



**VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN  
(AUTONOMOUS)  
DEPARTMENT OF ELECTRICAL AND ELECTROONICS ENGINEERING  
LESSON PLAN**



SUB.CODE& NAME :U14BA702& Management Concepts and Practices

YEAR / SEMESTER: IV YEAR A&B / VII SEMESTER

Session No.	Topics to be Covered	Duration in minutes	Teaching Aid	Ref.Book
<b>UNIT-I INTRODUCTION TO MANAGEMENT AND ITS ELEMENTS</b>				
1	Introduction to management	45	Black Board	T1&T2
2	Evolution of scientific management	45	Black Board	T1&T2
3	Modern management Principles	45	Black Board	T1&T2
4	Elements of management .	45	Black Board	T1&T2
5	Planning,	45	Black Board	T1&T2
6	Organizing	45	Black Board	T1&T2
7	Staffing, directing	45	Black Board	T1&T2
8	Coordinating	45	Black Board	T1&T2
9	Reporting, budgeting.	45	Black Board	T1&T2
<b>UNIT- II CORE CONCEPTS OF MARKETING</b>				
1	Introduction Core concepts of marketing	45	Black Board	T1&T2
2	Need	45	Black Board	T1&t2
3	Want	45	Black Board	T1&t2
4	Demand,	45	Black Board	T1&t2
5	Product	45	Black Board	T1&t2
6	Value	45	Black Board	T1&t2
7	Satisfaction,	45	Black Board	T1&t2
8	Marketing mix- product, price	45	Black Board	T1&t2
9	Place, promotion.	45	Black Board	T1&t2
<b>UNIT –III FINANCIAL MANAGEMENT</b>				
1	Financial management	45	Black Board	T1&t2
2	Objectives, Scope	45	Black Board	T1&t2
3	Techniques of investment analysis	45	Black Board	T1&t2

4	Payback period	45	Black Board	T1&t2
5	Accounting rate of return	45	Black Board	T1&t2
6	Working capital	45	Black Board	T1&t2
7	Cost of capital	45	Black Board	T1&t2
8	Sources of financing	45	Black Board	T1&t2
9	Revision	45	Black Board	T1&t2
<b>UNIT – IV PRODUCTION PLANNING</b>				
1	Technology management	45	Black Board	T1&T2
2	Product design	45	Black Board	T1&T2
3	Types of production system	45	Black Board	T1&T2
4	Plant location-factors to be considered	45	Black Board	T1&T2
5	Plant layout	45	Black Board	T1&T2
6	Types of layout	45	Black Board	T1&T2
7	Types of layout-cotn..	45	Black Board	T1&T2
8	Inventory management.	45	Black Board	T1&T2
9	Revision	45	Black Board	
<b>UNIT V– HRM SIGNIFICANCE</b>				
1	Significance of HRM	45	Black Board	T1&T3
2	HR planning job evaluation	45	Black Board	T1&T3
3	Recruitment and selection	45	Black Board	T1&T3
4	Recruitment and selection-cotn	45	Black Board	T1&T3
5	Placement and induction.Training-cotn..	45	Black Board	T1&T3
6	Placement and induction.Training-cotn..	45	Black Board	T1&T3
7	Performance appraisal. Compensation. Industrial relations.	45	Black Board	T1&T3
8	Performance appraisal. Compensation. Industrial relations.	45	Black Board	T1&T3
9	Revision	45	Black Board	

**TEXT BOOK**

1. L.M.Prasad, 'Principles and Practice of Management', S.Chand & Sons.
2. P.Kotler, 'Marketing Management', Pearson, 12th edition, 2005
3. P.Chandra, 'Financial Management Theory and Practice', TMH, 3rd edition, 2004
4. K.Ashwathappa, 'Human Resources and Personnel Management', TMH, 3rd edition, 2005
5. E.S.Buffa & R.K.Sarin, 'Modern Production/Operation Management', Wiley, 8th edition, 1994.