

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – I) (W.E.F. 2017-18)

Subject Name: BUSINESS STRUCTURE & MANAGEMENT (BSM)

Subject Code: 3519205

Subject Credits: 3

Total Marks: 150

1. Course Objective:

This course contains introductory aspects of various forms of business and its structure. It primarily focuses on meaning, importance, and functions of business management. The course helps students across the disciplines to various different types of Business Organizations. The basic objective is to help the students understand the fundamental concepts and principles of Business Management. In addition to covering the basic theoretical concepts, the course also allows the students to have some hands-on practice as an effective manager.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Course Contents:

Module No	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	INTRODUCTION TO MANAGEMENT Definitions, Characteristics, Importance, Management Process and Functions; Management as an Art, Science, Management and Administration, Profession; Universality of Management, Fayol's and Taylor's principles, Mintzberg's roles of managers, Managerial skills, Manager vs. Entrepreneur SCHOOLS OF MANAGEMENT THOUGHTS Scientific Management School, Administrative School, System School, Human Relations School, Contingency School, Idea of Hawthorne Experiments; Introduction to functional Management	8	14

II	<p>BUSINESS ORGANIZATION AND ITS VARIOUS FORMS:</p> <p>Nature and Purpose of Business, Structure of Business, Factors to be considered for Starting Business, Forms and Formation of Business Enterprises i.e. Various forms of Business Organization: Sole Proprietorship, Partnership, , Co-operative society, Private Company, Public Enterprise, Non-profit organization, Hindu Undivided Family (HUF), Formation of Company</p>	10	21
III	<p>MANAGEMENT PRINCIPLES:</p> <p>Planning - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan;</p> <p>Organizing – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations; Delegation and Decentralisation – Concept and Difference,</p> <p>Staffing – Definition, Importance, Brief Idea of Main Staffing Functions;</p> <p>Directing – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools;</p> <p>Coordinating – Meaning, Definition, Importance of Coordination</p> <p>Reporting – Meaning , Process, Importance</p> <p>Budgeting – Significance of Budgeting, Methods of Budgeting</p> <p>Controlling – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System</p> <p>Decision making - Definitions and Process; Forecasting – Meaning and Process;</p>	12	21
IV	<p>CONTEMPORARY ISSUES IN MANAGEMENT</p> <p>Social Responsibility of Business, Business Ethics, Creativity and Innovation, Management by Objectives (MBO); Small Scale Business in India, Business Structures in age of Internet, Outsourcing of Business Activities, Global Management Practices, Learning Organizations.</p>	6	14

	Practical Students should select an organization and study POSDCoRB, functions (any one or more) and process of management practically and prepare report and give public presentation in the class.	---	Internal Evaluation (30 Marks of CEC)
	Total	36	70

4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- (1) Lectures and Discussions
- (2) Assignments and Presentations
- (3) Case Analysis

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignment/ Quizzes/ Class participation etc.	Weightage 50 Marks (Assessment of CEC)
B	Internal Examination (Mid-Semester Examination)	Weightage 30 Marks (Internal Assessment)
C	End – Semester Examination (University Examination)	Weightage 70 Marks (External Assessment)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	T. Ramasamy	Principles of Management	Himalaya publishing House	2017
2	P C Tulsian & Vishal Pandey	Business Organisation and Management	Pearson	2008/ Latest
3	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition
4	S. A. Sherlekar and Sherlekar V.S	Principles Of Business Management	Himalaya Publishing House	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Other Readings:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Weihrich Heinz & Koontez Harold	Management – A Global and Entrepreneurial Perspective	Mc Graw Hill	Latest edition
2	Tripathy P C And Reddy PN	Principles of Management	Tata McGraw-Hill	Latest edition
3	L.M.Prasad	Principles and practice of Management	Sultan chand & sons.	Latest edition
4	P.Satya Raju & A.Parthasarathy	Management Text & cases	PHI publishing House	Latest edition
5	Dipak kumar Bhattacharya	Principles of Management	Pearson	Latest edition
6	Rao VSP	Management , Text & Cases	Excel Books	Latest edition
7	Dr Neeru Vshishth	Principles of Management	Taxmann	2010, Latest edition
8	S A Sharlekar	Modern Business Organization and Management	Himalaya Publishing House	Latest edition
9	Jallo	Business Organization and Management	Tata McGraw Hill	Latest
10	Y. K. Bhusan	Fundamentals of Business Organization	Sultan Chand and Sons	Latest

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

The Students will have to refer to past issues of the following journals in order to get relevant topic/ information pertaining to the subject.

Harvard Business Review, Business India / Business Today / Business World, “Vikalpa” – Journal of Indian Institute of Management, Ahmedabad, Prabandhan-Indian Journal of Management, Effective Executive, etc.

9. Session Plan: (45 sessions of 60 minutes)

No. of Sessions	Topic to be Covered
1-4	Definitions, Characteristics, Importance, Management Process and Functions; Management as an Art, Science, Management and Administration, Profession; Universality of Management
5-6	Fayol’s and Taylor’s principles, Mintzberg’s roles of managers, Managerial skills, Manager vs. Entrepreneur
7-8	Scientific Management School, Administrative School, System School, Human

	Relations School, Contingency School, Idea of Hawthorne Experiments; Introduction to functional Management
9-11	Nature and Purpose of Business, Structure of Business, Factors to be considered for Starting Business.
12-18	Forms and Formation of Business Enterprises i.e. Various forms of Business Organization: Sole Proprietorship, Partnership, Co-operative society, Private Company, Public Enterprise, Non-profit organization, Hindu Undivided Family (HUF), Formation of Company
19-22	Planning - Definitions, Characteristics, Importance, Planning Process, Planning Premises, Elements or Types of Plan; Organizing – Definitions, Organising Process, Principles/Qualities of Good Organisation, types of organizations; Delegation and Decentralisation – Concept and Difference
23-26	Staffing – Definition, Importance, Brief Idea of Main Staffing Functions; Directing – Definition, Directing and Coordination, Importance, Brief Idea of Directing Tools; Coordinating – Meaning, Definition, Importance of Coordination Reporting – Meaning , Process, Importance, Budgeting – Significance of Budgeting, Methods of Budgeting
27-30	Controlling – Definition, Controlling Process, Importance of Controlling, Brief idea of Controlling Techniques, Ideal Controlling System Decision making - Definitions and Process; Forecasting – Meaning and Process
31-33	Social Responsibility of Business, Business Ethics, Creativity and Innovation, Management by Objectives (MBO); Small Scale Business in India
34-36	Business Structures in age of Internet, Outsourcing of Business Activities, Global Management Practices, Learning Organizations.
