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IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

# **NAAC DOCUMENTS**

**QUALITY INDICATOR FRAME WORK** 

CRITERION - 1

# **CURRICULAR ASPECTS**

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL
INDRA GANESAN COLLEGE OF ENGINEERING





Criteria 1	Curricular Aspects	100
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# **Curricular Planning and Implementation (20)**

The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

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IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu - 620 012, India (Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

# DEPARTMENT OF MANAGEMENT STUDIES

# PREFACE OF THE COURSE FILE

Batch

: 2018-2020

Academic Year

: 2018-2019 / ODD

Program

: MANAGEMENT STUDIES

Year & Semester

: 1st Year / 1st Semester

Course Code

: BA5102

NBA Course Code: C102

Name of the Course

: Principles of Management

Faculty in-charge

: Mrs.L.Nisha Martina AP / MBA

Signature of the Faculty in-charge

B. Pleer HOD/MBA

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Lecture / Week Week Week Week / 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4		pul	Ira Ga	Indra Ganesan College of Fngineering	oring		
Teacher's Name         Course Course         Course Course Name         Semester 2018-19           Dr.B.Thiagarajan         BA 5017         Managerial Behaviour & Effectiveness         III         4           Professor / HoD MBA         BA 5012         Industrial Relations & Labour Welfare         III         4           M.Kirubaharan         BA 5012         Project Management         III         4           Associate         BA 5012         Project Management         III         4           Professor/MBA         BA 5014         Entrepreneurship Development         III         4           V.S.Guna         BA 5014         Entrepreneurship Development         III         4           J.V.Velu         BA 5004         Integrated Marketing Communication         III         4           J.V.Velu         BA 5101         Economic Anaysis for Business         III         4           B.Thazhali         BA 5104         Lagal Aspects for Business         III         4           AP/MBA         BA 5101         Merchant Banking and Financial Services         III         4           BA 5104         Legal Aspects for Business         III         4           BA 5104         Merchant Banking and Financial Services         III         4 <td< th=""><th></th><th></th><th></th><th>Department of Management Shidles</th><th></th><th></th><th></th></td<>				Department of Management Shidles			
Teacher's Name         Course         Course Name         Course Name         Lecture / week           Dr. B. Thiagarajan         BA 5012         Managerial Behaviour & Effectiveness         III         4           M.Kirubaharan         BA 5028         Project Management         III         4           Associate         BA 5020         Strategic Management         III         4           Project Management         III         4         4           Professor/MBA         BA 5024         Entrepreneurship Development         III         4           V.S.Guna         BA 5014         Entrepreneurship Development         III         4           AP/MBA         BA 5101         Economic Anaysis for Business         III         4           AP/MBA         BA 5101         Library         III         4           AP/MBA         BA 5107         Total Quality Management         III         4           AP/MBA         BA 5107         Total Quality Management         III         4           AP/MBA         BA 5107         Total Quality Management         III         4           BA 5017         Total Quality Management         III         4           BA 5017         Principles of Management         III         4			W	ork Allocation - Odd Semester 2018 40			
Dr. B. Thiagarajan         BA 5017         Managerial Behaviour & Effectiveness         III         4           Professor / HoD MBA         BA 5015         Industrial Relations & Labour Welfare         IIII         4           M.Kirubaharan         BA 5028         Project Management         IIII         4           Associate         BA 5302         Strategic Management         IIII         4           Professor/MBA         BA 5014         Entrepreneurship Development         IIII         4           V.S.Guna         BA 5029         Service and Operation Management         IIII         4           AP/MBA         BA 5010         Integrated Marketing Communication         IIII         4           J.V.Velu         BA 5101         Economic Anaysis for Business         IIII         4           AP / MBA         BA 5101         Integrated Marketing Communication         III         4           BA 5107         Total Quality Management         III         4           AP / MBA         BA 5001         Integral Marketing and Financial Services         III         4           L.Nisha Marthia         BA 5001         Merchant Banking and Financial Services         III         4           AP / MBA         BA 5003         Customer Relationship Management	S.NO.	Teacher's Name	Course	College Name		Lecture /	
Dr.B.Thiagarajan			9000	DITION	Semester	Wook	Total
M.Kirubaharan   BA 5018   Project Management   III	-	Dr.B.Thiagarajan	BA 5017	Managerial Behaviour & Effectiveness	I	4	
M.Kirubaharan         BA 5028         Project Management         III           Associate         BA 5302         Strategic Management         III           V.S.Guna         BA 5014         Entrepreneurship Development         III           V.S.Guna         BA 5029         Service and Operation Management         III           J.V.Velu         BA 5004         Integrated Marketing Communication         III           J.V.Velu         BA 5101         Economic Anaysis for Business         III           AP / MBA         BA 5101         Economic Anaysis for Business         III           AP / MBA         BA 5101         Total Quality Management         III           AP / MBA         BA 5107         Total Quality Management         III           AP / MBA         BA 5009         Corporate Finance         III           AP / MBA         BA 5001         Merchant Banking and Financial Services         III           BA 5002         Retail Marketing         BA 5003         Retail Marketing           AP / MBA         BA 5003         Customer Relationship Management         III           BA 5003         Customer Relationship Management         III           BA 5103         Organizational Bahaviour         II           BA 5103		Professor / HoD MBA	BA 5015	Industrial Relations & Labour Welfare	parent	4	00
Associate	(	M.Kirubaharan	BA 5028	Project Management	p. 10		
V.S.Guna	7	Associate	BA 5302		met ja	4	
V.S.Guna         BA 5029         Service and Operation Management         III           AP/MBA         BA 5004         Integrated Marketing Communication         III           J.V.Velu         BA 5101         Economic Anaysis for Business         I           AP / MBA         BA 5104         Legal Aspects for Business         III           BA 5107         Total Quality Management         III           AP / MBA         BA 5009         Corporate Finance         III           BA 5001         Merchant Banking and Financial Services         III           BA 5005         Retail Marketing         III           AP / MBA         BA 5005         Retail Marketing         III           BA 5003         Customer Relationship Management         II           AP / MBA         BA 5003         Customer Relationship Management         III           BA 5105         Organizational Behaviour         I           BA 5105         Security Analysis & Portfolio Management         III           BA 5103         Supply Chain Management         III		Professor/MBA	BA 5014		ALL	4	N.
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J.V.Velu				Library		4	10
AP / MBA       BA 5104       Legal Aspects for Business       III         B. Thazhali       BA 5107       Total Quality Management       I         AP / MBA       BA 5009       Corporate Finance       III         L.Nisha Martina       BA 5011       Merchant Banking and Financial Services       III         AP / MBA       BA 5005       Retail Marketing       III         AP / MBA       BA 5102       Principles of Management       I         BA 5102       Principles of Management       III         AP / MBA       BA 5105       Organizational Behaviour       I         BA 5103       Customer Relationship Management       I         BA 5103       Customer Relationship Management       I         BA 5103       Accounting for Management       I         BA 5103       Security Analysis & Portfolio Management       I         BA 5030       Security Analysis & Portfolio Management       III	4	J.V.Velu	BA 5101	Economic Appareis for Ducies		2	
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N.Minipriya BA 5003 Customer Relationship Management III AP / MBA BA 5301 International Business Management III BA 5301 International Business Management III BA 5103 Accounting for Management I BA 5012 Security Analysis & Portfolio Management III BA 5030 Supply Chain Management III				Professional Skill Development	i Inc.	+ -	
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Dr.C.Soundarajan AP / MBA BA 5030 International Business Management III BA 5103 Accounting for Management I I BA 5012 Security Analysis & Portfolio Management III BA 5030 Supply Chain Management III		AP / MBA		Organizational Behaviour	il les	+	1
Dr.C.Soundarajan AP / MBA BA 5012 Security Analysis & Portfolio Management III BA 5030 Supply Chain Management III				International Business Management	des just	4,	12
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Supply Chain Management	>	AP / MBA	BA 5012	Security Analysis & Portfolio Management	Ш	4	<u>(1)</u>
				Supply Chain Management		-	



