

Ramgarhia Polytechnic College, Phagwara



Mechanical Engineering Department

Head of Department:	Er. Gaurav Kumar
Name of the Faculty:	Er. Garandeep singh
Discipline:	Mechanical Engineering Department
Semester:	5th
Subject:	BASICS OF MANAGEMENT
Lesson Plan Duration:	16 Weeks













RATIONALE

The diploma holders are generally expected to take up middle level managerial positions, their exposure to basic management principles is very essential. Topics like Structure of Organization, Leadership, Motivation, Ethics and Values, Marketing management, Financial management, Customer Relationship Management (CRM) & Total Quality Management (TQM), etc. have been included in the subject to provide elementary knowledge about these management areas.. This course explores cyber-security measures and the different forms of cybercrime and emergent forms of cyber-warfare..

Learning Outcomes

After undergoing this course, the students will be able to:

- CO1. Explain the principles of management including its functions in an organization
- CO2. Have insight into different types of organizations and their structures
- CO3. Inculcate leadership qualities to motivate self and others.
- CO4. Manage human resources at the shop-floor.
- CO5. Maintain and be a part of healthy work culture in an organisation..
- CO6. Use marketing skills for the benefit of organization
- CO7. Maintain books of accounts and take financial decisions
- CO8. Undertake store management
- CO9. Use modern concepts like TQM, TPM and CRM.
- CO10. Distinguish and classify the forms of cybercriminal activity and the technological and 'social engineering' methods used to undertake such crimes
- CO11. Analyse and assess the impact of cybercrime on government, businesses, individuals and society.

PO \Rightarrow	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO \Downarrow							
CO1							
CO2							
CO3							
CO4							
CO5							
CO6							
CO7							
CO8							
CO9							
CO10							
CO11							

Syllabus

	Details	Hours
1.	<p>1.1. Introduction, importance and general functions of management.</p> <p>1.2. Concept and Types of an organization - Sole trading ,partnership, companies, corporation, PSU's and cooperative societies.</p> <p>1.3. Structure of an organisation -</p> <ul style="list-style-type: none"> a) Line organization b) Staff organisation c) Functional organization d) Line and staff organization <p>1.4. Hierarchical Management Structure</p> <ul style="list-style-type: none"> - Top, middle and lower level management <p>1.5. Departmentalization</p> <ul style="list-style-type: none"> - Introduction and its advantages 	(06hrs)
2.	<p>2.1 Leadership</p> <ul style="list-style-type: none"> 3.1.1. Definition and Need of Leadership 3.1.2. Qualities of a good leader 3.1.3. Manager vs. leader 3.1.4. Theories of leadership –trait theory and Behaviour theory. <p>2.2 Motivation</p> <ul style="list-style-type: none"> 3.1.5. Definition and characteristics of motivation 3.1.6. Factors affecting motivation 3.1.7. Maslow's Need Hierarchy Theory of Motivation and X&Y need Hierarchy theory of motivation 	(06hrs)

3.	<p>Introduction and importance of Healthy Work Culture in organization</p> <p>3.2. Components of Culture</p> <p>3.3. Importance of attitude, values and behaviour</p> <p>Behavioural Science – Individual and group behavior.</p> <p>3.4. Professional ethics – Concept and need of Professional Ethics and human values.</p>	(06hrs)
4.	<p>Human Resource Management</p> <ul style="list-style-type: none"> - Manpower Planning, recruitment and selection - Training and development of work force at the shop-floor. - Performance appraisal - Wages, salary and incentive schemes 	(04hrs)
5.	<p>Marketing</p> <ul style="list-style-type: none"> - Introduction, importance and its functions - Marketing mix for industries and service sector - Basic Marketing strategies <p>Sales</p> <ul style="list-style-type: none"> - Difference between marketing and selling - Advertisement- print media and electronic media - Market-Survey and Sales promotion. 	(06hrs)
6.	<p>Basic of Accounting:</p> <ul style="list-style-type: none"> - Meaning and definition of accounting - Double entry system of book keeping <p>Objectives of Financial Management</p> <ul style="list-style-type: none"> - Profit Maximization v/s Wealth Maximization <p>PLA account and balance sheet of a company</p>	(06hrs)
7.	<p>Material and Stores Management</p> <ul style="list-style-type: none"> - Introduction, functions and objectives of material management - Purchasing: definition and procedure - Just in time (JIT) 	(04hrs)
8.	<p>TQM , TPM</p> <p>Total Quality Management (TQM) and Total Preventive Maintenance (TPM)</p> <ul style="list-style-type: none"> - Concepts and importance 	(02hrs)
9.	<p>Customer Relationship management (CRM)</p> <p>Customer Relationship management - Concepts and importance</p>	(02hrs)
10.	<p>Cyber Security</p> <ul style="list-style-type: none"> -Introduction to Cyberspace and Cyber Law, Pros and Cons of social media. -Different Components of cyber Laws; Cyber Law and Netizens - Categories of Cyber Crime: Personal, Business, Financial, Office Security -Cyber Crime – Complete transparency, hacking/cracking, denial of service, IP piracy, phrasing, hetaerism etc. Cyber Attack – cyber attackers. -Introduction to IPR, copyright & patent 	(06 hrs)

