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**MINOR SPECIALIZATIONS**


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**A. MANAGEMENT**


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**MS203 PRINCIPLES OF MANAGEMENT &  
ORGANIZATIONAL BEHAVIOUR**
**Course Description and Objective:**

*Objective of the course is to give basic perspectives of Management theories and practice. This will form foundation for further study of functional areas of management and give a conceptual framework for understanding.*

**Course Outcomes:**

By the end of this course it is expected that the student will be able to:

1. Understand management thought and its evolution
2. Importance of planning and its process in the organizations
3. Process of organizing and types of organizational structures
4. Directing and control process in the organizations
5. Nature and scope of organizational behaviour

**UNIT – I****- 14 Hrs**

**Introduction to Management:** Concept of management -- nature of management – importance of management – functions of management – evolution of management thought - scientific management – Modern management – human relations theories – management Vs administration.

**UNIT – II****- 12 Hrs**

**Planning:** Importance – advantages – disadvantages – types of plans – process of planning – steps involved in planning, Techniques of planning - Decision – Decision Making – Process.

**UNIT – III****- 10 Hrs**

**Organizing:** Principles of organization – types of organization structures, merits, demerits and suitability –Departmentation, Centralization and decentralization

**UNIT – IV** - 14 Hrs

**Directing and Controlling:** Meaning and Nature of Directing – leadership, Communications - formal and informal communication.

**Controlling:** Importance – Process and Techniques of controlling.

**UNIT – V** - 10 Hrs

**Organizational Behaviour:** Organizational Behaviour – Meaning – Nature and Scope of Organizational Behaviour – Contributions of different disciplines of OB – Context of OB – Organizational and Environmental context.

**Text Books:**

1. Rama Swamy, "Principles of Management", Himalaya Publication.
2. L.M.Prasad, "Principles and Practices of Management", Sultan Chand.

**Reference Books:**

1. Jonus A. F. Stoner, "Management", Thomson.
2. Heinz Wehrich, Harold Koontz, "Management A Global Perspective", TMH, 10/e, 2002.
3. Stephen P. Robbins Mary Coulter, "Management", PHI, 8/e, 2006

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## MS212 BUSINESS ENVIRONMENT AND ETHICS

**Course Description and Objective:**

*To inculcate knowledge and awareness of Indian environment of business and its impact on d business decision making and imbibe the ethical values in the minds of young entrepreneurs.*

**Course Outcomes:**

By the end of this course it is expected that the student will be able to:

1. Understand components of business environment and their impact on business performance
2. Issues of socio - political environment and their influence on business
3. Challenges of Techno, economic and legal environmental factors on business efficiency
4. Importance of ethical environment in conducting business
5. Ethical implications and corporate social responsibility

**UNIT – I** - 12 Hrs

**Business Environment:** Introduction, Importance of Business Environment – External and Internal Environment – External Environment, Demographic, Social, Cultural, Political, Economic, Legal, Internal Environment of Business.

**UNIT – II** - 12 Hrs

**Socio – Political Environment:** Demographic Environment, undertaking demographic, Demographic classification, Social Environment, Undertaking Society, Social Class and Social Status, Social Stratification, understanding family, political environment, impact of political environment on business.

**UNIT – III** - 12 Hrs

**Techno – Economic – legal environment:** A brief review of industrial policies, since independence – Monetary policy – Balance of payments – Money and Capital Markets, Technological Environment–understanding technology and technology science.

**UNIT – IV** - 12 Hrs

**Business Ethics:** Ethics Analysis based on understanding of perceptual differences, Ethics and corporate social responsibility, Social responsibility.

**UNIT – V** - 12 Hrs

**BUSINESS ETHICS AND CSR:** Ethical implication technology, ethics in natural and global environment – corporate environmental responsibility.

**TEXT BOOKS:**

1. K.Aswathappa, “Essentials of Business Environment”, 5<sup>th</sup> ed., Himalaya 2007.
2. S.K.Chakraborty, “The Management and Ethics”, 5<sup>th</sup> ed., Oxford University Press, 2008.

**REFERENCE BOOKS:**

1. Francis cherunilam, “Business Environment Text and Cases”, 17<sup>th</sup> ed., Himalaya, 2008.
2. Dutt and Sundaram, “Indian Economy”, 17<sup>th</sup> ed., S. Chand, New Delhi, 2009.
3. William H. Shaw, Vincent Barry, “Moral Issues in Business”, 6<sup>th</sup> ed., Thomson, 2008.

