytical and professional skills among learners.

Examination Evaluation Pattern		
Sr. No.	**Particulars**	**Weightage (%)**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)	50%
02	Semester End Evaluation (SEE) (Summative Assessment)	50%
	TOTAL	**100%**

Specifications for CCE and SEE			
Sr. No.	**Details of the Evaluation Pattern**		**Marks**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)		
	A	Assignments	10
	B	Active Learning Activities	05
	C	Attendance	05
	D	Written Examination (01 Hour)	30

	(A + B + C + D)	50 Marks
02	Semester End Evaluation (SEE) (Summative Assessment)	
	E Written Examination (02 Hours)	**50 Marks**
	TOTAL (For 04 Credit Courses)	**100 Marks**

Rubrics – Based Assessment for Assignments (10 Marks)		
Excellent	09 – 10 Marks	Accurate, error-free, logically presented, timely submission
Good	07 – 08 Marks	Minor errors and good conceptual clarity
Average	05 – 06 Marks	Basic understanding or partially correct
Basic	03 – 04 Marks	Limited clarity, noticeable mistakes, incomplete content
Poor	01 – 02 Marks	Inadequate conceptual clarity, incorrect content
Below Poor	Zero Marks / NA	Content is irrelevant / Not Attempted / Not Submitted
Note: • Assignments may be taken in forms of written project, computerized and online suggested courses / certificates as per the decision made by the respective faculties of the courses.		

Rubrics – Based Assessment for Active Learning Activities (05 Marks)		
Excellent	05 Marks	Explanation is clear, detailed and covered all keys
Good	04 Marks	Good conceptual clarity, minor details may be missing
Average	03 Marks	Basic explanation or partially correct
Basic	02 Marks	Limited clarity, noticeable mistakes, lacks depth
Poor	01 Mark	Poorly presented or not understandable
Below Poor	Zero / NA	Content is irrelevant / Not Attempted / Not Submitted
Note: • Active Learning Activities may be taken in forms of classwork, viva, oral presentations, PowerPoint presentations, role play, collaborative problem solving, debates, group discussions, online tests, Q&A, case studies, etc. as per the decision made by the respective faculties of the courses.		

Rubrics – Based Assessment for Attendance (05 Marks)		
As per the Rules and Regulations provided by the Academic Section of Sardar Patel University, Vallabh Vidyanagar, for the students studying in all departments and colleges. Reference No.: E – 3 / 3127; dated: 07-03-2024. https://www.spuvvn.edu/orbit-cdn/uploads/circulars/Circular-NEP-InternalExamMarks-March-April24.pdf		
Excellent	05 Marks	More than 90% (Minimum 27 Hours for 02 Credits Courses)
Good	04 Marks	80% - 89% (24 to 26 Hours for 02 Credit Courses)
Average	03 Marks	70% - 79% (21 to 23 Hours for 02 Credit Courses)
Poor	Zero / NA	Less than 70% (**NOT ELIGIBLE TO APPEAR FOR EXAM)**
Note: • Students with below 70% of attendance must submit their written application to their respective class coordinators with genuine reasons and evidence (in case of working or medical emergencies). Students must not pursue dual degree programmes that clash with the college's timings.		

Rubrics – Based Assessment for Mid-Semester Examination (30 Marks)

ANY ONE UNIT OR 50% OF THE SYLLABUS - 15 Marks Each Question		
Excellent	13 – 15 Marks	Comprehensive coverage of topics, correct content, , strong clarity and logical flow, with appropriate sequencing of ideas, examples and practical aspects, showing proper application of concepts and standards.
Good	10 – 12 Marks	Good understanding with minor omissions, address key concepts of the topics asked, small lapses in depth or application, overall clear structure and some grammatical / vocabulary errors that do not impede meaning
Average	07 – 09 Marks	Basic ideas are presented, some key points are missing or only partially explained, limited application of grammar / vocabulary to examples, noticeable errors that affect clarity
Basic	04 – 06 Marks	Very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding
Poor	01 – 03 Marks	Incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems
Below Poor	Zero Marks / NA	Completely irrelevant or Not Attempted
Note: • Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.		

