

Third Level

Second Semester

PC302 ELEMENTS OF BUSINESS MANAGEMENT

Credits: 4 (L = 4, P = 0)

1. Introduction: Aim, nature and functions of organizations. Types of legal establishments. Functions: purchasing, operations, marketing and sales, finance, product development, quality, personnel. Role of engineers.
2. Finance: Introduction. The need for monetary control; financial accounting; budgeting; management accounting; business plans.
3. OPERATIONS MANAGEMENT :Introduction. Organization of manufacturing; production planning & control; materials management.
4. Quality Management :Introduction. Inspection and test; Quality Assurance and ISO9000; Total Quality Management; tools and techniques; related issues, factors and costs.
5. Personnel Management : Introduction. Structure of organizations; employment, training and development; motivation and leadership; appraisal; job design and payment systems.
6. Team-Work, Creativity and Personal Management: Introduction. Team working; group dynamics; managing the creative process. Personal organization; objective setting; self-appraisal.
7. Communication Skills: Introduction. Communication in the work-place; information gathering; written communication; oral communication; managing meetings.
8. Detail 9:Engineering management in practice. Case study.

Reference Books:

1. *Management in Engineering :*
Prentice Hall International Gail Freeman-Bell and James Balkwill
2. *Modern Business Organization & Management :*
Himalaya S A Sherlekar
3. *Fundamentals of Business Organization & Management :*
S Chand & Company Y K Bhushan