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### MS303 MARKETING AND HR MANAGEMENT

#### **Course Description and Objective :**

*The objective of the course is to provide basic knowledge of functional areas of Management i.e., Marketing and Human Resource Management and their importance in achieving organizational goals.*

#### **Course Outcomes:**

By the end of this course it is expected that the student will be able to:

1. Understand concepts of marketing and Indian marketing environment
2. Importance of segmentation, targeting and positioning in marketing planning
3. Importance of Marketing mix elements in attracting customers to buy
4. Nature, scope, importance and functions of HRM
5. Job analysis, performance evaluation, wage and salary administration

#### **UNIT – I - 12 Hrs**

**Introduction to Marketing:** Needs, Wants, Demands, Products, Exchange, Transactions, Market, Marketing, Production Concept, Product Concept, Sales Concept, Marketing Concept, Societal Marketing Concept, Marketing Environment, Indian Marketing Environment.

#### **UNIT – II - 12 Hrs**

**Market Segmentation:** Identification of Market Segments – Consumer and Institutional / Corporate Clientele – Segmenting Consumer Markets, Segmentation Basis, Selecting Target Markets, Segmentation and Targeting as a Basis for Strategy Formulation, Developing and Communicating a Positioning Strategy.

#### **UNIT – III - 12 Hrs**

#### **Marketing Mix Elements:**

**A. Product Management:** Product Life Cycle, Product Line, Product Mix, Product-line decisions, Brand decisions, classification of new products, New Product Development

**B. Pricing Strategy:** Objectives of Pricing, Methods of Pricing.

**C. Sales And distribution Management:**

**D. Marketing Communication:** The communication process, Communication mix, Managing advertising, sales promotion, Public relations and Direct Marketing.

**UNIT – IV**

**- 12 Hrs**

**Human Resource Management: Introduction:** Definition, Nature – Scope – Objective – Importance – Functions of HRM – Challenges of HRM, Human Resource Planning Process – Corporate social responsibility.

**UNIT – V**

**- 12 Hrs**

**Human Resource Development Process:** Basic prerequisites – Job Analysis, Job Description – Job Specification and evaluation – Job Design – Training Methods – Performance Appraisal – Objectives – Methods – Wage and Salary Administration.

**TEXT BOOKS:**

1. Rajan Saxena, "Marketing Management", 2<sup>nd</sup> ed., TMH, 2006.
2. V.S.Ramaswamy, S.Namakumari, "Marketing Management", 3<sup>rd</sup> ed., Macmillan, 2003.

**REFERENCE BOOKS:**

1. Phillip Kotler, "Marketing Management", 11<sup>th</sup> ed, Pearson Publishers, 2007.
2. Philip Kotler and Kelvin Lane, "Marketing Management", 12<sup>th</sup> ed., Pearson Education, 2007.
3. Mirza S. Saiyadain – "Human Resource Management", 5<sup>th</sup> ed., Tata McGraw-Hill, 2001.
4. Aswatappa, "Human Resource and Personnel Management" 10<sup>th</sup> ed., Tata McGraw Hill, 2009.

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**MS310 ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

**Course Description and Objective:**

To provide the knowledge of essentials of entrepreneurship and government role in promoting entrepreneurship. The course also covers basics of project management and Networking techniques.

**Course Outcomes:**

By the end of this course it is expected that the student will be able to:

1. Understand essentials of entrepreneurship and factors effecting entrepreneurship
2. Entrepreneurial motivation, steps involved in preparing a business plan
3. Government role in promoting entrepreneurship
4. Causes of sickness and measures to revival
5. Essentials of project management and project management techniques

**UNIT – I**

**- 12 Hrs**

**Introduction to Entrepreneurship:** Definition of entrepreneurship, characteristics of entrepreneurship, evolution of the term entrepreneur, traits of an entrepreneur, functions of an entrepreneur and enterprise, stages in entrepreneurial process, barriers to entrepreneurship, environmental factors affecting entrepreneurship.

**UNIT – II**

**- 12 Hrs**

**Entrepreneurial motivation:** the motivating factors, entrepreneurial ambitions, compelling factors, facilitating factors, the achievement motivation, business plan and steps involved in business plan.

