

## Lecture Plan 1

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-I

S. No.	Topic :-Fundamentals of Management	Time Allotted:-
1.	Introduction –General introduction to the subject. Background and its applications. Discussing the various concepts such as the following <ul style="list-style-type: none"><li>• Functional</li><li>• Leadership</li><li>• Integration</li><li>• Social</li><li>• Human relation.</li></ul>	10 min
2	Division of the Topic General introduction. Definitions of management under various concepts. Characteristics and importance.	25 min
3.	Conclusion Summary of the lecture in order to derive the most appropriate definition of management.	10 min
4	Question / Answer Why is management important? What is the most appropriate definition of management?	5min

Assignment to be given: - Define management? What is the significance of management in running modern day business?

Reference Readings: - PRINCIPLES AND PRACTICES OF MANAGEMENT BY BHALLA, GUPTA & SHARMA.  
FUNDAMENTALS OF MANAGEMENT BY C.B. GUPTA.  
BY HAROLD KOONTZ

## Lecture Plan 2

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-1

<b>S. No.</b>	<b>Topic: - Management v/s Administration. Principles of Mgmt. by Henry Fayol.</b>	<b>Time Allotted:-</b>
1.	<p>Introduction Revision of definition of Mgmt. definition of Administration. Motive behind using two different terminologies. About Henry Fayol and the principles. A principle is a fundamental statement of basic truth that provides a guide to thought and action. widely accepted principles are that of Fayol:- Division of work, discipline, unity of command, unity of direction, scalar chain, Authority &amp; responsibility, centralization, remuneration to personnel etc.</p>	5 min
2	<p>Division of the Topic Definition of mgmt. and Adm. The three school of thoughts regarding the distinction-1) Is adm. Part of mgmt.2) Mgmt. and Adm. are generic terms.3) Mgmt. and Adm. are different.  Background about Henry Fayol. Management before formulation of the principles. The fourteen principles of Mgmt. their importance and application.</p>	25 min
3.	<p>Conclusion Differentiating b\w Mgmt. and Adm. on the basis of the lecture.  Summarizing the various principles of Mgmt and their applications.</p>	15 min
4	<p>Question / Answer Why should we distinguish b\w Mgmt. and Adm.? Why is Henry Fayol known as father of mgmt.?</p>	5min

Assignment to be given:-NIL

Reference Readings:-

### Lecture Plan 3

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-1

<b>S. No.</b>	<b>Topic: - Mgmt.-Art, Science or Profession?</b>	<b>Time Allotted:-</b>
1.	Introduction Definition and Characteristics of art science and profession. A question is often raised as to whether management is Art, Science or Profession or all three. This question is discussed here to explain the nature of management.	10 min
2	Division of the Topic Discuss the definition of art, science and profession. Discuss the characteristic of art, science and profession. Compare the definition and characteristics of Mgmt. with that of art, science and profession.	20 min
3.	Conclusion Concluding that Mgmt. is an amalgamation of art, science and profession on the basis of the points discussed in each case.	10 min
4	Question / Answer What characteristics does Mgmt. share with art, science and profession?	10 min

Assignment to be given:-how can we say that management is a profession?

Reference Readings:-Principles of management by C.B. Gupta

**Lecture Plan 4**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENT.Unit:-1

<b>S. No.</b>	<b>Topic: - Functions of Management and their interrelationship.</b>	<b>Time Allotted:-</b>
1.	<p>Introduction</p> <p>Importance of classifying the functions of mgmt.</p> <p>Various classifications of mgmt.</p> <p>The most accepted classification.</p> <p>The process of management consists of certain inter related activities. These activities or elements are known as the functions of management.</p>	20 min
2	<p>Division of the Topic</p> <p>Importance of classifying the functions of mgmt.</p> <p>Various classifications of mgmt.</p> <p>The most accepted classification.</p>	25 min
3.	<p>Conclusion</p> <p>Summary of the lecture.</p> <p>Lecture contd.</p>	5min
4	<p>Question / Answer</p> <p>What is the significance of classifying the functions of mgm</p>	5min

Assignment to be given:-NIL

## Lecture Plan 5

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-1

<b>S. No.</b>	<b>Topic :-Classification of Functions of Mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture.	5 min
2	Division of the Topic General discussion on the accepted classification.	35min
3.	Conclusion Summary of the lecture.	5min
4	Question / Answer	5min

Assignment to be given:-NIL

Reference Readings:-principles & Practices of Mgmt. by Bhalla, Gupta & Sharma.

