



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



Name of the Course: B.B.A. LL.B.	Type of Course: 5 Years Integrated
Year : 1st Year	Semester : 1st Semester
Subject Code : ALCUG1CBBA2	Subject: Principles of Management
W.E.F: 2025-26	Teaching Hours: 72

Teaching & Examination Scheme:

Credit	Lect	Lab	Tut	Internal Marks		External Marks	Passing Marks	Passing Marks	Total Marks
				T & P	CE	T & P	Internal	External	Int+Ext
4	4	-	1	20	20	60	16/40	24/60	40/100

Lect= Lecture, Tut= Tutorial, Lab= Lab, T- Theory, P= Practical Theory and Practical Passing%: 40

Course Objectives:	<ol style="list-style-type: none">1. To provide students with foundational knowledge of management principles, concepts, and approaches, enabling them to understand the roles, functions, and skills essential to effective management, as well as the evolving trends and entrepreneurial aspects within the field. (L-4 Analyse)2. To equip students with essential knowledge and skills in planning and organizing within a business context. (L-2 Understand)3. To introduce students to the fundamental concepts of staffing, motivation, and leadership, highlighting their roles in effective management. (L-3 Apply)4. To equip students with a comprehensive understanding of the directing and controlling functions of management, enabling them to effectively guide and monitor team performance. (L-3 Apply)
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Course Outcome (CO):

Upon completion of the course, student shall be able to

CO-1	Analyze management concepts and apply various managerial roles, skills, and functions in practical scenarios.
CO-2	Differentiate between management and entrepreneurship and critically evaluate recent trends and emerging issues in management.
CO-3	Develop structured plans and make informed decisions in practical business scenarios.
CO-4	Apply staffing principles, understand motivational needs, utilize motivation theories, and adapt different leadership styles to manage teams effectively.
CO-5	Apply directing tools and control techniques to oversee team activities to enhance productivity.

DETAILED SYLLABUS

Unit	Description	Credits / Hours
1	Introduction	(4)
1.1	Meaning, Definition, & Significance of Management	18 Hours
1.2	Managerial levels and Skills required at different levels	
1.3	Functions of Management	
1.4	Henry Mintzberg's Managerial Roles	
1.5	Development of management thought: classical, neo-classical, behavioural, systems and contingency approaches	
1.6	Entrepreneur, Entrepreneurship and Enterprise	
1.7	Manager vs. Entrepreneur	
1.8	Emerging issues in management & Recent trends in management	
	Practical Approach: <ul style="list-style-type: none">• Business Planning Exercise	



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	<ul style="list-style-type: none"> • Manager vs. Entrepreneur Debate • MCQ Test 	
2	Planning and Organizing	(4)
2.1	Planning	18 Hours
2.1.1	Meaning, Definition & Objectives of planning	
2.1.2	Types of plans	
2.1.3	Planning process	
2.1.4	Business forecasting	
2.1.5	Management by Objective - Concept	
2.1.6	Decision Making – Meaning and process	
2.2	Organizing	
2.2.1	Meaning, Significance and Types of an organization	
2.2.2	Span of Control	
2.2.3	Authority and Responsibility	
2.2.4	Delegation and Decentralization	
	Practical Approach: <ul style="list-style-type: none"> • Case Study- Provide a case study that highlights an issue with authority and responsibility and ask students to identify where authority and responsibility are misaligned and suggest solutions. 	
3	Staffing, Motivating and Leading	(4)
3.1	Staffing: Concept, Nature, & Importance	18 Hours
3.2	Motivating and Leading	
3.2.1	Meaning, Importance and types of Motivation	
3.2.2	Theories of Motivation-Maslow, Herzberg, X, Y and Z	
3.2.3	Leadership – Meaning and importance	
3.2.4	Traits of a Leader	
3.2.5	Leadership Styles	
	Practical Approach:	



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	<ul style="list-style-type: none">• Resume Screening• Interview Role Play• Formulate employee retention strategies.	
4	Directing and Controlling	(4)
4.1	Directing	18 Hours
4.1.1	Meaning & Definition	
4.1.2	Importance and Tools of Directing	
4.2	Controlling	
4.2.1	Meaning & Definition	
4.2.2	Types and techniques of Control	
	Practical Approach: <ul style="list-style-type: none">• Budget Management Challenge	

Suggested References:

References

- L. M. Prasad; Principles and Practice of Management ,Sultan chand and sons, New Delhi,2009
- Principles of Management, P C Tripathi & P. N. Reddy, Tata Mcgraw Hill
- Stoner, Freeman and Gilbert Jr.; Management, Prentice Hall of India, New Delhi, 2003.
- Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003

❖ Online References:

- <http://www.youtube.com/@Educationleaves>
- <https://www.coursera.org/articles/management>
- Swayam, Edx