



Faculty of Management and Finance  
Bachelor of Business Administration Honours in Business Management Degree Programme  
Course Unit Information Sheet

Course Code		BBA 11013			
Course Name		Principles of Management			
Semester		1000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 hours	-	105 hours	
Course Description					
Management is a dynamic subject that consists of the 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				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Explain concepts, theories, models, and techniques of management.				1	
2. Discuss the significance of management functions in utilizing scarce organizational resources.				1,10,12,15	
3. Discuss leadership styles, roles, and contemporary leadership issues				1,12,13,14	
4. Explain motivation and communication concepts and their applications for maximizing organizational effectiveness.				11,16,17,20	
5. Apply management theories, models, and techniques to deal with contemporary managerial issues.				21,22,23	
Course Content				Hours	ILOs
1. Introduction to management				3	1
2. Evolution of management thoughts				6	1
3. Organizational culture and environment				6	1
4. Managing corporate social responsibility and ethics				3	1,3,4
5. Managerial decision making				3	1,2,3,4,5
6. Planning				3	1,2
7. Organizing				3	1,2
8. Leading: motivation, leadership, and communication				12	1,2,3,4
9. Controlling				3	1,2
10. Contemporary issues in management				3	1,2,3,4,5
Teaching Methods					
Lectures, tutorials, case studies, seminars, workshops, and group discussions					

Assessment Methods		
In-course Assessments 30 %	Final Examination 70 %	Total 100%
Recommended Readings		
1. Robbins, S. P., Coulter, M., & Vohra, N. <i>Management</i> , Pearson Education Limited/ The latest edition		
2. Griffin, R.W. <i>Management</i> , Cengage Learning. / The latest edition		