

SARDAR PATEL UNIVERSITY
Programme & Subject: PGDBM
Syllabus with Effect from: June - 2015

Paper Code: Paper - I
Title of Paper: Management: Principles & Practices

Unit	Description in Detail	Weightage (%)
I	Management Concept, Importance, Functions, Roles and Skill of a Business Manager.	
II	Planning Concept, Importance, Limitations. Organising Guiding Principles, Informal Organization, Delegation and Decentralization.	
III	Staffing Concept, Sources and Process of Recruitment. Directing Motivation, Communication, Leadership. Controlling Concept and Process.	
IV	Corporate Social Responsibility (CSR) & Ethics Concept of CSR, Arguments in favour of CSR, Arguments in against of CSR, Traditional areas of CSR, New Horizons of CSR. Ethics : Meaning and Importance.	
V	Change Management External and Internal Changes, Human Response to Change, Resistance to Change, Management of Change, Change Process.	
VI	Executive Stress Concepts of Stress and Executive Stress, Causes of Stress, Effects of Stress, Stress Management.	
VII	Japanese Style of Management Lessons to learn.	
VIII	Challenges to indian management in the age of liberalisation, privatisation and globalisation.	

Basic Text & Reference Books:-

- Principles & Practice of Management By Sherlekar & Sherlekar: Himalaya Publishing House, Mumbai.
- Principles of Management By T. Ramasamy: Himalaya Publishing House, Mumbai.
- Principles of Management By L. M. Prasad: Sultan Chand & Sons, New Delhi.
- Management: Theory & Practice By C. B. Gupta: Sultan Chand & Sons, New Delhi.
- Management By Stoner.

