



(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
Information System Management
BBA (ISM) Semester – I**

Course Code	UB01MABBI02	Title of the Course	Principles of Management
Total Credit of Course	04	Hours Per Week	04

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

Teaching-Learning Methodology	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%)
Total Internal (%)		50 (100%)	25 (100%)
College External Examination (%)		50 (100%)	25 (100%)

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	


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BOS of Management
Anand Commerce College


Academic Coordinator
Anand Commerce College


Principal
Anand Commerce College