



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

PRINCIPLES OF MANAGEMENT (BBAMJ-101)

BBA(H)-1ST SEMESTER

ACADEMIC YEAR (2024-25)

Dr Navjeet Kaur

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

Please Do Not Print Unless Necessary

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नवीनता

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

Section A

Unit-I

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 Hours)

Unit-II

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 Hours)

Unit-III

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

(9 Hours)

Section B

Unit-IV

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.

(9 Hours)

Unit-V

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 Hours)

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)

COURSE PLAN		
Unit-I Management		
S.No	Topics	Recommended Books
1	Definition, nature, purpose and scope of management	https://businesslouder.com/what-is-management/
2	Skills and roles of a manager	Book 1, Ch.1
3	Functions, principles	https://egyankosh.ac.in/bitstream/123456789/35874/5/Unit-1.pdf
4	Evolution of Management Thought	Book 1, Ch.2
5	Scientific Management	Book 1, Ch.2
6	Management by Objectives: Management by exception	https://egyankosh.ac.in/bitstream/123456789/64329/2/Unit-8.pdf https://www.pricefx.com/learning-center/management-by-exception-what-is-it-and-how-does-it-work https://kanchiuniv.ac.in/coursematerials/T1MC1%20Principles%20of%20management.pdf
7	McKinsey's 7-S Approach	https://corporatefinanceinstitute.com/resources/management/mckinsey-7s-model/ https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291621085882smitasingh_mckinsey_7s_model.pdf
Unit-II Nature, Purpose and Framework of Planning		
8	types of plans	Book 2, Ch.3
9	The nature of objectives and MBO	Book 2, Ch.4
10	Nature and purpose of organizing; Determinants of organization structure	Book 2, Ch.7
11	Line and staff concept	Book 2, Ch.9
12	new approaches in organization design	https://www.cliffsnotes.com/study-guides/principles-of-management/organizational-design-and-structure/five-approaches-to-organizational-design https://www.aihr.com/blog/organizational-design/
13	Downsizing	https://theinvestorsbook.com/downsizing.html#google_vignette https://egyankosh.ac.in/bitstream/123456789/6897/1/Unit-17.pdf
14	Span of management, Authority relationships	Book 1, Ch.7, 8



15	Delegation and decentralization	Book 2, Ch 9
Unit-III Staffing		
16	Human Resource Management	Book 2, Ch.11
17	Selection	Book 2, Ch.11
18	Performance appraisal and Career strategy	Book 2, Ch.12
19	Managing Change	Book 1, Ch. 20
20	Leading: Human Factors and Motivation	Book 2, Ch.14, 15
21	Leadership	Book 2, Ch. 16
22	Communication	Book 1, Ch. 16
23	Teams, and Teamwork	https://egyankosh.ac.in/bitstream/123456789/21378/1/Unit-2.pdf
Unit-IV Direction as a Management Process		
24	its significance and main elements	Book 1, Ch.15
25	Coordination-its importance and techniques	Book 1, Ch.9
26	Controlling: Concept, planning-control relationship,	Book 1, Ch.18
27	Process of control, Types of Control, Control Techniques.	Book 1, Ch.18
Unit-V Contemporary Issues		
28	Knowledge management	https://document360.com/knowledge-management/ https://www.spiceworks.com/collaboration/content-collaboration/articles/what-is-knowledge-management/#_002
29	Total quality management	http://www.fmtvaranasi.edu.in/sites/default/files/TQM.pdf https://oms.bdu.ac.in/ec/admin/contents/160_P16MBA18_2020051812512021.pdf
30	Business process re-engineering	https://www.geeksforgeeks.org/introduction-to-business-process-re-engineering/
31	New people management	https://www.betterup.com/blog/people-management https://egyankosh.ac.in/bitstream/123456789/77171/1/Unit-4.pdf
32	Management of productivity	https://egyankosh.ac.in/bitstream/123456789/31707/1/Unit-4.pdf https://www.tutorialspoint.com/what-is-productivity-management-and-why-is-it-important
33	Corporate Governance	https://byjus.com/current-affairs/corporate-governance/ https://www.investopedia.com/terms/c/corporategovernance.asp
34	Creativity and Innovation	https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_4.pdf

		https://dtnbwed.cbwe.gov.in/images/upload/Creativity-and-Innovation_YYB3.pdf
35	Theory of constraints: Issues and concerns	https://www.wrike.com/blog/understanding-theory-of-constraints/ https://www.smartsheet.com/all-about-theory-of-constraints https://www.tocinstitute.org/theory-of-constraints.html

ADDITIONAL WEB RESOURCES

1.	MOOC: Fundamentals of Management https://www.coursera.org/learn/fundamentals-of-management
2.	HBPE Course Pack: Principles of Management (AY 2024-25) created on Harvard Publishing House https://hbsp.harvard.edu/coursepacks/1190956

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
navjeet.mba@mietjammu.in