



# MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL  
(A constituent unit of MAHE, Manipal)

## COURSE PLAN

Department	:	Humanities & Management
Course Name & code	:	Essentials of Management & HUM 4001
Semester & branch	:	7th & Comp.Sc., IT, CCE, E & E, Civil and ICE
Name of the faculty	:	AV,JMJ,GK,PSR,MHL,PK
No of contact hours/week:		03 Tutorial(T) Practical(P) 03

## ASSESSMENT PLAN

### 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, and managerial skills required to run a business successfully with social and ethical responsibilities	8	29
CO2:	Develop an organizational structure and plan for manpower in a given business organization	8	22
CO3:	Apply leadership and motivational theories in the organizational contexts	5	14
CO4:	Acquire budgetary skills through process and techniques of controlling	4	14
CO5:	Prepare a business plan by identifying business opportunities, conducting market analysis and preparing feasibility reports	10	21

Total

35+1=36

100

Components	Surprise Quizzes	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 <sub>x1-x2</sub> & T <sub>y1-y2</sub> ) (CO 1)	Test 1 (L <sub>a1-a2</sub> & T <sub>b1-b2</sub> ) (CO 1&2)	Comprehensive examination covering full syllabus. Students are expected to answer all questions (CO 1-5)
	Quiz 2 (L <sub>x3-x4</sub> & T <sub>y3-y4</sub> ) (CO 2 & 3)		
	Quiz 3 (L <sub>x5-x6</sub> & T <sub>y5-y6</sub> ) (CO 3 & 4)	Test 2 (L <sub>a3-a4</sub> & T <sub>b3-b4</sub> ) (CO 3&4)	
	Quiz 4 (L <sub>x7-x8</sub> & T <sub>y7-y8</sub> ) (CO 5)		

### Course Plan

L. No./ T. No.	Topics	Course Outcome Addressed
L0	Introduction to the course and importance for an engineer	CO
L1	Introduction to Business, Industrial Business, Classification of Industries and Job Opportunities (referring the industries visiting our campus).	CO1
L2	Who is a manager?, managers and administrators, definitions of management (Peter F Drucker's, Harold Koontz's, and Universally accepted definitions). 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	Brief discussion on Classification of managers (i.e. top, middle and lower), Functions of Managers/Management. Self-study: Three types of managerial responsibilities, two characteristics of managerial functions (circularity, universality of managerial functions).	CO1



<b>L4</b>	Managerial Skills, listing the roles played by managers (as per Mintzberg), Social Responsibility. Self-study: Detailed explanation for roles played by managers), management is science or art. Case Study-1 on Functions/Principles of Management or Social Responsibility.	CO1
<b>L5</b>	Planning: Difference between general planning and managerial planning. Major types of Plans (Mission, Vision, Policies, Procedures, Strategies, Rules, Projects), Major types of Planning (Strategic, Tactical and Operational) and Steps in Planning. Self-study: Nature and Characteristics of Planning, Planning is a process by itself.	CO1
<b>L6</b>	Planning: Process of Management By Objectives (MBO), Guidelines in setting the objectives, Qualitative and Quantitative Objectives, Key result areas. Self-study: Setting objectives in eight key result areas (as per Peter F Drucker). Case Study-2 on MBO or Steps in Planning.	CO1
<b>L7</b>	Planning Tools (Critical Question Analysis, SWOT and TOWS Analysis, Business Portfolio Analysis, Porter's Model). Self-study: Strategies at Corporate, Tactical and Operational levels; Successful implementation of strategies.	CO1
<b>L8</b>	Planning: What is Strategic Planning? And the Process (steps in Strategic Planning). Self-study: Different types of stakeholders and their interests, Fiscal and Social Responsibility.	CO1
<b>L9</b>	Organizing: What is Organizing? And the Process, Principles of Organizing (as per Urwick), Span of Management.	CO2
<b>L10</b>	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 and the result, Relation between Span of Control and No. of levels, Departmentation by Customer, Geography, Time, Simple Numbers and Process.	CO2
<b>L11</b>	Organizing: Line and Staff concepts (Line, Staff and Functional Staff authority), A few structures (Line and Staff; 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
<b>L12</b>	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. Case-study-3 on Job Analysis, Job Description and Job Specification.	CO2
<b>L13</b>	Staffing: Selection Process, Techniques and Instruments; Orientation.	CO2
<b>L14</b>	Staffing: What is Systems Approach? And Systems Approach to Staffing. Self-study: Different Approaches to Staffing; System, Sub system, Open and Closed System, Synergy, Flow and Feedback.	CO2
<b>L15</b>	Staffing: Approaches to Manager Development and Training.	CO2
<b>L16</b>	Staffing: Approaches to Manager Development and Training continued.	CO2

