

KADI SARVA VISHWAVIDYALAYA

B.E Semester: V

Electronics & Communication Engineering

Subject Name: Principles of Management

Sub Code: CC-501

W.E.F 2014 -15

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
2	-	-	2	2	3	70	30	20	-	120

Learning Objectives:

- 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 societ

Outline of the Course:

Sr. No	Title of the Unit	Minimum Hours
1	Introduction to Management and Organizations	6
2	Schools of Management	6
3	Organizational Structure and Design	6
4	Organizational Culture and Environment	6
5	Social Responsibility and Managerial Ethics	6

Total hours (Theory): 2

Total hours (Lab): 0

Total hours: 2

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Detailed Syllabus

Sr. No	Topic	Lecture Hours	Weight age(%)
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.	1-6	20%
2	Management history Schools of Management, Scientific management, General Administrative Theory, TQM, The Behavioral Approach, The Systems approach, The contingency approach	7-12	20%
3	Organizational Structure and Design Work specialization, Types of Organizational structures, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization	13-18	20%
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.	19-24	20%
5	Social responsibility and Managerial ethics Concept of corporate social responsibility and ethics Stakeholders and its management Ethical issues in management	25-30	20%
		30	100

Instructional Method and Pedagogy:

- At the start of course, the course delivery pattern, prerequisite of the subject will be discussed.
- Lectures will be conducted with the aid of multi-media projector, black board, OHP etc.
- One internal exam will be conducted as a part of internal theory evaluation.
- Assignments/ Projects based on the course content will be given to the students for each unit and will be evaluated at regular interval evaluation.
- Surprise tests/Quizzes/Seminar/tutorial will be conducted as a part of an overall internal evaluation.

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Text Books:

1. 'Management-I' – Stephen P. Robbins, Mary Coulter, Neharika Vohra – Pearson, New Delhi, Latest edition

Reference Books:

1. 'Essentials of Management', Koontz and Weihrich, Tata McGraw Hill, 2004, 6th Edition
2. Essentials of management – Adrew J. Durbrin, India edition, 7th Edition, Thomson – South Western
3. Principles of Management, Charles WL Hill and Steven L McSane, The McGraw Hill Companies, 2008
4. Principles of Management, Richard L. Daft, Cengage Learning, 2009