

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]

Fourth Year M.B.A. (SEM – VII)

KS_M_471 PRINCIPLES AND PRACTICES OF MANAGEMENT

Objectives:

The aim of the course in Management course is to develop an understanding of the basic principles and practices which are fundamental for the smooth functioning of organizations. It includes a detailed study ranging from the evolution of management theory to the vital functions of management. The course aims to discuss various case studies to supplement academic reading with industry insights and thereby develop analytical skills of the students.

MODULE: 1

(20%)

Managing and Managers

- Management Process
- Management Levels and Skills
- Challenges of Management

Evolution of Management Theory

- Importance of Management Theory
- The Scientific Management School
- Classical Organization Theory School
- The Behavioural School
- The Management Science School
- The Systems Approach
- The Contingency Approach

Organizational and Natural Environment

- Importance of Organizational and Natural Environments
- Organizational Environment
- Direct Action and Indirect Action Environment
- Natural Environment

MODULE: 2

(20%)

Social Responsibility and Ethics

- The changing Concept of Social Responsibility
- Ethics and the tools of ethics

Globalization and Management

- Globalization – Concept
- How Governments influence Competitiveness
- How Companies go international
- Global culture and Hofstede Studies

Culture and Multiculturalism

- Elements of Culture
- Multiculturalism and Organizational Success

MODULE: 3

(20%)

Planning and Decision Making

- Problem and Opportunity finding
- Nature of Managerial decision making

Strategic Planning

- Hierarchy of Organizational Plans
- Strategic and Operational Planning
- Strategic Management Process
- Levels of Strategy
- Corporate Portfolio approach –BCG matrix
- Porter's Five Forces Model

Strategy Implementation

- Matching structure with strategy
- Operationalizing Strategy
- Using Procedures to facilitate implementation

MODULE: 4

(20%)

Organizing

- Organizational Design and Structure
- Organizational building blocks
- Types of Organizational Structures
- Authority and its types
- Delegation
- Centralization and Decentralization

Controlling

- Control process
- Importance of Controlling
- Designing control systems
- Financial and Budgetary controls

MODULE: 5

(20%)

Quality

- Quality and its History
- Deming's Fourteen points
- TQM and Six Sigma

Managing Change

- Importance of Planned change
- Types of Planned change
- Process of change – Kurt Lewin's Model of change management

No. of lectures in semester: Approximately 40 to 45 hours

Assignment: Minimum 3 Assignments

REFERENCE BOOKS –

- Management by James Stoner, Edward Freeman and Daniel Gilbert [Pearson Publication]
- Management by Duening and Ivancevich [Biztantra]
- Essentials of Management by Koontz and Wehrich [Tata McGraw Hill]
- Management by Richard Daft [Thomson South Western]
- Management by Stephen Robbins, Mary Coulter and Neharika Vohra
- Management by Chuck Williams [South Western College Publishing]
- Principles of Management by Dipak Kumar Bhattacharya [Pearson Publication]
- Management by P. Subba Rao [Himalaya Publishing House]