

Bachelor of Business Administration (BBA)

**MANAGEMENT LAB
(OBBACO201P24)**

**Self-Learning Material
(SEM -II)**



**Jaipur National University
Centre for Distance and Online
Education**

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Table of Contents

Topic No.	Title	Page No.
1	Principles and Practices of Management	1
2	Entrepreneurship	1
3	Business Environment	1
4	Management of Financial Institutions	1
5	Corporate Communications	2
6	Principles and Practices of Management	2
7	Strategic Management	2
8	Operations Management	3
9	Human Resource Management	3
10	Marketing Management	3
11	Financial Management	3
12	International Business Management	4
13	Supply Chain Management	4
14	Organizational Behavior	4
15	Change Management	4
16	Leadership Development	5
17	Ethics and Corporate Social Responsibility	5
18	Project Management	5
19	Quality Management	5
20	Innovation Management	6

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Course Introduction

Management Lab is assigned 1 credit and contains 20 Topics. The Management Lab is designed to bridge the gap between theory and practice by offering a comprehensive set of assignments tailored specifically for BBA students. These assignments cover a wide array of topics essential for aspiring business professionals, ranging from fundamental mathematical concepts to advanced marketing strategies and legal frameworks.

Each assignment is accompanied by detailed instructions, hint solutions, and guidance to facilitate effective learning and understanding. Additionally, instructors are encouraged to customize the assignments according to the specific needs and objectives of their management labs.

We hope you will enjoy the course.

Acknowledgement

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1. Principles and Practices of Management

Assignment Statement: Analyze a real-world company's management approach and evaluate how well it aligns with the principles of management discussed in class.

Solution Hints: Research classical and modern management theories, analyze the company's organizational structure, decision-making processes, and leadership styles.

2. Entrepreneurship:

Assignment Statement: Develop a business plan for a startup idea, including market analysis, financial projections, and strategic planning.

Solution Hints: Conduct market research, identify target demographics, outline competitive advantages, create a detailed financial forecast, and propose marketing strategies.

3. Business Environment

Assignment Statement: Assess the impact of various external factors (such as economic, political, and technological) on a specific industry or company.

Solution Hints: Conduct a PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental), gather industry reports, and analyze trends affecting the business environment.

4. Management of Financial Institutions

Assignment Statement: Evaluate the risk management practices of a financial institution and propose strategies for mitigating financial risks.

Solution Hints: Examine the institution's investment portfolio, assess credit and market risks, analyze regulatory compliance, and recommend risk management tools and techniques.

5. Corporate Communications

Assignment Statement: Design a corporate communication strategy for a multinational corporation, addressing internal and external stakeholders.

Solution Hints: Define key messages, choose appropriate communication channels, consider cultural sensitivities, establish feedback mechanisms, and create crisis communication protocols.

6. Principles and Practices of Management

Assignment Statement:

Choose a well-known company and analyze its management approach in light of the principles and practices of management discussed in class. Evaluate how effectively the company applies these principles to achieve its organizational goals. Present your findings in a comprehensive report.

Solution Hints:

Research: Begin with researching the selected company, including its history, mission, vision, organizational structure, and key management practices.

Identify Management Principles: Identify the fundamental principles of management discussed in class, such as planning, organizing, leading, and controlling. Evaluate how the company applies these principles in its day-to-day operations.

Analyze Organizational Structure: Examine the company's organizational structure to understand how authority, responsibility, and communication flow within the organization. Assess whether the structure aligns with the principles of effective management.

7. Strategic Management

Assignment Statement: Conduct a SWOT analysis for a company and develop strategic recommendations based on the analysis.

Solution Hints: Identify strengths, weaknesses, opportunities, and threats, prioritize strategic objectives, formulate action plans, and consider implementation challenges.

8. Operations Management

Assignment Statement: Optimize the operations of a manufacturing or service-based company by applying concepts such as lean management and total quality management.

Solution Hints: Map out current processes, identify bottlenecks, implement lean principles (e.g., waste reduction), establish quality control measures, and monitor performance metrics.

9. Human Resource Management

Assignment Statement: Design an employee training and development program tailored to the needs of a specific organization.

Solution Hints: Conduct a training needs assessment, define learning objectives, choose appropriate training methods, develop training materials, and evaluate program effectiveness.

10. Marketing Management

Assignment Statement: Create a marketing plan for a new product or service, covering aspects such as market segmentation, positioning, and promotional strategies.

Solution Hints: Segment the target market, differentiate the product, set pricing and distribution strategies, develop an integrated marketing communications plan, and set measurable objectives.

11. Financial Management

Assignment Statement: Analyze the financial statements of a company and make recommendations for improving financial performance.

Solution Hints: Calculate financial ratios, assess liquidity, solvency, and profitability, identify areas for cost reduction or revenue enhancement, and propose capital budgeting decisions.

12. International Business Management

Assignment Statement: Evaluate the entry strategies of a multinational corporation into a foreign market and assess the cultural, political, and economic risks involved.

Solution Hints: Analyze market research, assess entry modes (e.g., exporting, licensing, joint ventures), consider cultural adaptation strategies, and evaluate the impact of international trade policies.

13. Supply Chain Management

Assignment Statement: Optimize the supply chain of a company by identifying inefficiencies and proposing improvements to reduce costs and enhance efficiency.

Solution Hints: Map the supply chain process, identify supply chain risks, optimize inventory levels, streamline logistics, and implement technology solutions for better visibility and coordination.

14. Organizational Behavior

Assignment Statement: Conduct a case study analysis of workplace dynamics and recommend strategies for improving employee motivation, satisfaction, and performance.

Solution Hints: Identify key issues affecting organizational behavior, apply motivational theories (e.g., Maslow's hierarchy of needs, Herzberg's two-factor theory), and propose interventions to address them.

15. Change Management

Assignment Statement: Develop a change management plan for implementing a major organizational change, such as a restructuring or technology adoption.

Solution Hints: Assess change readiness, communicate the need for change, involve stakeholders in the change process, provide training and support, and monitor progress through key performance indicators.

16. Leadership Development

Assignment Statement: Design a leadership development program for grooming future leaders within an organization, considering competencies, behaviors, and succession planning.

Solution Hints: Identify leadership competencies, assess current leadership talent, create development plans, provide mentoring and coaching, and establish mechanisms for feedback and evaluation.

17. Ethics and Corporate Social Responsibility

Assignment Statement: Evaluate the ethical implications of a business decision and propose strategies for promoting corporate social responsibility.

Solution Hints: Consider stakeholders' interests, assess the impact on society and the environment, apply ethical frameworks (e.g., utilitarianism, deontology), and develop CSR initiatives aligned with the company's values and objectives.

18. Project Management

Assignment Statement: Develop a project management plan for a specific project, including scope, schedule, budget, resources, and risk management.

Solution Hints: Define project objectives, create a work breakdown structure, establish a project schedule using Gantt charts or critical path method, allocate resources, and identify and mitigate project risks.

19. Quality Management

Assignment Statement: Implement a quality management system (e.g., ISO 9001) for a company and develop procedures for continuous improvement.

Solution Hints: Establish quality objectives and metrics, document processes, conduct internal audits, implement corrective and preventive actions, and foster a culture of quality throughout the organization.

20. Innovation Management

Assignment Statement: Foster a culture of innovation within an organization by developing strategies for idea generation, evaluation, and implementation.

Solution Hints: Encourage creativity and risk-taking, provide resources and incentives for innovation, establish processes for idea submission and evaluation, prototype promising ideas, and support the commercialization of successful innovations.