

EN010 502(ME): Principles of Management

(Common with EN010 402(ME))

Teaching scheme

3 hours lecture and 1 hour tutorial per week

Credits:

Objectives

- To develop an understanding of different functional areas of management.
- To understand the functions and duties an individual should perform in an organisation.

Module I (12 hours)

Management Concepts Vision, Mission, Goals and Objectives of management-MBO- Scientific management- Functions of management- Planning- Organizing- Staffing- Directing- Motivating- Communicating- Coordinating- Controlling- Authority and Responsibility- Delegation- Span of control- Organizational structure- Line, Line and staff and Functional relationship.

Module II (12 hours)

Personnel Management Definition and concept- Objectives of personnel management- Manpower planning- Recruitment and Selection of manpower- Training and development of manpower- Labour welfare- Labour turnover- Quality circle- Industrial fatigue- Industrial disputes-Method of settling disputes- Trade unions.

Module III (12 hours)

Production management Objectives and scope of production management- Functions of production department- production management frame work- product life cycle-Types of production- Production procedure- Project planning with CPM and PERT- Basic concepts in network.

Module IV (12 hours)

Financial Management Objectives and Functions of Financial Management- Types of Capital- Factors affecting working capital- Methods of financing.
Cost Management Elements of cost- Components of cost- Selling Price of a product.

Module V (12 hours)

Sales and Marketing Management Sales management- Concept- Functions of sales department- Duties of sales engineer- Selling concept and Marketing concept- Marketing- Definition and principles of marketing- Marketing management and its functions- Sales forecasting- Pricing- Advertising- Sales promotion- Channels of distribution- Market research.

Text Books

1. Koontz and Weihrich, *Essentials of Management*, Tata McGraw Hill.
2. Mahajan M., *Industrial Engineering and Production Management*, Dhanraj Rai and Co.
3. Kemthoshe and Deepak, *Industrial Engineering and Management*, Hall of India.

Reference Books

1. Martand Telsang, *Industrial Engineering and Production Management*.
2. Khanna O.P., *Industrial Engineering and Management*, Dhanraj Rai and Co.
3. Philip Kotler, *Marketing Management*, Prentice Hall of India.
4. Sharma S. C. & Banga T. R., *Industrial Organisation and Engineering Economics*, Khanna Publishers.
5. Prasanna Chandra, *Financial Management*, Tata McGraw Hill.