DEPARTMENT OF MARKETING
COMILLA UNIVERSITY

COURSE OUTLINE

Principles of Management | MKT 125

Course information	Details
Course title	Principles of Management
Course code	0413 MKT-125
Program / level	BBA, First Year – Second Semester
Course type / status	Elective / Theory
Credit value	3.0
Course hours	3.0 hours per week; 42 effective teaching hours
Duration	Four months (indicative 16-week academic window; 14 effective teaching weeks)
Prerequisite	N/A
Total marks	100
Academic session	2025-2026
Course teacher	Mashiat Zahin

1. Course description

The Principles of Management course introduces students to the fundamental principles and practices of management in organizations. It explores the essential functions of management, including planning, organizing, leading, and controlling. Through a combination of theoretical frameworks, case studies, and interactive discussions, students will develop a comprehensive understanding of management principles and gain insights into effective leadership techniques for successful organizational performance.

2. Course rationale

The curriculum highlights the importance of understanding Bangladesh's socio-economic context, including historical, ecological, social, economic, political, governmental, financial, and development aspects. Business students need awareness of these contextual factors because they influence managerial judgement and effective business decisions.

3. Course objectives

The primary objective is to provide students with a solid foundation in management principles and practices. By the end of the course, students should be able to comprehend the core functions of management, demonstrate effective leadership skills, and apply management concepts in real-world scenarios.

4. Course learning outcomes (CLOs)

CLO	By the end of the course, students will be able to:
CLO1	Describe the foundational principles and theories of management and their relevance in contemporary business environments.
CLO2	Demonstrate an understanding of the essential functions of management, including planning, organizing, leading, and controlling.
CLO3	Apply management concepts to make informed decisions and solve real-world business challenges.
CLO4	Analyze different leadership styles and approaches for effective organizational performance.
CLO5	Collaborate and communicate effectively in a team environment to achieve common goals.

5. Course contents and curriculum hours

Unit / topic	Hours	CLOs	Coverage
1. Meaning and Significance of Management	9	CLO1, CLO3, CLO4	Definition, nature, purpose and principles of management; techniques of management; business administration and business management; management as a resource and profession; organizations and managers; managerial responsibility; types of managers; management process, skills and roles; productivity, effectiveness, efficiency; managerial and organizational performance.
2. Management in Business Enterprises and Non-Business Entities; Environment	9	CLO1, CLO2, CLO3	Management of public sector enterprises; management for high productivity and cost-effective operations; management as a process; internal and external organizational environments; components of the external environment; direct-action and indirect-action environments; international environment; managing the environment.
3. Planning and Objectives	9	CLO1, CLO2, CLO3	Meaning and importance of planning; strategic plans; factors in sound planning; types of planning; long-range planning; planning tools and techniques; planning process; planning by business and non-business firms in Bangladesh; planning environment; managerial decision planning; nature of objectives; Management by Objectives (MBO), its process, setting objectives, benefits and weaknesses.
4. Decision Making, Organizing and Leading	9	CLO2, CLO3, CLO4, CLO5	Decision-making process; problem and opportunity finding; managerial decision-making; organizational structure; division of work; span of management; delegation; centralization and decentralization; coordination; committee and group decision-making; committees; organizing practices in Bangladesh; directing and leading; consultative directing; leadership patterns and styles in Bangladesh; human factors; relevant theories; creativity, innovation and motivation.
5. Controlling	6	CLO2, CLO3	Meaning and importance of control; features of a good control system; setting standards; reporting and feedback; budgetary control and budget as a motivation tool; types and process of control; requirements for effective controls; management information systems and control; production and operational control.

Total effective teaching hours: 42 (14 weeks × 3 hours).

6. Four-month teaching and learning plan

Week	Topics / learning activities	Hours	CLO alignment
1	Course orientation; meaning, definition, nature and purpose of management; principles of management	3	CLO1
2	Management techniques; administration vs. management; management as resource/profession; organizations and managers	3	CLO1
3	Managerial responsibility; types, roles, skills and process of management; productivity, effectiveness and efficiency	3	CLO1, CLO3, CLO4
4	Management in business and non-business entities; public sector enterprises; productivity and cost-effective operations	3	CLO1, CLO2
5	Internal and external organizational environments; direct-action and indirect-action factors	3	CLO2, CLO3
6	International environment; environmental scanning and managing the organizational environment; applied case discussion	3	CLO1, CLO2, CLO3
7	Planning: meaning, importance, types, strategic and long-range planning; planning process	3	CLO1, CLO2, CLO3
8	Planning tools; planning in Bangladesh; managerial decision planning; objectives and Management by Objectives (MBO)	3	CLO1, CLO2, CLO3
9	MBO process, setting objectives, benefits and weaknesses; decision-making process and problem/opportunity identification	3	CLO2, CLO3
10	Organizing: structure, division of work, span of management, delegation, centralization, decentralization and coordination	3	CLO2, CLO3
11	Committees and group decision-making; organizing practices in Bangladesh; directing and leading	3	CLO2, CLO3, CLO5
12	Leadership patterns and styles; human factors; leadership theories; motivation	3	CLO2, CLO4, CLO5
13	Creativity and innovation; leadership case analysis; controlling: meaning, importance, standards and feedback	3	CLO2, CLO3, CLO4, CLO5
14	Control methods and process; budgetary control; MIS, production and operational control; course integration and review	3	CLO2, CLO3
15	Consultation, make-up/revision and/or assessment administration as permitted by the academic calendar	—	As relevant
16	Comprehensive examination / end-of-course assessment period (according to the university schedule)	—	All relevant CLOs

