

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Bachelor of Business Administration (BBA)
AICTE- Based syllabus

FOR F.Y BBA SEMESTER – I

Principles and Practices of Management

F.Y BBA SEMESTER – I MAJOR CC101	Principles and Practices of Management	4L:0T:0P	4Credits
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Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Objectives:

1. Course To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

Content:

Unit 1: Introduction to Management

Definition, features of management, management and administration, role of managers and managerial skills; Management thoughts: Empirical, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach; Management as a science and an art; Functions of management (POSDCoRB)

Unit 2: Planning, Organizing and Staffing

Meaning, Importance of planning in management; Types of plans: Strategic, tactical, operational ; Planning process ; Decision- making- process; Organizing – meaning And process; types of organizational structures: Functional, Line, Line &Staff,

Matrix, Committee, Delegation of authority - Process, principles, Blocks to effective delegation., Centralization and Decentralization (Benefits and Limitations); Meaning and Importance of staffing – Difference between Recruitment and Selection, Sources of Recruitment

Unit 3: Leading, Directing and Controlling

Meaning, Features, Principles of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Controlling-meaning and controlling process, Methods of controlling : TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting

Unit 4: Strategic Management, Ethics and Social Responsibility

Meaning of strategic management, brief idea about SWOT analysis. Ethical issues in management, brief concept of Corporate social responsibility (CSR), brief concept of Sustainable management practices.

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG |
<https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* / F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG |
<https://hbsp.harvard.edu/product/308079-PDF-ENG?>
2. *ATH Technologies* by Robert Simons and Jennifer Packard
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG |
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya*