



Indra Ganesan

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

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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INDRA GANESAN COLLEGE OF ENGINEERING
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

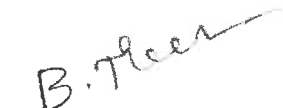


Signature of the Faculty in-charge



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

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B. Theer
HoD / MBA

Indra Ganesan College of Engineering

Department of Management Studies

Work Allocation - Odd Semester 2018-19

S.NO.	Teacher's Name	Course Code	Course Name	Semester	Lecture / week	Total
1	Dr.B.Thiagarajan Professor / HoD MBA	BA 5017	Managerial Behaviour & Effectiveness	III	4	8
		BA 5015	Industrial Relations & Labour Welfare	III	4	
2	M.Kirubaharan Associate Professor /MBA	BA 5028	Project Management	III	4	12
		BA 5302	Strategic Management	III	4	
		BA 5014	Entrepreneurship Development	III	4	
3	V.S.Guna AP/MBA	BA 5029	Service and Operation Management	III	4	10
		BA 5004	Integrated Marketing Communication	III	4	
			Library	III	2	
4	J.V.Velu AP / MBA	BA 5101	Economic Analysis for Business	I	5	9
		BA 5104	Legal Aspects for Business	III	4	
5	B.Thazhali AP/MBA	BA 5107	Total Quality Management	I	4	11
		BA 5009	Corporate Finance	III	4	
			Spoken and Written Communication	I	3	
6	L.Nisha Martina AP / MBA	BA 5011	Merchant Banking and Financial Services	III	4	14
		BA 5005	Retail Marketing	III	4	
		BA 5102	Principles of Management	I	4	
			Professional Skill Development	III	2	
7	N.Minipriya AP / MBA	BA 5003	Customer Relationship Management	III	4	12
		BA 5105	Organizational Behaviour	I	4	
		BA 5301	International Business Management	III	4	
		BA 5103	Accounting for Management	I	5	
8	Dr.C.Soundarajan AP / MBA	BA 5012	Security Analysis & Portfolio Management	III	4	13
		BA 5030	Supply Chain Management	III	4	



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Neeraj
TIME TABLES Co-ordinator

B. Sreen
HOD

[Signature]
PRINCIPAL

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 9
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 9
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:

- The students should be able to describe and discuss the elements of effective management,
- discuss and apply the planning, organizing and control processes,
- describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,
- communicate effectively through both oral and written presentation.

REFERENCES:

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

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PRINCIPAL

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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 today's business firms.

COURSE OUTCOMES:

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
CO1:	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	1,2
CO4:	Explain the various motivation techniques and team work.	1,2,3,4	1,2
CO5:	Communicate effectively through both oral and written presentation	1,2,3,4	1,2
CO6:	Discuss the elements of effective management	1,2,3,4	1,2

S.No	Date	Period	Topics to be Covered	Book
UNIT - I INTRODUCTION TO MANAGEMENT				
1	6.8.18	3	Concept of Management	Target periods :9
2	7.8.18	1	Introduction to the Organization	T1
3	8.8.18	5	Management - Function of Management	T1
4	9.8.18	2	Role of managers	T1
5	10.8.18	4	Evolution of management thought	T1
6	13.8.18	3	Organization and the environmental factors	T1
7	14.8.18	1	Managing globally	T1
8	16.8.18	2	Strategies for International business	T1
9	17.8.18	4	Case Study	T1
UNIT II - PLANNING				
10	20.8.18	3	Nature and purpose of planning	Target periods :9
11	21	1	Planning process- Types of plans	T1
12	22	5	Objectives- Managing by Objective (MBO) strategies	T1
13	23	2	Types of strategies - Policies	T1
14	24	4	Decision Making- Types of decision	T1
15	27	3	Decision making process	T1
16	28	2	Rational decision-making process	T1
17	29	1	Decision making under different conditions	T1
18	31	4	Case Study	T1