Reference Books:

1. Principles of Management by Philip Kotler TEE Publication
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi.

3. Modern Management Techniques by SL Goel: Deep and Deep Publications Pvt Limited , Rajouri Garden, New Delhi.

4. Management by James AF Stoner, R Edward Freeman and Daniel R Gilbert Jr. : Prentice Hall of India Pvt Ltd, New Delhi.

5. Essentials of Management by H Koontz, C O' Daniel , McGraw Hill Book Company, New Delhi.

6. Intellectual Property Rights and the Law by Dr. GB Reddy.

7. Service Quality Standards, Sales & Marketing Department, Maruti Udyog Ltd.

8. Nandan Kamath, A Guide to Cyber Laws & IT Act 2000 with Rules & Notification

9. Keith Merill & Deepti Chopra (IK Inter.), Cyber Cops, Cyber Criminals & Internet

Delivery/Instructional Methodologies

Sr.No.	Description
1.	Chalk and Talk
2.	PowerPoint Presentation

Assessment Methodologies

Sr. No.	Description	Type
1.	Student Assignment	Direct
2.	Test	Direct
3.	Board Examination	Direct
4.	Student Feedback	Direct

Gaps in the syllabus - to meet industry/profession requirements

S.NO.	DESCRIPTION	PROPOSED ACTIONS	PO MAPPING
	N/A	N/A	N/A

Topics beyond syllabus/advanced topics

Units	Details	Hours
N/A	N/A	N/A

Web Source References

Sr. No.	URL
1.	https://nptel.ac.in/

Lesson Plan

Week	Theory		Practical	
	Lecture Day		Practical Day	02hrs per week
	1 st	Introduction, importance and general functions of		

1 st	2 nd	management Concept and Types of an organization - Sole trading ,partnership, companies, corporation, PSU's and cooperative societies	1.	
	3 rd	. Structure of an organisation - a) Line organization b) Staff organisation c) Functional organization d) Line and staff organization		
2 nd	4 th	.4. Hierarchical Management Structure - Top, middle and lower level management	2.	
	5 th	. Departmentalization - Introduction and its advantages		
	6 th			
3 rd	7 th	Leadership . Definition and Need of Leadership	3.	.
	8 th	. Qualities of a good leader Manager vs. leader		
	9 th	Theories of leadership –trait theory and Behaviour theory		
	10 th	Motivation . Definition and		

4 th		characteristics of motivation	4.	.
	11 th	Factors affecting motivation . Maslow's Need Hierarchy Theory of Motivation and		
	12 th	X&Y need Hierarchy theory of motivation		
5 th	13 th	Introduction and importance of Healthy Work Culture in organization	5.	.
	14 th	3.2. Components of Culture		
	15 th	. Importance of attitude, values and behaviour		
6 th	16 th	Behavioural Science – Individual and group behavior	6.	
	17 th	Professional ethics – Concept and need of Professional Ethics and human values.		
	18 th			
7 th	19 th	1st Sessional Test (Tentative)	7.	
	20 th	Human Resource Management - Manpower Planning, recruitment and selection		
	21 st	- Training and development of work force at the shop- floor		
8 th	22 nd	Performance appraisal - Wages, salary and incentive schemes	8.	
	23 th	Marketing - Introduction, importance and its functions		
	24 th	Marketing mix for industries and service sector		
	25 th	- Basic Marketing strategies		

9 th			9.	.
	26 th	Sales - Difference between marketing and selling		
	27 th	Advertisement- print media and electronic media		
10 th	28 th	Market-Survey and Sales promotion	10.	
	29 th	Basic of Accounting: - Meaning and definition of accounting		
	30 th	Double entry system of book keeping		
11 th	31 st	Trading accouObjectives of Financial Management	11.	
	32 nd	Profit Maximization v/s Wealth Maximization nt, PLA account and balance sheet of a company		
	33 rd			
12 th	34 th	PTM	12.	
	35 th	2nd Sessional Test (Tentative)		
	36 th	Material and Stores Management - Introduction, functions and objectives of material management		
13 th	37 th	Purchasing: definition and procedure	13.	
	38 th	Just in time (JIT)		
	39 th	TQM , TPM Total Quality Management		

		(TQM) and Total Preventive Maintenance (TPM)		
14 th	40 th	Concepts and importance	14	
	41 st	Customer Relationship management (CRM)		
	42 nd	Customer Relationship management - Concepts and importance		
15 th	43 rd	Cyber Security -Introduction to Cyberspace and Cyber Law, Pros and Cons of social media	15.	
	44 th	-Different Components of cyber Laws; Cyber Law and Netizens - Categories of Cyber Crime: Personal, Business, Financial, Office Security		
	45 th	-Cyber Crime – Complete transparency, hacking/cracking, denial of service, IP piracy		
16 th	46 th	phrasing, heterism etc. Cyber Attack – cyber attackers. -Introduction to IPR, copyright & patent	16.	
	47 th	REVISION		
	48 th	3rd Sessional Test		