

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

**Year – I (Semester – I) (W.E.F. JULY 2013)**

**Subject Name: Principles of Management (POM)**

**Subject Code: 2810005**

**1. Course Objective:** This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. The objective is to help the students understand the fundamental concepts and principles of management; the basic roles, skills, and functions of management. It is also intended to give an overview of the historical development, theoretical aspects and practice application of managerial process.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

**3. Course Contents:**

<b>Module No:</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>70 Marks (External Evaluation)</b>
I	<b>Concepts of Management</b> , Science or Art, Management and Administration, Management thoughts by Management Gurus, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.	7	17
II	<b>Planning</b> Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Management by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.	7	17
III	<b>Organizing</b> Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness.	7	18
IV	<b>Directing &amp; Controlling</b> Scope, Human Factors, Creativity and Innovation, harmonizing objectives, system and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling.	7	18

	Productivity, Problems and Management, Control of Overall, Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalization and Liberalization, International Management and Global theory of Management.		
V	<b>Practical:</b> Select an organization and study the planning, organizing, directing, staffing & controlling, etc., functions and prepare a short report or presentation and give public presentation in the class.	8	Internal Evaluation (20 Marks of CEC)

**4. Teaching Method:** The following pedagogical tools will be used to teach this course:

1. Lectures and Discussions
2. Role Playing
3. Assignments and Presentations
4. Case Analysis

**5. Evaluation:**

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Min. 70% Practical)	Weightage (70%) (External Assessment)

**6. Basic Text Books:**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill	Latest edition
T2	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition
T3	Dr Neeru Vshishth	Principles of Management	Taxmann	2010, Latest edition
T4	Rao VSP	Management , Text & Cases	Excel Books	Latest edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Weihrich Heinz & Koontez Harold	Management - A Global and Entrepreneurial Perspective	Mc Graw Hill	Latest edition
R2	Bateman	Management(SIE)	Tata McGraw-Hill Publishing Company, New delhi	Latest edition
R3	Decenzo david, Robbin Stephen A	Personnel and Human Resources Management	Prentice hall of India	Latest edition
R4	Fraidoon Mazda	“Engineering Management”	Addison Wesley	Latest edition
R5	Hillier frederick S. and Hiller mark S	Introduction to Management science : A Modeling and case studies Approach with spreadsheets	Tata McGraw-Hill	Latest edition
R6	JAF Stomer, Freeman R.E and Daniel R Gilbert	Organizational Behavior	Pearson Education	Latest edition
R7	Koontz	Principles of Management	Tata McGraw-Hill	Latest edition
R8	Massie , Joseph L.	Essentials of Management	Pearson Education	Latest edition
R9	Robbins & Coulter	Management	Prentice Hall of India	Latest edition
R10	Robbins S.P. And decenzo David A.	Fundamentals of Management : Essential Concepts and applications	Pearson Education	Latest edition

## 8: List of Journals/Periodicals/Magazines/Newspapers,etc.:

- Harvard Business Review, Business India / Business Today / Business World, “Vikalpa” – Journal of Indian Institute of Management, Ahmedabad, SANKALPA: Journal of Management & Research, Effective Executive, etc.

## 9. Session Plan:

Session Nos.	Topics to be covered
1-2	Concepts of Management, Science or Art, Management and Administration
3-4	Management thoughts by Management Gurus

<b>5-6</b>	Functions of Management – Types of Business Organization
<b>7</b>	Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics
<b>8-9</b>	Nature and Purpose, Steps involved in Planning
<b>10-11</b>	Objectives, Setting Objectives, Process of Managing by Objectives
<b>12-14</b>	Strategies, Policies & Planning Premises, Forecasting, Decision-making
<b>15</b>	Nature and Purpose, Formal and Informal Organization, Organization Chart
<b>16</b>	Structure and Process, Departmentation by different Strategies
<b>17</b>	Line and Staff Authority, Benefits and Limitations
<b>18-19</b>	De-Centralization and Delegation of Authority, Staffing
<b>20-21</b>	Selection Process, Techniques, HRD, Managerial Effectiveness
<b>22-23</b>	Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives
<b>24</b>	System and Process of Controlling, Requirements for effective control
<b>25</b>	The Budget as Control Technique, Information Technology in Controlling
<b>26-27</b>	Productivity – Problems and Management – Control of overall performance – Direct and Preventive control – Reporting
<b>28</b>	The Global Environment – Globalization and Liberalization – International Management and Global Theory of Management.
<b>29-36</b>	<b>Practical:</b> Select an organization and study the planning, organizing, directing, staffing & controlling, etc., and prepare a short report or presentation and give public presentation in the class.