

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly West Bengal University of Technology)

SYLLABUS FOR BACHELOR OF TECHNOLOGY IN MECHANICAL ENGINEERING (Effective from academic session 2018-19)

Subject Code: J	Category: Professional Elective Courses
Subject Name: Principles & Practices of Management	Semester: Sixth
L-T-P: 3-0-0	Credit: 3
Pre-Requisites: Basic Engineering Concept	

Course Objectives:

To provide knowledge on different aspects of management applied in an industry.

To make familiar about some management decision making systems and motivational aspects usually practiced in an industry.

Module No.	Description of Topic	Contact Hrs.
1	Management: Definition, nature, importance, evolution of management thoughts— pre & post scientific era, contributions made by Taylor, Fayol, Gilbreth, Elton Mayo, McGregor, Maslow— Covering Time & Motion Study, Hawthorne Experiments; Is management a science or art? Functions of manager, ethics in managing and social responsibility of managers.	5
2	Planning & Control: Why Management process starts with planning, steps in planning, planning premises, types of planning, barriers to effective planning, operational plan, strategic planning, McKinsey's 7's Approach, SWOT analysis, Controlling- concept, Planning- control relationship, process of control, human response to control, dimensions of control, MBO.	5
3	Decision Making & Organizing: Nature, process of decision making, decision making under Certainty and Uncertainty, decision-tree, group-aided decision, brain-storming; Organizing – concept, nature and process of organizing, authority and responsibility, delegation and empowerment, centralization and decentralization, concept of departmentation.	6
4	Staffing & Motivation: Concept, Manpower planning, Job design, recruitment & selection, training and development, performance appraisal, motivation, motivators and satisfaction, motivating towards organizing objectives, morale building.	5
5	Leadership & Communication: Defining leadership and its role, should managers lead, leadership style, leadership development, Leadership behavior. Communication- Process, Bridging gap-using tools of communication, electronic media in Communication.	5
6	Financial Management: Financial functions of management, Financial Planning, Management of Working Capital, Sources of	5

	Finance.	
7	Marketing Management: Functions of Marketing, Product Planning & Development, Marketing Organization, Sales Organization, Sales Promotion, Consumer Behaviour, Marketing Research and Information.	5

Course Outcomes: At the end of the course, the student will be able to:

1. Understand the evolutionary development of management thought and general principles of management.
2. Understand the management functions in an organization

Learning Resources:

1. S. Robbins and M. Culter, Management, Pearson, 2016.
2. J.R. Schermerhorn, Introduction to Management, Wiley India Edition, 2011.
3. C.J. O'Donnell and H. Koontz, Principles of Management, McGraw Hill, 1995.
4. R.L. Daft, New Era of Management, Cengage Learning, 2008.
5. J.A.F. Stoner, R. Freeman and D.R. Gilbert. Jr., Management, Prentice Hall of India, 1985.
6. H. Koontz and H. Weihrich, Essentials of Management, McGraw Hill, 2007.
7. D.C. Bose, Principles of Management and Administration, Prentice Hall of India, 2012.
8. K. Nerkar, V. Chopde and Kogent Learning Solutions Inc, Principles and Practices of Management, Dreamtech Press, 2011.
9. P. Diwan, Management Principles and Practices, Excel Books, New Delhi, 2002.
10. R.L. Daft, Principles of Management, Cengage Learning, 2012.
11. Premvir Kapoor, Principles of Management, Khanna Publishing House, 2019.