



BBA 11013: Principles of Management

Level: 1000

Number of Credits : 03

Course Description

Management is a dynamic subject that consists of process of planning, organizing, leading, and controlling organizational resources to achieve organizational goals efficiently and effectively. This course provides an understanding of concepts, theories, models, and techniques of management and thereby helping to make managerial decisions.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain concepts, theories, models, and techniques of management.
- Discuss the significance of management functions in utilizing scarce organizational resources.
- Apply management theories, models, and techniques to deal with contemporary managerial issues.

Teaching/Learning Methods

Lectures, tutorials, case studies, seminars, workshops, field visits, and group discussions.

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

- 1 Introduction to management
- 2 Evolution of management thoughts
- 3 Organizational culture and environment
- 4 Managing corporate social responsibility and ethics
- 5 Managerial decision making
- 6 Planning
- 7 Organizing
- 8 Leading: motivation, leadership, and communication
- 9 Controlling

Recommended Readings

- 1 Robbins, S. P., Coulter, M., & Vohra, N. (2016). Management. (13th Ed). India: Prentice Hall.
- 2 Griffin, R.W. (2013). Management. (11th Ed). South-Western, Cengage Learning.