



**COURSE PLAN**

Department	:	Humanities and Management			
Course Name & code	:	Essentials Of Management & HUM 3052			
Semester & branch	:	5th & CSE, IT, CCE, EEE, ICE(EI), CIV, Media Technology			
Name of the faculty	:	AV, KVS, PSR, AOM, GK, RRK, SN, VK, RN and SNP			
No of contact hours/week:		L	T	P	
		2	1	0	

**Course Outcomes (COs)**

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

		No. of Contact Hours	Marks
CO1:	Understand the roles of managers, principles of management, managerial skills, and strategies required to run a business successfully with social and ethical responsibilities	11	30.5
CO2:	Develop an organizational structure and plan for manpower in a given business organization	10	28
CO3:	Apply leadership and motivational theories in the organizational contexts	7	19.5
CO4:	Acquire budgetary skills through process and techniques of controlling	4	11
CO5:	Differentiate the managerial practices internationally; Prepare a business plan by identifying business opportunities, conducting market analysis and preparing feasibility reports; Business Ethics, Ethical and Social Responsibilities	4	11
Total		36	100

### Assessment Plan

Components	Assignments	Sessional Tests	End Semester/ Make-up Examination
Duration	20 to 30 minutes	60 minutes	180 minutes
Weightage	20 % (4 X 5 marks)	30 % (2 X 15 Marks)	50 % (1 X 50 Marks)
Typology of Questions	Understanding/ Comprehension; Application; Analysis; Synthesis; Evaluation	Knowledge/ Recall; Understanding/ Comprehension; Application	Understanding/ Comprehension; Application; Analysis; Synthesis; Evaluation
Pattern	Answer one randomly selected question from the problem sheet (Students can refer their class notes)	MCQ: 10 questions (0.5 marks) Short Answers: 5 questions (2 marks)	Answer all 5 full questions of 10 marks each. Each question may have 2 to 3 parts of 3/4/5/6/7 marks
Schedule	4, 7, 10, and 13 <sup>th</sup> week of academic calendar	Calendared activity	Calendared activity
Topics Covered	Quiz 1 (L 0-5 & T <sub>y1-y2</sub> ) (CO1)	Test 1 (L 1-7 & T 1-2) (CO1)	Comprehensive examination covering full syllabus. Students are expected to answer all questions (CO1-5)
	Quiz 2 (L 6-8 & T 1-2) (CO1)		
	Quiz 3 (L 9-11 & T 3-4) (CO2)	Test 2 (L 9-16 & T 3-6) (CO2)	
	Quiz 4 (L 12-21 & T 5-10) (CO2&3)		

### Lesson Plan

L. No./ T. No.	Topics	Course Outcome Addressed
L0	Introduction to the course and importance of management for an engineer.	CO1
L1	Introduction to Business, Industrial Business, Classification of Industries and Job Opportunities (referring the industries visiting our campus).	CO1
L2	Who is a manager?, brief discussion on classification of managers (i.e. top, middle and lower), managers and administrators, definitions of management (Peter F Drucker's, Harold Koontz's, and Universally accepted definitions), Functions of Managers/Management and time spent on various managerial functions by managers at various levels. Self-study: F W Taylor's, Henri Fayol's definition of management; Importance of management, features (characteristics) of management, Efficiency and Effectiveness, Productivity.	CO1
L3	14 Principles of Management by Henri Fayol. Self-study: Three types of managerial responsibilities; two characteristics of managerial functions (circularity, universality of managerial functions).	CO1
L4	Managerial Skills, the roles played by managers (as per Mintzberg), Systems Approach to Management Self-study: Management is science or art.	CO1



L5	Planning: Difference between general planning and managerial planning. Major types of Planning (Strategic, Tactical and Operational) and major types of Plans (Mission, Vision, Policies, Procedures, Strategies, Rules, Projects), and Steps in Planning. Self-study: Nature and Characteristics of Planning, Planning is a process by itself.	CO1
L6	Planning: Process of Management By Objectives (MBO), Guidelines in setting the objectives, Key result areas, Qualitative and Quantitative Objectives. Self-study: Setting objectives in key result areas (as per Peter F Drucker).	CO1
L7	Strategic Planning: Planning Tools (Critical Question Analysis, SWOT and TOWS Analysis). Self-study: Strategies at Corporate, Tactical and Operational levels; Successful implementation of strategies.	CO1
L8	Strategic Planning: Business Portfolio Analysis and Porter's Model. What is Strategic Planning? And the Process (steps in Strategic Planning). Self-study: Different types of stakeholders and their interests, Fiscal and Social Responsibilities.	CO1
L9	Organizing: What is Organizing? and the Process, Principles of Organizing (as per Urwick), Span of Management.	CO2
L10	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). Self-study: Detailed study of factors affecting the span and the resulting span, Relation between Span of Control and No. of levels, Departmentation by Customer, Geography, Time, Simple Numbers and Process.	CO2
L11	Organizing: Line and Staff concepts (Line, Staff and Functional Staff authority), A few structures (Line and Staff; and Project and Matrix) in detail, Delegation (Definition, Principles and Steps). Self-study: Detailed study on Line, Functional and Committee Structures, Difference between formal and informal organization, Types of staff managers.	CO2
L12	Staffing: Difference between HRM and HRD; In brief - Job Analysis, Job Description and Job Specification; Recruitment - methods and sources. Self-study: Activities of Human Resources Management.	CO2
L13	Staffing: Selection Process, Techniques and Instruments; Induction and Orientation.	CO2
L14	Staffing: What is Systems Approach? and Systems Approach to Staffing. Self-study: Different Approaches to Staffing; System, Sub system, Open and Closed Systems, Synergy, Flow and Feedback.	CO2
L15	Staffing: Approaches to Manager Development and Training.	CO2
L16	Leading: What is? Differences between - Leading and Managing, Leader and Manager; Differences between - motives, motivators and motivation. Theories of Motivation - Maslow's Need Hierarchy, Herzberg's Two-Factor Theory and McGregor X and Y.	CO3
L17	Leading: Motivational Theories continued, Motivational Techniques.	CO3
L18	Leading: Leadership Styles, Likert's Four Systems of Management, Ingredients of Leadership, Theories, Leadership Grid.	CO3
L19	Leading: Communication - Difference between General and Managerial Communication, Types of Communication, Barriers of Communication and how to	CO3

