

Syllabus

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		Fintech, AI and Blockchain Management	
Semester		I (Major Course)				Version		1.0.0.0	
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2026
Course Code		1A01POM	Course Name			Principles of Management			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	50	50	100
Hours	4	0	0	0	60	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand an overview of management, its scope and different management theories								
CO2	Learn the basics of planning and organizing, types of organization with its key principles								
CO3	Get insights about the importance of motivation with its theories and leadership styles								
CO4	Have an idea about nature, scope of controlling with its process and techniques.								
Theory Syllabus									
Unit	Content								Hrs.
1	Nature of Management and Evolution of Management Thought Management – Meaning, Significance, Functions, and Hierarchical Levels; Roles of Managers, Managerial Competencies, Early Classical Theories – Scientific Management, Administrative Management, Bureaucratic Model; Neo-Classical Theories – Human Relations Movement, Behavioural Perspective; Contemporary Approaches – Systems Approach, Contingency Perspective.								15
2	Planning and Organising Planning – Meaning, Characteristics, Significance, Process, Types, Limitations, Decision-Making – Meaning, Types, and Process, Organising – Definition, Principles, and Process; Types of Organisational Structure – Line Structure, Line and Staff Structure, Functional Structure, Matrix Structure, Virtual Structure, Coordination – Meaning, Importance, and Techniques, Staffing – Overview.								15
3	Directing: Directing – Concept, Importance, Models, Motivation – Meaning, Nature; Theories of Motivation – Maslow’s Need Hierarchy, Herzberg’s Hygiene, Vroom’s Expectancy, McGregor’s Theory X and Y, Theory Z, Leadership – Concept; Leadership Theories – Trait Theory, Behavioural Theory, Situational Theory; Leadership Styles, Communication – Overview								15
4	Controlling and Contemporary Management Techniques: Controlling - Meaning, Importance, Process, Controlling and Management by Exception, Control Techniques (theory only), Introduction to various Contemporary Management techniques: Business Process Reengineering, Benchmarking, Kaizen, Six Sigma, Knowledge Management, Total Quality Management, ISO, Business Ecosystem.								15

Practical Content	
Practical, assignments and tutorials are based on above syllabus.	
Text Books	
1	Principles of Management - L. M. Prasad, Sultan Chand & Sons.
2	Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw
Reference Books	
1	Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd.
2	Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.
3	Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi.
4	Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications.
5	Principles of Management – Chuck Williams, 4 LTR Press.