Dr. G. Balakrishnan, M.E., Ph.D. Principal Indra Ganesan College of Engineering IG Valley, Madurai Main Road Manikandam, Trichy-620 012.

PRINCIPAL

TIME TREE Co-ordinator

#### OBJECTIVES:

 To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

UNIT I INTRODUCTION TO MANAGEMENT

9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

UNIT II PLANNING

9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies Policies Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANISING

Q

Nature and purpose of organizing- Organization structure- Line and staff authority-Departmentation- Span of control- Centralization and decentralization- Delegation of authority-Staffing- Selection and Recruitment- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING

9

Managing people- Communication- Hurdles to effective communication- Organization culture-Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING

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Process of controlling- Types of control- Budgetary and non-budgetary control techniques-Managing productivity- Cost control- Purchase control- Maintenance control- Quality control-Planning operations.

TOTAL: 45 PERIODS

#### **OUTCOMES:**

i) The students should be able to describe and discuss the elements of effective management,

ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

#### REFERENCES:

- 1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
- Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12<sup>th</sup> edition, 2012.
- 3 Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9<sup>th</sup> edition, Tata McGraw-Hill Education, 2012.
- 4. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western,11<sup>th</sup> edition, 2008.
- 5. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective. Tata McGraw Hill, 13<sup>th</sup> edition, 2010.
- 6. Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012.

LAD

11

Dr. G. Balakrishnan, M.E., Ph.D.,

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# DEPARTMENT OF MANGEMENT STUDIES

# Lecture Schedule

Degree Program: MBA

Duration: Aug 2018 - Dec .2019

Course code &Name: BA5102 - Principles of Management Semester: I

Faculty: Ms. Nisha Martina L.

