

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

**Content:**

Sr. No.	Content	Hrs.
1	<b>Nature of Functions of Management:</b> Definition of Management, Importance of Management, Management Functions or Process of Management, Roles of a Manager, Managerial Skills, Management and Administrations, Management – A Science or Art? Management – A Profession?	10
2	<b>Management Approaches:</b> Early Classical Approaches: Scientific Management, Administrative Management Neo-Classical Approaches: Human Relations Movement, Behavioural Approach Modern Approaches: Quantitative Approach, System Approach, Contingency Approach.	9
3	<b>Organizational Climate or Culture:</b> Components of Dimensions of Organizational Culture, Determinants of Organizational Culture, Types of Organizational Culture, How is Organizational Culture Maintained? Human Resource Development Culture/Climate.	9
4	<b>Organization Structure &amp; Design:</b> Types of Organization: Line Organization, Functional Organization, Line and Staff Organization, Committee Organization, Project Organization, Matrix Organization, Freeform Organization. <b>Managerial Communication:</b> Purpose of Communication, Formal Communication, Forms of Communication, Informal Communication and Barriers to Communication.	10
5	<b>Practical:</b> Case discussion/ presentation with students, Study of organization structure for any organization, Study of organization culture for any organization.	
	<b>Total</b>	<b>38</b>

**Reference Books:**

1. Principles of Management by P C Tripathi and P N Reddy, Tata McGraw Hill Education Pvt Ltd
2. Principles of Management by T Ramasamy, Himalaya Publishing House



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 3<sup>rd</sup> Semester**  
**Branch: BFSI**  
**Subject Name: Management-I**  
**Subject Code: 1132104**

**With effective  
from academic  
year 2019-20**

**Course Outcomes:**

After learning the course the students should be able to understand:

1. Management Functions or Process of Management
2. Roles of a Manager
3. Approaches of Management
4. Types of Organizational Culture
5. Organization Structure & Design