

# Gujarat University

**K. S. School of Business Management and Information Technology**  
**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - I)**

**Code: KS-MBA-DSC-C-111**

**Management Concepts and Practices**

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**Course Credit: 4**

**Instructions:** This is a Discipline Specific Core (DSC) Course, including approximately 55 to 60 hours of direct teaching. At least two assignments in the semester would be given to the students in this subject.

**Objective:** Understanding various principles of management is of paramount importance while developing students for management roles and skills. The objective of the course is to provide an understanding about basic management concepts and theories along with their practical application in organizations. The course is designed to deal with management processes and the basic functions of planning, organizing and staffing. A brief description of prominent schools of thought related to the evolution of management theories helps students gain insight into the historical perspective of genesis of various management studies.

**Program Outcomes:** The MBA programme, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** Students will develop an overall understanding of various management processes and their practical implications on management decisions. This will also encourage students to think about the critical components of planning, decision making, organizing, and staffing.

**Detailed Syllabus:**

**Module 1: Introduction to Management**

**[25%]**

**Nature and Functions of Management**

- Concept and Importance of Management
- Management Process
- Management Functions
- Roles of a Manager

- Levels of Management
- Managerial skills
- Management and Administration
- Management as a Science, an Art and a Profession

### **Prominent Management Approaches**

- Scientific management
- Administrative management
- Management Science Approach
- Systems Approach

### **Module 2: Planning and Decision – Making**

**[25%]**

#### **Planning**

- Nature and importance of Planning
- Forms of planning
- Types of plans
- Steps in Planning
- Limitations of Planning

#### **Decision-Making**

- Concept of Decision making
- Types of Decisions
- Steps in Rational Decision-Making Process
- Common difficulties in Decision-Making

### **Module 3: Organizing**

**[25%]**

#### **Organisation**

- Concept and Characteristics
- Process of organizing
- Span of Management
- Principles of Organizing
- Departmentalisation – Concept and Bases
- Organisation Structure – Types and Factors affecting organization Structure.

#### **Authority, Delegation and Decentralization**

- Authority – Line and Staff Authority
- Responsibility
- Line and Staff Conflict
- Delegation of Authority – Meaning, Importance and Barriers to effective Delegation

- Centralisation and Decentralisation

#### **Module 4: Staffing**

[25%]

##### **Staffing**

- Importance and Need for Staffing
- Manpower Planning
- Recruitment
- Selection

##### **Training, Development and Performance Appraisal**

- Difference between Training and Development
- Training Methods for Operatives and Managers
- Performance Appraisal – Concept and Methods

##### **Reference Books:**

- Principles of Management by Tripathy & Reddy (Tata McGraw-Hill)
- Principles and Practices of Management by L. M. Prasad (Sultan Chand and Sons).
- Business Organization and Management by C. B. Gupta (Sultan Chand and Sons).
- Principles of Management – Dr. Neeru Vashishth (Taxmann)
- Management Theory and Practice – P. Subba Rao (Himalaya)
- Principles and Practice of Management – R. S. Gupta, B. D. Sharma, N. S. Bhalla (Kalyani)

##### **Mode of Evaluation:**

Continuous Evaluation 30%  
Mid Semester Exam 20%  
End Semester Exam 50%

**Assessment Tools:** Class Test, Quiz, Assignment, Presentation, Project, Debate and Discussion