

**BHAGWAN MAHAVIR UNIVERSITY**  
**BHAGWAN MAHAVIR COLLEGE OF MANAGEMENT-MBA**  
**SEMESTER ASSIGNMENT**  
**(MBA SEM-1)**  
**Principle of Management (2050301107)**

- **20 Marks assignment (10 assignment + 10 presentation)**
- **Assignment submission date: 30.12.2022**
- **Assignment presentation date: 5.01.2023**
- **You have to submit the printed copy of the assignment with title page on mention date.**

For this semester assignment Each students choose a ONE company and then develop an assignment *that describes how the organization plans, organizes, leads and controls* its operations. **Each student will submit the assignment in printed copy and will also present it in class.** The assignment (and presentation) will have four sections, as follows:

- **Planning** – identify the organization’s mission as well as key elements of its strategic plan. What type of strategy does this organization pursue (low-cost, product differentiation, quality service, innovation, etc.)? What target market markets does this organization seek to serve? How does it compete with rivals? What sort of a planning process does the organization follow?
- **Organizing** – Provide an organizational chart for this organization. How would you describe its structure (functional, geographic, product-focused, process-based, matrix, etc.)? Would you describe this organization as tall or flat? Is it centralized or decentralized? What role do teams play in the structure?
- **Leading** – Who is the CEO of this organization? What is the background of this leader? What is this individual’s leadership philosophy? How is this leader rated by employees and other stakeholders, including business experts who rank leaders in publications like *Forbes* and *Harvard Business Review*?
- **Controlling**—How does this organization ensure that it is meeting or exceeding its goals? What technological tools or systems does the organization use to operate efficiently and to track progress toward goal attainment? What is this organization’s reputation for providing high-quality goods and services to customers? If there have been quality problems, how are they being addressed? Other activities that the organization might seek to monitor, and control include employee engagement, speed of delivery or service provision, error rates, financial performance, innovativeness and legal/regulatory compliance.

**Length and Format of Assignment**—the main body of the assignment should be about 15-20 pages in length and must follow APA format. Each of the four major sections of the study—planning, organizing, leading and controlling—should be covered in about 4-5 pages. The recommended 15–20-page length does not include the required cover page, table of contents, appendices, and bibliography.

**Format of Presentation** – each student will present their assignment in class. All the students must be present on day of presentation. Presentations should be supported by between 14-16 high-quality slides. The presentation should not exceed 15 minutes in length.

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**Academic Year 2022-23**

**Department: Management (MBA)**

**Name of Assignment: Principle of Management Applied Work**

**Student Full Name:**

**Enrolment No :**

**Subject: Principle of Management (2050301107)**

**MBA Sem-I**

**Subject faculty: Prof. Lalit Tank**

**Date of Submission:**

**Student Sign:**

**Professor Sign:**