

GUJARAT TECHNOLOGICAL UNIVERSITY

PRINCIPLES OF MANAGEMENT

SUBJECT CODE: [2931101](#)

Bachelor of Engineering (Part Time)

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	0	100

Content:

Sr. No	Topics	Hrs.
1.	Management – Definition, characteristics, Objectives, levels of Management. Difference between Management and Administration.	6
2.	Management History: Schools of Management, Scientific Management, The Behavioural Approach, The systems approach and the contingency approach	6
3.	Motivation – definition, types, Maslow’s Hierarchy of needs theory, Leadership – definition and its importance for a manager	6
4.	Functions of Management: Planning, organizing, staffing, controlling and leading	6
5.	Organizational Structures; meaning, principles of organization, types-formal and informal, line, line & staff, matrix, hybrid (explanation with merits and demerits), span of control, departmentalization, chain of command, centralization and decentralisation	6
6.	Organisational culture of Environment concept of culture and its importance, attributes culture, How does culture affect managers and employees	5
7.	Corporate Social Responsibility; meaning, importance Business Ethics; meaning, importance	5

Reference Books:

1. Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.
2. Principles and Practices of Management by L.M.Prasad
3. Principles of Management by Tripathy and Reddy

Course Outcomes:

After learning the course the students will be able to

Sr. No.	CO statements	Marks %Weightage
CO-1		
CO-2		
CO-3		
CO-4		
CO-5		