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DHANALAKSHMI SRINIVASAN
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COURSE PLAN

Subject code: MG6851	Branch/Year/Sem/Section: B.E ECE/VII/IV
Subject Name: PRINCIPLES OF MANAGEMENT	Batch: 2016-2020
Staff Name: M.SURYA	Academic year: 2018-2019

COURSE OBJECTIVE

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

TEXT BOOK:

T1. . Koontz, H, & Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.

REFERENCES:

- R1.** 1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi.
- R2** 2. Ramaswamy, I. (2011). Principles of Business Management, (8th ed.), Himalaya Publishing House,

TEACHING METHODOLOGIES:

- BB - BLACK BOARD
- VIDEO - VIDEO TUTORIAL
- PPT - POWER POINT PRESENTATION



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DEPARTMENT OF ECE

MG6851

PRINCIPLES OF MANAGEMENT

L T P C

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UNIT I INTRODUCTION TO MANAGEMENT AND ORGANISATIONS

9

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 organization – Sole proprietorship, partnership, company-public and private sector enterprises – Organization culture and Environment – Current trends and issues in Management.

UNIT II PLANNING

9

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

9

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design – Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management.

UNIT IV DIRECTING

9

Foundations of individual and group behavior – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

UNIT V CONTROLLING

9

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TOTAL: 45 PERIODS

Topic No	Topic Name	Books For reference	Page No	Teaching Methodology	No of periods required	Cumulative periods
UNIT I INTRODUCTION TO MANAGEMENT AND ORGANISATION (9)						
1.	DEFINITION OF MANAGEMENT	T1	4	BB	1	1
2.	TYPES OF MANAGERS,ART &SCIENCE	T1	8	BB	1	2
3.	TYPES OFBUSINESS ORGANISATION,HUMAN RELATIONS	T1	11	BB	1	3
4.	PARTNERSHIP ,COPMPANIES	T1	14	BB	1	4
5.	SYSTEM AND CONTINGENCY	T1	5	BB	1	5
6.	ORGANISATION CULTURE	T1	7	BB	1	6
7.	ORGANISATION ENVIORNMENT	T1	78-86	BB	1	7
8.	PRIVATE SECTORS&PUBILC SECTORS	T1	66-74	BB	1	8
9.	EVOLUTION OF MANAGEMENT	T1	91-92	BB	1	9
<p>LEARNING OUTCOME: At the end of unit , the students will be able to</p> <ul style="list-style-type: none"> • UNDERSTAND THE CONCEPT OF BUSINESS • UNDERSTANDTHE ROLES,SKILLS AND FUNCTIONS OF MANAGEMENT 						
UNIT II PLANNING (9)						
10.	NATURE OF PLANNING	T1	105-110	BB	1	10
11.	PURPOSE OF PLANNING	T1	115-122	BB	1	11
12.	PLANNING PROCESS	T1	261-283	BB	1	12
13.	TYPES OF PLANNING	T1	163-183	BB	1	13
14.	OBJECTIVES &SETTING OBJECTIVES	T1	203-212	BB	1	14
15.	POLICIES &PLANNING PREMISES	T1	213-223	BB	1	15
16.	STRATEGIC MANAGEMENT	T1	315-317	BB & VIDEO	1	16
17.	PLANNING TOOLS AND TECHNIQUES	T1	322-327	BB	1	17
18.	DECISION MAKING STEPS AND PROCESS	T1	333-337	BB	1	18
<p>LEARNING OUTCOME: At the end of unit , the students will be able to</p> <ul style="list-style-type: none"> • ANALYSIS THE DECISION MAKING SKILLS IN WORK PLACE • UNDERSTAND THE PLANNING TECHNIQUES • EVALUATION OF ORGANISATIONAL OBJECTIVES 						

UNIT – III ORGANISING (9)						
19.	NATURE AND PURPOSE	T1	351-357	BB	1	19
20.	FORMAL AND INFORMAL ORGANISATION	T1	358-363	BB & VIDEO	1	20
21.	ORGANISATION CHART	T1	366-377	BB	1	21
22.	ORGANISATION STRUCTURE	T1	364-365	BB	1	22
23.	TYPES OF LINE AND STAFF AUTHORITY	T1	383-387	BB	1	23
24.	DELEGATION OF AUHORITY	T1	397-400	BB	1	24
25.	CENTRALISATION &DECENTRALISATION JOB DESIGN	T1	401-420	BB	1	25
26.	HUMAN RESOURCE MANAGEMENT	T1	425-430	BB	1	26
27.	CAREER PLANNING &MANAGEMENT	T1	436-445	BB	1	27

LEARNING OUTCOME:

At the end of unit , the students will be able to

- UNDERSTAND THE CONCEPT OF CAREER PLANNING AND GUIDANCE
- EVALUATION THE PROCESS OF ORGANISATION STRUCTURE

UNIT IV DIRECTING (9)						
28.	FOUNDATIONS OF INDIVIDUAL AND GROUP BEHAVIOUR	T1	467-469	BB	1	28
29.	MOTIVATION THEORIES	T1	470-478	BB & VIDEO	1	29
30.	MOTIVATION TECHINQUES	T1	482-483	BB	1	30
31.	LEARNING AND TYPES OF THEORIES	T1	503-515	BB	1	31
32.	COMMUNICATION &PROCESS OF COMMUNICATION	T1	526-533	BB	1	32
33.	BARRIER IN COMMUNICATION	T1	543-552	BB	1	33
34.	EFFECTIVE COMMUNICATION	T1	553-568	BB	1	34
35.	BARRIER IN COMMUNICATION	T1	587-600	BB	1	35
36.	COMMUNICATION AND IT	T1	604-617	BB	1	36

