

COURSE TITLE	PRINCIPLES OF BUSINESS ADMINISTRATION
COURSE CODE	10BC2101
COURSE CREDITS	4

Objective:

- 1 To understand the basic principles of management
- 2 To examine the significance of establishing clear and measurable goals and objectives for organizational success.
- 3 To provide an understanding of the managerial functions essential in today's business environment

Course Outcomes: After completion of this course, student will be able to:

- 1 Demonstrate knowledge of business and management principles
- 2 Get acquainted with management processes and functions
- 3 Critique the process of directing, communication and coordination in management
- 4 Comprehend the modern management techniques and its relevance in business

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Management Meaning, Nature and Characteristics of Management, Scope of Management - Functional areas, Management & Administration, Levels of management & Managerial Skills, Evolution of Management Thoughts, Principles of Management, Principles of Management, Case study: The Hawthorne Plant study	8
2	Planning and Decision-Making in Management Need and importance of planning, Planning process, Types of plans- Strategy V/s Planning, Management By Objectives, Decision making – Meaning – Nature and importance, Types of Decision Making , Process of decision making, Decision Making Biases, Case Studies: The case of Ford Pinto, The collapse of Nokia mobile phone	8

Contents : Unit	Topics	Contact Hours
3	Organizing and Staffing Need for organization & fundamental principles of organization, Types of organization, Centralization vs. decentralization of authority and responsibility, Case study : Procter & Gamble's matrix organization, Google's Alphabet restructuring, Staffing – Introduction, Need for staffing , Importance of Staffing , Process of staffing	8
4	Directing, Communication and Coordinating Directing – Meaning, nature and importance, Theories of Motivation: Maslow's Need Hierarchy theory, Herzberg's Two factor theory, McGregor's Theory X and Theory Y, Leadership – Introduction, Formal and Informal Leadership , Styles of Leadership, Importance and need of Communication as a leader, Case Studies: The growth of Apple Inc., Johnson & Johnson's Tylenol Crisis, Evolution of Amazon, Coordination – Introduction, Importance of coordination, Principles of Coordination	12
5	Controlling Meaning and steps in Controlling , Pre-requisites of a strong control system , Methods of establishing control , Modern Control techniques: Business process Re-engineering , Benchmarking, Kaizen, Six Sigma, Knowledge Mangemnet , Sustainability Management, Emotional Intelligence in Mngagemnet and Chnage Managemnet	9
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Issues related to Principles of Business Administration Issues related to Principles of Business Administration	15
Total Hours		15

Textbook :

- Principles of Management, Prasad, L. M., Sultan Chand and Sons., 2019

References:

- Management: Text & Cases, Management: Text & Cases, Rao, V. S. P., Excel Books, 2022

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery
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Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	30.00	10.00	20.00	20.00

Supplementary Resources:

- 1 <https://alison.com/course/the-principles-of-business-administration>
- 2 <https://wizape.com/English/Core-Business-Administration-Principles>
- 3 <https://www.iau.edu.sa/en/courses/principles-of-business-administration>