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UNIT III - ORGANISING				Target Periods :9
19	14.9.18	4	Nature and purpose of organizing	T1
20	17.9.18	3	Organization structure- Line and staff authority	T1
21	18.9.18	1	Departmentation	T1
22	19.9.18	5	Span of control- Centralization and decentralization	T1
23	20.9.18	2	Delegation of authority- Staffing	T1
24	21.9.18	4	Selection and Recruitment	T1
25	24.9.18	3	Career development	T1
26	25.9.18	1	Career stages- Training- Performance appraisal	T1
27	26.9.18	5	Case Study	T1
UNIT IV - DIRECTING				Target Periods :9
28	3.10.18	5	Managing people	T1
29	4.10.18	2	Communication	T1
30	5.10.18	4	Types of Communication	T1
31	8.10.18	3	Hurdles to effective communication	T1
32	9.10.18	1	Organization culture	T1
33	10.10.18	5	Elements OF Organization culture	T1
34	11.10.18	2	Types of culture	T1
35	5.11.18	4	Managing cultural diversity	T1
36	6.11.18	3	Case Study	T1
UNIT V - CONTROLLING				Target Periods:9
37	7.11.18	1	Meaning - Process of controlling	T1
38	8.11.18	5	Types of control	T1
39	9.11.18	2	Budgetary and non-budgetary control techniques	T1
40	12.11.18	4	Managing productivity	T1
41	12.11.18	3	Cost control	T1
42	12.11.18	1	Purchase control	T1
43	12.11.18	5	Maintenance control	T1
44	12.11.18	2	Quality control	T1
45	23.11.18	3	Planning operations	T1
Content Beyond the Syllabus				
46	3.12.18	1-8	Carrer Development	Material

Book Reference - Text Books

Sl. No	Title of the Book	Author	Publisher	Year
T1	Essentials of Management (9 th Edition)	Andrew J. Dubrin	Thomson Southwestern	2012
T2	Modern management: concepts and skills (12 th Edition)	Samuel C. Certo and Tervis Certo	Pearson education	2012
T3	Essentials of management: An International & Leadership Perspective (9 th Edition)	Uma Sekaran and Roger Bougie	Tata McGraw-Hill Education	2012
T4	Fundamentals of Management, Prentice Hall of India	Stephen P. Robbins, David A. De Cenzo and Mary Coulter	Tata McGraw Hill	2012


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DEPARTMENT OF MANAGEMENT STUDIES

Identification of Curricular Gap & Content Beyond Syllabus(CBS)

Name of the Faculty : Mrs. Nisha Martina I.

Course Code & Name: BAS102/ Principles of Management

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

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

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

Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
C102.1	3	3	1	1	2	-	2	2
C102.2	3	3	1	1	2	-	2	2
C102.3	3	3	1	1	2	-	2	2
C102.4	3	3	1	1	2	-	2	2
C102.5	3	3	1	1	2	-	2	2
C102.6	3	3	1	1	2	-	2	2

II. Identification of content beyond syllabus.

Table.2 Identification of content beyond syllabus

Details of Content Beyond Syllabus(CBS) added	POs strengthened/ vacant filled	CO/Unit
Career Development	PO6(2) Vacant filled	C102.3 & C203.4/ III & IV

