

B. B. A. II (NEP) (Semester-II)

Vertical – Core Course

Subject Code: 500107

Subject Title: Principles of Business Management- II

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500107	Principles of Business Management II	2	30	2 Hours	30

Objective: Students will understand the principles of business management.

Course Outcome:

1. Understand the fundamental concepts and principles of business management.
2. Analyze management functions (staffing, organizing, leading, controlling).
3. Apply management theories to real-world business scenarios.
4. Develop critical thinking, leadership, and motivational skills and control.

Unit	Contents	Teaching Hours
1	Organizing: Meaning, Characteristics of organization, the importance of organizing, principles of organizing, the process of organizing, formal and informal organization	7
2	Staffing: Meaning, Definition, and Advantages of staffing; Purpose of staffing; Process of staffing; Functions of staffing.	8
3	Directing: definition, nature, characteristics, importance of directing, advantages of directing, disadvantages/ limitations of directing, principles of directing.	7
4	Controlling: objectives, characteristics, importance of controlling, advantages, Control process, Controlling techniques (budgeting, return on investment)	8

Internal Assessment: (20 Marks)

- 1) Multiple Choice Questions: 08 Marks (1 mark each)
- 2) Home Assignments: 12 Marks

Books Recommended:

1. "Principles of Management" by Harold Koontz and Heinz Weihrich
2. "Management: A Practical Approach" by David A. Buchanan and Andrzej Huczynski
3. Principles of Business Management -II by Dr. Nita Honrao & Dr. Shaila Nibjiya, Sai Jyoti Publication
4. "Business Management" by Richard L. Daft
5. Ramaswamy, T. (2010): Principles of Management, Himalaya Publishing House, Mumbai.
6. Principles of Business Management. Dr. Anil Kumar Rathod, Dr. Pravin Deshmukh & Dr. Dinesh Nichit, Anuradha Publication, Nagpur.
7. Prasad, L.M. (2019): Principles & Practice of Management, Sultan Chand & Sons, New Delhi.