## Lecture Plan- 6

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-1

S. No.	Topic :- Functions of mgmt	Time Allotted:-
1.	Introduction Revising the classifications of functions of mgmt. Enumerate the various components of mgmt.	5 min
2	Division of the Topic Discuss the various functions of mgmt in detail:- <ul style="list-style-type: none"><li>• PLANNING</li><li>• ORGANIZING</li><li>• STAFFING .</li></ul>	30 min
3.	Conclusion Summarizing the lecture	10min
4	Question / Answer Why is planning considered the most important and precedes all other functions of mgmt.?	5 min

Assignment to be given:- Why is planning considered the most important and precedes all other functions of mgmt.?What are the various functions of mgmt.?

**Lecture Plan 7**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENT.Unit:-1

<b>S. No.</b>	<b>Topic :-Fundamentals of mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of functions of Management.	10min
2	Division of the Topic <ul style="list-style-type: none"> <li>• DIRECTING</li> <li>• CONTROLLING</li> </ul>	25min
3.	Conclusion Summary of the lecture	5min
4	Question / Answer	5 min

Assignment to be given:-NILReference Readings:-principles and practices of management by C.B. Gupta

## Lecture Plan 8

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-1

<b>S. No.</b>	<b>Topic :- Management thought and its development.</b>	<b>Time Allotted:-</b>
1.	<b>Introduction</b> Modern management theory has developed over a long period of time. Both practicing manager and academicians have made significant contribution to the development of management thought .In other words, management thought is the outcome of organized research and practical experience. Background to the evolution of Mgmt.	10 min
2	<b>Division of the Topic</b> Discuss scientific mgmt. and Rationalization. Their characteristics and importance.	25 min
3.	<b>Conclusion</b> Discuss and compare present day mgmt with past practices of mgmt.	10 min
4	<b>Question / Answer</b> What have you understood by the word mgmt.?	5min

Assignment to be given:-who was F.W. Taylor and what was his contribution to management?



**Lecture Plan 9**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENT.Unit:- 2

<b>S. No.</b>	<b>Topic :- PERSONNEL MGMT.</b>	<b>Time Allotted:-</b>
1.	Introduction Background about the field. Importance and applications. Components of Personnel mgmt. The purpose of personnel management is to ensure the right number, right type of people are working in the right jobs at the right time and at the right places.	20 min
2	Division of the Topic Definition of personnel mgmt. Nature and characteristics. Components of Personnel mgmt.	20 min
3.	Conclusion Summarizing the lecture. Lecture.contd	10 min
4	Question / Answer What is the significance of Personnel mgmt.?	5 min

Assignment to be given:-short note on characteristics of personnel management.

## Lecture Plan 10

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-2

<b>S. No.</b>	<b>Topic :-PERSONNEL MGMT.</b>	<b>Time Allotted:-</b>
1.	Introduction Functions of Personnel Mgmt.	5 min
2	Division of the Topic Discuss each component:- <ul style="list-style-type: none"><li>• Manpower planning</li><li>• Organizing</li><li>• Counseling</li><li>• Training</li></ul>	35 min
3.	Conclusion Discuss the importance of each component in the corporate world. Summarizing the lecture. Lecture contd.	10 min
4	Question / Answer Why does planning precede all the other function of management?	5min

Assignment to be given:-NIL

References:- Personnel Mgmt. by DeCenzo.