# OBJECTIVES:

To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in

# COURSE OUTCOMES:

After the course, the student should be able to:

CO	State student should be able to:		
CO1:	The students should be able to be	POs	PSOS
	The students should be able to describe the management functions and roles of managers	1,2,3,4	1,2
CO2:	Discuss and apply the planning processes,		
~~~		1,2,3,4	1,2
CO3:	Describe various theories related to the development of leadership skills	1,2,3,4	1.3
CO4:	Explain the various motivations and	1,2,3,4	1,2
/ 864 - American	Explain the various motivation techniques and team work.	1,2,3,4	1,2
CO5:	Communicate effectively through both oral and written presentation	1	. ,
00/	written presentation	1,2,3,4	1,2
CO6:	Discuss the elements of effective management		
Total Control of the State of	And the state of t	1,2,3,4	1,2

S.No Date	Period	Topics to be Covered	
JNIT - I INTR	ODUCTION	ON TO MANAGEMENT	Book
1 6.8-18	3	Concept of Management 1 arget	periods :9
2 7.8:18		Introduction to the Organization	TI
3 2.8.19	_5	Management – Function of Management	TI
4 98.18	2	Role of managers	TI
5 10.4.18	4	Evolution of management thought	Ti
6 13.8.18	3	Organization and the environmental factors	Tt
7 14.8.18	1	Managing globally	T1
8 16.8.18	2	Strategies for International business	TI
9 17818	4.	Case Study	Ti
NIT II - PLAN	NING	- substance of the state of the substance of the substanc	TI
10 20 8.18	3	Nature and purpose of planning Target pe	riods ;9
11 21	1 1	Planning process- Types of plans	TI
2 32	5	Objective Advisor Types of plans	TI
3 53	A cube	Objectives- Managing by Objective (MBO) strategies Types of strategies - Policies	TI
1 24	4	Decision Making Town	TI
5 27	3	Decision Making-Types of decision Decision making process	TI
6 /2	2.	Rational decision-making process	Ti
7 69		Perision making and Perision and Perision and Perision making process	TI
0 3	4 1	Decision making under different conditions	Ti

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Manikandam Talahi, con 010

UNIT	"III - ORG	GANISI	NG	Target Periods :9
19	14.8.15	4	Nature and purpose of organizing	TI
20	172.8		Organization structure-Line and staff authority	ii.
	18 9 %		Departmentation	
7 86.456	19.9.18		Span of control- Centralization and decentralization	
· · · · · · · · · · · · · · · · · · ·	S. T. 634		Delegation of authority- Staffing	11-
Y On a	S 9 6	14	Selection and Recruitment	
Arra Comment	347.18	3	Career development	Ir Jan-Japansaylyst
	125 9 15		Career stages- Training- Performance appraisal	The same was the same was
* Peritained price	26.9.18	\$	Case Study	
	IV - DIRI	CTING	The state of the s	Target Periods :9
28	3.10.18	5	Managing people	11
29	4.0.8	2	Communication	
30	5-1016.	Ly.	Types of Communication	
	8.10.19	3	Hurdles to effective communication	and the state of t
32	19.101		Organization culture	TI
	10-16-10	ズ	Elements OF Organization culture	TI
34	11.15-15.	2	Types of culture	711
35	5.11-18-	L.;	Managing cultural diversity	TI TI
36	6-11-15	-2	Case Study	11
	V - CONT	ROLLI		Target Periods:9
	7.11.18	1	Meaning - Process of controlling	11
38	9 1. 19	5	Types of control	111
39	9.11.18	2	Budgetary and non-budgetary control techniques	ri
40	19.11.12	4	Managing productivity	TI
	2011-16	.3	Cost control	II
42	21.11.18	1	Purchase control	Ti
43	22.11.18	5	Maintenance control	
	23/1/18.	73	Quality control	TI.
45	28.1.10	3	Planning operations	TI
			Content Beyond the Syllabus	A COMMUNICATION C. CONTROL PARE INTERPRETATION OF CONTROL OF
46	3.12.18	1-8.	Carrer Development	Material

# Book Reference - Text Books

SI. No	Title of the Book	Author	Publisher	Voca
TI	Essentials of Management (9 <sup>th</sup> Edition)	Andrew J. Dubrin	Thomson Southwestern	Year 2012
Т2	Modern management: concepts and skills (12 <sup>th</sup> Edition)	Samuel C. Certo and Tervis Certo	Pearson education	2012
Т3	Essentials of management: An International & Leadership Perspective (9 <sup>th</sup> Edition)	Uma Sekaran and Roger Bougie	Tata McGraw-Hill Education	2012
Γ4	Fundamentals of Management, Prentice Hall of India	Stephen P. Robbins, David A.De Cenzo and Mary Coulter	Tata McGraw Hill	2012

M.

Signature of the Faculty in-charge

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B. Teen

HOD/MBA

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# DEPARTMENT OF MANAGEMENT STUDIES

# Identification of Curricular Gap & Content Beyond Syllabus(CBS)

Name of the Faculty: Mrs. Nisha Martina L.

Course Code & Name: BA\$102/ Principles of Management

Degree & Program: MBA Semester & Section: I/A Academic Year: 2018 -2019 /ODD

L.Mapping of Course Outcomes with POs & PSOs.(before CBS)

Table.1 Mapping of COs, C, PSOs with POs - before CBS.

The section of the second section in	der Ampiones &	A. Maryer	-		* 110/a	AANESS B	179 - 110	HOLE CD
	POI	PO2	12()3	PO4	PO5	PO6	PSO1	PSO2
C102.1	3	3		T	2		2	7
C102.2	3	3		1	2		7	2
C102.3	3	3	1		2	_	7	2
C102.4	3	3			2	-	2	2
C102.5	3	3		1	2		7	2
C102.6	3	3	1		2		5	2

