

B.E Semester: 3 Automobile Engineering
Subject Name: Principles of Management (CC301-N)

A. Course Objective:

- This course presents a thorough and systematic coverage of management theory and practice.
- It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.
- It also focuses on different types of organizational structures, importance of organizational culture for management as well as employees.
- It provide adequate basic understanding about ethical and social responsibilities of management towards the society

B. Teaching / Examination Scheme:

Teaching Scheme				Total Credit	Evaluation Scheme					
L	T	P	Total		Theory		Mid Sem Exam	CIA	Pract.	Total
Hrs	Hrs	Hrs	Hrs		Hrs	Marks	Marks	Marks	Marks	Marks
3	0	0	3	3	3	70	30	20	0	120

C. Detailed Syllabus:

Unit No.	Details
1	Introduction to Management and Organization Define Management, Management Process, Functions of management: Planning, Organizing, Controlling and Leading, Types of Managers, Management Roles, Management skills, Define organization.
2	Management history Schools of Management, Scientific management, General Administrative Theory, TQM, The Behavioral Approach, The Systems approach, The contingency approach
3	Organizational Structure and Design Work specialization, Types of Organizational structures, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization
4	Organizational Culture and Environment Concept of culture and its importance Attributes of culture, How employees learn culture, How does culture affect managers and employees, Define Environment – External environment, General Environment. How the environment affects managers.
5	Social responsibility and Managerial ethics Concept of corporate social responsibility and ethics Stakeholders and its management Ethical issues in management

Total hours (Theory):48
Total hours (Practical):00
Total hours:48

D. Lesson Planning:

Sr. No.	Date/Week	Unit	Weight age	Topic No
1	1 st ,2 nd ,3 rd	Unit 1	20%	1
2	4 th .5 th ,6 th	Unit 2	20%	2
3	7 th , 8 th ,9 th	Unit 3	20%	3
4	10 th . 11 th . 12 th	Unit 4	20%	4
5	13 th , 14 th ,15 th ,16 th	Unit 5	20%	5

E. Instructional Method & Pedagogy

1	At the start of course, the course delivery pattern , prerequisite of the subject will be discussed
2	Lecture may be conducted with the aid of multi-media projector, black board, OHP etc. & equal Weight age should be given to all topics while teaching and conduction of all examinations.
3	Attendance is compulsory in lectures and laboratory, which may carries five marks in overall evaluation.
4	One/Two internal exams may be conducted and total/average/best of the same may be converted to equivalent of 30 marks as a part of internal theory evaluation.
5	Assignment based on course content will be given to the student for each unit/topic and will be evaluated at regular interval. It may carry an importance of ten marks in the overall internal evaluation.
6	Surprise tests/Quizzes/Seminar/Tutorial may be conducted and having share of five marks in the overall internal evaluation.

F. Text Books & Reference Books:

	A. Text Books:
1	‘Management-I’ – Stephen P. Robbins, Mary Coulter, Neharika Vohra –Pearson, New Delhi, Latest edition
	B. Reference Books:
2	‘Essentials of Management’, Koontz and Weihrich, Tata McGraw Hill, 2004, 6th Edition
3	Essentials of management – Adrew J. Durbrin, India edition, 7th Edition, Thomson – South Western
4	Principles of Management, Charles WL Hill and Steven L McSane, The McGraw Hill Companies, 2008
5	Principles of Management, Richard L. Daft, Cengage Learning, 2009