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

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

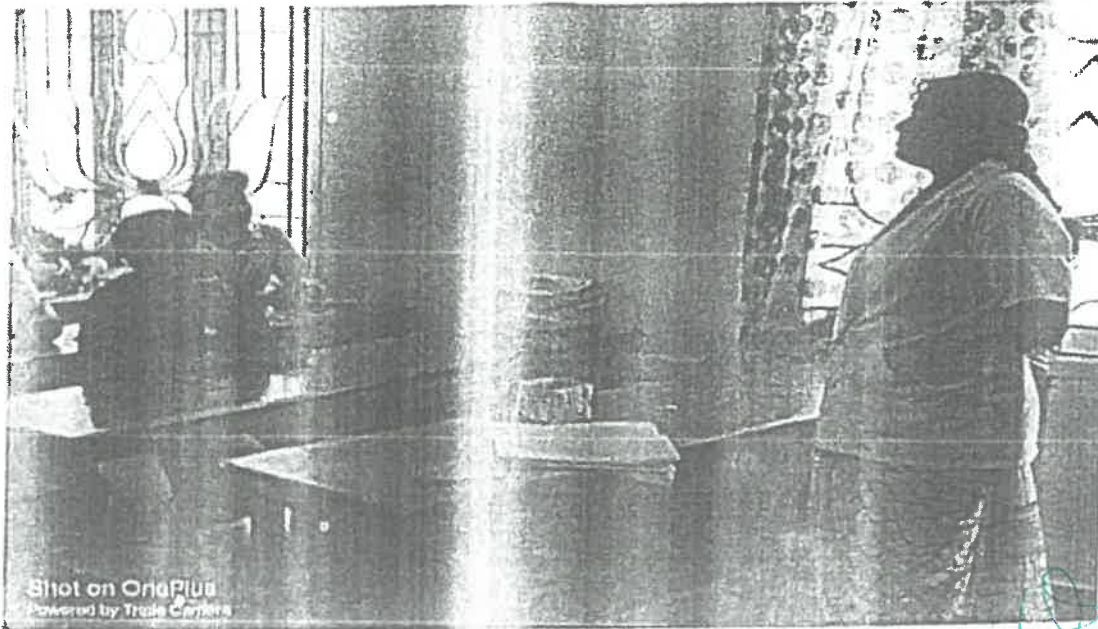
Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
C102.1	3	3	1	1	2	-	2	2
C102.2	3	3	1	1	2	-	2	2
C102.3	3	3	1	1	2	*2	2	2
C102.4	3	3	1	1	2	*2	2	2
C102.5	3	3	1	1	2	-	2	2
C102.6	3	3	1	1	2	-	2	2

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CAREER DEVELOPMENT

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 its 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's life".

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. Workersexpect 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.

Careerdevelopment:

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 organizationnor 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 promotion. Fortunately, there has lately been some appreciation of the value of career planning and acceptance of validity of career development as a major input in organizational development.

Career development refers to set of programs designed to match an individual's needs, abilities, 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 employee is well developed before he or she moves up the next higher ladder in the hierarchy.

Career planning

Career Planning is a relatively new personnel function. Established programs on Career Planning are still rare except in larger or more progressive organizations.

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. Career Planning is making sure that the organization has the right people with the right skills at the right time. In particular it indicates what training and development would be necessary for advancing in the career, altering 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 development and effective achievement of corporate goals.
- To increasingly utilize the managerial talent available at all levels within the organization.
- To improve employee morale and motivation by matching skills to job requirement and by providing opportunities for promotion.

NEED FOR CAREER PLANNING

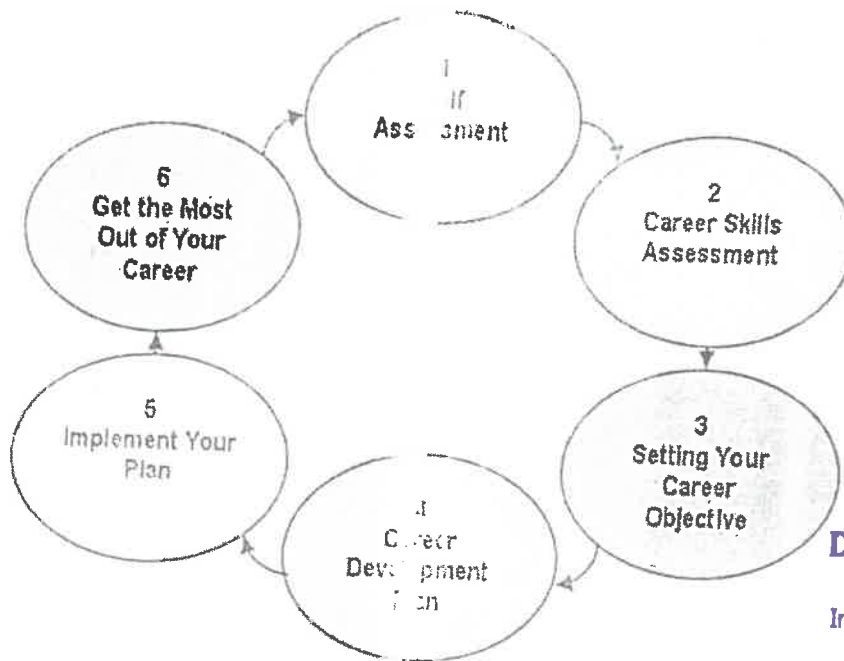
- To desire to grow and scale new heights
- Realize and achieve the goals.
- Performance measure.
- High employee turnover.



