



# GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3151103

PRINCIPLES OF MANAGEMENT

Semester V

## Teaching and Examination Scheme:

Teaching Scheme			Credits C	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