

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		GENRAL	
Semester		I				Version		1.0.0.0	
Effective from Academic Year			2019-20			Effective for the batch Admitted in			July 2019
Subject code		1A01FOM		Subject Name		Fundamental of Management			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	40	60	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites:									
Basic acquaintance with English Language and positive attitude to learn Business Management Concepts									
Objectives:									
<ul style="list-style-type: none"> To provide the students with conceptual understanding about the key functions of the process of managing organizations To familiarize the students with the Management Discipline. 									
Learning Outcome:									
On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> Demonstrate their knowledge of business and management principles. Get acquainted with management process and functions. Comprehend the modern management techniques and its relevance in business. 									
Theory syllabus									
Unit	Content								Hrs
1	Nature of Management and Development of Management Thought: Management – Definition, Importance, Functions, Levels; Roles of Manager, Managerial Skills, Early Classical Approaches – Scientific Management, Administrative Management, Bureaucracy; Neo-Classical Approaches – The Human Relations Movement, Behavioural Approach; Modern Approaches – System Approach, Contingency Approach								15
2	Planning and Organising: Planning – Concept, Nature, Importance, Process, Types, Barriers, Decision Making – Concepts, Types, Process, Organizing – Meaning, Principles, Process; Forms of Organization Structure – Line Organization, Line and Staff Organization, Functional Organization, Matrix Organization, Virtual Organization, Coordination – Concept, Need, Techniques, Staffing - Overview								15
3	Directing: Directing – Concept, Importance, Models, Motivation – Meaning, Nature; Theories of Motivation – Maslow’s Need Hierarchy, Herzberg’s Hygiene, Vroom’s Expectancy, McGregor’s Theory X and Y, Theory Z, Leadership – Concept; Leadership Theories – Trait Theory, Behavioural Theory, Situational Theory; Leadership Styles, Communication – Overview								15
4	Controlling and Contemporary Management Techniques: Controlling - Meaning, Importance, Process, Controlling and Management by Exception, Control Techniques (theory only), Introduction to various Contemporary Management techniques: Business Process Reengineering, Benchmarking, Kaizen, Six Sigma, Knowledge Management, Total Quality Management, ISO, Business Ecosystem								15
Text Books									
	Principles of Management - L. M. Prasad, Sultan Chand & Sons. Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw.								
Reference Books:									
	Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd. Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House. Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi. Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications. Principles of Management – Chuck Williams, 4 LTR Press.								