

# GUJARAT TECHNOLOGICAL UNIVERSITY

## B.E Semester: 4

**Subject Name: Management – I**

<b>Sr. No</b>	<b>Course content</b>
1.	<b>Introduction to Management and Organizations</b>  Innovative management for Turbulent times Functions of management Planning, Organizing, Controlling and Leading Types of Managers Managerial Roles
2.	<b>Management history</b>  Schools of Management Scientific management The Behavioral Approach The Systems approach The contingency approach
3.	<b>Organizational Structure and Design</b>  Types of structures Work specialization Departmentalization Chain of Command Span of Control Centralization and Decentralization Formalization
4.	<b>Organizational Culture and Environment</b>  Concept of culture and its importance Attributes of culture How does culture affect managers and employees
5.	<b>Social responsibility and Managerial ethics</b>  Concept of corporate social responsibility and ethics Stakeholders and its management Ethical issues in management

## **Reference Books:**

- 1 'Management' – Stephen P. Robbins, Mary Coulter, Neharika Vohra – Pearson Prentice Hall of India, New Delhi, Tenth edition
- 2 'Essentials of Management', Koontz and Weihrich, Tata McGraw Hill, 2004, 6<sup>th</sup> Edition
- 3 Essentials of management – Adrew J. Durbrin, India edition, 7<sup>th</sup> Edition, Thomson – South Western
- 4 Principles of Management, Charles WL Hill and Steven L McSane, The McGraw Hill Companies, 2008
- 5 Principles of Management, Richard L. Daft, Cengage Learning, 2009