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CAREER DEVELOPMENT PROCESS:

Chart-1.1: Career Development process



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- 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 not have a clear idea about these. For this purpose, a human resource inventory of the organization and employee potential areas concerned.
- 2. Analyzing career opportunities:**
The organizational set up, future plans 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 knowledge, skill, experience, aptitude etc.
- 3. Identifying match and mismatch:**
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.
- 4. Formulating and implementing strategies:**
Alternative action plans and strategies for dealing with the match and mismatch are formulated and implemented.
- 5. Reviewing career plans:**
A periodic review of the career plan is 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 organization is moving, what changes are likely to take place and what skills are needed to adapt to the changing needs of the organization

CAREER DEVELOPMENT STAGES

1. Exploration

Almost all candidates who start working after college education start around mid-twenties. Many a time they are not sure about future prospects but take 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 from a better economic background can wait and select a career of their choice under expert.

2. Guidance from parents and well-wishers. Establishment

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

3. Mid-Career stage

This career stage represents fastest and painful leap for competent employees who are commonly called "climbers". There is continuous improvement in performance. On the other hand, employees who are unhappy and frustrated with the job, there is marked deterioration in their performance. In order 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 not common.

4. Late-Career stage

This career stage is pleasant for the senior 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 younger employees and earn respect from them.

5. Decline stage

This career stage represents the completion 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. Others may think of "life after retirement"

LIMITATIONS OF CAREER PLANNING & DEVELOPMENT

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

1. Dual Career Families:-

With the increase in career orientation among women, number of female employees is on increase. With


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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 common problem to organizations. Consequently other employees may be at disadvantage.

2. **Low ceiling careers:-**

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

3. **Declining Career Opportunities:-**

Career opportunities for certain employees reach the declining stage due to the influence of the technological or economic factors. Solution for the problem is career shift.

4. **Downsizing and careers:-**

Business process reengineering, technological changes and business environmental factors force the business firms to restructure the organization by downsizing. Downsizing activities result in fixing some employees, and degrading some other employees. Career planning can become a reality when opportunities for vertical mobility are available. Therefore, it is not suitable for a very small organization.



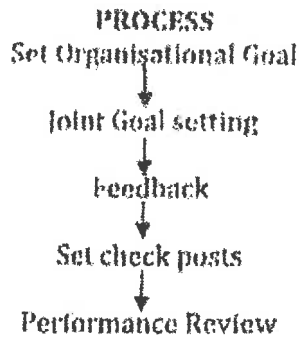
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3. Authorization for action

4. Creating obligation

13B) Give a short notes on MBA.

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



GUIDELINES FOR EFFECTIVE MBO

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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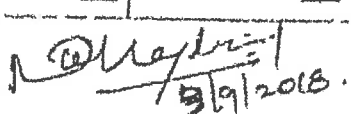
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Internal Assessment Test Answer Book

Name	Dhanusya . T		Year/Semester	I / II
Batch No.	211818631009	Date/Session	03.09.2018 AN	Department
Course code	BA5102	Course Title	Principles of Management	
Internal Assessment Test	IAT 1 <input type="checkbox"/>	IAT 2 <input checked="" type="checkbox"/>	IAT 3 <input type="checkbox"/>	Model <input type="checkbox"/>
Name and Signature of the Invigilator with date			 3/9/2018.	

