

**GUJARAT TECHNOLOGICAL UNIVERSITY****Syllabus for Bachelor of Vocation (B.Voc), 2nd Semester****Branch: Sales & Marketing****Subject Name: Principles of Management-II****Subject Code: 1122202****With effective
from academic
year 2021-22****Teaching and Examination Scheme:**

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial/ Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam (ESE)	Internal evaluation Practical /viva Exam (PA)		
3	-	-	3	50	-	-	-	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Planning and Decision Making Nature of Planning, Importance of Planning, Forms of Planning, Types of Plans, Steps in Planning, Limitation of Planning, Meaning, types, and steps in Rational Decision-Making, Models of Decision-Making, environment and common Difficulties in Decision Making.	12
2	Organizing and Authority Delegation Meaning and Process of Organizing, Span of Management, Principles of Organizing, Types of Organisation structure, Delegation of Authority, Centralization and Decentralization of Authority.	10
3	Coordination and Staffing Distinction Between Coordination and Cooperation, Need for coordination, Types of Coordination, Techniques of Coordination, Importance of Staffing, Manpower planning, Recruitment , Selection, Placement, Induction(Orientation).	10
4	Direction /Supervision and Managerial Control Direction Meaning and Definition, Difference between Direction and Supervision, Meaning of Control, Control Process, Advantages and Disadvantages of Control, Control Techniques.	10
5	Practical: Students should select an organization study POSDCoRB, functions and process of management practically and prepare reports and give public presentation in the class.	
TOTAL		42

Reference Books:

1. Tripathy PC And Reddy PN - Principles of Management - Tata McGraw-Hill Latest edition
2. L.M.Prasad - Principles and practice of Management -Sultan Chand & sons -Latest edition
3. T. Ramasamy -Principles of Management -Himalaya publishing House -Latest edition



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 2nd Semester
Branch: Sales & Marketing
Subject Name: Principles of Management-II
Subject Code: 1122202

**With effective
from academic
year 2021-22**

Course Outcomes:

After learning the course the students should be able to:

1. Understand basic concepts of management and process of organization.
2. It provides understanding of what the job of a manager involves.
3. Identify the key competencies needed to be an effective manager.