L17	Leading: What is? Differences between (Leading and Managing, Leader and Manager), Difference between motives, motivators and motivation. Theories of Motivation (Maslow's Need Hierarchy, Herzberg's Two-Factor Theory and McGregor X and Y).	CO3
L18	Leading: Motivational Theories continued, Motivational Techniques.	CO3
L19	Leading: Leadership Styles, Likert's Four Systems of Management.	CO3
L20	Leading: Leadership-Ingredients of Leadership, Theories, Leadership Grid.	CO3
L21	Leading: Communication-Difference between General and Managerial Communication, Types of Communication, Barriers of Communication and how to overcome? Self-study: Blocks or elements of communication, who is responsible for effective communication?	CO3
L22	Controlling: what is and the Process (steps), Management Control Techniques (Budgetary, Non-budgetary and Network). Self-study: Who should make budgets? Classification of budgets into Financial, Operational and Non-monetary.	CO4
L23	Controlling: Types of Budgets, Non-budgetary Control Devices, Overall Control and the Devices, Critical Control Points and Standards. Self-study: Developing Critical Point Control Standards for Various Organizations, Types of Control, Direct and Preventive Controls.	CO4
L24	Managerial practices in Japan & USA and application of Theory Z.	CO4
L25	The nature & purpose of International Business & Multinational Corporations, Unified Global Theory of Management.	CO4
L26	Introduction to the concept of Entrepreneur & Entrepreneurship: meaning.	CO5
L27	Functions of an entrepreneur, evolution of entrepreneurship, and intrapreneur, Types of entrepreneurs.	CO5
L28	Role of entrepreneurs in economic development: Entrepreneurship in India, success stories and barriers to entrepreneurship.	CO5
L29	Creativity and Innovation Management: Convergent Vs Divergent thinking: Definition of Creativity: Creativity vs Intelligence.	CO5
L30	Invention vs Innovation : Types of Innovations: skills needed by Innovative entrepreneur.	CO5
L31	Market Analysis: Techniques; Situation Analysis, PEST Analysis, STP, Marketing Mix.	CO5
L32	Segmentation, Targeting and Positioning (STP), Marketing Mix.	CO5
L33	Development of a Business Plan: Need for business plan, types of business plans.	CO5
L34	Components of a business plan: Target Market, Competitive Analysis.	CO5
L35	Marketing Plan and Sales Strategy, and operations.	CO5
L36	Revision of contents and discussion on end semester examination pattern.	CO



### 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.
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Submitted by: Dr. Potti Srinivasa Rao

  
(Signature of the faculty)

Date: 26-07-2018

Approved by: Dr. Lewlyn L Raj Rodrigues

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

FACULTY	SECTION	FACULTY	SECTION
Dr. Alapati Vittaleswar (AV)	E&E(A), Civil(B), Comp(B)		
Dr. James M J (JMJJ)	Comp(C )		

Dr. Potti Srinivasa Rao (PSR)	IT(A), Comp(D)		
Mr. Giridhar Kamath (GK)	Civil(A), Comp(A), CCE(A)		
Ms. Meghana H L (MHL)	E&E(C), IT(B), CCE(B), ICE(A)		
Ms. Pooja Kini (PK)	E&E(B), Civil(C), ICE(B)		

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