

Devi Ahilya University, Indore, India Institute of Engineering & Technology				III Year B.E. (Electronics and Telecommunication)			
Subject Code & Name	Instructions Hours per Week			Credits			
STR5S5 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:

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 the managerial skills and to teach how it can be executed in a variety of circumstances.

COURSE CONTENTS

UNIT I – INTRODUCTION TO MANAGEMENT AND ORGANISATION

Basic concepts of management- definition, principles , levels and functions of management; Managerial roles and skills; Organization- meaning, types, business environment, efficiency and effectiveness.

UNIT II – PLANNING

Nature and purpose of planning - types of planning, planning process, forecasting; Objectives-setting objectives, types of objectives; Decision making.

UNIT III – ORGANISING AND STAFFING

Organization chart, Organization structures, departmentalization, span of control, delegation of authority- centralization and decentralization; Informal organization; process of Staffing.

UNIT IV – DIRECTING

Direction- meaning, process and components; motivation- theories of motivation; leadership- types and theories of leadership; communication- process, barriers and types.

UNIT V – CONTROLLING

Meaning and process of managerial control, techniques of control evaluation- budgetary and non-budgetary control techniques; Use of computers and IT in management control.

Learning Outcome:

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 organizations.
2. Understand the key management skills required in organizations and how these might be applied.
3. Evaluate their own managerial skills and the ways in which these might be developed.

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.