## Lecture Plan 11

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-2

<b>S. No.</b>	<b>Topic :-Personnel Mgmt</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture.	5min
2	Division of the Topic <ul style="list-style-type: none"><li>• Staffing</li><li>• Manpower inventory</li><li>• Grievance handling</li><li>• Appraisal</li><li>• Counseling</li></ul>	25min
3.	Conclusion Summery of the lecture	5min
4	Question / Answer What is manpower inventory?	5min

Assignment to be given:-why is manpower inventory of importance to the management?

Reference Readings:- Personnel Mgmt. by DeCenzo.

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## Lecture Plan 12

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-2

S. No.	Topic :- PERSONNEL MGMT.	Time Allotted:-
1.	Introduction Introduction to MANPOWER PLANNING. Its importance. Manpower Planning may be defined as forecasting the number and type of personnel whom the organization will have to hire, train and promote in a particular period in order to achieve its objectives.	5 min
2	Division of the Topic Definition of manpower planning. Discuss each component of manpower planning:- <ol style="list-style-type: none"><li>1. Forecasting and estimating manpower.</li><li>2. Manpower inventory</li><li>3. Manpower gap.</li><li>4. Manpower planning.</li></ol>	30 min
3.	Conclusion Discuss the importance of topic in making decisions regarding recruitment and selection.	5 min
4	Question / Answer What are the various agencies of recruitment?	2 min

Assignment to be given:-NIL

Reference Readings:-Human Resource Mgmt. By DeCenzo.

## Lecture Plan 13

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT..

Unit:-2

S. No.	Topic :-PERSONNEL MGMT.	Time Allotted:-
1.	Introduction Components of manpower planning. Recruitment and selection.	5 min
2	Division of the Topic Detailed discussion of recruitment. Definition and agencies of recruitment. Selection –its definition and process.	25 min
3.	Conclusion Summary of the lecture.	5 min
4	Question / Answer What are the various agencies of recruitment/ Why selection is also called an elimination process?	5 min

Assignment to be given:- what are the various steps in the selection process?

Reference Readings:- Principles of Mgmt. by C.B. Gupta.

## Lecture Plan 14

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-2

<b>S. No.</b>	<b>Topic :-PERSONNEL MGMT.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture.	5 min
2	Division of the Topic Selection –its definition and process.	25 min
3.	Conclusion Summary of the lecture.	5 min
4	Question / Answer Why selection is also called an elimination process?	5 min

Assignment to be given:-NIL

Reference Readings:- Principles of Mgmt. by C.B. Gupta.

**Lecture Plan 15**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENT.Unit:-2

<b>S. No.</b>	<b>Topic :-PERSONNEL MANAGEMENT</b>	<b>Time Allotted:-</b>
1.	Introduction Promotion and its basis. Promotion is the up gradation of an employees rank, pay package and responsibilities. It's done on two- basis-seniority or merit or both at times.	5 min
2	Division of the Topic Definition of promotion, Its importance, Basis of promotion- Seniority and Merit. Its relative merits and demerits.	35 min
3.	Conclusion Summary of the lecture. Lecture contd.	5 min.
4	Question / Answer Why is promotion on the basis of seniority disadvantageous to an organization?	5 min

Assignment to be given:-NILReference Readings:- Human Resource Management by DeCenzo.

## Lecture Plan 16

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT

Unit:-2

<b>S. No.</b>	<b>Topic :-PERSONNEL MANAGEMENT</b>	<b>Time Allotted:-</b>
1.	Introduction Promotion and its basis. Promotion is the up gradation of an employee's rank, pay package and responsibilities. Its done on two basis-seniority or merit or both at times.	5 min
2	Division of the Topic Basis of promotion- Seniority and Merit. Its relative merits and demerits.	25 min
3.	Conclusion Summarizing the lecture in order to deduce the right basis of promotion.	5 min.
4	Question / Answer Why is promotion on the basis of seniority disadvantageous to an organization?	5 min

Assignment to be given:-NIL

Reference Readings:- Human Resource Management by DeCenzo.



