

Details of course: - Fundamentals of Management (SEC)

Course Title	Course Structure			Pre-Requisite
	L	T	P	
Fundamentals of Management (BT 306)	3	0	0	

Course Objective:

The basic objective of this paper is to acquaint the students with the basic concepts of management necessary to deal with emerging business environment besides sensitizing them about societal challenges.

Course Outcome (CO):

- 1 Define management its importance, management principals, managerial roles, managerial ethos.
- 2 Explain the Concept of business environment, corporate social responsibility
- 3 Illustrate the Objectives and importance of financial management its basics of capital budgeting, and financial approaches.
- 4 Compare and Contrast marketing vs sales, new product development and some unethical issues in marketing.
- 5 Elucidate the knowledge of management such as knowledge of society, knowledge of economy, challenges in Indian context for example Digital India programme.

S.No.	Content	Contact Hours
1	Definition of management, importance of management, management principals, managerial roles, managerial ethos, management vs administration, managerial functions, task and responsibilities, organizational structure, motivation: meaning, theories and techniques	8
2	Concept of business environment, corporate social responsibility and corporate governance, managerial values and ethics	8
3	Objectives and importance of financial management, basics of capital budgeting, cost of capital, emerging sources of funds for new projects, introduction to stock market	9
4	Functions of marketing, marketing vs sales, interface of marketing with other departments, customer life time value, new product development, unethical issues in marketing	8

5	Introduction to knowledge management, knowledge society, knowledge economy, building knowledge assets, sources of knowledge, technology innovation process, E-governance: definition, objectives and significance; challenges in Indian context, Digital India programme	9
Total		42

Books:-

S.No.	Name of Books/ Author/Publisher
1.	Fundamental of Management, Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Pearson Education, ISBN- 978-0273755869, 2011
2.	Financial Accounting, 4 ed, S.N. Maheshwari and S.K. Maheshwari, Vikas Pulication, ISBN- 8125918523, 2005
3.	Management, James A F Stonner, Pearson Education, ISBN - 9788131707043 , 2010
4.	Marketing Management, 14th ed., Philip Kotler , Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Pearson Education, New Delhi, (ISBN-10: 9788131767160), 2013
5.	Knowledge Management in Organizations: A Critical Introduction, Donald Hislop, Oxford University Press, ISBN: 9780199691937,2013

Scheme and Syllabus (BTech 4th year)

Seventh semester

<u>S.No.</u>	<u>Course code</u>	<u>Subject</u>	<u>Credits</u>	<u>Category</u>
1.	BT401	B.Tech Project -I	4	DCC
2.	BT403	Internship	2	DCC
3.	BT4xx	Department Elective Course-4	4	DEC
4.	BT4xx	Department Elective Course-5	4	GEC
5.	GEC-3	Generic Elective Course-3	4	GEC
6.	VAC	Indian knowledge system	Non Credit	VAC
		Total	18	

Eight semester

<u>S.No.</u>	<u>Course code</u>	<u>Subject</u>	<u>Credits</u>	<u>Category</u>
1.	BT402	B.Tech Project -II	8	DCC
3.	BT4xx	Department Elective Course-6	4	DEC
4.	GEC-4	Generic Elective course-4	4	GEC
		Total	16	
		Cumulative credits	164*	

List of Departmental Elective Courses

S. No.	Elective Code	Title of Elective	Elective no.
1.	BT-309	Instrumentation in Biotechnology	
2.	BT-311	Food Biotechnology	
3.	BT-313	Object oriented Programming	
4.	BT-315	Introduction to Biomedical Engineering	
5.	BT-317	Thermodynamics of Biological System	
6.	BT-319	Current topics in Biotechnology	
7.	BT-321	Cancer Biology	

8.	BT-323	Pharmacogenomics and Personalized Medicine	DEC 1
9.	BT-325	Drug Design and Delivery	
10.	BT-327	Minor Project (Only for students who opt for Minor)	
11.	BT-308	Stem Cells and Regenerative Medicine	DEC 2
12.	BT-310	Metabolic Engineering	
13.	BT-312	Ecology and Evolution	
14.	BT-314	Transgenic Technology	
15.	BT-316	Bioenergy and Biofuels	
16.	BT-318	Enzymology and Enzyme Technology	
17.	BT-320	Protein Engineering	
18.	BT-322	Technological Application in Food Technology	
19.	BT-324	Medical Microbiology	
20.	BT-326	Industrial Biotechnology	
21.	BT-328	Concepts in Neurobiology	DEC3
22.	BT-330	Bioinformatics approaches in Complex disorders	
23.	BT-332	Plant Bioinformatics	
24.	BT-334	Biomaterials	
25.	BT-336	Nano-Biotechnology and Nanomedicine	
26.	BT-338	Biomaterials and clinical devices	
27.	BT-340	Basic Epidemiology	
28.	BT-342	Biodiversity and Bioresource planning	
29.	BT-344	Principle of imaging processing in medicine	
30.	BT-346	Genomics and Proteomics	
31.	BT-405	Structural Biology	DEC-4
32.	BT-407	Principles and practice in Public Health	
33.	BT-409	Rehabilitation Engineering	
34.	BT-411	System Biology	
35.	BT-413	Advanced Bioanalytical Techniques	
36.	BT-415	Clinical Biotechnology	
37.	BT-417	Plant Metabolic Engineering	
38.	BT-419	Crop protection and Pest management	
39.	BT-421	Biosensor	

40.	BT-423	Green Energy Technology	DEC-5
41.	BT-425	Food Engineering & Biotechnology	
42.	BT-427	Waste water treatment	
43.	BT-429	Bioprocess Plant Designing	
44.	BT-431	Bioethics and Intellectual Property Rights	
45.	BT-433	Biomedical Instrumentation, biosensor and transducer	
46.	BT-435	Biostatistics	DEC-6
47.	BT-404	Bioprocess Plant Design	
48.	BT-406	Population Genetics	
49.	BT-408	Biopolymers	
50.	BT-410	Genomics in Medicine	
51.	BT-412	Nanobiotechnology	
52.	BT-414	Medical Physics	
53.	BT-416	Pharmaceutical Sciences	
54.	BT-418	Agriculture Microbiology	
55.	BT-420	Nutraceuticals	
56.	BT422	Tissue Engineering and Artificial Organs	