II. Identification of content beyond syllabus.

Table.2 Identification of content havand cyllabor

Details of Content Beyond Syllabus(CBS) added	POs strengthened/ vacant filled	CO/Unit
Career Development	PO6(2) Vacant	C102.3 & C203.4/
Antagogue s'a s'anta menti yant mana yant mana sida mana	filled	III & IV

III. Mapping of Course Outcomes with POs & PSOs. (After CBS)

Table.3 Mapping of COs. C, PSOs with POs- after CBS.

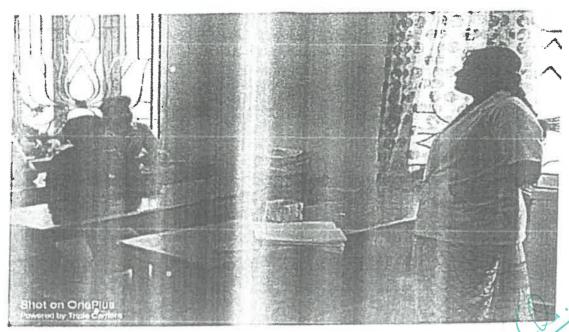
Course	POI	PO2	PO3	PO4	PO5	P06	PSO1	PSO2
C102.1	3	3	Ī	1	2		7	
C102.2	3	3	1	1	2	_	7	2
C102.3	3	3	1		2	*7	7	
C102,4	3	3	1		2	*2	3	
C102.5	3	3		ī	7		7	
C102.6	3	3			2			

ignature of the Faculty

Breen HoD/MRA

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal



CAPEER DEVELOPMENT

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# Meaning of career:

A Career has been defined as the sequence of a person's experiences on different jobs over the period of time. It is viewed is fundamentally a relationship between one or more organizations and the individual. To some a career is a carefully worked out plan for self- advancement to others it is a calling-life role to others it is a voyage to self- discovery and to still others it is life itself.

A career is a sequence of positions/jobs held by a person during the course of his working life.

According to Edwin B. Flippo, "A career is a sequence of separate but related work activities that provide continuity, order and meaning to a person'slife".

According to Garry Dressler, "The occupational positions a person has had over many years"

Many of today's employees have high expectations about their jobs. There has been a general increase in the concern of the quality of life. Workers expect more from their jobs than just in come. A further impetus to career planning is the need for organizations to make the best possible use of their most valuable resources the people in a time of rapid technological growth andchange.

# Career development:

Career development, both as a concept and a concern is of recent origin. The reason for this lack of concern regarding career development for a long time has been the careless, unrealistic assumption about employees functioning smoothly along the right lines, and the belief that the employees guide themselves in their careers. Since the employees are educated, trained for the job, and appraised, it is felt that the development fund on is over Modern personnel administration has to be futuristic, it has to lookbeyond the present tasks, since neither the requirements of the organizationner the attitudes and abilities of employees are constant. It is too costly to leave 'career' to the tyranny of time and casualty of circumstances, for it is something which requires to

be handled carefully through systematization and professional promoting. Fortunately, there has lately been some appreciation of the value of career piccomp and acceptance of validity of career development as a major input in organizational development.

Career development teters to set of a options designed to match an individual'a needs, whilities, and career goals with current and future opportunities in the organization. Where career plan set, career path for an employee, career development ensures that the amployee is well developed before he or she moved up the next higher ladder in the hierarchy.

#### Career planning

Career Planning is a relatively new partial function. Established programs on Career Planning are still rare except in larger or more progressiveors.

Career Planning aims at identifying personal skills, interest, knowledge and other features; and establishes specific plans to attain specific goals.

#### Aims and Objectives of Career Planning:

Career Planning aims at matching individual potential for promotion and individual aspirations with organizational needs and opportunities'. Cureer Planning is making sure that the organization has the right people with the right skills at the right time in particular it indicates whattraining and development would be necessary for advancing in the careeraltering the career path or staying in the current position. Its focus is on future needs and opportunities' and removal of stagnation, obsolescence, dissatisfaction of the employee.

#### **OBJECTIVE OF CAREER PLANNING**

- To attract and retain the right type of person in the organization.
- To map out career of employees suitable to their ability and their willingness to be trained and developed for higher positions.
- To have a more stable workforce by reducing labour turnover and absenteeism.
- It contributes to man power planning as well as organizational developmentand effective achievement
  of corporate goals.
- To increasingly utilize the managerial talent available at all levels within theorganization.
- To improve employee morate and motivation by matching skillsto job requirement and by providing opportunities for promotion.

