

NIRMA UNIVERSITY

Institute:	Institute of Law
Name of Programme:	B.B.A., LL.B (Hons.)
Course Code:	1LB203CC25
Course Title:	Principle of Management
Course Type:	Core
Year of Introduction	2025

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Course Learning Outcomes:

After completion of the course, the students will be able to:

1. Demonstrate and understand management concepts, functions, and scope, applying them to real-world scenarios (BL-1).
2. Analyze and evaluate the planning process, including the types of plans and techniques for effective planning (BL-1).
3. Apply organizing principles and structures, understanding authority, delegation, and the role of staffing (BL-2).
4. Develop skills in staffing, including recruitment, employee retention, and overcoming staffing challenges (BL-3).
5. Evaluate motivation theories, leadership styles, and communication strategies to manage teams effectively (BL-3).
6. Construct and apply techniques for controlling and monitoring organizational performance (BL-3).

Content

Total Teaching Hours: 60

Unit-I	Introduction to Management	10 Hours
	1.1 Definition, Nature, function and Scope of Management	
	1.2 Functions of Management	
	1.3 Managerial Roles, Skills, and Activities	
	1.4 Evolution of Management Thought	
	1.5 Business Environment	

Unit II	Planning	7 Hours
	2.1 Nature, Scope, and Objectives of Planning	
	2.2 Planning Process	
	2.3 Types of Plans	
	2.4 Importance of Planning in Management	
	2.5 Techniques for Effective Planning	
	2.6 Management by objective	
Unit III	Organizing	10 Hours
	3.1 Nature and Principles of Organizing	
	3.2 Span of Control, Authority, and Delegation	
	3.3 Line and Staff Relationships	
	3.4 Decentralization and its Importance	
	3.5 Types of Organizational Structures	
Unit IV	Staffing	10 Hours
	4.1 Definition and Importance of Staffing	
	4.2 Staffing Process	
	4.3 Training and Development	
	4.4 Employee Retention Strategies	
	4.5 Staffing Challenges and Solution	
Unit V	Directing	13 Hours
	5.1 Nature, Type and process of Motivation	
	5.2 Motivation Theories	
	5.3 Leadership traits, Styles and Theories	
	5.4 Communication Process, Channels, and Barriers	
UNIT VI	Controlling	10 hours
	6.1 Nature and scope	
	6.2 Process of control	
	6.3 Types of Control	
	6.4 Control Techniques	

Self-Study:

Suggested List of NA

Experience:

Suggested Reading

Reference:

1. Drucker, P. (2006). The Practice of Management, Harper Business Publication.
2. Robbins's. (2012). Fundamentals of Management – Essential Concepts and Application, Prentice Hall.
3. Hill, C.L.L. Shane, S. (2006). Principles of Management, McGraw Hill.
4. Daft, R.L.(2015). Management, South Western College Publication.

Suggested Case List: NA

