

PART – 5
Programme Project Report (PPR) and
e-Learning Material (e-LM)

Annexure – 5.1 to 5.3

Online Programme in Bachelor of Business Administration: Programme Project Report (PPR)

1. Programme's mission & objectives: With a view to impart business skills needed in jobs and promote entrepreneurship, it was proposed to offer a Bachelor of Business Administration programme on online mode with the following objectives:

- a. To extend the benefits of high-quality, innovative, value-based, and affordable education to all sections of society, especially the weaker sections
- b. To develop conceptual knowledge, practical insights, skills, and competencies to deal with organizational challenges.

2. Relevance of the program with HEI's Mission and Goals: The programme envisages flexible and economic education for all who cannot afford it. It focuses on improving skills, knowledge, and competencies to get better employment as a professional. Thus, it is in line with the objectives of the Higher Educational Institution to provide quality education at an affordable cost using Information and Communication Technologies (ICT).

3. Nature of prospective target group of learners: The target group of learners is Class XII pass from any stream (Science, Arts, Commerce) and any board who are not able to afford a highly prized degree. The course fees are very nominal, and the programme offers quality resources developed for this purpose only.

4. Appropriateness of programme to be conducted in Online Learning mode to acquire specific skills and competence: The learners will be able to:

- a. Acquire knowledge in both General and functional areas of management.
- b. Develop research project planning and execution skills.
- c. Develop Communication and IT skills.
- d. Work in teams and have leadership qualities.
- e. Develop analytical skills for solving business problems.

Instructional Design: Owing to the interdisciplinary nature of the BBA, the e-content must be created

and organised by professionals from a variety of disciplines (including, but not limited to, management, the arts, science, and the humanities). In response to this accomplishment, alumni, and community members from all over the world provided tremendous support. They helped the Department of Management produce and organise original e-content. The specialists hailed from the education and business sectors, and a significant number of them were management experts.

5. Procedure for admissions, curriculum transaction and evaluation: Candidates seeking admission to UG Degree Programme apply online. The process of admission to this Programme is centralized and part of the common admission procedure of the main campus. The minimum eligibility criteria for admission to an Online BBA programme is Class XII pass from any stream (Science, Arts and Commerce) and any board. All the details related to fee admission; structure and financial assistance are available on the Institute site. The tentative planner regarding examinations and assignments is shared at the beginning of the semester. The learner's progress is regularly tracked in the Centres through the network of faculty.

6. Requirement of laboratory support and Library Resources: The programme requires the usage of computers and the Internet which are made available. The students have access to material online for their learning purposes.

7. Cost estimate of the programme and the provisions: The cost estimate assigned for each programme development, delivery and maintenance is Rs. 12 lacs.

8. Quality assurance mechanism and expected programme outcomes: Changes are made frequently to the curriculum so that it can keep up with the needs of students and employers. The Academic Council, the highest body of acknowledgment for the syllabus contents in a variety of programmes administered by the Institute, discusses proposed amendments and programme project reports with the department and HOD before approving them.



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Dated: 26th May, 2023

CERTIFICATE

This is to certify that the Academic Council of the Institute has approved the Program Project Reports (PPRs) and E-learning Material in the form of SLM and Video Lecture, etc. following the four quadrant approach of the following UGC Entitled Online Programmes Uploaded on DEI Vidya Prasar Portal. I certify that the following Online Programmes which have been running in the Institute have been duly approved by the Statutory Bodies of the Institute:

1. Bachelor of Commerce (Hons)
2. Bachelor of Business Administration – Management
3. Bachelor of Arts (Hons) – Social Science
4. M. Com – International Business
5. Master of Arts – Theology


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Annexure -5.2

Please click on the following link to view the Audio-Video sample of the Online lesson:-

<https://drive.google.com/drive/folders/1kiBOQ8q1kepDieIU8rnNFPSVzULzZc6m>



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BBM (Hons)

Undergraduate Degree

PRINCIPLES OF MANAGEMENT

COURSE NO – BBM 105

**Dayalbagh Educational Institute (Deemed
University)
Dayalbagh, Agra 282005**

“It is not a big University or big building or larger number of teachers or larger number of departments which raises the status of a University. It is the quality of the work that makes a University great.”

