

# 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 - II)**

**Code: KS-MBA-DSC-C-121**

**Management Theory and Application**

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**Course Credit: 4**

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

**Objective:** Understanding various fundamentals of management is imperative for students paving their ways to becoming effective managers. The objective of the course is to provide an understanding of basic management theories along with their practical relevance and applicability in organizations. The course is designed to deal with the basic functions of Directing, Motivating, Leading and Controlling. Inclusion of business environment, location analysis and production management related topics help students blend their theoretical understanding of the subject with the practical relevance of the industrial visit activity that they undertake in the curriculum.

**Program Outcomes:** The MBA program, 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 aspects of Directing, Motivating, Leading and Controlling. Students will be encouraged to analyze real life decisions related to production management and plant layout. Students will understand the influence and importance of business environmental factors affecting the firms.

## **Detailed Syllabus:**

### **Module 1: DIRECTING AND CONTROLLING**

**[25%]**

#### **Direction and Supervision**

- Characteristics and elements of directing
- Requirements of Effective Direction
- Need and importance of supervision
- Distinction between direction and supervision
- Span of supervision

#### **Control**

- Steps in a control process
- Need for Control
- Types of Control Methods
- Essentials of Effective Control System
- Problems in the Control Process
- Control Techniques

### **Module 2: MOTIVATING AND LEADERSHIP**

**[25%]**

#### **Motivation**

- Nature of Motivation
- Motivation theories –
  - Maslow's Need Hierarchy Theory
  - Herzberg's Two-Factor Theory
  - Theory X, Theory Y and Theory Z of Motivation

#### **Leadership**

- Difference between a leader and a manager
- Leadership styles: Autocratic, Democratic and Free-Rein)
- Approaches to Leadership
  - Traits Approach
  - Behavioural Approach
  - Contingency Model (Fiedler's Model, Hersey, and Blanchard's Model)

### **Module 3: PRODUCTION MANAGEMENT**

**[25%]**

#### **Production System**

- Concept and components
- Objectives of Production Management

#### **Plant location**

- Concept of Location Analysis
- Factors affecting plant location

### **Plant Layout**

- Concept and its importance
- Types of Plant Layout – Merits and Demerits

### **Module 4: BUSINESS ENVIRONMENT**

**[25%]**

- Internal and External Business Environment
- Micro Environment and Stakeholders
- Macro Environment – Political , Economic, Socio-Cultural, Technological and Legal Environment
- CSR – Concept and Activities

### **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)
- Industrial and Business Management – Martand Telsang (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:** Test, Quiz, Assignment, Presentation, Project etc.