

**GUJARAT TECHNOLOGICAL UNIVERSITY****Syllabus for Bachelor of Vocation (B.Voc), 1<sup>st</sup> Semester****Branch: Sales and Marketing****Subject Name: Principles of Management - 1****Subject Code: 1112202****With effective  
from academic  
year 2021-22****Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	ESE (E)	PA (M)	ESE (V)	PA (I)	
3	-	0	3	50	-	-	-	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Content:**

Sr. No.	Content	Hrs.
1	<b>Introduction to Management</b> Introduction, Meaning and Definition, Features or Characteristics of Management, Functions of Management, Importance of Management, Roles of Manager, Levels of Management.	10
2	<b>Management and Administration</b> Introduction, Managerial skills, Difference between Management and Administration, Management as an Art or Science, Management- A profession, Meaning of Profession, Definition of Profession, Professional management vs. Family management.	10
3	<b>Development Management Thought</b> Introduction, Hendry Fayal, Fredrick Winslow Taylor, Scientific management and principles of scientific management, Contribution of F.W. Taylor, Peter Drucker, Hendry L. Gantt, George Elton Mayo, Hawthorne Experiments, Approaches to management – Systems Approach, Contingency or Situations Approach.	12
4	<b>Social Responsibilities of Business</b> Meaning of Social Responsibility, Social Responsibility of Business Towards Different Groups, Social Performance of Business in India.	10
5	<b>Practical:</b> <b>Case discussion/ Presentation by students,</b> <b>Study of organization Social Responsibility etc.</b>	
	<b>Total</b>	<b>42</b>

**Reference Books:**

1. Principles of Management – P C Tripathi and P N Reddy- Tata McGraw Hill
2. Principles of Management – T. Ramasamy –Himalaya Publication House

**Course Outcomes:**

After learning the course the students should be able to:

1. Understand basic concept of Management
2. Understanding of Management as Profession
3. Evaluation and Approaches to Management
4. Concepts of Social Responsibility and Business Ethics.