**Revered Professor M.B.Lal
Founder Director, Dayalbagh Educational Institute**

COURSE NO. BBM 105

PRINCIPLES OF MANAGEMENT

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UNIT 1 CONCEPT THEORY & PRACTICE

LESSON 1 MANAGEMENT IN REAL LIFE

LESSON 2 KEY MANAGEMENT CONCEPTS

LESSON 3 MANAGEMENT THEORIES

LESSON 4 ETHICS & SOCIAL RESPONSIBILITY

LESSON 5 GLOBAL ENVIRONMENT

LESSON 1 MANAGEMENT IN REAL LIFE

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1. MANAGEMENT IN REAL LIFE

1.0 Objectives

- Understand the importance of 'Management' field in the society.

1.1 Introduction

Societal resources like money, material & humans are utilized by organizations to create wealth. Managers by performing various functions convert resources to value added products and services. Organizations reward managers for their effective & efficient use of resources. Managers continuously scan the changes in society while converting resources to value added products. Thus continuously developing and improving better services & products as show in the figure 1.1 below.

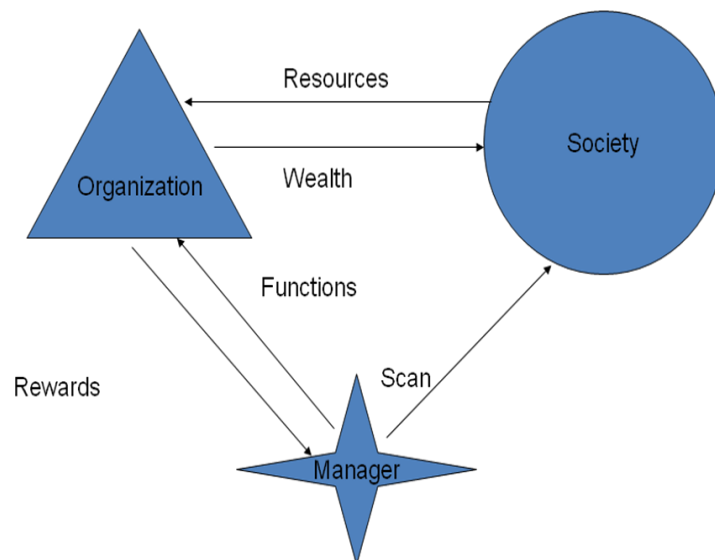


Fig 1.1 Management

1.2 Importance of Management Field

Management field has importance for organizations and individuals.

- A. Organizational: Resources are scarce. Resources in the society are human resources, raw materials, information system, financial assets etc. Managers are needed in organizations to effectively & efficiently manage these resources. When resources are properly managed, wealth is created.

B. Professional: People in organizations are to be managed. For managing these people management skills are required. Management field provides these skills.

C. Individual: Management field offers excellent growth prospects & high salaries. So individuals try to pursue studies (advanced) in management.

Self-check Questions

1. Why is dealing with people important?

1.3 Fundamental Management Functions

Fundamental management functions are planning, organizing, leading & controlling. These are given in the diagram given below. Basically planning looks at identifying right goals & course of action. Organizing looks at task & authority relationships at different levels. To direct people response, basically, motivating, coordinating & energizing people. Controlling is the measuring & monitoring of the desired results.

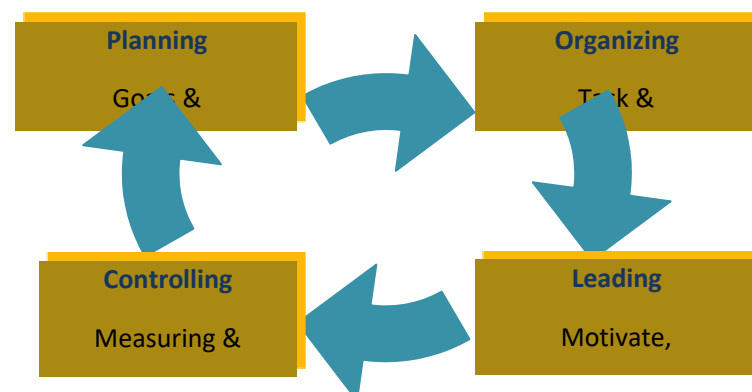


Fig 1.2 Function of Management

1.4 Illustration 1: Boxes India Ltd.

The first of the two illustrations we look at, for understanding the importance of management is of a client of Business Advisory Clinic * at DEI, Mr. Ramesh * is in the manufacturing of corrugated boxes at Himachal Pradesh. Boxes India Ltd was incorporated 5 years back, his son supports him in manufacturing and he looks after marketing functions. For the past few months he is having a problem with workforce. When orders are there workers are not available. When orders are not there workers add to the cost. Sometimes he is also not receiving timely cash payments. Customers are complaining about quality and competition is catching up. The various issues involved can be represented as given below:

