

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – II (Semester – III) (W.E.F. JULY 2013)

Subject Code: 4130502

Subject Name: MANAGEMENT PRINCIPLES

1. Course Objectives:

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organizing, leadership, and control. This course will review the evolution of management thoughts, functions and practices and will stress current approaches and emerging concepts.

2. Course Duration: The course duration is of 50 sessions of 60 minutes each, i.e. 50 hours.

3. Course Contents:

MODULE NO.	MODULE CONTENT	NO. OF SESSIONS	MARKS (70 EXTERNAL EXAM)
I	Introduction to Management Definitions, Characteristics, Importance, Management Process and Functions; Management as an Art, Science, Profession; Universality of Management, Fayol's and Taylor's principles, Mintzberg's roles of managers, Managerial skills, Manager vs. Entrepreneur	10	14
II	Planning - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan; Decision making - Definitions and Process; Forecasting – Meaning and Process; Organizing – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations; Delegation and Decentralisation – Concept and Difference;	10	14
III	Staffing – Definition, Importance, Brief Idea of Main Staffing Functions; Directing – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools; Controlling – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System	10	14

IV	Schools of Management thoughts - 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	10	14
V	Emerging Issues in Management – 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	10	14

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Role plays
- Case discussion.
- Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

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

A	Projects/ Assignments/ Quizzes/ Class participation etc.	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Reference Books:

- Tripathy PC And Reddy PN, Principles of Management, Tata McGraw-Hill Latest edition
- Rao V.S.P. and Krishna V. Hari, Management Text & Cases, Excel Books, New Delhi.
- L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
- Dr. C. B. Gupta: Business Management, Sultan Chand & Sons, New Delhi.
- Stoner, Freeman & Gilbert Jr, Management, Prentice Hall of India Latest edition
- Dr Neeru Vshishth, Principles of Management, Taxmann 2010, Latest edition
- Rao VSP, Management, Text & Cases, Excel Books Latest edition

- Weihrich Heinz & Koontez Harold, Management - A Global and Entrepreneurial Perspective, Mc Graw Hill Latest edition
- Koontz, Principles of Management, Tata McGraw-Hill Latest edition
- Massie , Joseph L., Essentials of Management, Pearson Education Latest edition
- Robbins & Coulter, Management Prentice Hall of India Latest edition
- Any other good books related to topic or online material in case of latest data and material is not available

7. Session Plan:

Session Nos.	Topics to be covered
1-3	Introduction to Management - Definitions, Characteristics, Importance, Management Process and Functions;
4-5	Management as an Art, Science, Profession;
6-7	Universality of Management, Fayol's and Taylor's principles,
8-10	Mintzberg's roles of managers, Managerial skills, Manager vs. Entrepreneur
10-13	Planning - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan;
14	Decision making - Definitions and Process;
15	Forecasting – Meaning and Process;
16-18	Organizing – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations;
19-20	Delegation and Decentralisation – Concept and Difference;
21-23	Staffing – Definition, Importance, Brief Idea of Main Staffing Functions;
24-26	Directing – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools;
27-30	Controlling – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System
31-33	Schools of Management thoughts - Scientific Management School, Administrative School, System School, Human Relations School, Contingency School, Idea of Hawthorne Experiments;
34-35	Introduction to functional Management;
36-37	Motivation and its theories;
38-39	Leadership and its theories,
40	Group dynamics
41-45	Emerging Issues in Management – Professionalization of Management in India, Creativity and Innovation, Japanese and American Management, Management by Objectives;
46-50	Recent trends in Management – Change Management, crisis management, Total Quality Management, Risk Management, Global Practices in Management