

Seventh Semester

DEPARTMENT OF MANAGEMENT STUDIES							
Course Code	Title of the course	Program Core (PCR) / Electives (PEL)	Total Number of contact hours				Credit
			Lecture (L)	Tutorial (T)	Practical (P)	Total Hours	
MSC731	PRINCIPLES OF MANAGEMENT	PCR	3	0	0	3	3
Pre-requisites- NIL		Course Assessment methods (Continuous (CT) and end assessment (EA))					
		CT+EA					
Course Outcomes	<ul style="list-style-type: none"> • CO1:To make budding engineers aware of various management functions required for any organization • CO2:To impart knowledge on various tools and techniques applied by the executives of an organization • CO3:To make potential engineers aware of managerial function so that it would help for their professional career • CO4:To impart knowledge on organizational activities operational and strategic both in nature • C05: To impart knowledge on each functional area of management like Marketing, Finance, Behavioral Science and Quantitative Techniques and decision science 						
Topics Covered	<p>UNIT I: Management Functions and Business Environment: Business environment- macro, Business environment -micro; Porter's five forces, Management functions –overview, Different levels and roles of management, Planning- Steps, Planning and environmental analysis with SWOT, Application of BCG matrix in organization (8)</p> <p>UNIT II: Quantitative tools and techniques used in management: Forecasting techniques, Decision analysis, PERT & CPM as controlling technique (7)</p> <p>UNIT III: Creating and delivering superior customer value: Basic understanding of marketing, Consumer behavior-fundamentals, Segmentation, Targeting & Positioning, Product Life cycle. (8)</p> <p>UNIT IV: Behavioral management of individual: Motivation, Leadership, Perception, Learning. (8)</p> <p>UNIT V: Finance and Accounting: Basics of Financial management of an organization, Preparation of Financial accounting, Analysis of Financial statements, CVP Analysis, An overview of financial market with special reference to India .(12)</p>						
Text Books, and/or reference material	<p>Text Books:</p> <ol style="list-style-type: none"> 1. Financial Management, 11th Edition, I M Pandey, Vikas Publishing House. 2. Marketing Management 15th Edition, Philip Kotler and Kelvin Keller, Pearson India 3. Management Principles, Processes and practice, first edition, Anil Bhat and Arya Kumar, Oxford Higher education 4. Organizational Behavior,13 th edition, Stephen P Robbins, Pearson Prentice hall India 5. Operations Management, 7th edition (Quality control, Forecasting), Buffa & Sarin, Willey 						