

B.E Semester: VI
Automobile Engineering
Subject Name: Principle of Management

Course Objective

- To present a problem oriented in depth knowledge of Principle of Management.
- To address the underlying concepts, methods and application of Principle of Management.

Teaching / Examination Scheme

SUBJECT		Teaching Scheme				Total Credit	Evaluation Scheme					Total Marks
		L	T	P	Total		THEORY		IE	CIA	PR. / VIVO	
CODE	NAME	Hrs	Hrs	Hrs	Hrs	Hrs	Marks	Marks	Marks	Marks	Marks	
	Principle of Management	2	0	0	2	2	3	70	30	20	-	120

Detailed Syllabus:

Topic no	Details
1.	Introduction to Management and Organizations: Innovative management for turbulent times. Functions of management Planning, Organizing, Controlling and Leading, Types of Managers, Managerial Roles.
2.	Management history: Schools of Management, Scientific management The Behavioral Approach, The Systems approach, the contingency approach.
3.	Organizational Structure and Design: Types of structures, Work specialization 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 does culture affect managers and employees?
5.	Social responsibility and Managerial ethics: Concept of corporate social responsibility and ethics, Stakeholders and its management, Ethical issues in management.
6.	Functional Areas of Management: introduction to the basic functional areas of management such as Marketing, Finance, Human Resources and Production.

Lesson planning

SR.NO	DATE/WEEK	UNIT NO	%WEIGHTAGE	TOPIC NO
1	1 ST , 2 ND , 3 RD	1,2	20	1,2
2	4 TH , 5 TH , 6 TH	3	20	3
3	7 TH , 8 TH , 9 TH	4	20	4
4	10 TH , 11 TH , 12 TH	5	20	5
5	13 TH , 14 TH , 15 TH	6	20	6

Instructional Method & Pedagogy

- At the start of course, the course delivery pattern , prerequisite of the subject will be discussed
- Lecture may be conducted with the aid of multi-media projector, black board, OHP etc. & equal weightage should be given to all topics while teaching and conduction of all examinations.
- Attendance is compulsory in lectures and laboratory, which may carries five marks in overall evaluation.
- One/Two internal exams may be conducted andA total/average/best of the same may be converted to equivalent of 30 marks as a part of internal theory evaluation.
- 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.
- Surprise tests/Quizzes/Seminar/Tutorial may be conducted and having share of five marks in the overall internal evaluation.
- The course includes a laboratory, where students have an opportunity to build an appreciation for the concept being taught in lectures.

Students Learning Outcomes

- The student can identify different areas of Principle of Management.
- Can find the applications of all the areas in day to day life.

Recommended Demonstrate Materials

1. 'Management' – Stephen P. Robbins, Mary Coulter, Neharika Vohra – Pearson Prentice Hall of India, New Delhi, Tenth edition
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
6. Principles and Practices of Management by L. M. Prasad.
7. Principles of Management by Tripathy and Reddy.
8. Business Organization and Management by C. B. Gupta.
9. Management by James Stoner and Edward Freeman.
10. Management by Herold Knootz and Heinz Wechnch.
11. Principles of Management, Charles WL