Instruction to the Student: Put tick mark to the question attended in the column against question.							
Part A			Part B / Part C				Total Marks
Q. No.	✓	Marks	Q. NO.	✓	a	b	
					Marks	Marks	
1		2	11			8	8
2		2	12		9		9
3		2	13			8	8
4		2	14				
5		2	15				
6		2	16				
7		1	Total			25	
8		2	43 ..			 Name and Signature of the Examiner with date 4/9/18.	
9		2					
10		1					
Total		18	Grand Total				

To be filled by the examiner							
Course Outcomes	1	2	3	4	5	6	Total
Marks allotted		50					50
Marks Obtained		43					43
IQAC Audit - Remarks							Name and Signature of the IQAC member
							

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DEPARTMENT OF MANAGEMENT STUDIES 2022 - 2023 (ODD SEMESTER)
STUDENTS MARK STATEMENT - CO BASED

INTERNAL ASSESSMENT-II

SUBJECT CODE & TITLE: BA5102 - Principles of Management

YEAR/SEM: I/I

MONTH & YEAR:

S.NO	REG NO	STUDENT NAME	CO102.2 (IA2)	TOTAL (50)	TOTAL (100)
1.	811218631001	AJITH KUMAR.S	30	30	60
2.	811218631002	ARUNACHALAM.C	33	33	66
3.	811218631003	ARUN KUMAR.G	36	36	72
4.	811218631004	BALAMUTHU.C	37	37	74
5.	811218631005	BIHARATHIPRIYA.R	40	40	80
6.	811218631006	CHELLAMMAL.M	21	21	42
7.	811218631007	CHINDRALLA.V	AB	AB	AB
8.	811218631008	DHANISHKA.R	42	42	84
9.	811218631009	DHANUSUYA.T	43	43	86
10.	811218631010	EBIN RAJ	35	35	70
11.	811218631011	ELAKKIYA.S	39	39	78
12.	811218631012	GOMATHI.M	41	41	82
13.	811218631013	GOPALAKRISHNANA	36	36	72
14.	811218631014	JENFER.M	40	40	80
15.	811218631015	JESSIE JENIFERE	20	20	40
16.	811218631016	JOTHIKAR	42	42	84
17.	811218631017	JULIANA MARY.S	44	44	88
18.	811218631018	KARPAGAM.S	33	33	66
19.	811218631019	KARUNANIDHI.P	37	37	74
20.	811218631020	KIRUTHIGA.S	38	38	76
21.	811218631021	KUMARESAN.G	32	32	64
22.	811218631022	MANIVELM	AB	AB	AB
23.	811218631023	MURUGAN.N	28	28	56
24.	811218631024	MUTHU KRISHNAN.V	27	27	54
25.	811218631025	NEELAMBARIL	36	36	72
26.	811218631026	PADMA.A	AB	AB	AB
27.	811218631027	PORSELVAM.K	AB	AB	AB
28.	811218631028	PRADEEPA.R	41	41	82
29.	811218631029	PRAVEEN KUMAR.T	34	34	68
30.	811218631030	PUSHANJALID	40	40	80
31.	811218631031	RAJALASKMI.P	39	39	78

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32.	811218631032	RAJESHWARI R	38	38	76
33.	811218631033	RAMYA P	41	41	82
34.	811218631034	RANJITHA A	43	43	86
35.	811218631035	RENUKA M	39	39	78
36.	811218631036	SADAMHUSSEIN H	32	32	64
37.	811218631037	SANGAVI K	38	38	76
38.	811218631038	SATHISH S	30	30	60
39.	811218631039	SHOBANA A	35	35	70
40.	811218631040	SHOPIHA ESCREDER G	37	37	74
41.	811218631041	SUBA P	40	40	80
42.	811218631042	SUBALAKSHMI M	43	43	86
43.	811218631043	SUJITHA J C	41	41	82
44.	811218631044	SUNDHAR R K	36	36	72
45.	811218631045	SURYA C	AB	AB	AB
46.	811218631046	SURYA K	38	38	76
47.	811218631047	VIJAY BHARATHI D	35	35	70
48.	811218631048	YOSIYA SAHAYARANI A	39	39	78
49.	811218631049	SAKTHIVEL	32	32	64

MARKS RANGE:

<20	20-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
0	0	1	1	4	9	19	10	0

Total No. of Candidates Present	44
Total No. of Candidates Absent	5
Total No. of Students Pass	42
Total No. of Students Fail	2
Percentage of Pass	85%


