



# MANIPAL INSTITUTE OF TECHNOLOGY

Manipal University, Manipal

Karnataka -576104

## COURSE PLAN

**Department** : Humanities and Management  
**Course Name & code** : Essentials of Management HUM 4001  
**Semester & branch** : 7th Semester B.Tech (Common to all branches)  
**Name of the faculty** : Prof. Alapati Vittaelwar  
**No of contact hours/week:** 36 hours

### ASSESSMENT PLAN:

#### 1. In Semester Assessments - 50 %

- Written tests : 30% ( Two tests of equal weightage)
- Assignment/Quiz/  
Seminar : 20% weightage

#### 2. End Semester Examination - 50 %

- Written examination of 3 hours duration (Max. Marks: 50 )

Portions for Assignment/Quiz/Seminar etc....	
Sl. no.	Topics/Lessons
1	L1-L09 Written Test (One question out of Ten Questions)
2	L10 – L17 Case Study (Individual Activity)
3	L-27-36 Preparation of Business Plan and presentation (Group Activity )
4	
5	
Portions for Sessional Test	
Test no.	Topics/Lessons
1	L01-09
2	L10-L17

## Course Outcomes (COs)

*At the end of this course, the student should be able to:*

		No. of Contact Hours	Program Outcomes (POs) addressed
CO1:	Understand the roles of managers, principles of management and skills required by the manager to run a business successfully with social and ethical responsibility.	10	
CO2:	Acquire a clear definition of organization structure and staffing the people in organization and demonstrate how to use them in any organization.	14	
CO3:	Prepare business plans with stated objectives, understand and exhibit the required leadership styles in national and international business scenarios.	12	
CO4:			
CO5:			
CO6:			

## Course Plan

L. No.	Topics	Course Outcome Addressed
L0	Introduction to the course and its importance for an engineer	
L1	Introduction to Business, Industrial Business, Classification of Industries and Job Opportunities (referring the industries visiting our campus).	CO1
L2	Who is a manager, managers and administrators, definitions of management (Peter Drucker's, Harold Koontz's, Universally accepted definitions).	CO1
L3	14 Principles of Management (as suggested by Henri Fayol). Self-study: Difference between Management and Administration.	CO1
L4	Brief discussion on Classification of managers (i.e. top, middle, lower), Functions of Managers/Management. Self-study: Three types of managerial responsibilities, two characteristics of managerial functions (circularity,	CO1
L5	Managerial Skills, listing the roles played by managers (as per Mintzberg), Social Responsibility. Self-study: Detailed explanation for roles played by managers), management is science or art.	CO1
L6	Planning: Difference between general planning and managerial planning. Major types of Plans (Mission, Vision, Policies, Procedures, Strategies, Rules, Projects), Minor types of Planning (Strategic, Tactical and Operational) and	CO1
L7	Planning: Process of Management By Objectives (MBO), Guidelines in setting the objectives, Qualitative, Quantitative Objectives, Key result areas expected.	CO1
L8	Planning tools (Critical Question Analysis, SWOT and TOWS Analysis, Business Portfolio Analysis, Porter's Model). Self-study: Strategies at Corporate, Tactical and Operational levels; Successful implementation of strategies.	CO1
L9	Planning: What is Strategic Planning and the Process (steps in Strategic Planning). Self-study: Different types of stakeholders and their interests, Fiscal and Social Responsibility.	CO1
L 10	Organizing: What is Organizing and the Process, Principles of Organizing (as per Urwick), Span of Management.	CO2
L11	Organizing: Listing the factors affecting the Span, how each factor affects the span (for a few factors), Various methods of departmentation, Departmentation by Function, Product and by combination in detail.	CO2
L12	Organizing: Line and Staff Concepts, Line, Staff and Functional Staff authority), A few structures (Line and Staff, Project and Matrix) in detail, Delegation (Definition, Principles and Steps).	CO2



