



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



**Bachelor of Business Administration**  
**BBA (GENERAL) Semester – I**

<b>Course Code</b>	<b>UB01MABBA01</b>	<b>Title of the Course</b>	<b>Principles of Management</b>
<b>Total Credit of Course</b>	<b>04</b>	<b>Hours Per Week</b>	<b>04</b>

<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Co-ordination, Co-operation &amp; efficient management of the Company.</li> <li>2. Effectively utilize resources to achieve the organizational goals.</li> <li>3. Ensure the company's survival &amp; sustainable growth.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
1.	<b>Introduction to Management:</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Management</li> <li>• Significance of Management</li> <li>• Functions of Management (POSDCORB)</li> <li>• Principles of Management</li> <li>• Management V/S Administration</li> <li>• Roles and Skills of Manager</li> </ul>	20%
2.	<b>Planning:</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Planning</li> <li>• Characteristics and Importance of Planning</li> <li>• Planning Process</li> <li>• Types of Plans</li> </ul>	20%
3.	<b>Organizing</b> Meaning & Definition of Organization <ul style="list-style-type: none"> <li>• Guiding Principles of Organization</li> <li>• Process of Organization</li> <li>• Centralization V/S Decentralization</li> <li>• Forms of Organization Structure :( Line, Functional, Line &amp; Staff)</li> </ul>	20%
4.	<b>Leadership and Motivation</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Leadership</li> <li>• Qualities of a good leader</li> <li>• Leadership styles: Autocratic, Democratic and Free Rein - Meaning &amp;</li> </ul>	20%

	Definition of Motivation • Importance of Motivation • Theories of Motivation (Need Hierarchy Theory by Maslow, Two Factor Theory by Herzberg and Theory X & Theory Y by McGregor)	
5.	<b>Controlling</b> • Meaning & Definition of Controlling • Importance of Controlling • Process of Controlling • Budgetary Control: Meaning and Objectives.	20%

<b>Teaching-Learning Methodology</b>	Class Room Teaching, ICT through (Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study.
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#### Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>College External Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

#### Course Outcomes: Having completed this course, the learners will be able to

1.	Understand Management Fundamentals
2.	Perform planning functions
3.	Understand the organizational structures
4.	Understand Leadership concept & effectiveness and apply Motivational theories
5.	Understand the concept, process and techniques of Controlling

#### Suggested References:

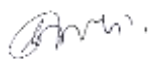
Sr. No.	References
1.	Principles & Practices of Management by L M Prasad
2.	Management by Koontz and Weighrich
3..	Principles of Management by T.Ramasamy, Himalaya Publishing House

Digital resources to be used if available as reference material

Digital Resources

<https://ncert.nic.in/ncerts/l/lebs102.pdf>

<https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/PrinciplesofManagement-OP.pdf>



**Chairman**  
**BOS of Management**  
**Anand Commerce College**



**Academic Coordinator**  
**Anand Commerce College**



**Principal**  
**Anand Commerce College**