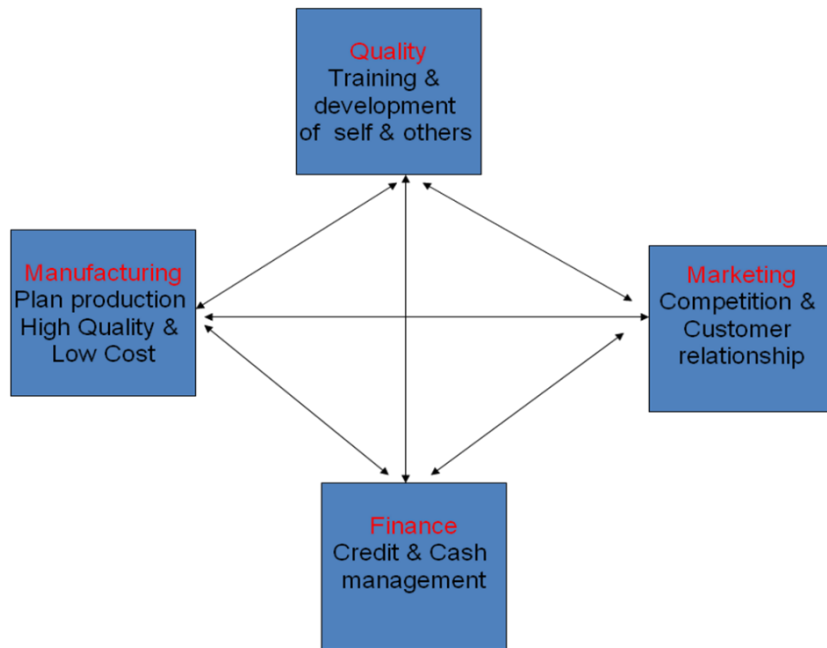


Fig 1.3 Issues at Boxes India Ltd.

1. Business Advisory Clinic offers free advice to the Small and Medium Enterprise (SMES). It was set up in the Dept. of the management under the guidance of Chairman, Advisory Committee on Education, Dayalbagh.

* Name changed to protect the identity.

Self-check Question

2. Identify interconnection among various issues faced by Mr. Ramesh.

1.5 Illustration 2: Steve Jobs

The second illustration. We can look at is of **Steve Jobs, CEO, Apple Computer**. Steve Jobs is a successful entrepreneur & leader. The focus was on innovation and growth. As the organization grew, there was a need to build order (discipline) in the system and also to consolidate organizations. Thus management plays an important role in the organization's growth & consolidations.

This is the part of transcript from the Commencement address at Stanford by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios, delivered on June 12, 2005.

" My second story is about love and loss.

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down - that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated *feature* film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.....”

1.6 Summing Up

The environment facing managers is dynamic. Processes are getting more complex. There is a need to upgrade management skills and update on continuous basis. Survival and growth of organizations and managers in these organizations depend on developing and applying managerial skills. This is the reason for growth of management field and increased demand for professional managers

1.7 Assignments

1.7.1 Class assignment

- i) Listen to Steve Jobs address at Stanford and identify how ‘management’ is important for entrepreneurs.

1.7.2 Home assignment

- i) Talk to your friends\relatives and identify various activities performed by managers in an organization.

1.8 Possible Answers to Self-check Questions

1. Organizations are nothing but people. People are complex as they have feelings/emotions and intelligence. In organizations, if we want to get work done we should know how to manage people. So dealing with people is a science and an art which is very important for managers.

2. Good quality leaders will increase demand, which in turn lowers cost of production as boxes are continuously produced- this results in better returns and growth for the organizations. This is a positive cycle. The case tells about the negative cycle which is exactly the reverse of this positive cycle.

1.9 Terminal Questions

1. Why is studying management field important for individuals and organizations?
2. Read the illustrations: 1 and identify what are the challenges faced by the management of Boxes India Ltd.

1.10 Suggested Further Reading

1. Jones, G.R. and George J.M. 2006. Contemporary Management, 4 Ed. McGraw-Hill, Irwin.
2. Koontz, H and Weihrich, H. 1998. Essentials of Management. 5 Ed, Tata McGraw –Hill Edition, New Delhi.
3. Dr.Vasishth, N. 2008. Principle of Management, 3 Ed. Taxmann Allied Services (P) Ltd., New Delhi.
4. Tripathi, P.C. and Reddy, P.N. 2008. Principle of Management, 4 Ed. McGraw –Hill Edition, New Delhi.



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