

<b>Name of Faculty</b>	:	Faculty of Commerce and Management
<b>Name of Program</b>	:	Bachelor of Business Administration (BBA)
<b>Course Code</b>	:	2BBA03
<b>Course Title</b>	:	Principles of Management -II
<b>Type of Course</b>	:	Professional Core
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	-
<b>Course Objective</b>	:	It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. It will also help students to understand working of Business Organisations through the process of Management across all the disciplines to overview business management.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Identify and apply appropriate management techniques for managing business.
	CO2	Have a conceptual knowledge about all the functions of Business Management
	CO3	To understand the concept of organization
	CO4	Become Aware about concept of Corporate Social Responsibility

### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				Total Marks
L	T	P		SEE	CIA	SEE	CIA	
4	0	0	0	100	50	00	00	150

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

### Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	<b>Staffing:</b> Concept of Staffing; Functions & Importance of Staffing. <b>Human Resource Planning &amp; Job Analysis</b> - Meaning; Importance. <b>Recruitment &amp; Selection &amp; Training</b> - Meaning; Sources of recruitment, selection process, methods of	20	28%	CO1

	training			
2	<b>Directing:</b> Meaning; Principles of directing <b>Motivation</b> - Meaning; Theories. Of motivation _Herzberg's Two-Factor theory, McGregor's Theory X and Theory Y, Theory Z <b>Leadership</b> - Meaning; Theories of Leadership _ Blake and Mouton's Managerial grid.	20	28%	CO2
3	<b>Control:</b> Concept; Relations between Planning and Controlling; Role/Importance of Controlling; Controlling Process; Controlling Techniques -Breakeven Analysis.	12	22%	CO3
4	<b>Corporate Social Responsibility</b> Meaning; arguments for and against CSR, Limitations of CSR.	08	22%	CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	15	15	20	20	15	15

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

#### Reference Books

Sr. No.	Name of Reference Books
1	L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
2	Gupta, Sharma and Bhalla; principles Publications; 1st edition.
3	Karminder Ghuman and K. Aswathapa; Management - Concept, practice and Cases; Tata McGraw Hill; 1st edition (2010)
4	Ramesh Rudani: Principles of Management, McGraw-Hill India Private Limited, Latest edition
5	Koontz and Weihrich: Essentials of Management, McGraw-Hill, Latest edition

#### List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Business Today
2	Journal of Indian Institute of Management, Ahmedabad,
3	Business India
4	Business World, "Vikalpa
5	Harvard Business Review
6	Business Today