

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E Semester: 4

Subject Name: Management – I

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

Reference Books:

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