7. Teaching-learning methods

- Interactive lectures supported by slides, board work and guided note-taking.
- Classroom questions, discussion and short knowledge checks.
- Bangladesh-based and international management examples.
- Individual tasks and group-based case analysis.
- Student presentations and peer discussion.
- Problem-solving exercises on planning, decision-making, organizing, leadership and control.

8. Assessment plan and mark distribution

The course carries 100 marks: 60 marks for the final examination and 40 marks for evaluation before the final examination. The 40-mark pre-final evaluation consists of two midterm examinations (20 marks in total), attendance (5 marks), and assignment and presentation (15 marks).

Assessment component	Marks	Percentage
Midterm examination 1	10	10%
Midterm examination 2	10	10%
Attendance	5	5%
Assignment and presentation	15	15%
Pre-final evaluation subtotal	40	40%
Final examination	60	60%
Total	100	100%

9. Detailed marking rubrics

A. Midterm examinations (10 marks each; 20 marks total)

Criterion	Marks per midterm	Assessment focus
Knowledge and understanding	3	Accuracy of concepts, definitions, principles and theories.
Application	3	Application of management concepts to examples or short cases.
Analysis and reasoning	3	Explanation, comparison of alternatives and justification of answers.
Clarity and organization	1	Clear, relevant and logically organized responses.
Total	10	

B. Attendance (5 marks)

Attendance rate	Marks
90–100%	5
80–89%	4
70–79%	3
60–69%	2

50–59%	1
Below 50%	0

C. Assignment and presentation (15 marks)

Criterion	Marks	Assessment focus
Understanding of management concepts	3	Accuracy and relevance of concepts.
Application and analysis	4	Application to an organization or case; depth of analysis.
Evidence, examples and recommendations	3	Relevant examples/data and practical, justified recommendations.
Presentation and communication	3	Organization, clarity, delivery and effective use of visual aids.
Teamwork and response to questions	2	Contribution, coordination (for group work) and responses to questions.
Total	15	

D. Final examination (60 marks)

The final examination covers the full course content. The following rubric is a guide for evaluating answers; the examination may include short-answer, descriptive, case-based and problem-solving questions.

Criterion	Marks	Assessment focus
Knowledge and understanding	15	Accurate explanation of management concepts, principles, functions and theories.
Application	15	Use of concepts in practical business and organizational situations.
Analysis and evaluation	18	Comparison, interpretation, critical analysis and reasoned evaluation.
Problem-solving and decision-making	8	Identification of issues and recommendation of suitable management actions.
Clarity and organization	4	Logical structure, relevance and clarity of written responses.
Total	60	

10. CLO–assessment alignmen

CLO	Main assessment evidence
CLO1	Quizzes, individual assignment, midterm and final examination.
CLO2	Quizzes, case analysis, midterm and final examination.
CLO3	Individual case analysis, group project/presentation, midterm and final examination.
CLO4	Leadership-focused case analysis, group presentation and final examination.
CLO5	Group project/presentation, peer collaboration and class participation.

11. Recommended text and learning materials

Recommended text stated in the curriculum:

- Griffin, W. Ricky, *Management*, Houghton Mifflin Company.

Additional lecture notes, case materials and supplementary readings may be provided by the course teacher. Any additional materials will be identified during the semester.

12. Student responsibilities and course guidelines

- Attend classes regularly and arrive on time. Attendance and participation will be recorded.
- Read the assigned topic before class and bring relevant notes or learning materials.
- Submit assignments and complete quizzes and examinations within the announced deadlines.
- Participate fairly in group work; each member should contribute to the group task.
- Use credible sources and acknowledge all sources. Plagiarism, copied work and misrepresentation of another person's work are not acceptable.
- Use classroom discussions respectfully and support arguments with relevant reasoning and examples.
- Follow the university and department rules regarding attendance, examinations, academic integrity and assessment.