

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.2	BBALLB-102	Principles of Management	Generic Core	4	5	0	0	30	70	100

**Course Outcomes**

At the end of the course the student will be able to: -	
CO1	Interpret the fundamentals of business management.
CO2	Articulate and comprehend the various types of organisational structures.
CO3	Assess the importance of leadership and motivation in organizations.
CO4	Analyse the feedback and control procedures in an organization.
CO5	Appraise the contemporary issues of management.

**Detailed Syllabus****Unit-I: Introduction to Principles of Management:**

- 1.1 Definition, Nature, Purpose and Scope of Management
  - 1.2 Skills, Roles and Functions of a Manager
  - 1.3 Evolution of Management Thought
  - 1.4 Theories on Management (Scientific Management, Management by Objectives and Management by exception)
  - 1.5 McKinsey's 7-S Approach
- (10 Hrs)**

**Unit-II: Planning and Organization**

- 2.1 Meaning, Objectives and Characteristics of Planning
  - 2.2 Process and Types of Planning
  - 2.3 Meaning and Objectives and Principles of Organization
  - 2.4 New approaches in Organization Design: Line and Staff Concept
  - 2.5 Downsizing; Span of management; Authority relationships; Delegation and decentralization
- (12 Hrs)**

**Unit-III: Staffing**

- 3.1 Human Resource Management and Selection
  - 3.2 Performance Appraisal and Career Strategy
  - 3.3 Nature, Importance and Types of Motivation
  - 3.4 Meaning, Nature and Importance of Leadership
  - 3.5 Concept, Types and Process of Business Communication
- (12 Hrs)**

**Unit-IV: Direction and Controlling**

- 4.1 Concept, Nature and Significance of Directing
  - 4.2 Coordination - Its importance and Techniques
  - 4.3 Concept, Nature and Scope of Controlling
  - 4.4 Controlling Processes and Techniques
  - 4.5 Relationship between Planning and Controlling
- (10 Hrs)**

**Unit-V: Contemporary Issues**

- 5.1 Total Quality Management
  - 5.2 Knowledge Management
  - 5.3 Concept of Corporate Governance
  - 5.4 Business process re-engineering
  - 5.5 Managing Diversity in Organizations
- (12 Hrs)**

**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles and Practices of Management	L. M. Prasad	Sultan Chand and Sons	10 <sup>th</sup> , 2019.
2.	Essentials of Management	Koontz O'Donnel et al.	Tata McGraw Hill Education	10 <sup>th</sup> , 2015.

**Reference Books**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles of Management	P.C. Tripathi and P.N. Reddy	Tata Mc Graw Hill	6 <sup>th</sup> , 2017.
2.	Principles of Management	James A.F. Stoner	Pearson Education India	2 <sup>nd</sup> , 2010.