## Lecture Plan 17

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-2

<b>S. No.</b>	<b>Topic :-Personnel mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Training and its importance Selection of best persons for a job is only the first step in staffing. The selected people should be trained and developed to build an effective work force Training is the process of increasing the knowledge and skills of and employee for doing a particular job.	<u>5min</u>
2	Division of the Topic Definition. Importance. Types. Advantages and dis-advantages.	35 min
3.	Conclusion Summary of the lecture.	5 min.
4	Question / Answer What type of training is best suited for a new comer in an organization.	5 min

Assignment to be given:-

What are the various types of training?

Reference Readings:-human resource mgmt. by DeCenzo.

## Lecture Plan 18

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-3

S. No.	Topic :-Production Mgmt.	Time Allotted:-
1.	Introduction General introduction to the chapter and its parts. Production is the transformation of raw material into finished goods or creation of utility.	10 min
2	Division of the Topic Definition, objectives & scope. Production planning and control.- significance and stages.	25min
3.	Conclusion Summary of the lecture.	5 min
4	Question / Answer Why is production planning of importance to the production houses?	5 min.

Assignment to be given:-what is production planning and control?

Reference Readings:- Principles and practices of Mgmt. by Bhalla, Gupta & Sharma.

## Lecture Plan 19

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-3

<b>S. No.</b>	<b>Topic :-Production Management.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture. Introduction to inventory control and materials mgmt. Inventory management is creation of balance between customer needs and profitability.	10min
2	Division of the Topic Inventory control-definition, importance and methods. Materials mgmt.-brief introduction to the concept of materials mgmt.	30min
3.	Conclusion Summary of the lecture.	5min
4	Question / Answer What is meant by A.B.C. Analysis?	5min

Assignment to be given:-write short notes on inventory control.

Reference Readings:-Principles and practices of Mgmt. by Bhalla, Gupta &Sharma.

**Lecture Plan 20**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENTUnit:-4

<b>S. No.</b>	<b>Topic :-Marketing Management.</b>	<b>Time Allotted:-</b>
1.	Introduction General introduction. Background. Marketing is satisfying of the needs of the consumer profitably.	5min
2	Division of the Topic Definition. Objectives and functions of marketing. Marketing Mix.	25min
3.	Conclusion Lecture contd.	5min
4	Question / Answer What is marketing mix?	5min

Assignment to be given:- what are the components of marketing mix?

Reference Readings:- Marketing Management by Phillip Kotlar.

**Lecture Plan 21**Semester:-IVClass:- EEECourse Code:-HUM-203-FSubject:-FUNDAMENTALS OF MANAGEMENT.Unit:-4

<b>S. No.</b>	<b>Topic :-Marketing Mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture. Marketing concept. Marketing concept teaches us about the modern approach of doing business.	5 min
2	Division of the Topic Introduction to Marketing concept. Various approaches to business and marketing. Marketing Concept.	25min
3.	Conclusion Summary of the lecture. Discuss difference between marketing concept and concepts of marketing.	5min
4	Question / Answer What is marketing concept?	5min

Assignment to be given:-NILReference Readings:- Marketing Management by Phillip Kotlar.

## Lecture Plan 22

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT

Unit:-4

S. No.	Topic :-Marketing Research.	Time Allotted:-
1.	Introduction Introduction to the chapter its uses and importance	10 min
2	Division of the Topic Definition. Applications Types of Marketing research.	30min
3.	Conclusion Summary of the lecture and the topic's limitations.	10min
4	Question / Answer What are the various steps in the process of Marketing Research?	5min

Assignment to be given:-what is management question?

Reference Readings:- Marketing Management by Phillip Kotlar.

## Lecture Plan 23

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-4

<b>S. No.</b>	<b>Topic :-Marketing Research.</b>	<b>Time Allotted:-</b>
1.	Introduction General discussion.	5min
2	Division of the Topic Process of Marketing research Tools of Marketing Research.	25min
3.	Conclusion Summary of the lecture. Lecture contd.	5min
4	Question / Answer How is personal administration of Questionnaire of importance to a Researcher?	5min

Assignment to be given:-NIL

Reference Readings:- Marketing Management by Phillip Kotlar.

