

Nirma University
Institute of Technology
Mathematics and Humanities Department

Course Policy

B. Tech / Semester - III (CE/IT/EC/ME) Academic Year: 2019-20 - Odd

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|---------------------|---|
| Course Code & Name | 2HS341 – Principles of Management |
| Course Credits | 2 |
| Course Co-ordinator | Prof (Dr) Indu Rao |
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| Course Faculty | Prof (Dr) <u>Indu Rao</u> Prof (Dr) <u>Deepti Gadhvi</u> |
| Course Blog | http://hs105psv.wordpress.com |

1. Introduction to Course

1.1 Importance of the course

Every engineer needs to “manage” work and projects in the competitive and fast changing world. Principles of management is a core course offered in the second year to students of B.Tech degree and helps them to understand the basic functions of management. It will help the students to acquire knowledge regarding planning, organizing, leading and controlling. It will also help students in acquiring the basic management skills and an awareness of different functional departments in an organization like human resource management, finance, marketing, operations and strategy.

1.2 Objective of the Course

This subject is introduced with an objective of enabling budding engineers to manage in a competitive world of globalization and technological change. It will prepare students to learn about the different concepts, theories, processes and functions of management.

1.3 Pre-requisite

Since this is a fundamental course no pre-requisite is necessary.

2. Course Learning Outcomes (CLO)

CLOs are clear statements of the expectations for student achievements in the course.

After studying the course the students will be able to:

1. Interpret the various theories and processes of Management
2. Relate with different functional areas of management
3. Appreciate the role and need of managers in different organisations

3. Syllabus

Teaching hours

Unit I Nature of Management:

8

Concept, Significance, Role & Skills, Levels of Management, Concepts of POSDCORB (Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting). Overview of Decision making. Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Overview of Indian thoughts on Management, Management by Objectives (MBO)

Unit II Planning:

4

Meaning, Importance, Elements, Process

Unit III Organizing:

6

Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations. Departmentation: Meaning, Basis and Significance

Span of Control: Meaning, Factors affecting span of Control, Centralization vs. Decentralization, Delegation: Authority & Responsibility relationship

Unit IV Directing, Co-ordination and Controlling:

6

Leading: Concept of leadership, Directing: Meaning and Process, Co-ordination as an Essence of Management, Controlling: Meaning, Process and Technique

Unit V Functional Management:

6

Introduction to different functional areas of management- Finance, Operations, Marketing, Human Resource and Strategic Management

3.1 Self -Study: The self -study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self-study contents.

3.2. References

Suggested Books:

1. Koontz & Weihrich , Essentials of Management; Tata McGraw Hill
2. Tripathy & Reddy , Principles of Management; Tata McGraw Hill
3. Kreitner & Mohapatra, Management ; Biztantra
4. Robbins , Decenzo & Coulter, Fundamentals of Management; Pearson Education
5. Stoner, Freeman & Daniel R Gilbert, Management; Pearson Education
6. Robbins & Coulter, Management; Prentice Hall (India) Pvt. Ltd

3. Innovative Assignment

It will be a group assignment and each team member must contribute. Students will be grouped by the concerned faculty.

4. Assessment Policy

4.1 Component wise Continuous Evaluation (CE), & Semester End Examination (SEE) weightage

| <i>Assessment scheme</i> | <i>CE</i> | | | <i>SEE</i> |
|-----------------------------------|---------------------------|-------------------------------|---------------------------|-------------------|
| <i>Component weightage</i> | <i>0.6</i> | | | <i>0.4</i> |
| | <i>Class Test 30%</i> | <i>Sessional Test 40%</i> | <i>Assignment 30%</i> | |

4.2 Assessment Policy for Continuous Evaluation (CE)

Assessment of Continuous Evaluation comprises of three components.

1. Class Test will be conducted as per academic calendar. It will be conducted online/ offline for the duration of 1 hour and will be of 30 marks.
2. Sessional Exam will be conducted as per academic calendar. It will be conducted offline for the duration of 1 hour and 15 minutes and will be of 40 marks.

4.3 Assessment Policy for Semester End Examination (SEE)

A written examination of 3 hour duration will be conducted for the course as per academic calendar. It will carry 100 marks and marks obtained out of 100 will be converted as per weightage assigned.