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DEPARTMENT OF MANAGEMENT STUDIES

Assignment Answer Sheet

Name of the Student: *Giomathi M.*

AU Register Number: *811218631012*

Assignment - 02		Date of Issue:	<i>10.9.2018</i>	Marks	
Course code	<i>BA5102</i>	Course Title	<i>Principles of Management</i>		
Year	<i>I</i>	Semester	<i>I</i>	Date of Submission:	<i>17.9.2018</i>

Q.No	Questions	CO
<i>1</i>	<i>Management By Objectives Strategies</i>	<i>CO2</i>
<i>2</i>	<i>Techniques of Decision Making</i>	<i>CO2</i>

Mark Allocation

Rubrics	Marks Allocated	Marks obtained
Content Quality	6	5
Presentation Quality	2	1
Timely submission	2	2
Total marks	10	8

[Signature]
 Name and Signature of the Faculty Incharge

[Signature]
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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
	AN / 02.00 to 03.30	BA5102 - PRINCIPLES OF MANAGEMENT
04.09.2018	AN / 11.00 to 12.30	BA5103 - ACCOUNTING FOR MANAGEMENT
	AN / 02.00 to 03.30	BA5104 - LEGAL ASPECTS OF BUSINESS
05.09.2018	AN / 11.00 to 12.30	BA5105 - ORGANIZATIONAL BEHAVIOUR
	AN / 02.00 to 03.30	BA5106 - STATISTICS FOR MANAGEMENT
06.09.2018	AN / 11.00 to 12.30	BA5107 - TOTAL QUALITY MANAGEMENT

B. Theer
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[Signature]
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[Signature]
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Internal Assessment Exam - I
BA5102 – Principles of Management
Answer Key
PART A
(Answer all the Questions 10 x 2 = 20 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	Importance of Contents	Time Period	Approach a	Degree Formulation
1. Corporate Planning	1. Strategic	1. Short term	1. Proactive	1. Formal
2. Functional Planning	2. Operational	2. Long term	2. Reactive	2. Informal
	3. Tactical			

- 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
7. 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	

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, Downward & sideward delegation

STEPS

1. Determining expected results
2. Assigning duties

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DEPARTMENT OF MANAGEMENT STUDIES

ROOT CAUSE ANALYSIS

Name of the Faculty : L. Nisha Martina
 Degree & Program : MBA
 IA Test : IA Test 2
 Target : 100%

Course Code & Name : BA5102 - Principles of Management
 Semester : I
 Exam/Month & Year : Sep. 2018
 Achieved : 95%

S.NO	BATCH NO	NAME OF THE STUDENT	CAUSES FOR FAILURE	CORRECTIVE ACTION TAKEN	PREVENTIVE ACTION TAKEN
1.	11218631006	Chellammal. M.	Sick	Advise to health care	Coaching class
2.	11218631015	Jessica Jennifer. B	Insufficient Attend.	Inform to Parents	Coaching class
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

Nisha

Signature of the Faculty Member



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B. P. ...

Signature of the HoD/NIBA



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DEPARTMENT OF MANAGEMENT STUDIES

II - MBA / INTERNAL ASSESSMENT RETEST - II

Date	Session / Time	Subjects Code / Name
10.09.2018	AN / 11.00 to 12.30	BA5101 - ECONOMIC ANALYSIS FOR BUSINESS
	AN / 02.00 to 03.30	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
	AN / 02.00 to 03.30	BA5106 - STATISTICS FOR MANAGEMENT
13.09.2018	AN / 11.00 to 12.30	BA5107 - TOTAL QUALITY MANAGEMENT
	AN / 02.00 to 03.30	BA5101 - ECONOMIC ANALYSIS FOR BUSINESS

B. Theer
HoD / MBA

[Signature]

[Signature]
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Internal Assessment Re-test Answer Book

Name <u>Chellamoni. M</u>			Year/Semester <u>I / I</u>	
Batch No. <u>201818/21006</u>	Date/Session <u>10.09.2018</u>	Department <u>MBA</u>		
Course code <u>BA3102</u>	Course Title <u>Principles of Management</u>			
Internal Assessment Test	IAT 1 <input checked="" type="checkbox"/>	IAT 2 <input type="checkbox"/>	IAT 3 <input type="checkbox"/>	Model <input type="checkbox"/>
Name and Signature of the Invigilator with date			<u>[Signature]</u> 10/9/2018	

Instruction to the Student: Put tick mark to the question attended in the column against question.