Rubrics – Based Evaluation Pattern for End-Semester Examination (50 Marks)		
Multiple Choice Questions (10 Marks) – 01 Mark Each from all Units		
Excellent	01 Mark	The chosen option is correct, no errors in response
Below Poor	Zero Marks / NA	Chosen option is incorrect, completely irrelevant, multiple options chosen / Not Attempted
UNIT I - 10 Marks Each Question		
Excellent	09 – 10 Marks	Demonstrates clear and in-depth understanding of all key concepts (definitions, principles, functions)
Good	07 – 08 Marks	Good understanding with minor errors.
Average	05 – 06 Marks	Basic idea with limited clarity.
Basic	03 – 04 Marks	Very limited understanding; explanation lacks clarity and depth.
Poor	01 – 02 Marks	Incorrect or unclear explanation.
Below Poor	Zero Marks / NA	No attempt or completely irrelevant explanation.
UNIT II - 10 Marks Each Question		
Excellent	09 – 10 Marks	Well-structured & Strong connection to business planning and organizational practices.
Good	07 – 08 Marks	Understands & applies most concepts with minor gaps
Average	05 – 06 Marks	Mostly organized with minor lapses.
Basic	03 – 04 Marks	Basic understanding but lacks depth in key areas.
Poor	01 – 02 Marks	Limited or incorrect understanding of planning and organizing concepts.

Below Poor	Zero Marks / NA	No attempt or totally incorrect response.
UNIT III - 10 Marks Each Question		
Excellent	09 – 10 Marks	Strong linkage to HR practices and workforce planning as well as Clear and well-presented with minimal errors.
Good	07 – 08 Marks	Good understanding with minor inaccuracies.
Average	05 – 06 Marks	Mostly organized with minor issues.
Basic	03 – 04 Marks	Limited relevance to the CONCEPT
Poor	01 – 02 Marks	Poor presentation and unclear content.
Below Poor	Zero Marks / NA	No attempt or totally incorrect response.
UNIT IV - 10 Marks Each Question		
Excellent	09 – 10 Marks	Clear, concise, and well-formatted, Demonstrates comprehensive understanding of directing, leadership, and leadership styles.
Good	07 – 08 Marks	Good understanding with minor gaps.
Average	05 – 06 Marks	Partial correctness
Basic	03 – 04 Marks	Basic understanding but lacks depth.
Poor	01 – 02 Marks	Poor clarity and presentation.
Below Poor	Zero Marks / NA	No attempt or totally incorrect response.

Note:
- Multiple Choice Questions of 10 Marks will be based on Bloom's Taxonomy Level 1 to 4.
- Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.

PLO – CLO Mapping										
	Principles of Management - I									
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	3	2	3	2	2	1	1	1	1	2
CLO 2	3	3	3	2	2	1	1	1	1	3
CLO 3	2	3	3	2	2	1	1	1	2	3
CLO 4	2	2	3	3	2	2	1	1	3	2

Note:
- High: **03**; Moderate: **02**; Low: **01**; No Mapping: **00**

Suggested References and E-Resources for Further Reading

- Prasad, L. M. (2020). *Principles and practice of management*. Sultan Chand & Sons.
- Gupta, C. B. (2021). *Business organization and management*. Sultan Chand & Sons
- Koontz, H., O'Donnell, C., & Weihrich, H. (2017). *Management*. McGraw-Hill Education.
- Aggarwala, D. V. (2018). *Management: Principles, practices and techniques*. Vikas Publishing House.
- Vyas, A., & Amin, A. (2019). *Principles of management*. Pearson India.

- Ramasamy, T. (2020). *Principles of management*. Himalaya Publishing House.
- Sherlekar, S. A., & Sherlekar, V. S. (2019). *Modern business organization and management*. Himalaya

14 Principles of Management by Henri Fayol

- Unit -1 Henri Fayol's 14 Principles of Management Explained

Planning and Organizing in Management | PDF | Organizational Structure | Planning

- E-book

Staffing – Principles and Practices of Management-

- Staffing

Directing and Controlling in Management | PDF | Leadership | Motivation-

- E-book

https://www.swayamprabha.gov.in/higheredu

https://epgp.inflibnet.ac.in/Home/Download

****