

Devi Ahilya University, Indore, India Institute of Engineering & Technology			III Year B.E. (Electronics and Instrumentation)				
Subject Code & Name	Instructions Hours per Week			Credits			
5 SERS5 PRINCIPLES OF MANAGEMENT	L	T	P	L	T	P	Total
	2	0	0	2	0	0	2
Duration of Theory Paper: 3 Hours							

Course Objective:

The course is designed

1. To provide engineering students with an accelerated introduction to the basics of management and the language of business.
2. To provide a basis of understanding to the students with reference to working of Business Organizations through the process of Management.
3. To inculcate managerial skills and teach how they can be executed in a variety of circumstances.
4. To familiarize students with the planning, organizing, staffing, directing, and controlling functions of management, fostering a holistic understanding of organizational operations.
5. To encourage critical thinking and analytical skills in students, enabling them to assess and improve their managerial abilities and decision-making processes in a business context.

COURSE CONTENTS

Unit I

Introduction to Management: Basic concepts of management: Definition, Essence, Principles, Roles, Level; Functions of management: Planning, Organizing, Staffing, Directing, Coordinating and controlling; Organizational efficiency & effectiveness; Roles of manager, Skills required in a manager.

Unit II

Management and Society: Organization: Types and Structure; Business environments: Political, Economic, Legal, Social, Technological and International environment; Designing effective organization: Span of management, Delegation, Centralization and Decentralization; Formal and Informal organization

Unit III

Management of Human at Work: Human Resource Development: Interrelationship of managerial function; significance of staffing, Personnel management: Recruitment, Training, Performance appraisal, Employee retention; Managerial communication; Motivating individuals and work groups, Leadership for managerial effectiveness.

Unit IV

Management Ethics for Engineers: Business ethics, Social responsibility of Business: Economical, Legal, Ethical and Philanthropic; Ethical responsibilities of Engineers toward society; Business and environment protection; Impact of engineering on society.

Unit V

Modern Management Concepts: MBO: Principles, steps, advantages and disadvantages; Strategic management-SWOT analysis; Team Building: Definition of Team, Team Formation, Approaches, Goal

Setting and Communication among Team Members. Models of relationship between professional and client.

Case Study

Course Outcome:

Students earned credits will develop ability to

CO. No.	CO	PO
CO1	Basics of management and business language	PO-1, PO-10
CO2	Understanding business organizations through management.	PO-2, PO-6
CO3	Developing managerial skills for various circumstances	PO-9, PO-11
CO4	Understanding management functions (planning, organizing, staffing, directing, controlling)	PO-3, PO-5
CO5	Enhancing critical thinking and decision-making skills	PO-4, PO-8

CO-PO Relationship

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO1	2									3		
CO2		3				2						
CO3									3		3	
CO4			2		2							
CO5				3				3				

Books Recommended:

1. R.D Agrawal, Organization & Management.1/E PHI 1997.
2. Tripathy PC And Reddy PN, Principles of Management, Tata McGraw-Hill, 5th Edition, 2012.
3. Dinkar Pagare, Principles of Management, Sultan Chand & Sons, 2000.
4. G.K.Vijayaraghavan and M.Sivakumar, Principles of Management, Lakshmi Publications, 5th Edition, 2009.
5. Harold Koontz & Heinz Weihrich, Essentials of Management – An International perspective, 8th edition. Tata McGraw-Hill, 2009.
6. Charles W.L. Hill and Steven L McShane, Principles of Management, Tata Mc Graw- Hill, 2009.
7. Fleddermann, C.B., “Engineering Ethics,” Pearson Prentice Hall, Upper Saddle River, NJ, 2004.
8. Stephen P. Robbins, Timothy A Judge, Sanghi Seema Organizational Behavior, Pearson Education 13th Ed 2009.

