SBAA4002	PRINCIPLES OF MANAGEMENT AND PROFESSIONAL ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES
- ➢ To gain knowledge about the fundamentals of management.
- ➢ To understand the tools and techniques of the various aspects of management.
- ➢ To apply management concepts in decision making.

UNIT 1   MANAGEMENT THEORIES   **9 Hrs.**
Definition of management, science or art, manager vs entrepreneur; Types of managers - managerial roles and skills; Evolution of management-scientific, human relations, system and contingency approaches; **Types of Business Organizations, sole proprietorship, partnership, company, public and private enterprises; Organization culture and environment**; Current trends and issues in management.

UNIT 2   PLANNING, DECISION MAKING AND ORGANISING   **9 Hrs.**
Nature and purpose of Planning, types of Planning, objectives, setting objectives, policies, Strategic Management, Planning Tools and Techniques, **Decision making steps & processes**. **Nature and purpose of Organizing, formal and informal organization, organization structure, types, line and staff authority**, **departmentalization, delegation of authority, centralization and Decentralization,** job design,

UNIT 3   STAFFING AND LEADING   **9 Hrs.**
Human resource management , HR Planning, Recruitment selection, training & development, performance management, career planning and management, Directing individual and group behavior, **motivation, motivation theories, motivational techniques, job satisfaction, job enrichment**, **leadership, types & theories of leadership, effective communication.**

UNIT 4   CONTROLLING AND REPORTING   **9 Hrs.**

Controlling, system and process of controlling, budgetary and non-budget control technique, use of computer and IT in management control, **productivity problems and management,** control and performance, direct and preventive control, reporting.

UNIT 5   VALUES AND ETHICS   **9 Hrs.** Human
Values – Natural acceptance - Ethics – Definition- Objectives - Virtues – **Challenges in the work plac**e - **Engineering ethics**
- Scope - Moral issues and judgment - **Moral development theories** – Engineers as responsible experimenters - Codes of ethics - Industrial standards - **Global Issues: Environmental ethics**- **Computer ethics** - **Ethics and codes of business conduct in MNC.**