



<b>Name of Faculty</b>	:	Faculty of Commerce and Management
<b>Name of Program</b>	:	Bachelor of Business Administration (B.B.A)
<b>Course Code</b>	:	1BBA03
<b>Course Title</b>	:	Principal of management -1
<b>Type of Course</b>	:	Skill Enhancement
<b>Year of Introduction</b>	:	2025-26

<b>Prerequisite</b>	:	Basic knowledge of principles about management
<b>Course Objective</b>	:	The course aims to familiarize the students with the principles , management and contemporary issues.

### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits <b>C</b>	Examination Marks				Total Marks
<b>L</b>	<b>T</b>	<b>P</b>		Theory Marks		Practical Marks		
				<b>SEE</b>	<b>CIA</b>	<b>SEE</b>	<b>CIA</b>	
4	0	0	4	50	50	0	0	100

*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
1	<b>Introduction</b> nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges	10
2	<b>Planning and decision making</b> Concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process	10
3	<b>Organizing and leading elements</b> Organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design, leadership – nature and significance leadership styles, behavioural and situational approaches to leadership	10
4	<b>Management control</b> Nature, purpose and process of controlling, kinds of control system, effective control system, resistance to control, controlling techniques, social audit	15
5	<i>Case studies and projects and assignment related to topics</i>	15
<b>Total Hours</b>		<b>60</b>

<b>Course Outcomes</b>	:	Identify different forms of business organisation
	CO1	At the end of this course, students will be able to:
	CO	Identify and apply appropriate management techniques for



	2	managing business
CO	3	Have a conceptual knowledge about the planning and decision making.
CO	4	Apply the concept of organising for the effective functioning of a management.
CO5		Evaluate leadership style to anticipate the consequences of each leadership style.

### Teaching Methodologies

1. Lecture-cum-Discussion Method
2. Case Study Method
3. Project-Based Learning (PBL)
4. Experiential Learning Method
5. Simulation Based Learning
6. Collaborative Method
7. Group Discussion Method
8. Flipped Class Room Method

**Note :** The selected teaching methodologies are expected to account for more than 75% of the total course delivery for this curriculum

### Reference Books

Sr. No.	Name of Reference Books
1	<b>Reference Books</b>
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	1 Griffin, Ricky W, Management, Biztantra, New Delhi
	2 .Rao, VSP, Management, Excel Books, New Delhi
	3 Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New D
4 Wehrich, Heinz and Harold Koontz, Management: A Global Persp McGraw Hill 5. Daft, Management, Thompson Learning, New Delhi 6. R Management, Pearson Education	
2	<b>List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc</b>
	<b>Sr. No. Name of Journals / Periodicals / Magazines / Newspapers / Wel resources, etc</b>
	1 Academy of Management Annals
	2 Journal of International Business Studies
	3 Journal of Business Research
	4 AIMS International Journal of Management
5 Journal Of Management Research And Analysis	

### Course Outcome – CO-PO Mapping

CO	PO	PSO	PSO									
	1	2	3	4	5	6	7	8	9	10		
CO1	3	3	2	-	-	1	-	-	-	2	-	-



**SIGMA**  
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VADODARA

**Faculty of Commerce and Management**  
**Bachelors Of Business Administration**  
**(W. E. F.: 2025-26)**

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<b>CO2</b>	3	3	3	2	3	1	-	-	-	1			-	-
<b>CO3</b>	3	3	3	3	2	2	1	1	2	2			-	-
<b>CO4</b>	2	2	2	-	-	3	3	3	1	2			-	-
<b>CO5</b>	3	2	3	2	2	2	2	2	3	3			-	-
<b>Total</b>	14	13	13	7	7	9	6	6	6	10			-	-
<b>No. of Cos mapping with POs</b>	5	5	5	3	3	5	3	3	3	5			-	-
<b>Average</b>	2.8	2.6	2.6	2.3	2.3	1.8	2.0	2.0	2.0	2.0			-	-
<b>Round (Average)</b>	3	3	3	2	2	2	2	2	2	2			-	-