

VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT
SYLLABUS (in force From ACADEMIC YEAR 2023-24)
CLASS AND SEMESTER: -FIRST YEAR B. COM (EXTERNAL)
SUBJECT: -MANAGEMENT

Objectives:

1. To provide a comprehensive understanding of the fundamental concepts and principles of general management.
2. To familiarize students with different management theories and their relevance in the workplace.
3. To develop knowledge and skills necessary for effective people management in organizations.
4. To examine the role of IT management and its significance in contemporary business environments.
5. To foster critical thinking and analytical abilities in relation to management practices and challenges.

Learning Outcomes:

1. Students will be able to define and explain the concept of management, its functions, and the roles of managers in organizations.
2. Students will acquire knowledge of various management theories, their evolution, and their application in different workplace scenarios.
3. Students will develop an understanding of organizational behavior, group dynamics, and the importance of teamwork in achieving organizational goals.
4. Students will gain the necessary skills to effectively manage people in the workplace, including communication, motivation, conflict resolution, and leadership.
5. Students will recognize the significance of IT management in modern organizations, understand its key features, and appreciate its role in enhancing operational efficiency and competitiveness.

Chapter-1 Introduction to management:

10%

- Definition of management
- Functions of management
- Roles of managers
- Characteristics of management
- Managerial skills and competencies
- Organizational behaviour
- Group dynamics
- Team work and its relevance

Chapter-2 Management theories

10%

- Evolution of management theories
- Various types of workplace management theories
 - --Scientific management theory
 - --Principles of administrative management theory
 - --Human relations management theory
 - --Bureaucratic management theory
 - --Contingency management theory
 - --Theory X and Y
 - --Systems management theory
- Benefits of management theories
- How management theories can be applied in workplace

Chapter-3 People management

10%

- Meaning of people management
- Usefulness of people management in workplace
- Essential people management skills
- Developing people management skills
- Strategies for effectively managing people at work

Chapter-4 IT Management

10%

- Meaning of IT management
- Essentials of IT management
- Key features of effective IT management
- Importance of IT management

Chapter-5 Traditional V/S modern management model

10%

- Forces Shaping Management
- Traditional organizational management model
- Modern organizational management model
- Comparing Traditional and Modern Management models

Chapter-6 Recent trends in management (Only Concepts)

30%

Total quality management

- Crises management
- Risk management
- Change management
- Globalisation

• Recent trends in operations management

- Supply chain management
- Shrinking product life cycle
- Computer aided Design and manufacturing

• Recent trends in marketing management

- Customer relationship management
- Emphasis on quality, Customer satisfaction and retention

• Recent trends in Human resource management

- Work force diversity

• Recent trends in leadership management

- Soft skill development
- Gender balance
- Remote working
- Flat organizational structure
- Self-development
- External consultants

Chapter-7 Innovation culture in organizations

10%

- Meaning of Innovation
- Effect of Innovation Culture in Organizations
- Positive effects
- Negative effects
- Adaptation of Innovation Culture in Organizations

Chapter-8 Process management

10%

- Meaning
- Benefits of process management
- Importance of process management
- Meaning of Business process management(BPM)
- Stages of BPM life cycle
- Importance of BPM

References:

1. "Principles of management" by Harold Knootz and Heinz Weihrich
2. "Fundamentals of management" By Stephen.P. Robbins and David.A. Decenzo
3. <https://www.hibob.com/hr-glossary/people-management/>
4. <https://www.aihr.com/blog/people-management-skills/>
5. <https://in.indeed.com/career-advice/career-development/what-is-it-management>