	overcome? Self-study: Blocks or elements of communication, who is responsible for effective communication?	
L20	Controlling: what is? and the Process (steps), Management Control Techniques (Budgetary, Non-budgetary and Network) and types of control. Self-study: Who should make budgets? Classification of budgets into Financial, Operational and Non-monetary.	CO4
L21	Functions of an entrepreneur, Types of entrepreneurs; Traits and characteristics of Entrepreneurs & Intrapreneurs, Business Plans.	CO5
L22	Professional Ethics – Senses of Engineering Ethics, Variety of moral issues, Types of inquiry, Moral dilemmas, Moral Autonomy, Kohlberg's theory, Gilligan's theory, Moral Leadership, Code of Conduct, Corporate Social Responsibility (CSR)	CO5
L23	Consensus and Controversy, Models of professional roles, Theories about right action, Self-interest, Customs and Religion, Uses of Ethical Theories.	CO5
L24	Global Issues – International Management and Multinational Corporations, Environmental Ethics, Computer Ethics, Weapons Development, Engineers as Managers, Consulting Engineers, Engineers as Expert Witnesses and Advisers.	CO5
T1	Tutorial on Principles of Management	CO1
T2	Tutorial on Strategic Planning Tools	CO1
T3	Tutorial on Strategic Planning Tools	CO1
T4	Tutorial on Organizational Structures	CO2
T5	Tutorial on Job Analysis	CO2
T6	Tutorial on Recruitment, Selection and Placement	CO2
T7	Tutorial on Motivational Theories	CO3
T8	Tutorial on Leadership Theories	CO3
T9	Tutorial on Business Communication	CO3
T10	Tutorial on Controlling Techniques	CO4
T11	Tutorial on Business Plan Preparation	CO5
T12	Tutorial on Professional Ethics	CO5

#### References:



1. HAROLD KOONTZ & HEINZ WEIHRICH (2012), "ESSENTIALS OF MANAGEMENT", MC GRAW HILL, NEW DELHI.
2. PETER DRUCKER (1993), "MANAGEMENT: TASKS, RESPONSIBILITIES AND PRACTICES", HARPER AND ROW, NEW YORK.
3. PETER DRUCKER (2004), "THE PRACTICE OF MANAGEMENT", HARPER AND ROW, NEW YORK.
4. VASANT DESAI (2007), "DYNAMICS OF ENTREPRENEURIAL DEVELOPMENT & MANAGEMENT", HIMALAYA PUBLISHING HOUSE.
5. Poornima M Charantimath (2006), "Entrepreneurship Development", Pearson Education.
6. S S KHANKA (2007), "ENTREPRENEURSHIP DEVELOPMENT", S CHAND & CO.
7. Click or tap here to enter text.

Submitted by: Dr. Srinivasa Rao Potti

(Signature of the faculty)

Date: 23-07-2022

Approved by: Dr. B Gopalakrishna

(Signature of HOD)

Date: 24-07-2022



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

FACULTY	SECTION	FACULTY	SECTION
Dr. Asish Oommen Mathew (AOM)	IT(B), CSE(B)	Dr. Sriram K V	EEE(B)
Dr. Srinivasa Rao Potti (PSR)	EEE(A), Media Technology	Dr. Giridhar Kamath (GK)	CSE(C), CCE(A)
Dr. Vittaleswar A (AV)	EEE( C ), IT(A)	Dr. Raveendra Rao K (RRK)	CSE(D)
Dr. Smitha Nayak (SN)	CSE(A), CCE(B)	Mr. Vinod Kamath (VK)	CIV(A), ICE(A)
Mr. Ramakrishna Nayak (RN)	CIV(B), ICE(B)	Mr. Sandeep Nayak Pangal (SNP)	CIV(C)