

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: I
Syllabus with Effect from: June-2010

Paper Code: PM01CMEB01	Total Credit: 4
Title Of Paper: Management Theory & Practice	

Unit	Description in Detail	Weightage (%)
I	Introduction to management- Managing and managers Organizations and the need for Management-The management process-Types of Managers-Functional and General Managers-Management level and skills. The Challenge of Management. The evolution of management theory.	25%
II	Management in the 21st century: Organizational & Natural Environment-Social Responsibility and Ethics Globalization and management Inventing and Reinventing Organizations- Culture & Multi-Culturalism. Quality	25%
III	Planning: Decision Making-Planning and Strategic Management-Strategy Implementation Organizing: Organizational Design & Structure-Power and Distribution of Authority- Human Resource Management-Managing organizational Change and Innovation.	25%
IV	Leading:Leadership-approaches to leadership. Teams and Team work Communication and negotiation. Motivation- The challenge of motivation-theories of motivation Controlling: Effective control, operations management Information Systems.	25%

Basic Text & Reference Books:-

- Management: By Stoner
- Principles of Management By Koontz and O'Donnell