LEARNING OUTCOME:

At the end of unit , the students will be able to

- UNDERSTAND THE CONCEPT OF COMMUNICATION PROCESS
- ABLE TO ANALYSIS THE OBSTACLES IN COMMUNICATION
- ABILITY TO PLAY A VITAL LEADERSHIP ROLES IN ORGANISATION

UNIT V CONTROLLING (9)						
37.	SYSTEMS AND THE PROCESSOF CONTROLLING	T1	781-786	BB	1	37
38.	BUDGETARY CONTROLS	T1	789-791	BB	1	38
39.	CONTROL TECHNIQUES	T1	792-799	BB	1	39
40.	USES OF COMPUTERS AND IT	T1	800-808	BB	1	40

	IN MANAGEMENT CONTROL					
41.	PRODUCTIVITY PROBLEMS AND MANAGEMENT	T1	815-817	BB	1	41
42.	CONTROL AND PERFORMANCE	T1	809-818	BB	1	42
43.	DIRECT AND PREVENTIVE CONTROL	T1	809-818	PPT	1	43
44.	PREVENTIVE CONTROL	T1	809-818	PPT	1	44
45.	REPORTING	T1	809-818	PPT	1	45

LEARNING OUTCOME:

At the end of unit , the students will be able to

- UNDERSTAND THE CONCEPT OF PERFORMANCE ANALYSIS
- UNDERSTAND THE CONCEPT OF PERVENTIVE CONTROLS IN ORGANISATION.
- UNDERSTAND THE BUDGETING TECHINQUES.

COURSE OUTCOME

At the end of the course, the student should be able to:

1. Identify and communicate the purpose and functions of management;
2. Describe the history of management theory to see how various theories have developed over time to the present day;
3. Demonstrate an understanding of the impact of globalization on management and the role cultural factors play in the workplace;
4. Explain the key factors of leadership skills, power, and politics;
5. Discuss methods of employee compensation and their impact on employee motivation;
6. Explain the importance of hiring the right employees and employee retention;
7. Illustrate the components of business strategy;
8. Explain how to develop and achieve organizational goals and objectives;
9. Apply the concepts of decision making in a business situation; and
10. Understand the role of technology in the future of management.

CONTENT BEYOND THE SYLLABUS

AWARNESS OF GST& OVERVIEW FINANCIAL AND BANKING INSTRUMENT USED IN ORGANISATION

CONTINUES INTERNAL ASSESSMENT DETAILS

ASSESMENT NUMBER	I	II	MODEL
TOPIC NO.(UNIT)	1-18 (1 st & 2 nd units)	19-36 (3 rd & 4 th units)	1-45 (units 1-5)

ASSIGNMENT DETAILS

ASSIGNMENT NUMBER	I	II	III
TOPIC NUMBER FOR REFERENCE	1-18 (1 st & 2 nd units)	19-36 (3 rd & 4 th units)	1-45 (units 1-5)
DEAD LINE			

ASSIGNMENT NUMBER	BATCH	DESCRIPTIVE QUESTIONS/TOPIC (Minimum of 8 Pages)
I	B1 (R.Nos 1-18)	<ol style="list-style-type: none"> 1. EXPLAIN THE NECESSITY AND OBJECTIVES OF CONTROLLING. 2. EXPLAIN THE STEPS INVOLVED IN THE PROCESS OF CONTROLLING.
	B1 (R.Nos 19-36)	<ol style="list-style-type: none"> 1. EXPLAIN THE TYPES OF CRITICAL POINT STANDARDS? 2. WHAT IS BUDGETARY CONTROL AND EXPLAIN ITS SIGNIFICANCE? 3. EXPLAIN VARIOUS BUDGETS IN DETAIL?
	B3 (R.Nos 37-301)	<ol style="list-style-type: none"> 1. WHAT ARE MERITS OF ZERO BASED BUDGETING? 2. EXPLAIN THE DETAILS OF PERT?
II	B1 (R.Nos 1-18)	<ol style="list-style-type: none"> 1. COMPARE DELEGATION AND DECENTRALISATION 2. STATE HUMAN RESOURCE PLANNING NEED AND ITS IMPORTANCE
	B1 (R.Nos 19-36)	<ol style="list-style-type: none"> 1. EXPLAIN THE PROCESS OF DECISION MAKING 2. DESCRIBE THE VARIOUS TYPES OF DECISION.
	B3 (R.Nos 37-301)	<ol style="list-style-type: none"> 1. EXPLAIN THE VARIOUS FORECASTING TECHNIQUES
III	B1 (R.Nos 1-18)	<ol style="list-style-type: none"> 1. WRITE SHORT NOTES ON TYPES OF STRATEGIES 2. WHAT ARE THE STEPS INVOLVED IN STRATEGIC PLANNING?
	B1 (R.Nos 19-36)	<ol style="list-style-type: none"> 1. DISCUSS THE FACTORS FOR PLANNING PREMISES.
	B3 (R.Nos 37-301)	<ol style="list-style-type: none"> 1. DEFINE MBO .DESCRIBE THE BENEFITS OF ORGANISATION. 2. DISCUSS THE FACTORS OF PLANNING PREMISES.

PREPARED BY**M.SURYA.,AP/MBA****VERIFIED BY****HOD/ECE****APPROVED BY****PRINCIPAL**