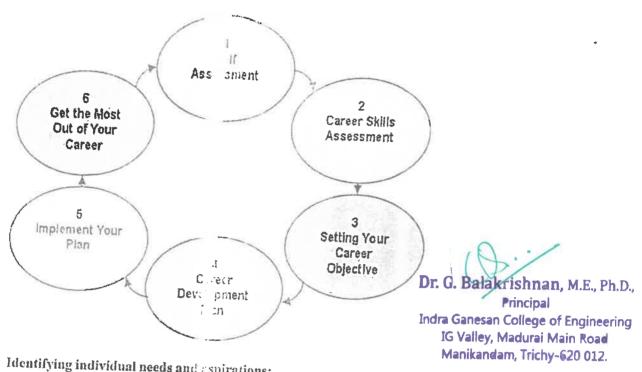
#### NEED FOR CAREER PLANNING

- Fo desire to grow and scale new heigh:
- Realize and achieve the goals.
- Performance measure.
- High employee turnover,

D:

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Manikandam, Trichy-620 012.

Chart-L1: Career Development process



#### 1. Identifying individual needs and aspirations:

It's necessary to identify and communicate the career goals, aspiration and career anchors of every employee because most individuals may no haven clear idea about these. For this purpose, a human resource inventory of the organization and employee patential areas concerned.

#### 2. Analyzing career opportunities:

The organizational set up, future placs and career system of the employees are analyzed to identify the career opportunities available within it. Career paths can be determined for each position. It can also necessary to analyze career demands in terms of knowled, or skill, experience, aptitude etc.

#### 3. Identifying match and mismatele

A mechanism to identifying congruence between individual current aspirations and organizational career system is developed to identify and

compare specific areas of match and mismatch for different categories of employees.

#### Formulating and implementing a rangies: 4.

Alternative action plans and strate - for dealing with the match and mismatch are formulated and implemented.

#### 5. Reviewing career plans:

A periodic review of the career plants necessary to know whether the plan is contributing to effective

utilization of human resources by matching employee objectives to job needs. Review will also indicate to employees in which direction the organizate it is moving, what changes are likely to take place and what skills are needed to adapt to the changing needs of ac organization.

# CAREE LEVELOPMENT STAGES

# 1. Exploration

Almost all candidates who start work are after college education start around mid-twenties. Many a time they are not sure about future prospects but also up a job in anticipation of rising higher up in the career graph later. From the point of view of organization, this stage is of no relevance because it happens prior to the employment. Some candidates who come final effect economic background can wait and select a career of their choice under expert.

# 2. Guidance from parents and well—ishers. Establishment

This career stage begins with the ear. The getting the first job getting hold of the right job is not an easy task. Candidates are likely to commit mistal, a and learn from their mistakes. Slowly and gradually they become responsible towards the job. Ambitious can iddaes will keep looking for more lucrative and challenging jobs elsewhere. This may either result in migra fonto another job or he will remain with the same job because of lack of opportunity

# 1. 3. Mid-Career stage

This career stage represents fastest as I gainful leap for competent employees who are commonly called "elimbers". There is continuous improveme—in performance. On the other hand, employees who are unhappy and frustrated with the job, there is marked C terioration in their performance. In other to show their utility to the organization, employees must remain productive at this stage. "Climbers" must go on improving their own performance. Authority, responsibility, rewards and incentives are highest at this stage. Employees tend to settle down in their jobs and "job hopping" is notecommon.

#### 4. Late-Career stage

This career stage is pleasant for the enfor employees who like to survive on the past glory. There is no desire to improve performance and improve past records. Such employees enjoy playing the role of elder statesperson. They are expected to train yours er employees and earn respect from them.

# 5. Decline stage

This career stage represents the con pletion of one's career usually culminating into retirement. After decades of hard work, such employees have to retire. Employees who were climbers and achievers will find it hard to compromise with the reality. Other, anythink of "life after retirement"

# LIMITATIONS OF CARECR PLANNING & DEVELOPMENT

Despite planning the career, employees face sectain career problems. They are:

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# 1. Dual Career Families:-

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With the increase in career orientate a long women, number of female employees is on increase with 012.

this, the dual career families have also been on increase. Consequently, one of those family members might face the

problem of transfer. This has become a con a problem to organizations. Consequently other employees may be at disadvantage.

#### 2. Low ceiling careers:-

Some careers do not have scope for a self-advancement. Employees cannot get promotions despite their career plans and development in such jobs.