## Lecture Plan 24

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-4

<b>S. No.</b>	<b>Topic :-Marketing Research.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of previous lecture.	5min
2	Division of the Topic Tools of Marketing Research.	25min
3.	Conclusion Summary of the lecture.	5min
4	Question / Answer How is personal administration of Questionnaire of importance to a Researcher?	5min

Assignment to be given:-NIL

Reference Readings:- Marketing Management by Phillip Kotlar.



## Lecture Plan 25

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-4

<b>S. No.</b>	<b>Topic :-Advertising Management.</b>	<b>Time Allotted:-</b>
1.	Introduction Detailed study.	5min
2	Division of the Topic Definition. Functions. Medias in advertising mgmt. Advertisement copy. Criticism.	30 min.
3.	Conclusion Summary of the lecture.	5 min
4	Question / Answer What are the various medias of advertising mgmt.?	5 min

Assignment to be given:--Is advertising a wasteful process?

Reference Readings:- Marketing Management by Phillip Kotlar.

## Lecture Plan 26

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT

Unit:-5

<b>S. No.</b>	<b>Topic :-Financial Management.</b>	<b>Time Allotted:-</b>
1.	Introduction General introduction.	10 min
2	Division of the Topic Definition of financial mgmt. Objectives and importance.	25min
3.	Conclusion Summary of the lecture.	5min
4	Question / answer Why financial mgmt. called the life blood of an organization?	5min

Assignment to be given:-NIL

Reference Readings :-Principles and practices of management by Bhalla, Gupta & Sharma.

## Lecture Plan 27

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-5

<b>S. No.</b>	<b>Topic :-financial mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture.	5min
2	Division of the Topic Functions of financial mgmt.	25min
3.	Conclusion Summary of the lecture.	10min
4	Question / Answer Why is financial mgmt, considered to be an integral part of mgmt.?	5min

Assignment to be given:-what are the differences between shares and debentures?

Reference Readings:- Principles and practices of management by Bhalla, Gupta & Sharma.

## Lecture Plan 28

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT

Unit:-5

<b>S. No.</b>	<b>Topic :-financial mgmt.</b>	<b>Time Allotted:-</b>
1.	Introduction Introduction to the capital structure	10min
2	Division of the Topic Concept of capital structure.	25min
3.	Conclusion Summary of the lecture	5 min
4	Question / Answer What is risk capital?	5min

Assignment to be given:-what is capital structure?

Reference Readings:-principles and practices of mgmt. by Bhalla, Gupta and Sharma.

## Lecture Plan 29

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-5

S. No.	Topic :- financial mgmt.	Time Allotted:-
1.	Introduction Revision of the previous lecture. Sources of finance.	5min
2	Division of the Topic Discuss various sources of finance in detail <ul style="list-style-type: none"><li>• Shares</li><li>• Preference shares</li><li>• Debentures</li><li>• Specialized institutions</li><li>• Public deposits.etc.</li></ul>	30min
3.	Conclusion Summary of the lecture.	5min
4	Question / Answer What are the external sources of finance for an organization?	5min

Assignment to be given:-what are the various sources of finance?

Reference Readings:- Practices of mgmt. by Bhalla ,Gupta& Sharma.

## Lecture Plan 30

Semester:-IV

Class:- EEE

Course Code:-HUM-203-F

Subject:-FUNDAMENTALS OF MANAGEMENT.

Unit:-5

<b>S. No.</b>	<b>Topic :- financial management</b>	<b>Time Allotted:-</b>
1.	Introduction Revision of the previous lecture. Sources of finance.	<u>10min</u>
2	Division of the Topic <ul style="list-style-type: none"><li>• Shares</li><li>• Preference shares</li><li>• Debentures</li><li>• Specialized institutions</li><li>• Public deposits.etc.</li></ul>	<u>30min</u>
3.	Conclusion Summary of the lecture.	<u>5min</u>
4	Question / Answer	<u>5min</u>

Assignment to be given:- nil.

Reference Readings:-principles and practices management by Bhalla, Gupta & Sharme.