

COURSE OUTLINE: PRINCIPLES OF MANAGEMENT

(Outcome-Based Curriculum)

Part A

1. **Course Code:** BA 2202
2. **Course Title:** Principles of Management
3. **Course Type:** Core Course
4. **Year and Semester:** 2nd Year, 2nd Semester
5. **Academic Session:** Fall 2025
6. **Course Teacher:** Shahnaz Sharmin
7. **Pre-requisite (If any):** N/A
8. **Credit Value:** 3.00
9. **Contact Hours:** 3.0 hrs./week
10. **Total Marks:** 100
11. **Rationale of the Course:** This is a core course of Management designed to let the students learn about the fundamental concepts of Management from a managerial point of view.
12. **Course Objectives:**
 - To understand basic management principles in the context of specific duties inherent in managerial responsibilities.
 - To recognize and discuss a range of management challenges and the implications they have for organizations, the people who work for them, and other relevant stakeholders.
 - To analyze organizational situations to determine the real problems managers are facing, evaluate their response, and outline alternative courses of action.

13. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs)

Sl.	Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
1.	Understand management, functions of a manager, process of planning and the concept of MBO	√	√			
2.	Analyze the organizational structure		√	√		
3.	Remember dynamics of OB, the concept of personality and	√		√		

	perception, values and attitude					
4.	Apply case studies on functions of management and behavioral processes	√			√	
5.	Analyze Individual behavior and dynamics of groups and effective team building			√		√

Part B

14. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs.

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1	Nature of Management: <ul style="list-style-type: none"> • Management Defined • Nature of Management • Scope of Management • Need for Management • Management and Administration, • Management-A Science or an Art, • Management Levels 	Lecture, Students' response, Visual presentation to motivate students	Case Study presentation	CLO-1
2	Management Functions: <ul style="list-style-type: none"> • PODSCORB • Roles and Skills of a manager • Fayol's fourteen principles of management and recent trends in management • The Scientific Management Stage • Contribution by F.W. Taylor - Scientific Management • Contribution by Peter F. Drucker –MBO 	Lecture, Students' response, Case Study	Quiz, Case Study Evaluation	CLO-1
3	Planning: <ul style="list-style-type: none"> • Planning, nature of planning, • Process, strategies • Level of strategies, policies, methods and programs, planning premises • Decision making • Process of decision making • Types of decisions • Techniques in decision making 	Lecture, Students' response, Group discussion	Company Assignment	CLO-2

4	Organizing: <ul style="list-style-type: none"> Organizing Organization structure Formal Vs. informal organizations Principles of organizations-chain of command Span of control, delegation Decentralization Vs. Centralization Types of Organizations Virtual organizations 	Lecture, Different real examples related to several industries	Quiz	CLO-2
5	Leadership in Organizations: <ul style="list-style-type: none"> Formal and Informal Leadership Leadership Styles Personal Characteristics of Leaders 	Lecture, Different real examples related to several industries, Group Discussion	Quiz, Case Study Evaluation	CLO-3 CLO-5
6	Power and Politics: <ul style="list-style-type: none"> Power and Politics-An Introduction Sources of Power in Organizations-Interpersonal Sources Organizational Sources Organizational Politics Ethics 	Lecture, Students' response, Group discussion, Different real examples related to several industries	Class test	CLO-3 CLO-5
7	Organizational Behavior: <ul style="list-style-type: none"> Definition Fundamental Principles of OB Contributing disciplines Challenges and opportunities Foundations of Individual Behavior 	Lecture, Students' response, Group discussion, Different real examples related to several industries	Quiz, Case Study Evaluation, Presentation	CLO-4 CLO-5
8	Personality: <ul style="list-style-type: none"> Determinants of personality Traits of personality, MBTI Personality attributes influencing OB Type A and Type B Personality Personality Dimensions Introvert and Extrovert Personalities Personality Theories 	Lecture, Students' response, Group discussion, Different real examples related to several industries	Group presentation	CLO-4 CLO-5

9	Attitude: <ul style="list-style-type: none"> • Attitude and behavior • Emotional intelligence • Motivation and Leadership 	Lecture, Different real examples related to several industries	Quiz, Case Study Evaluation	CLO-4 CLO-5
10	Dynamics of Group Behavior: <ul style="list-style-type: none"> • Definition • Types • Formation of groups • Building effective teams 	Lecture, Different real examples related to several industries	Company Assignment, Case Study Evaluation	CLO-3 CLO-5
11	Dynamics of Group Behavior: <ul style="list-style-type: none"> • Inter-Group Relations • Conflict Management • Interdependence of Groups • Nature of Conflict in Organizations 	Lecture, Different real examples related to several industries	Class test	CLO-3 CLO-5
12	Conflict: <ul style="list-style-type: none"> • Changing View of Conflict • Types of Conflict Situations • The Causes of Conflict • Conflict Management and Negotiation 	Lecture, Different real examples related to several industries	Company Assignment and presentation	CLO-3 CLO-5
13	Controlling: <ul style="list-style-type: none"> • Controlling Process • Establishing standards • Comparing measured performance with performance standards • Taking Corrective Action 	Lecture, Group Discussion	Assignment	CLO-3 CLO-5
14	Controlling: <ul style="list-style-type: none"> • Techniques of Managerial Control • Feed-forward and Feedback Control • Behavioral Implications and • Guidelines for Effective Control. 	Lecture, Group Discussion	Quiz/ Case Study Evaluation	CLO-3 CLO-5

Part C

15. Assessment and Evaluation

I. Assessment Strategy:

Quizzes: Altogether 4 quizzes may be taken during the semester, 2 quizzes will be taken before mid-semester examination and 2 quizzes will be taken before end-semester examination. Best 2 will be counted.

Assignment: Problems or Case studies will be given as an assignment as a group assignment or individual assignment during the class that they have to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted.

Presentation: Oral communication and presentation skills are important components of business education especially in Management. Students can improve their oral presentation skills when they know the expectations for effective presentations. Case studies or Summary of a topic will be provided to present group wise or individually.

II. Marks distribution:

a) Continuous Assessment:

CIE- Continuous Internal Evaluation (30 Marks)

Bloom's Category (out of 30)	Class Tests (10)	Assignments (10)	Quizzes (5)	External Participation in Marks (5)
Remember	1		2	
Understand	2			
Apply	5	2	2	
Analyze	2	3		
Evaluate		3	1	2
Create		2		3

b) Summative:

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

Quizzes/ Class Tests	10%
Assignments	10%
Class Participation	10%
Mid-Semester Examination	30%
End-Semester Examination	40%
Total	100%

III. Make-up Procedures

There will be NO MAKE-UP TESTS OR MAKE-UP QUIZ. If you miss a Test or Quiz due to serious illness of yourself or a death in your immediate family, or due to personal grounds, please contact me by explaining the reason for missing the test. You do NOT need to get a doctor's note. If consideration is granted I will readjust the weight of assessed material.

Part D

16. Learning Materials

I. Recommended Readings

a) Text Book:

(i) Management - Ricky W. Griffin Eighth Edition, 2005, Biztantra

b) Reference Books:

(i) Fundamentals of Management-Stephen P Robbins, Mary Coulter et al, Pearson Publications, 11th edition.

(ii) Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publications, 2012

(iii) Organizational Behavior: A modern approach – Arun Kumar and Meenakshi, Vikas Publishing House, 2011

II. Supplementary Readings

(i) Management-Richard L. Daft, Cengage learning, 12th Edition, 2016.