#### 3. Declining Career Opportunities:

Cureer opportunities for certain at pales reach the declining stage due to the influence of the technological or economic factors. Solution is a career shift,

#### 4. Downsizing and careers:-

Business process reengineering, te. a logical changes and business environmental factors force the business firms to restructure the organization (1) and downsizing. Downsizing activities result in fixing some employees, and degrading some other employ east, Career planning can become a reality when opportunities for vertical mobility are available. Therefore, it is a suitable for a very small organization.

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- 3. Authorization for action
- 4. Creating obligation

13B) Give a short notes on MPA.

It is managerial approach for promoting participation of managers and employees towards the common goal fulfillment



# **GUIDELINES FOR EFFECTIVE MBO**

A STATE OF THE REAL PROPERTY OF THE PARTY OF	
, 1. Support of Top Management	2. Education about MBO
3. Active participation in goal setting	4. Decentralisation of Authority
5. Orientation of Executives	6. Integration of MBO Programme

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Internal Assessment Test Answer Book

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IG VALLEY, MANIDANDAM, TIRUCHIRAPPALLI – 620012 ARTMENT OF MANAGEMENT STUDIES 2022 - 2023 (ODD SEMESTER)

# STUDENTS MARK STATEMENT- CO BASED

INTERNAL ASSESSMENT-II

SUBJECT CODE &TITLE: BA5102 - Principles of Management

YEAR/SEM: 1/I

# MONTH & YEAR:

S.NO		STUDENT NAME	CO102.2 (IA2)	TOTAL (50)	TOTAL (100)
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13.	811218631013	GOPALAKRISIINAN.A	. 36	41	82
14.	811218631014	JENFER.M	40	36	<u> </u>
15.	811218631015	JESSIE JENIFER.E	20	40	80
16.	811218631016	JOTHIKA,R	42	NO	<u>Li-5</u>
17.	811218631017	JULIANA MARY.S	44	42	84
18.	811218631018	KARPAGAM.S	33	22	88
19.	811218631019	KARUNANIDHI.P .	37	33	- 66
20.	811218631020	KIRUTTHIGA.S	38	37	<u> </u>
21.	811218631021	KUMARESAN.G	32	38	76
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STAFF INCHARGE

HoD/MBA

PRINCIPAL

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# DEPARTMENT OF MANAGEMENT STUDIES

# **Assignment Answer Sheet**

Name of the Student: Gromathi M.

All Register Number: 8112 18631014.

Assignment -	THE PROPERTY CONTRACTOR STREET, AND ADDRESS OF THE PARTY	Date of Issue:	10.9.2018. Marks
Year B0 510 2	Course Title	Principles	
a control of the cont	Semester	<u> </u>	Date of Submission: 17.9.2018

Q.No	Questions	СО
1	Management By Objectives Strategies	Ciona
<b></b>	Techniques of Docision Making	C162.2

# **Mark Allocation**

Rubrics	Marks Allocated	Marks obtained
Content Quality	6	
Presentation Quality	2	1
Timely submission	2	
Total marks	10	O.
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Name and Signature of the Faculty Incharge

B. Theor HoD/MBA

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Manikandam, Trichy-620 012.



# DEPARTMENT OF MANAGEMENT STUDIES

# I-MBA/INTERNAL ASSESSMENT TEST-II

Date	Session / Time	Subjects Code / Name
03.09.2018	AN / 11.00 to 12.30	BA5101 - ECONOMIC ANALYSIS FOR BUSINESS
05.07.2010	AN / 02.00 to 03.30	BA5102 - PRINCIPLES OF MANAGEMENT
04.09.2018	AN / 11.00 to 12.30	BA5103 - ACCOUNTING FOR MANAGEMENT
04.07.2018	AN / 02.00 to 03.30	BA5104 - LEGAL ASPECTS OF BUSINESS
05.09.2018	AN / 11.00 to 12.30	BA5105 - ORGANIZATIONAL BEHAVIOUR
W.W.J.LW10	AN / 02.00 to 03.30	BA5106 - STATISTICS FOR MANAGEMENT
06.09.2018	AN / 11.00 to 12.30	BA5107 - TOTAL QUALITY MANAGEMENT

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Internal Assessment Exam - II			Dute/Session	03.09,2018/	Marks :
Course code	BA5102	Course Title	Principles of Ma	nagement	of the stronger or the section has
Regulation	2017	Duration	Sandalista of testing the state of		r 2018-19
Year COURSE OUTC		Semester		Department	MBA
CO4: Des	eribe various the	be able to describe the planning processes, cories related to the demotivation techniques ively through both or	velopment of leader	ship skills	managers

Q.No	Question	CO	T In
	PART A		
1	Define Planning (Answer all the Questions 10x2=20 Marks)	Thirties and the same of the s	
2	Define Forecasting	C102.2	K
3	Define Policy	C102.2	KI
4		C102.2	KI
5	What is meant by strategy?	C102.2	K2
6	Define Decision making.	C102.2	KI
7	What is Formal Organisation?	C102.2	K2
8	What is Informal organisation?	C102.2	K2
9	What is delegation of authority?	C102.2	K2
-	Define decentralization	C102.2	K1
10	Define Centralization	C102.2	KI
	PARTB	Andrew and September of Conference on Side 1	
10a	(Answer all the Questions 3 x 10 = 30 Marks)		
104	Define: Planning & Explain its Types	C102.2	K2
106	OR Described to the state of th	and a	
lla	Describe in detail the Techniques of Forecasting	C102.2	K2
114	Explain the types and techniques of Decision Making	C102,2	K2
llb	OR	through models	ferrence la comp
