

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Logistics			
Semester	I				Version	1.0.0.1			
Effective from Academic Year		2026-27			Effective for the batch Admitted in			July 2026	
Subject code	BLOG104		Subject Name		Principles of Management				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	50	50	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites:									
Basic acquaintance with English Language									
Objectives:									
<ul style="list-style-type: none"> <li>To develop competencies and knowledge of students to become effective professionals</li> <li>To orient students on recent changes and development in the field of management</li> <li>To help Students to understand basic Principles and concepts of Management</li> </ul>									
Learning Outcome:									
Students will be able to									
CO1	get an insight of basic knowledge of principles of management.								
CO2	understand basic concept of planning and decision making								
CO3	comprehend the concept of functions of management								
CO4	get acquainted with ethics in business environment and responsibility towards society.								
Theory syllabus									
Unit	Content								Hrs
1	Management: Nature, Definition, Characteristics and Scope of Management - Management as a Science or Art or Profession- Contemporary Issues and Challenges in Management of 21st Century- Levels of Management-Skills of a manager- Roles of a manager.								15
2	Planning and Decision Making: (a) Planning: The Process of Planning, Objectives, Policy and Procedures, Forecasting and Decision Making. Strategic Planning – meaning and process MBO – meaning, process and requirements for implementation; (b) Decision Making – Meaning; Types of decisions; Process; Significance; Limitations; – Rational economic model and Administrative model; -Programmed and non-programmed decisions-Creativity and innovation- Blue Ocean & Red Ocean Strategy								15
3	Directing and Staffing: (a) Directing-Principles-Theory X & Y- Motivation and Behaviour- Theories of Motivation- Maslow’s theory and Herzberg theory, Leadership: Styles and Theories (b) Staffing - Manpower Planning-Recruitment and Selection - Training and Development- Performance Appraisal Organisation Design and Structure (a) Organisation – Meaning; Process; Principles; Organisation structure – Determinants and forms: line, functional, line and staff, project, matrix and committees; Formal and Informal (b) Organisation; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralisation and Decentralisation – Meaning; Degree of decentralisation; Difference between delegation and decentralisation.								15
4	Ethics in the contemporary management and corporate social responsibility; Macro and Micro environmental factors of business-Controllable and uncontrollable factors, SWOT analysis and 7s model of analysis, Management challenges in 21st century								15
Exam: Theory 100%, Numerical 0%									
Text Books									
1. L M Prasad, Principles and Practices of Management, Himalaya Publishing House									
Reference Books:									
1. Rao, P.S. Principles of Management, Himalaya Publishing House.									
2. Rao, V.S.P. & Krishna, V. H. Management: Text and Cases, Excel Books									
3. Sharma, R.K & Gupta, S.K. Business Management (3rd edition), New Delhi: Kalyani Publishers									

Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	2	1	2	1	2	1	1	1	1	1	1
CO2	3	2	1	3	1	2	1	2	1	2	1	2	1	1
CO3	3	2	2	2	1	2	1	2	1	2	1	2	1	1
CO4	2	2	1	2	3	1	1	2	1	1	2	1	1	2