



## **C.U.SHAH UNIVERSITY – Wadhwan City**

**FACULTY OF:** -Technology and Engineering (Degree Engineering)

**DEPARTMENT OF:** - ALL

**SEMESTER:** - V **CODE:** - 4TE05MAT1

**NAME–** Management Techniques

### **Teaching & Evaluation Scheme:-**

Subject Code	Name of the Subject	Teaching Scheme				Evaluation Scheme							
		Th	Tu	Pr	Total	Theory				Practical (Marks)			Total
						Sessional Exam		University Exam		Internal		University	
						Marks	Hours	Marks	Hours	Pr/Viva	TW	Pr	
4TE05MAT1	Management Techniques	03	00	00	03	30	1.5	70	03	---	---	----	100

**Objectives:** - The objective of the course is to provide an understanding and an introduction to the basic functional areas of management such as Marketing, Finance, Human Resources, Production and other types of management. The emphasis of the course is to give basic introduction to the concepts. At the same time an attempt is made to incorporate relevant basic topics of management.

**Prerequisites:** - None

### **Course Outlines:-**

Sr. No.	Course Contents	Hours
1	<b>Introduction</b> What is Management? Evolution, Various definitions, Concept of management, Levels of management, Administration & management, Scientific management by F.W.Taylor, Principles of Management (14 principles of Henry Fayol), Functions of Management: Planning, Organizing, Directing, Controlling	05
2	<b>Marketing Management</b> Marketing Function: The four P's in Marketing, Different concepts in marketing, Production, Product, Selling, Marketing, Societal and holistic. Marketing Demand: Method of demand forecasting- survey of buyers' intentions, sales force opinion method, expert opinion method, market test method, time series analysis, statistical demand analysis (concepts only no examples).	06
3	<b>Finance Management</b> Meaning of finance and scope of financial management, Finance functions, Financial management and role of financial manager, Objectives of Financial management	04
4	<b>Production Management</b>	08

	Meaning, characteristics, plant location, factors affecting location, Plant layout: Product and process layout – meaning, merits and demerits, Break-even analysis (sums).	
<b>5</b>	<b>Human Resource Management</b> Importance, Manpower planning : concept and features and objectives, Manpower planning process, Recruitment : sources of recruitment, Selection : process of selection, Selection tests : types of tests	<b>07</b>
<b>6</b>	<b>Materials Management</b> Inventory Management (No Numericals), Meaning & Objectives, ABC Analysis, Economic Order Quantity - Introduction & Graphical Representation, Purchase Procedure - Objects of Purchasing, Functions of Purchase Department - Steps in Purchasing, Modern Techniques of Material Management - Introductory treatment to JIT / SAP / ERP	<b>06</b>
<b>7</b>	<b>Project Management ( No Numericals)</b> Introduction & Meaning, Introduction to CPM & PERT Technique, Concept of Break Even Analysis, Quality Management - Definition of Quality , concept of Quality, Quality Circle, Quality Assurance, Introduction to TQM, Kaizen, 5 'S', & 6 Sigma	<b>06</b>
<b>8</b>	<b>Intellectual Property Rights</b> Importance of IPR, Patentable subject matter, Novelty and Public Domain, International conventions and Treaties (WIPO), Introduction of Patents and patent application process ( National & International), Trade Secrets, Copy Rights, Geographical Indicators, Trade Marks, UPOV, GATT & TRIPS, Case Study- Neem Tree, Basmati Rice.	<b>03</b>

### Learning Outcomes

- Basic Knowledge regarding Intellectual Property Rights.
- The students will familiarize with the world of work.

### Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation

### Books Recommended

- Principles and Practices of Management by L. M. Prasad.
- Management by James Stoner and Edward Freeman.
- Management by Herold Knootz and Heinz Wechnh.
- Business Administration and Management by Dr. S.C. Saksena
- Project Management – The Management Process by Clifford F Gray and Erik W Larson
- Marketing Management: Analysis, Planning, Implementations and Control by Philip Kotler
- Financial Management by I M Pandey
- Operation Management for Competitive Advantage by R.B.Chase, F.R. Aquilano, & N.J.Agrawal N.K.
- Intellectual Property Rights in the WTO And Developing Countries by Watal, Jayashree.
- Intellectual Property Rights- A Primer by R.Anita Rao & Bhanoji Rao.