

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: I
Title of the Paper – III Fundamentals of Management
Course Code - UR01BVSC03

Unit	Title and Descriptions	Credit:4
1	Management: its Evolution, Nature and Scope; Process of Management; Principles of Management; Management as a science or as an art; Scientific Management; Managerial functions and its roles. Business - its meaning and concept; Business and Profession; Requirements of a successful business; Forms of Business Organization-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies -Cooperative Organizations -Public Utilities and Public Enterprises.	50%
2	Planning: meaning and purpose of planning - steps in planning, types of planning. Objectives and Policies; Decision making: Process of decision making - types of Decisions; Delegation: Delegation and Centralization; Staffing: Sources of recruitment, Selection process -training. Directing: Nature and purpose of Directing; Controlling: Need for co-ordination, meaning and importance of controls, control process, Budgetary and non-Budgetary controls	50%

Practical: Modern trends in Management Process - Case studies.

Reference Books:

- “Business Organisation –Bhushan Y.K.
- Principles of Management –L.M. Prasad
- Business Management –Dinkar Pagare
- Principles of Business Organisation and Management –P.N. RE