Part A			Part B / Part C				Total Marks
Q. No.	✓	Marks	Q. NO.	✓	a	b	
					Marks	Marks	
1		1	11				6
2		0	12				6
3		1	13				6
4		1	14				
5		2	15				
6		0	16				
7		1	Total				18
8		2	28.			<u>[Signature]</u> Name and Signature of the Examiner with date	
9		2					
10		0					
Total		10	Grand Total				

To be filled by the examiner							
Course Outcomes	1	2	3	4	5	6	Total
Marks allotted	50						50
Marks Obtained	28						28
IQAC Audit - Remarks							Name and Signature of the IQAC member
<u>[Signature]</u>							

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Manikandam, Trichy-620 012.



INDRA GANESAN COLLEGE OF ENGINEERING
IG VALLEY, MANIDANDAM, TIRUCHIRAPPALLI - 620012
DEPARTMENT 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

MONTH & YEAR: Sep-2018.


S.NO	REG NO	STUDENT NAME	CO102.2 (IA2)	TOTAL (50)	TOTAL (100)
1.	811218631006	Chellammal.M	28	28	56
2.	811218632005	Jessie Janifer E	26	26	52
3.					
4.					
5.					

MARKS RANGE:


<20	20-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
-	-	-	1	2	-	1	-	-

Total No.of Candidates Present	2
Total No.of Candidates Absent	0
Total No.of Students Pass	2
Total No. of Students Fail	0
Percentage of Pass	100%.


STAFF INCHARGE


HoD/MBA


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IQAC Academic Audit Form

ACADEMIC YEAR: 2018-2019 ODD SEMESTER

Name of Department :

MBA

Year / Sem / Sec : 1 / 1

No. of Students Registered

49

Details of Examination :

IA Test -1 / IA Test -2 / IA Test -3 / Model Test

S.No.	Course Code	List of Reg.No Verified	Log Book Verified	Course File Verified (Y/N)	No of students Attended	No of Absentees	No of Failures	Pass %	Remarks
1	BA5101	811218631002	Y	Y	44	05	06	78	
2	BA5102	811218631008	Y	Y	44	05	02	85	
3	BA5103	811218631013	Y	Y	43	06	03	82	
4	BA5104	811218631020	Y	Y	44	05	02	85	
5	BA5105	811218631025	Y	Y	44	05	01	88	
6	BA5106	811218631031	Y	Y	43	06	03	82	
7	BA5107	811218631046	Y	Y	44	05	02	85	
8									

Verified by

External Member Name and Signature:

Jelle IVELU JV

Internal Member Name and Signature:

ROJINI / N. MINIPRIYA

Overall Remarks:

B. Theer

HOD/ MBA

IQAC Co-ordinator

[Signature]
Principal

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 STUDENT FEEDBACK ON FACULTY

Name of Department: M.F.A. Year / Sem: I T Faculty Name: Mrs. F. Nisha Martina
 Subject Code & Name: BA5102 - Principles of Management

ACADEMIC YEAR: 2018-19 ODD SEMESTER
 THEORY COURSE

S.No.	QUESTIONS	Excellent	Very Good	Good	Satisfactory	Not Satisfactory	Total	Weightage	Percentage
1	Delivery of Lectures by Interactive Communication	16	10	17	06	-	3	3	60%
2	Use of Teaching Aids and ICT	17	12	12	08	-	3	3	75%
3	Level of Preparedness & Knowledge Level	17	14	10	08	-	4	4	200%
4	Involvement in mentoring and guiding	15	17	11	06	-	3	3	150%
5	Effective Time management	17	12	12	08	-	0	0	

B. Thirumala
 HoD/MBA

IOAC Co-ordinator



Principal

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