

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.	BBAMJ-101	Principles of Management	Major	4	4	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the various functions of Management
CO2	Comprehend the various types of organization Structures.
CO3	Assess the importance of leadership and motivation in organizations.
CO4	Analyze the feedback and control procedures in an organizational setting.
CO5	Evaluate the contemporary issues of management.

Detailed Syllabus**Section A**

Unit 1: Management: Definition, nature, purpose and scope of management, Skills and roles of a manager, functions, principles; Evolution of Management Thought, Scientific Management, Management by Objectives: Management by exception; McKinsey's 7-S Approach.

(10 Hrs)

Unit 2: Nature, purpose and framework of Planning: types of plans. The nature of objectives and MBO; Nature and purpose of organizing; Determinants of organization structure; Line and staff concept, new approaches in organization design; Downsizing; Span of management; Authority relationships; Delegation and decentralization.

(10 Hrs)

Unit 3: Staffing: Human Resource Management and Selection, Performance appraisal and Career strategy, Managing Change. Leading: Human Factors and Motivation, Leadership, Communication, Teams, and Teamwork.

(09 Hrs)**Section B**

Unit 4: Direction as a management process: its significance and main elements; Coordination-its importance and techniques; Controlling: Concept, planning-control relationship, process of control, Types of Control, Control Techniques.

(09 Hrs)

Unit 5: Contemporary Issues: Knowledge management; Total quality management; Business process re-engineering; New people management; Management of productivity; Corporate Governance; Creativity and Innovation; Theory of constraints: Issues and concerns.

(10 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles of Management	P C Tripathi, P N Reddy	McGraw hill	7 th (2021)
2.	Essential of Management	Koontz O'Donnell	Tata McGraw Hill Education	11 th (2020)

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles of Management	Tripathi, P.C. and Reddy, P.N.	Tata Mc Graw Hill	7 th (2021)