

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E Semester: 4

Subject Name: Management - I

Sr.No	Course content
1.	Introduction to Management and Organizations
2.	Management history
3.	Organizational Structure and Design
4.	Organizational Culture and Environment
5.	Social responsibility and Managerial ethics

Reference Books:

1. 'Management' – Stephen P. Robbins, Mary Coulter, Neharika Vohra – Person Prentice Hall of India, New Delhi, Tenth edition
2. 'Essentials of Management', Koontz and Wehrich, Tata McGraw Hill, 2004, 6th Edition
3. Essentials of management – Adrew J. Durbrin, India edition, 7th Edition, Thomson – South Western