



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB01001011

Course / Subject Name : Principles and Practices of Management

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

Prerequisite:	UG Course
Rationale:	This course will provide foundational understanding of how organizations operate and are managed. It equips students with essential skills in planning, organizing, leading, and controlling, which are critical for effective decision-making and problem-solving in any business environment. Understanding these principles helps future managers to motivate teams, optimize resources, and navigate complex business challenges. Moreover, it fosters strategic thinking and adaptability, preparing individuals to handle managerial roles and contribute to organizational success in a dynamic, global marketplace.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Remember history, nature and functions of management	Remember
CO2	Understanding planning and staffing in the organization	Understand
CO3	Apply control functions and motivational theories in the formal organization	Apply
CO4	Analyze business environment and its social responsivity	Analyze

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p>NATURE AND FUNCTIONS OF MANAGEMENT</p> <p>Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration.</p> <p>Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.</p> <p>HISTORY OF MANAGEMENT</p> <p>Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporary Approaches: Quantitative Management, Organizational Behavior, Systems Theory, Contingency Theory</p>	10	20
2.	<p>PLANNING</p> <p>Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.</p> <p>DECISION-MAKING</p> <p>Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.</p> <p>ORGANIZATION AND ORGANIZATION STRUCTURE</p> <p>Organizing Process– Meaning and Definition, Characteristics, Process, need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart, Organizational Structure–Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization</p>	12	25



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	STAFFING Staffing–Meaning, Nature, Importance, Staffing Process–Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.		
3.	DIRECTION AND SUPERVISION Direction–Definition, Nature, Need and Importance, Principles of Directing. Supervision– Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision. CONTROLLING Controlling–Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control. CO-ORDINATION Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.	12	25
4	MOTIVATION: Concept, Theories – Classical and Modern, Importance, Financial and Non- Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles. COMMUNICATION: Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication. SOCIAL RESPONSIBILITY Meaning, Definition, Features, Scope, Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, and Society. Indian Business and Social Responsibility. STRATEGIC MANAGEMENT Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis	12	30
5	Practical: Students should choose and visit an organization from SME/MSME of their choice to assess the implementation of the Principles of Management and present a report on the same. The students may suggest any changes to the organization after consultation with faculty members. Industrial visit should be planned for the students.	15	NIL
Total		60	100



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	30	20	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Principles and Practices of Management	L.M. Prasad	S Chand and Sons – ISBN: 9788180548918
2	Principles and Practices of Management	Swapna Pillai and Umesh U	Publication Rudra Publications 9789391333805
3	Fundamentals of management (Essential Concepts And Applications)	Stephen P. Robbins, Mary Coulter, David De Cenzo	Pearson Publication ISBN Number 9789332574120

(b) Open source software and website:

1. <https://blog.hubspot.com/marketing/management-principles>
2. <https://www.shiksha.com/online-courses/articles/principles-of-management-every-manager-should-know/>
3. <https://www.uagc.edu/blog/5-principles-of-great-management>
4. <https://www.atlassian.com/blog/leadership/motivation-theory>
5. <https://imarticus.org/blog/leadership-and-motivation-exploring-10-theories-of-motivation/>

Suggested Project/Practical Activity for PA: (50 Marks)

Students should choose and visit an organization from SME/MSME of their choice to apply the implementation of the Principles of Management and present a report on the same. The students may suggest any changes to the organization after consultation with faculty members. Institute may plan industrial visit to various manufacturing and services organization and study their functions and departments.



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CO- PO Mapping:

Semester-1	Principles and Management of Practices (Course Code:)				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	3	3	2	1
CO3	2	2	2	2	2
CO4	2	2	2	3	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