**UNIT – III**

**- 12 Hrs**

**Governmental role in promoting entrepreneurship:** role of DIC, SIDO, SISI, NSIC, SIDBI, NISIET, PMEGP, commercial banks, subsidies and incentives offered by the government.

**UNIT – IV**

**- 12 Hrs**

**Sickness and measures to revival sickness:** sickness causes – marketing, finance, production, human resources, poor management, competition, lack of infrastructure management.

Understanding the causes for sickness, role of the government in reviving the sick units.

**UNIT – V**

**- 12 Hrs**

**Project evaluation, auditing and monitoring:** project feasibility study, techniques of project evaluation, and steps in project auditing, project monitoring and its procedure, project management techniques-CPM, PERT, GANTT CHART, and project CRASHING.

**Text Books:**

1. H. Nandan, "Fundamentals of Entrepreneurship", 5<sup>th</sup> ed., PHI, New Delhi, 2007.
2. P Gopalkrishnan & V E Ramamoorthy, "Text Book of Project Management", 6<sup>th</sup> ed., McMillan, 2008.

**Reference Books:**

1. Robert D Hirsch, Michael P Peters, Dean A Shpherd, "Entrepreneurship", 6<sup>th</sup> ed., New Delhi, 2006.
2. N Singh, "Project Management & Control", 6<sup>th</sup> ed., Himalaya, 2007.
3. Dr. C. B. Gupta, Dr. S. S Khanka "Entrepreneurship and Small Business Management", 4<sup>th</sup> ed., Sultan Chand & Sons, New Delhi.
4. Dr. C. B. Gupta, Dr. N.P. Srinivasan "Entrepreneurship Development in India", 5<sup>th</sup> ed., Sultan Chand & Sons, New Delhi.

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**MS409 PRODUCTION AND OPERATIONS MANAGEMENT****Course Description and Objectives:**

*The objective of the course is to enable students to learn the basics of Operations and Production which will help them in understanding actual business process. Important concepts of TQM, Six Sigma and ISO series are also covered in the course.*

**Course Outcomes:**

By the end of this course it is expected that the student will be able to:

1. Understand production and production systems and value engineering
2. Factors effecting plant location and essentials of materials management
3. Concepts of work study, method study and reliability
4. Importance of quality control and concepts of TQM, Six Sigma and ISO series
5. Recent developments in production and operations management

**UNIT – I**

**Production:** Systems concept of Production, characteristics of modern production operations management, recent trends in production and operations management.

**Types of Production Systems:** Flow, Job-shop and Batch manufacturing.

**Productivity:** Basic concepts, measurement of productivity – total productivity, factor productivity, methods for improvement of productivity.  
Product design, new product development and value engineering.

#### **UNIT – II**

**Plant location and layout:** Factors affecting plant location and layout, types of plant layouts – process, product and fixed position layout.

**Material management:** inventory control, purchase function, ABC analysis, Economic Order Quantity (EOQ) and just in time concept.

#### **UNIT - III**

**Work study** – Method study, Time study, Standard time calculations, work sampling.

**Plant Maintenance** – preventive, breakdown, total productive maintenance.

**Reliability** – concept of reliability, reliability improvement and calculations.

#### **UNIT - IV**

**Quality control** – quality, quality control, quality control vs inspection and statistical quality control. Control charts for variables and attributes. Six sigma, ISO series, TQM & Demings contribution to quality.

#### **UNIT - V**

**Modern production & international operations management** : Just-in-time manufacturing, kaizen, Business process reengineering, supply chain management, lean manufacturing.

**Nature of international operations management:** Strategic issues, outsourcing, managing service operations, international quality standards, TQM, internationalization of R & D.

#### **TEXT BOOKS:**

1. R. Paannerselvam, "Production and Operations Management", 2<sup>nd</sup> ed., PHI 2006.
2. K. Aswathappa, K.Sridhara Bhat, "Production and Operations Management", 2<sup>nd</sup> ed., HPH, 2010.

#### **REFERENCE BOOKS:**

1. S. N. Chary, "Production and Operations Management", 6<sup>th</sup> ed., Tata McGraw-Hill, 2006
2. Buffa, "Modern Production Operation Management", 6<sup>th</sup> ed., Willey 2008.
3. Joseph S Matrinich, "Production and Operations Management", 8<sup>th</sup> ed., Willey 2008.