L. No.	Topics	Course Outcome Addressed
L 13	Staffing: Difference between HRM and HRD; in brief – Job Analysis, Job Description and Job Specification; Recruitment (methods and sources)	CO2
L 14	Staffing: Selection Process, Techniques and Instruments; Orientation.	CO2
L 15	Staffing: What is Systems Approach? And Systems Approach to Staffing. Self-study: Different Approaches to Management, (System, Sub system, Open and Closed System), Synergy, Flow	CO2
L16	Staffing: Approaches to Manager Development and Training.	CO2
L 17	Staffing: Approaches to Manager Development and Training.	CO2
L18	Leading: What is? Difference between (Leading and Managing, Leader and Manager), Difference between motives, motivators and motivation. Theories of Motivation (Maslow's Need Hierarchy, Herzberg's Two-Factor Theory and	CO2
L19	Leading: Motivational Theories continued, Motivational Techniques.	CO2
L 20	Leading: Leadership Styles, Likert's Four Systems of Management.	CO2
L 21	Leading: Leadership- Ingredients of Leadership Theories, Leadership Grid.	CO2
L 22	Leading: Communication- Difference between General and Managerial Communication, Types of Communication, Barriers of Communication and how to overcome?	CO2
L23	Controlling: What is and the Process (steps), Management Control Techniques (Budgetary, Non-budgetary and Network),	CO2
L 24	Controlling: Types of Budgets. Non-budgetary Control Devices, Overall Control and the devices, Critical Control Points and Standards.	CO2
L25	Managerial practices in Japan & USA & application of Theory Z.	CO3
L 26	The nature & purpose of International business & multinational corporations, unified global theory of management.	CO3
L27	Introduction to the concept of entrepreneur & Entrepreneurship: meaning,	CO3
L 28	Functions of an entrepreneur, evolution of entrepreneurship, and intrapreneur, Types of entrepreneurs	CO3
L29	Role of entrepreneurs in economic development; Entrepreneurship in India, success stories and barriers to entrepreneurship	CO3
L 30	Creativity and Innovation Management: Convergent Vs Divergent thinking; Definition of Creativity; Creative Vs Intelligence	CO3
L31	Invention Vs Innovation: Types of Innovations; Skills needed Innovative entrepreneur,	CO3
L32	Market analysis: Techniques; Situational Analysis, PEST Analysis, STEP, Marketing Mix	CO3
L33	Segmentation, Targeting and Positioning (STEP), Marketing Mix	CO3
L 34	Development of a Business plan: Need for business plan, types of business plans.	CO3
L 35	Components of business plan: Target Market, Competitive Analysis,	CO3
L 36	Marketing Plan and Sales Strategy, and operations	CO3

L. No.	Topics	Course Outcome Addressed
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### References:

1.	Koontz D. (Latest Edition), "Essentials of Management", Mc Graw Hill, New York.
2.	Peter Drucker (Latest Edition), "Management, Task and Responsibility", Allied Publishers.
3.	Peter Drucker, "The practice of management", Butterworth Hein Mann, 2003.
4.	Vasant Desai., "Dynamics of Entrepreneurial Development & Management", Himalaya Publishing House, 2007.
5.	Poornima. M. Charantimath., "Entrepreneurship Development", Pearson Education, 2006.
6.	S.S.Khanka., "Entrepreneurship Development", S.Chand & Co, 2007.
7.	

**Submitted by:** Prof. Alapati Vittaleswar



(Signature of the faculty)

**Date:** 24/07/2017

**Approved by:** Dr. LEWLYN LESTER R. RODRIGUES



(Signature of HOD)

**Date:** 24/07/2017

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Prof. Dr. LEWLYN L.R. RODRIGUES  
B.E., MBA, M.Tech, Ph.D.  
HOD, HUMANITIES & MANAGEMENT  
MIT, MANIPAL - 576 104  
Karnataka, India

MIT/GEN/F-01/R0



**FACULTY MEMBERS TEACHING THE COURSE (IF MULTIPLE SECTIONS EXIST):**

<b>FACULTY</b>	<b>SECTION</b>	<b>FACULTY</b>	<b>SECTION</b>
Dr.. Shiva Prasad	ICT-A		
Dr. Potti Srinivasa Rao	CSE-D, Civil-C, EEE-C		
Dr. James	CSE-B, CCE-A		
Dr. Sriram	CSE-A		
Mr. Asish Mathews	Civil-A, EEE-A		
Mr. Giridhar Kamath	CSE-C, ICT-B, ICE-A		
Dr. Alapati Vittaleswar	CCE-B, EEE-B		
Ms. Meghana H L	Civil-B, ICE-A		

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