23	Discuss about the traditional Organizational Structure	C102.2	K2
	Explain the steps and types of Delegation of Authority	C102.2	K2
PS. 9	OR	Transference and the company of the growth of the	
2b	Give a short notes on MBO	C102.2	K2

Course Faculty

(Name /Sign / Date)

Q:

(Name /Sign / Date)

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#### Internal Assessment Exam - I BA5102 - Principles of Management Answer Key PART A

(Answer all the Questions  $10 \times 2 = 20 \text{ Marks}$ )

1. Define Planning

Planning helps the managers in assessing the resources evaluating strengths factoring all the threats considering various possibilities and choosing the most appropriate alternative.

2. Define Forecasting

The process by which relevant future events can be predicted by examining their behaviour in past and present is known as Forecasting.

3. Define Policy.

It is defined as a set of management decisions which are directed towards sustaining and improving the competitive advantage of firm.

4. What is meant by strategy?

It is formulated to achieve the current goals of an enterprise by optimum allocation and utilization of internal resources and by collaborating different organisation goals.

5. Define Decision making

The process of deciding to adopt particular course of action from different alternatives to attain a set of predetermined objectives is defined as Decision Making.

According to George R. Terry, Decision making is the selection based on certain criteria from 2 or more alternative.

6. What is Formal Organisation?

When an organisation is purposely designed and created for accomplishing some particular objectives is known as Formal organisation.

7. What is Informal organisation?

It is a social structure formed to cater to the social & cultural requirements of the individuals

8. What is delegation of authority?

A process through which authorities and responsibilities are shared between manager and subordinates is known as delegation.

9. Define decentralization

Decentralization denotes delegation of authority to the lower level of management. Decentralization defined as the conscious and systematic diffusion of power to the lower levels of management hierarchy for taking necessary decisions.

10. Define Centralization

Centralization indicate that decisions making authority is vested with top-level management, Centralization defined as the concentration of all power and authority in the few top-level managers.

#### PART B

11A) Define: Planning & Explain its Types

Planning helps the managers in assessing the resources evaluating strengths factoring all the threats considering various possibilities and choosing the most appropriate alternative.

TYPES OF PLANNING

Coverage of Activities  1. Corporate Planning 2. Functional Planning	Importance of Contents 1. Strategic 2. Operational 3. Tactical	Time Period  1. Short term 2. Long term	Approach a  1. Proac tive 2. React ive	Degree Formulisation 1. Formal 2. Informal
----------------------------------------------------------------------	----------------------------------------------------------------	-----------------------------------------	----------------------------------------	--------------------------------------------

11B) Describe in detail the Techniques of Forecasting

The process by which relevant future events can be predicted by examining their behaviour in past and present is known as Forecasting.

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# TECHNIQUES

# Opinion Polling / Qualitative

- 1. Consumer survey method
  - a. Complete enumeration survey
  - b. Sample survey
  - c. End use
- 2. Sales force opinion
- 3. Delphi

#### Statistical / Quantitative

- 1. Trend Analysis
  - a, Graphical
  - b. Least square
  - c. Time series
  - d. Exponential smoothing
- 2. Barometric
- 3. Regression
- 4. Econometric

### 12A) Explain the types and techniques of Decision Making.

The process of deciding to adopt particular course of action from different alternatives to attain a set of predetermined objectives is defined as Decision Making.

According to George R. Terry, Decision making is the selection based on certain criteria from 2 or more alternative

#### TYPES OF DECISION MAKING

1	. Programmed & Non-programmed	2. Major and Minor
3	. Routine & strategic	4. Policy & operation
5	. Organisational & Personal	6. Individual & Group
	Long term & Non economic	8. Crisis & Rewards
9	Problems & opportunities	

#### **TECHNIQUES**

1. Managerial Analysis	2. Financial analysis
3. Bread Even analysis	4. Ratio analysis
5. Operation research	6. Pareto analysis
7. Paired comparison analysis	8. Grid analysis
9. Brainstorming	10. Force field analysis
11. Nominal Group techniques	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -

# 12B) Discuss about the traditional Organizational Structure.

#### TRADITIONAL ORGANISATIONAL STRUCTURE

- 1. Simple structure
- 2. Functional structure
