

# Veer Narmad South Gujarat University

## Proposed syllabus for Principles of Management - 1 FYBBA Semester I Effective from June 2016

**Note:** Discuss case study in each Unit. Weightage of case study may be 20%

### Unit 1: Introduction to Management (35%)

1. Introduction and Definition of Management (People, Efficiency, Decision and Function oriented)
2. Evolution of Management Thoughts (Brief idea about various approaches e.g. Empirical Approach, Human Behaviour Approach, Social Systems Approach, Decision theory Approach, and Detail Discussion of System Approach, Contingency Approach, Henri Fayol's Fourteen Principles)
3. Universality of Management
  - Arguments in Favour and Against of Universality of Management Principles
  - Conclusion that management theories are Universal & Techniques & Practices are not
4. Management Process: Input (6Ms), Process (Functions: Planning, Organising, Staffing, Directing and Controlling) and Output (Profit maximization, Customer Satisfaction, Market Share, Cost leadership etc.)
5. Features of Management (Management is Intangible, Goal Oriented, Universal, Social Process, Group Activity, System of Authority, An Activity, Dynamic, Science as well as an Art, Multidisciplinary)
6. Management as Science & Art
  - Properties of Science and Art
  - Management as science
  - Management as art
  - Conclusion: Management is both Science & art.
7. Management as a profession
  - Features of profession like (Well-defined body of Knowledge, Formal Education and Training, Minimum Qualification, Representative Body, Service above self, Ethical code of conduct)
  - Pros and Cons of Professionalisation of Management
  - All India Management Association & its codes of conduct

### Unit 2: Planning (45%)

1. Definition of Planning & Introduction
2. Features & Importance of Planning
3. Limitations of planning
4. Process of Planning.
5. Management by Objectives (MBO) Meaning and Process

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6. Planning Premises: Meaning and Types
  - Various Internal & External Premises.
  - Classification of premises among three classes: Un-controllable, Semi-controllable & Controllable premises
  - Concept of environment and Names of Components of External & Internal environment (SWOT Analysis)
7. Types of plan
  - Classification of plans as per hierarchy ( scope )
  - Classification of plans as per time
  - Classification of plans as per functions
8. Forecasting
  - Definition
  - Importance to planning
  - Techniques of forecasting. ( only name )
9. Decision Making
  - Definition
  - Process of decision making
  - Qualities of effective decisions
  - Individual v/s group decisions, their merits & de-merits
  - Techniques of decision making (only names)

### **Unit 3: Coordination (20%)**

1. Introduction and Definition of Co-ordination
2. Need & Importance of Co-ordination
3. Techniques of Co-ordination
4. System's approach to co-ordination
5. Types of co-ordination

### **Reference Books:**

1. Coulter, M. K., & Robbins, S. P. *Management*. Pearson Prentice Hall
2. Prasad, L. M. *Principles and Practice of Management*. Sultan Chand & Sons (Text Book)
3. Rao, V. S. P. *Management Text and Cases*. Excel Books. (Text Book)
4. Wehrich, H., & Koontz, H. *Essentials of Management*. Tata McGraw Hill Education Private Limited