5. Lesson Plan

| Session Nos | Topics | Mapping with CLO |
|-------------|---|------------------|
| 1-4 | <ul style="list-style-type: none"> • Concept, Significance, Role & Skills, Levels of Management, • Concepts of POSDCORB (Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting). | CLO-1 |
| 5-8 | <ul style="list-style-type: none"> • Overview of Decision making. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. • Overview of Indian thoughts on Management • Management by Objectives (MBO) | CLO-1 |
| 9-12 | <ul style="list-style-type: none"> • Meaning of Planning • Importance of Planning • Elements of Planning • Process of Planning | CLO-2 |
| 13-18 | <ul style="list-style-type: none"> • Organizing Concepts, Structure (Formal & Informal, Line & Staff and Matrix) • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Factors affecting span of Control • Centralization vs. Decentralization, • Delegation: Authority & Responsibility relationship | CLO-2 |
| 19-24 | <ul style="list-style-type: none"> • Leading: Concept of leadership • Directing: Meaning and Process, • Co-ordination as an Essence of Management, • Controlling: Meaning, Process and Technique | CLO-3 |
| 25-30 | <ul style="list-style-type: none"> • Introduction to different functional areas of management • Finance, Operations, • Marketing, Human Resource, • Strategic Management | CLO-3 |

6. Mapping of Session Learning Outcomes (SLO) with Course Learning Outcomes (CLO)

| Session No | Session Learning Outcome – (SLO) | CLO |
|------------|---|--------------|
| 1-4 | <ul style="list-style-type: none"> Understand the Concept, Significance, Role & Skills, Levels of Management, Explain Concepts of POSDCORB (Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting). | CLO-1 |
| 5-8 | <ul style="list-style-type: none"> Describe the Evolution of Management thoughts, Compare the Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Contrast the Indian thoughts on Management Explain Management by Objectives (MBO) | CLO-1 |
| 9-12 | <ul style="list-style-type: none"> Understand the Meaning of Planning Recognize the Importance of Planning Identify the Elements of Planning Summarize the Process of Planning | CLO-2 |
| 13-18 | <ul style="list-style-type: none"> Understand the Concepts of Organizing , Structure (Formal & Informal, Line & Staff and Matrix) Explain Departmentation: Meaning, Basis and Significance Recognize the Span of Control: Meaning, Factors affecting span of Control Define Centralization vs. Decentralization, Explain Delegation: Authority & Responsibility relationship | CLO-2 |
| 19-24 | <ul style="list-style-type: none"> Understand the concept of Leading and the Concept of leadership Compare Directing: Meaning and Process, Recognize Co-ordination as an Essence of Management, Summarize Controlling: Meaning, Process and Technique | CLO-3 |
| 25-30 | <ul style="list-style-type: none"> Identify the different functional areas of management Compare the functions of Finance and Operations Compare the Human Resource and marketing functions Summarize the Strategic Management function | CLO-3 |

7. Teaching-learning methodology

Lectures, PPT, Video Lectures, Simulations / Animations etc. will be used to enhance the teaching-learning process, Freewheeling Discussions, Case studies, Role play, anecdotes etc. will be used to teach.

8. Active learning techniques

Active learning is a method of learning in which students are actively or experientially involved in the learning process. Following active learning techniques will be adopted for the course.

1. Flipped Class: Students will give presentation on various topics in the classroom.
2. Case discussions and Role plays to enhance the grasping of different perspectives of a given situation and hence be able to appreciate the desired behaviour
3. Quick quiz: Students will form groups and each group will ask questions to the other group. This activity will be taken up once in a fortnight.

9. Course Material

- Course Policy
- Lecture Notes
- Books / Reference Books
- Innovative Assignments
- Web-links, Blogs, Video Lectures

10. Course Learning Outcome Attainment

Following means will be used to assess attainment of course learning outcomes.

- Use of formal evaluation components of continuous evaluation, semester end examination
- Informal feedback during course conduction

11. Academic Integrity Statement

Students are expected to carry out assigned work under Continuous Evaluation (CE) component independently. Copying in any form is not acceptable and will invite strict disciplinary action. Evaluation of corresponding component will be affected proportionately in such cases. Turn-it-in software will be used to check plagiarism wherever applicable. Academic integrity is expected from students in all components of course assessment.