

3052 - BUSINESS MANAGEMENT									
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)				
Lectures	Practical	Credit			Theory		Practical Ex.	Total	
4	-	4	25	-	3 Hrs	100	-	125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
Nil		GAT		75	25	100	25	-	125

Rationale- The course helps the to develop in a student entrepreneurship awareness and management skill which would enable the student to either start their own business are manage it for other.

COURSE CONTENTS		Hrs	Mks
1. PRINCIPLES OF MANAGEMENT		6	8
Importance and functions of Industrial Management. Types of organizations- Individual proprietary organization. Partnership organization. Private and Public Ltd. Companies. Co-operative societies. Public sector and Private sector.			
2. PLANT & SITE LAYOUT		6	8
Importance of layout, objectives of layout, types, process, product and mixed layouts, factors to be considered while planning layouts.			

3. PURCHASE & STORES MANAGEMENT Procurement, purchase requisition, tenders single, closed and open tenders, store keeping - inventory control, material handling.	6	8
4. PRODUCTION MANAGEMENT Production planning, control systems, routing, scheduling, dispatch, quality control. Duties of a Production Manager/floor in-charge.	6	10
5. MARKETING MANAGEMENT Role and importance of marketing. Difference in consumer marketing and organizational marketing. Channels of distribution pricing based on three factors cost, demand and competition. Advertising and publicity. Banking procedures.	6	10
6. PERSONNEL MANAGEMENT Human resource planning, selection and recruiting, training and placement, motivation and moral of workers, promotion and transfer, time keeping, welfare of employees E.S.I. and P.F. factory laws, relationship with individual workers, unions, government bodies, wages and incentives – types, objectives, difference between wages and incentives and industrial safety.	12	20
7. SYSTEM & SCIENTIFIC MANAGEMENT- PERT Definition, network diagrams and advantages CPM – Definition, finding initial path and advantages.	4	8
8. FINANCIAL MANAGEMENT Sources of finance, importance of financial statements such as profit and loss, balance sheet and cash flow, break –even chart analysis, costing, bank procedures.	6	8
9. ENTREPRENEURSHIP Concept, qualities of an Entrepreneur risks and rewards, SSI units how to start – government organization, to help entrepreneurs, government liberal policies (state and central level), subsidy state financial corporation, assistance by banks, procedures and applications- Registration, licensing, feasibility report – economic inability and technical feasibility for new projects.	12	20
Total	64	100

REFERENCE BOOKS

1. Industrial Engineering and Management System by Dr Suresh Dalela and Dr. Mansoor Ali
2. Business Organisation and Management by M. C. Shukla
3. An Introduction to Management – its principles and techniques by Satya Saear Chatterjee
4. The Technology of Clothing Manufacture- Harold Cau and Barbara Latham- Blackwell Science

