


Format for Syllabus of Theory Paper

Part A Introduction		
Program: Certificate		Class: BBA I Year
		Year: 2021
		Session: 2021-2022
Subject: BUSINESS MANAGEMENT		
1	Course Code	M1-BBAA1T (Group-I)
2	Course Title	BBA
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)
4	Pre-requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behaviour. 2-Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market. 3. Students will understand various forms of organizational structures and their importance. 4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency. 5. Students will be able to understand how organizations use different leadership styles to stay competitive.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks: 25+75 Min. Passing Marks: 33
Part B- Content of the Course		
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours		
L-T-P: 90		
Unit	Topics	No. of Lectures
1	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management.	18
2	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups?	18
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.	18
4	Authority- Delegation, Decentralization – Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction –Nature and Purpose.	18
5	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenges and Skills	18
Keywords/Tags:		


 28.5.2021
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 Chairman, Central Board of Studies,
 Professional Management BBA Course.

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

- Management – James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6th Edition
- Principles of Management – PC Tripathi & PN Reddy – TMH – 5th Edition - 2012
- Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980.
- R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982.
- Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.
- S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition). (Hindi and English Medium).
- Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, Principles of Management, Devi AhilyaPrakashan, Indore (Hindi Medium)
- Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)

Suggested web links:

https://www.dphu.org/uploads/attachements/books/books_5284_0.pdf

<https://education.stateuniversity.com/pages/cw1ev9e9ib/An-Introduction-to-the-Principles-of-Management.html>

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 25marks University Exam (UE) 75 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):25	Class Test	15
	Assignment/Presentation	10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	Section(A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
	Section (B): Four Short Questions (200 Words Each)	04 x 09 = 36
	Section (C): Two Long Questions (500 Words Each)	02 x 15 = 30 Total 75

Any remarks/ suggestions: Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.



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