



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: Principles of Management (POM)

Subject Code: 2517105

With effective  
from academic  
year 2017-18

## 1. Course Objective:

The objective of this subject is to familiarize the students with basic concepts of management and process of organization. It provides the students with an understanding of what the job of a manager involves. In addition to covering the basic theoretical concepts, the course also allows the students to have some hands-on practice as an effective manager.

1. Cover the basic concepts of management.
2. Identify the key competencies needed to be an effective manager.
3. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings.
4. Develop the students' ability to work in teams

**2. Course Duration:** The course duration is of **45 sessions of 60 minutes** each.

## 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>INTRODUCTION TO MANAGEMENT</b> Definitions, Characteristics, Importance, Management Process and Functions; Management as an Art, Science, Management and Administration, Profession; Universality of Management, Fayol's and Taylor's principles, Mintzberg's roles of managers, Managerial skills, Manager vs. Entrepreneur	08	14
II	<b>Planning</b> - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan; <b>Organizing</b> – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations; <b>Delegation and Decentralisation</b> – Concept and Difference, <b>Staffing</b> – Definition, Importance, Brief Idea of Main Staffing Functions; <b>Directing</b> – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools; <b>Coordinating</b> – Meaning, Definition, Importance of Coordination <b>Reporting</b> – Meaning, Process, Importance <b>Budgeting</b> – Significance of Budgeting, Methods of Budgeting <b>Controlling</b> – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System <b>Decision making</b> - Definitions and Process; Forecasting – Meaning and Process;	19	28
III	<b>SCHOOLS OF MANAGEMENT THOUGHTS</b> Scientific Management School, Administrative School, System School, Human Relations School, Contingency School, Idea of Hawthorne Experiments; Introduction to functional Management; Motivation and its theories; Leadership and its theories, Group dynamics	09	14



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IV	<b>Emerging Issues in Management</b> Professionalization of Management in India, Creativity and Innovation, Japanese and American Management, Management by Objectives; Recent trends in Management – Change Management, crisis management, Total Quality Management, Risk Management, Global Practices in Management	09	14
V	<b>Practical:</b> Students should select an organization study POSDCoRB, functions and process of management practically and prepare reports and give public presentation in the class.		Internal Evaluation (30 Marks in CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures and Class discussions
- Assignments, presentations and Reports
- Case studies using Role playing and brain-storming

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of _____ (List of activities)	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	T. Ramasamy	Principles of Management	Himalaya publishing House	Latest edition
2	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill	Latest edition
3	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition
4	L.M.Prasad	Principles and practice of Management	Sultan chand & sons.	Latest edition
5	P.Satya Raju & A.Parthasarathy	Management Text & cases	PHI publishing House	Latest edition
6	Dipak kumar Bhattacharya	Principles of Management	Pearson	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.



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## 7. 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.

## 8. Session Plan: (45 sessions of 60 minutes)

Session Nos.	Topics to be covered
1-4	Definitions, Characteristics, Importance, Management Process and Functions; Management as an Art, Science, Management and Administration
5-8	Profession; Universality of Management, Fayol's and Taylor's principles, Mintzberg's roles of managers, Managerial skills, Manager vs. Entrepreneur
9-12	<b>Planning</b> - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan; <b>Organizing</b> – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations; <b>Delegation and Decentralisation</b> – Concept and Difference
13-16	<b>Staffing</b> – Definition, Importance, Brief Idea of Main Staffing Functions; <b>Directing</b> – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools;
17-20	<b>Coordinating</b> – Meaning, Definition, Importance of Coordination <b>Reporting</b> – Meaning, Process, Importance
21-25	<b>Budgeting</b> – Significance of Budgeting, Methods of Budgeting <b>Controlling</b> – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System
26-27	<b>Decision making</b> - Definitions and Process; Forecasting – Meaning and Process;
28-31	Scientific Management School, Administrative School, System School, Human Relations School, Contingency School, Idea of Hawthorne Experiments;
32-36	Introduction to functional Management; Motivation and its theories; Leadership and its theories, Group dynamics
37-40	Professionalization of Management in India, Creativity and Innovation, Japanese and American Management, Management by Objectives;
41-45	Recent trends in Management – Change Management, crisis management, Total Quality Management, Risk Management, Global Practices in Management