- 3. Divisional Structure
- 4. Adaptive Structure
  - a. Matrix
  - b. Team
  - c. Project
  - d. Boundary less
  - e. Network
  - f. Virtual

# 13A) Explain the steps and types of Delegation of Authority.

#### TYPES

- 1. Specific & General delegation
- 2. Unwritten & written delegation
- 3. Informal & formal delegation
- 4. Upward, Download & sideward delegation

#### **STEPS**

- 1. Determining expected results
- 2. Assigning duties

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# DEPARTMENT OF MANAGEMENT STUDIES

# ROOT CAUSE ANALYSIS

Course Code & Name: BASIES - Principles of Managament Semester: I Exam/Nonth & Year: Sep. 2018.	-	EN ACTION TAKEN	with Garbingology	Lasterd In the Mar offerd In a m to Parcell Cooper	d Printerman Land, mark the second se	The contract of the contract o	- Bernedickiechungsam eine under vergenwermen und dem eine den vertragen des vertragens des eines des des des		and the contract of the contra	TOTAL CONTRACTOR AND ASSESSMENT ASSESSMENT AND ASSESSMENT ASSESSMEN
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Name of the Faculty Degree & Program LA Test Target	S.NO	Panel or other based	ci	rn .	**	·	9	The section of the se	8.	

Dr. G. Balakrishnan, M.E., Ph.D.,

Signature of the Faculty Member

10.

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IG Valley, Madurai Main Read

Manikandam, Trichy-620 012.

Signature of the Hodiaiba



# DEPARTMENT OF MANAGEMENT STUDIES

# H - MBA (INTERNAL ASSESSMENT RETEST - H

Date	Session / Time	Subjects Code / Name
10.09.2018	AN / 11.00 to 12.30	BA5101 - ECONOMIC ANALYSIS FOR BUSINESS
n yeeks Jode (5 g (1		BA5102 - PRINCIPLES OF MANAGEMENT
11.09.2018	AN / 11.00 to 12.30	BA5103 - ACCOUNTING FOR MANAGEMENT
	AN / 02.00 to 03.30	BA5104 - LEGAL ASPECTS OF BUSINESS
12.09.2018	AN / 11.00 to 12.30	BA5105 - ORGANIZATIONAL BEHAVIOUR
2.07.2016	AN / 02.00 to 03.30	BA5106 - STATISTICS FOR MANAGEMENT
3.09.2018	AN / 11.00 to 12.30	BA5107 - TOTAL QUALITY MANAGEMENT
OTATION:	AN / 02.00 to 03.30	BA5101 - ECONOMIC ANALYSIS FOR BUSINESS

B. There

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	Internal Assess	sment Retest - II	Date/Session	10.09.2018 / AN	Marks	50		
Course code BA5102		Course Title	Principles of Management					
Regulation	2017	Duration	90 minutes	Academic Y	ear   2018	-2019		
Year	: 1	Semester		Department	MD	-		
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CO6:	Discuss the elem	ents of effective manager	n and written preser	IMUON				

Q.No.	Quation	CO	BIS
	PARTA		
1	(Answer all the Questions 9 x 2 = 18 Marks)	A TO AN A TO ANY	1
2	What is meant by MBO	C102.2	K2
3	Define Coordination	C102.2	KI
4	Write the principles of excellent coordination	C102.2	K2
- 5	What are the types of coordination?	1 102.2	K2
6	What is Boundary-less organisation?	C102.2	K2
7	What is decentralization?	C102.2	K2
*********	What are the modern techniques?	C102.2	<b>K2</b>
8	What is Formal Organisation?	C102.2	K2
9	Define Authority	C102.2	KI
10	What is delegation of authority?	C102.2	<b>K2</b>
	PART B	- Allender	
	(Answer all the Questions 3 x 14 = 42 Marks)		
113	Discuss the scope and limitations of planning.	C102.2	K2
	OR		or a local
llb	Discuss the scope and formulation of strategy.	C102.2 T	K2
123	Explain mechanistic and organic structure	C102.2	K2
***************	OR .		
126	Explain the process of formulating policy	C102.2	K2
3a	Explain the principles and types of delegation of authority.		******
	OR	C102.2	K2
3b	Discuss about the techniques of forecasting	hangership recommend of management of the same of the	
	white management of the state o	C102.2	<b>K2</b>

Course Faculty

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Dr. G. Balakrishnan, M.E., Ph.D., **Principal** 

IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu - 622 012, India (Approved by AICTE, New Delhi and affiliated to Anna University, Chennai)

Internal Assessment Retest Answer Book

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Dr. G. Balakrishnan, M.E., Ph.D.,
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Manikandam, Trichy-620 012.



IG VALLEY, MANIDANDAM, TIRUCHIRAPPALLI – 620012 IRTMENT OF MANAGEMENT STUDIES 2022 – 2023 (ODD SEMESTER)

# STUDENTS MARK STATEMENT- CO BASED

# INTERNAL ASSESSMENT-II

SUBJECT CODE &TITLE:

BA5102 - Principles of Management

YEAR/SEM: 1/1

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STAFF INCHARGE

HoD/MBA

PRINCIPAL

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal



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# IQAC Academic Andit Form ACADEMIC YEAR: 2018-2019 ODD SEMESTER

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HoD/MBA

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Print/pal

Dr. G. Balakrishnan, M.E., Ph.D., Principal Indra Ganesan College of Engineering IG Valley, Madurai Main Road Manikandam, Trichy-620 012.

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Dr. G. Balakrishnan, M.E., Ph.D.,