

**FACULTY OF ENGINEERING & TECHNOLOGY**

**Second Year Master of Engineering**

**Semester III**

**Course Code: 102300311**

**Course Title: Business Management**

**Type of Course: Open Elective**

**Course Objectives:** The aim of this course is to make students aware of about different business management functions.

**Teaching & Examination Scheme:**

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
Lecture	Tutoria 1	Practica 1		Internal		External		Total
				Theory	J/V/P*	Theory	J/V/P*	
3	2	0	4	40/16	20/08	60/24	30/12	150/60

\* J: Jury; V: Viva; P: Practical

**Detailed Syllabus:**

Sr.	Contents	Hours
1	<b>Introduction:</b> Basic concept of business, different types of business organizations, Basic concept of management, Basic functions of management-planning, organizing, leading and controlling, Different management theories - Scientific Management Theory, Classical Organization Theory, Behavioural approach, Management Science Approach, Introduction to modern management theories: Systems approach, Contingency theory, Management by Objectives(MBO), Role of manager and levels of management.	08
2	<b>Introduction to Human Resource Management:</b> Meaning, Objectives, Scope and Functions of HRM, Role and qualities of HR executives, changing environment of HRM in India, Creating an HR based Competitive Advantage; <b>Recruitment:</b> Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy; Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation Role of Line & HR manager in Selection, Placement and Induction.	06
3	<b>Materials Management:</b> Introduction, Importance and objectives, Purchasing and Stores: policies and procedures, Vendor development, selection, analysis and rating.	06
4	<b>Quality Management:</b>	08



	Quality definitions and Dimensions of Quality, Quality control and assurance, 7 QC tools, Quality Circle, Basic concept of TQM, Cost of Quality, Introduction to ISO:9000, Total Quality Management (Basic Philosophy, Approach, Implementation Requirements & Barriers)	
5	<b>Introduction to Marketing:</b> Concept, Nature, Scope and Importance of Marketing; Needs, Wants & Demands, Segmentation, Targeting and positioning for competitive advantage, Value and Satisfaction, Product Life Cycle concept <b>Evolution of Marketing Concepts:</b> Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept and Holistic Marketing Concept Key Differences between Selling Concept, Marketing Concept and Societal Concept. Difference between marketing and sales.	07
6	<b>Operations Management:</b> Basic Concepts of Operations Management, Types of manufacturing systems and their characteristics, Operations management in service sectors, Introduction to contemporary techniques – Lean, Six Sigma, Business Process Reengineering, Agile and World Class Manufacturing (Basic Concept, Methodology, Characteristics, Applications).	07
7	<b>Introduction to Strategic Management:</b> Basic Concept of Strategic Management, Vision, Mission, Objectives, Business Policy, Corporate Strategy, Impact of globalization, internet and E-Commerce, Basic Model of Strategic Management, Strategic Decision Making, Role of Strategic Management in Global Competitiveness.	03
	<b>Total</b>	<b>45</b>

### Suggested Specification table with Marks (Theory) (Revised Bloom’s Taxonomy):

Distribution of Theory Marks						R: Remembering; U: Understanding; A: Application, N: Analyze; E: Evaluate; C: Create
R	U	A	N	E	C	
10	20	20	10	10	00	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

### Reference Books:

1	Operations Management by Roberta S. Russell, Bernard W. Taylor III (4 <sup>th</sup> ed.) Pearson PH
2	Operations Management for Competitive Advantage by Chase-Jacobs-Aquilano (10 <sup>th</sup> ed.) Tata Macgraw Hill
3	Modern Production and Operations Management by Elwood S. Buffa and Rakesh K. Sarin, Wiley.
4	Total Quality Management, Dale H. Besterfield, Carol Besterfield, 5 <sup>th</sup> ed. Pearson, 2018
5	Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education
6	Human Resource Management, K. Ashwathapa, Himalaya Publication
7	Concepts in Strategic Management and Business Policy, Wheelen Thomas, Hunger J. David and Rangaragjan Krish, Pearson Education



8	Management by Stoner, J., PEARSON EDUCATION
9	Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.

### Course Outcomes (CO):

Sr.	Course Outcome Statements	%weightage
CO-1	Appreciate different management functions	20
CO-2	Understand the concept of human resource management	20
CO-3	Understand the concept of operations and quality management	25
CO-4	Understand the basic concepts of materials and marketing management	20
CO-5	Know about strategic management	15

**List of Practical's / Tutorials:** Case studies and research papers analysis on the topics from syllabus.

Curriculum Revision:	
Version:	1
Drafted on (Month-Year):	Sep-21
Last Reviewed on (Month-Year):	Sep-21
Next Review on (Month-Year):	Jul-21