

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150C1A	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5		
Total								75			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	P01, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8
Reading list		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, HienzWehrich, A RamachandraAryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	L	S	S	S	S	M	S
CO 2	M	S	S	S	M	M	L	S
CO 3	M	S	S	M	S	S	M	S
CO 4	S	M	S	S	S	S	L	S
CO 5	M	S	S	S	S	S	M	S

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's