

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme**  
**Term - I**

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<b>Course Code</b>	<b>BBA1CCGM01</b>
<b>Course Title</b>	<b>Principles of Management</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Explain the different functions of management
2. List the history of operations, information, systems, and contingency management.
3. Classify how companies can use plans at all management levels, from top to bottom.
4. Explain the departmentalization approach to organizational structure.
5. Discuss the various methods that managers can use to maintain control.

**Syllabus**

**Teaching Hours**

<b>UNIT I: Management: An Introduction</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Scope of Management</li> <li>• Management a Science and/or Art?</li> <li>• Mintzberg's Ten Managerial Roles</li> <li>• Functions of Various Levels of Management</li> <li>• Managerial Skills</li> <li>• Impact of Environment on Organizations</li> </ul>	03
<b>Unit II: Evolution of Management</b> <ul style="list-style-type: none"> <li>• Early Classical Approaches – Scientific Management, Administrative Management, Bureaucracy</li> <li>• Neo-Classical Approaches – Human Relations Movement, Behavioural Approaches</li> <li>• Modern Approaches – Quantitative Approach; Systems Approach; Contingency Approach</li> <li>• Application of the different approaches</li> </ul>	05
<b>Unit III: Planning</b> <ul style="list-style-type: none"> <li>• Planning: Meaning, Benefits and Pitfalls of Planning</li> <li>• Forecasting and Decision Making</li> <li>• How to Make a Plan That Works?</li> <li>• Planning from Top to Bottom</li> <li>• Different types of Plan</li> </ul>	03
<b>Unit IV: Organizing</b> <ul style="list-style-type: none"> <li>• Departmentalization</li> <li>• Organizational Authority</li> </ul>	03

<ul style="list-style-type: none"> <li>• Job Design</li> <li>• Inter Organizational Processes</li> <li>• In Conclusion: Why Does It Matter?</li> </ul>	
<b>Unit V: Staffing &amp; Developing Diverse Workforce</b> <ul style="list-style-type: none"> <li>• Human Resource Planning: Translating Strategy into Staffing Requirements</li> <li>• Staffing a Diverse Workforce</li> <li>• Recruiting Job Applicants</li> <li>• Selecting Job Applicants</li> <li>• Orienting and Developing Employees</li> </ul>	04
<b>Unit VI: Directing</b> <ul style="list-style-type: none"> <li>• Motivation</li> <li>• Communication</li> <li>• Leadership Supervision</li> <li>• Supervision</li> <li>• Coordination</li> </ul>	05
<b>Unit VII: Controlling</b> <ul style="list-style-type: none"> <li>• The Control Process</li> <li>• Control Methods</li> <li>• What to Control?</li> </ul>	05
<b>Unit VIII: Contemporary Issues in Management</b> <ul style="list-style-type: none"> <li>• Telework</li> <li>• Media as Mediator</li> <li>• Care the Underdog</li> <li>• Consistency &amp; Adaption</li> <li>• Managing Information</li> </ul>	02

### Suggested Readings:

1. Williams, C., MGMT. South-Western Cengage Learning.
2. Byrnes, W. J. Management and the Arts. Focal Press.
3. Hill Charles, W. L., & McShane, S. L. Principles of management. New York.
4. Kinicki, A., Williams, B. K., Scott-Ladd, B. D., & Perry, M. Management: A practical introduction. McGraw-Hill Irwin.
5. Kald, M., Nilsson, F., & Rapp, B. On strategy and management control: the importance of classifying the strategy of the business. British Journal of Management, 11(3), 197-212.
6. Chang, H. H. Technical and management perceptions of enterprise information system importance, implementation and benefits. Information Systems Journal, 16(3), 263-292.

w.e.f. Academic Year 2019-20 and onwards