

PRINCIPLE OF MANAGEMENT

COURSE CODE: BCA 156

YEAR SEMESTER: I/II

WORKLOAD: 1 Hrs. /WEEK (THEORY: 1 Hrs.)

CREDIT HOURS: 1

Course description:

This course introduces the fundamental principles of management by integrating classical concepts with modern practices and emerging issues in management. It introduces students to the core functions of management - planning, organizing, decision-making and leading - while highlighting social dimensions of organizational behavior. Practical emphasis is placed on understanding the uses of IT in management.

Course objectives:

The main objective of this course is to provide students with a conceptual foundation and practical understanding of management principles, along with their basic applications. After the completion of this course, students will be able to:

- Understand the concepts, evolution, and functions of management,
- Apply management processes including planning, organizing and leading in organizational settings,
- Evaluate managerial decision-making using both traditional approaches and IT-supported methods,
- Examine the ethical and social responsibilities of organizations in modern contexts and
- Appreciate the growing role of IT in enhancing management efficiency.

Course content

Unit – 1 Introduction to Management

1.1 Concept and meaning of management

1.2 Forms of business

1.3 Management process

1.4 Types of managers

1.5 Basic managerial roles

1.6 Managerial skills

1.7 Integrated management framework

1.8 Managing ethics and diversity

1.9 Social responsibilities and organizations

1.10 Role of IT in management

5 Hrs.

Unit - 2 Planning and Decision making

2.1 Concept of planning

2.2 Planning process

2.3 Types of plan

2.4 Organizational goals

2.5 Organizational planning

2.6 SWOT analysis

2.7 Nature and process of decision-making

2.8 Use of IT in planning and decision-making

5 Hrs.



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Unit – 3 Organizing

3 Hrs.

- 3.1 Elements of organizing
- 3.2 Job design, job description and job specification
- 3.3 Authority distribution
- 3.4 Forms of organizational design

Unit – 4 Leading

3 Hrs.

- 4.1 Nature of leadership
- 4.2 Generic approaches to leadership
- 4.3 Situational approaches to leadership
- 4.4 Emerging approaches to leadership
- 4.5 Managing team in the time of crisis
- 4.6 Leadership challenges in IT based organization

Required readings

- Griffin, R. W. (2024). *Management (12th ed.)*. Cengage Learning.
- Jones, R. G., & George, M. J. (2018). *Essentials of Contemporary Management*. McGraw-Hill Higher Education.
- Mark, W. H., & Koontz, H. C. (2019). *Essentials of management*. McGraw-Hill Higher Education.

Teaching approach

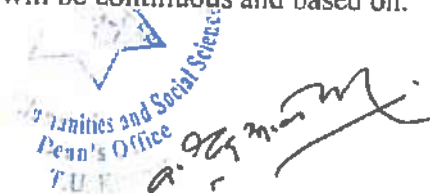
- The course will be delivered in a seminar format where students take an active role.
- Each student (individually or in groups) will present assigned topics from the syllabus in class.
- Sessions will focus on discussion, critical thinking, and peer learning rather than traditional lectures.
- The instructor will act as a facilitator and moderator, guiding discussion and ensuring key concepts are well covered.

2. Student Responsibilities

- **Presentations:** Students must prepare and present course topics, integrating theory, case studies, and practical applications.
- **Active Participation:** Students are expected to engage in discussions, raise questions, and contribute insights during every class.
- **Term Paper:** Each student will submit a written term paper on a management topic (approved by the instructor) by the end of the semester.
- **Reflection Note:** A short reflective write-up summarizing personal learning and insights from the seminar experience is required.
- **Quizzes/Short Assignments:** Short quizzes may be conducted to reinforce learning.

3. Evaluation Scheme

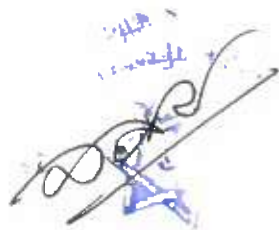
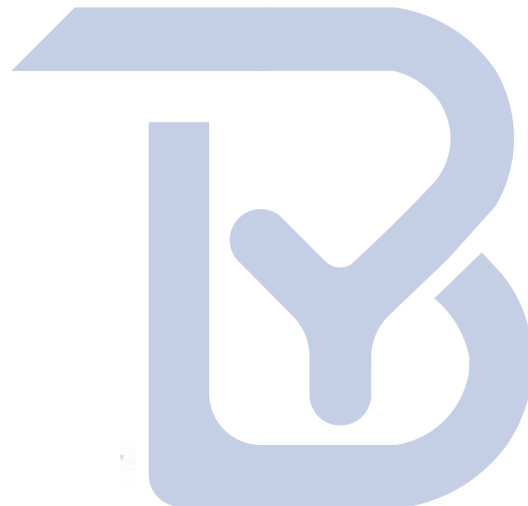
The course does not include a final examination. Assessment will be continuous and based on:



- **Class Presentation – 30%**
- **Participation & Discussion – 20%**
- **Attendance – 10%**
- **Quizzes/Short Assignments – 10%**
- **Term Paper & Reflection Note – 30%**

4. Seminar Conduct Rules

- **Presenters must share presentation slides or handouts in advance.**
- **All students should complete basic reading before each session to participate effectively.**
- **Respectful listening, constructive feedback, and academic integrity are expected at all times.**
- **Reflection notes should highlight key learning, challenges, and takeaways from the course.**



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