



Mahatma Gandhi University Kottayam

Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Principles and Practices of Management					
Type of Course	CORE COURSE					
Course Code	MG1CCRBBA100					
Course Level	NA					
Course Summary	<p>This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organisational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organisational success.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the basic concepts, principles, and theories of Management 2. To examine the essential functions of Managers 3. To analyze the impact of globalization, diversity, and ethics on management 4. To develop skills in strategic planning, decision-making, and leadership 					
Semester	One	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	4
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand management principles and demonstrate how they are used to solve practical business problems	U, A	Y1-PO1	1
2	Compare and contrast different management theories and their effectiveness in various organisational contexts.	An, E	Y1-PO3	2
3	Design a management strategy for a hypothetical or real organisation using a mix of management theories and practices.	C	Y1-PO4	5
4	Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios	C	Y1-PO4	10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	<p>Introduction to Management:</p> <p>Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical- Scientific, Administrative and Bureaucratic, Human Relations, Quantitative, Systems, and Contingency approaches; Management as a science and an art; Functions of management: Planning, organizing, directing, and controlling</p>		CO1, CO2, CO3
2	<p>Planning, Organizing and Staffing</p> <p>Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision making- Importance and steps, Organisational structure, types of organisational structures: Functional, divisional, matrix; Authority, responsibility, and</p>		CO1, CO2, CO3

	delegation, Centralization Vs Decentralization of authority- Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing - recruitment, selection		
3	Directing and Controlling Meaning and nature of directing, Leadership, Motivation, Communication (meaning and importance) in management; Controlling-meaning and steps in controlling, control process, essentials of sound control system, methods of establishing control.		CO1, CO2, CO3
4	Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis, Ethical issues in management, Corporate social responsibility (CSR)		CO4

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Seminars and Presentations, Assignments, Case Studies		
Assessment Types	MODE OF ASSESSMENT		
	A. Continuous Comprehensive Assessment (CCA)		
	Sl. No	Component	Marks
	1	Test (Best out of two)	15
	2	Group Project and Presentation	15
			Total Marks
B. End Semester Evaluation Maximum Marks: 70			
Sl. NO	Component	Activity	Max. Marks
2	Written Examination	Short Answer- 5 out of 8 questions- 3 marks	5x3=15

		2-hour exam	each	
			Short Essay -3 out of 6 questions -5 marks each)	3x5=15
			Essay Question: 2 questions of 20 marks each from a choice of 4 questions (Long Essay and Case study)	2x20=40
Total Marks				70

Submit a hardcopy of the ppt and also maintain a digital copy in the department.

Project Guidelines:

Each group selects a management theory or approach (e.g., Scientific Management, Administrative Theory, Bureaucratic Management, Human Relations, Quantitative Approach, Systems Approach, Contingency Approach).

Research the selected theory, including its historical background, key contributors, core principles, and practical applications.

Analyze a real-world case or organisation that has successfully implemented this management approach.

Prepare a 15–20-minute presentation, including visual aids (e.g., slides, charts) to illustrate key points.

References

MGU-BBA (HONOURS)

SUGGESTED READINGS

Text Books (Latest Editions):

Syllabus

1. Prasad, L. M, Principles and Practice of Management, Sultan Chand & Sons-New Delhi.
2. Tripathi P C Principles of Management, *Tata McGraw Hill Publishing Company Ltd.*
3. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
4. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
5. Weihrich, H., & Koontz, H. (1993). Management: A global perspective. (No Title). McGRAW Hill
6. Koontz, H., O'Donnell, C., & Weihrich, H. (1986). Essentials of management (Vol. 18). New York: McGraw-Hill.

Other References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
2. Review of Lincoln Electric Co. by Norman Berg.
3. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
4. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing| W88C34-PDF-ENG <https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
5. http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C
6. Organisational Change and CEOs/LDS0028.html



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Syllabus