

Devi Ahilya University, Indore, India Institute of Engineering & Technology				III Year B.E. (Electronics & Instrumentation Engg.)			
Subject Code & Name	Instructions Hours per Week			Credits			
SER5S5 Principles of Management	L	T	P	L	T	P	Total
Duration of Theory Paper: 3 Hours	2	0	0	2	0	0	2

Learning Objectives:

- Understanding Management Concepts.
- Acquire the knowledge of business environment.
- Managing behavior of human at organizations with modern management concepts.
- Understanding business ethics and social responsibility as Engineers. To develop the capacity to lead in a variety of circumstances.

Pre requisite: Nil

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

Learning Outcomes:

At the end of the course, students should be able to do the following:

1. Identify the key management processes and the relevance of management in organisations.
2. Understand the key management skills required in organisations and how these might be applied.
3. Evaluate their own managerial skills and the ways in which these might be developed.
4. Understand Team members while working with people from different background.

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 Wehrich, 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.
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(Scheme Effective from July 2017)