



Management Studies

MINOR Courses

[with effect from 2024 – 2025 onwards]

DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI.



LIST OF MINOR COURSES

Students who have registered for **Minor in Management Studies** can opt to study any 5 of the courses listed below.

Sl. No.	Course Code	Course Title	Credits
1.	MBMI11	Management Concepts and Practices	3
2.	MBMI12	Marketing Management	3
3.	MBMI13	Human Resources Management	3
4.	MBMI14	Production and Operations Management	3
5.	MBMI15	Financial Management	3



Course Code	:	MBMI 11
Course Title	:	MANAGEMENT CONCEPTS AND PRACTICES
Type of Course	:	MI
Prerequisites	:	-
Course Assessment Methods	:	Continuous Assessment, End Assessment

Course Learning Objectives (CLOs)

CLO1	Study the historical development and various schools of thought in management.
CLO2	Gain knowledge of the primary functions of management, including planning, organizing, staffing, leading, and controlling.
CLO3	Learn to apply fundamental management principles and practices within organizational settings
CLO4	Acquire basic understanding of management practices in an international context.

Course Content

Unit I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers' managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Organization culture and Environment – Current trends and issues in Management.

Unit II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

Unit III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization

Unit IV DIRECTING

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

Unit V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control - Recent Trends and Challenges - Role of Managers in Changing environment. Challenges in today's global environment and competitiveness.



References

1. Stephen P. Robbins & Mary Coulter, "**Management**", Prentice Hall (India) Pvt. Ltd., 11th Edition, (2012)
2. JAF Stoner, Freeman R.E and Daniel R Gilbert "**Management**", Pearson Education, 6th Edition, (2010)
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "**Fundamentals of Management**" 10th Edition, Pearson Education, (2017)
4. Robert Kreitner & Mamata Mohapatra, "**Management**", Wiley (2008)
5. Harold Koontz & Heinz Wehrich "**Essentials of management**" Tata McGraw Hill, 10/e (2015)

Course Outcomes (COs)

At the end of the course student will be able to

CO1	Clearly articulate the roles and responsibilities associated with planning, organizing, staffing, leading, and controlling within an organization.
CO2	Evaluate different organizational structures and understand the delegation of authority.
CO3	Apply various motivation theories and leadership styles to enhance team performance and organizational effectiveness
CO4	Recognize and appreciate the nuances of managing in a global business environment.



Course Code	:	MBMI 12
Course Title	:	MARKETING MANAGEMENT
Type of Course	:	MI
Prerequisites	:	-
Course Assessment Methods	:	Continuous Assessment, End Assessment

Course Learning Objectives (CLOs)

CLO1	Explore marketing's functions in firms and society, covering core philosophies and terminology.
CLO2	Gain skills in designing product, pricing, promotion, and distribution tactics aligned with positioning and market goals.
CLO3	Master market research methods and use data-driven insights for planning, implementation, and optimization of marketing decisions.

Course Content

Unit I Introduction to marketing: scope of marketing, core marketing concepts, new marketing realities, production concept, product concept, selling concept, marketing concept, Relationship Marketing, Integrated Marketing Performance Marketing, new 4P's

Unit II Buying Behaviour: key psychological process, buying decision process, stages in buying process. Bases for Segmenting, Market Targeting, Positioning

Unit III Product: Levels , hierarchy , Classification of products, Major product decisions, Product line and product mix; Branding, brand equity, Product life cycle – strategic implications, New product development and consumer adoption process.

Unit IV Pricing: Objective of pricing decision, factors affecting price determination, pricing policies, developing pricing strategies, strategies for new products and existing products. Place: Physical distribution and logistics , marketing channels

Unit V Promotion: Promotion mix – advertising, personal selling, sales promotion, publicity and public relations, direct marketing ; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

References

1. Philip Kotler, "**Marketing Management**", 15th Edition, Pearson Prentice Hall,(2015)
2. Ramaswamy V.S and Namakumari .S," **Marketing Management: Planning, implementation and control**", 2nd Edition, Macmillan, New Delhi,(2002)
3. Michael J. Etzel, Bruce J. Walker, William J. Stanton, Ajay Pandit, "**Marketing – concepts and cases**", Special Indian edition, McGraw Hill(2004)
4. Zikmund d Amico, "**The power of Marketing**" , 7th edition, South Western , Thomson Learning Publications, (2006).



Course Outcomes (COs)

At the end of the course student will be able to

CO1	Use core marketing terms and frameworks (e.g., marketing mix, segmentation, positioning) in practical contexts.
CO2	Craft product lines, pricing, channel distribution, and promotional strategies tailored to market segments.
CO3	Apply market research methods and secondary data to formulate and justify marketing strategies.



Course Code	:	MBMI 13
Course Title	:	HUMAN RESOURCE MANAGEMENT
Type of Course	:	MI
Prerequisites	:	-
Course Assessment Methods	:	Continuous Assessment, End Assessment

Course Learning Objectives (CLOs)

CLO1	Comprehend HR scope, roles, and its strategic relevance in organization.
CLO2	To explore job analysis, recruitment, training, performance management, compensation, and labor relations
CLO3	To explore performance evaluation practices and competency development

Course Content

UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Evolution of human resource management – The importance of the human factor – Objectives of human resource management – Role of Human Resource Manager – Human resource policies.

UNIT II RECRUITMENT AND SELECTION

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External sources. Selection process screening – Tests - Validation – Interview - Medical examination – Recruitment introduction – Importance – Practices, Data driven recruitment.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT

Types of training methods purpose benefits resistance, Executive development programmes – Benefits - Socialization benefits.

UNIT IV CAREER & COMPETENCY DEVELOPMENT

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment – Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management.

UNIT V PERFORMANCE EVALUATION AND RECENT TRENDS IN HRM

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation — HR metrics, Balance Scorecard, Artificial Intelligence in HR, HR Chatbot.



References

1. Gary Dessler “***Fundamentals of Human Resource Management***”, Pearson Education Limited, 4th Edition, (2017)
2. David.A.Decenzo and Stephen.P.Robbins, ***Human Resource Management***, Wiley, 3/e,(2011)
3. K. Ashwathappa “***Human Resource Management - Text & Cases***” Tata McGraw Hill & Co, 8th Edition, (2017)
4. S.S.Khanka, ***Human Resource Management***, S.Chand & Company Ltd.,, New Delhi(2003).

Course Outcomes (COs)

At the end of the course student will be able to

CO1	Articulate core HRM activities and the strategic importance of HR in organizational effectiveness
CO2	Perform job analysis and design job descriptions/specifications, plan workforce needs, and manage recruitment/selection processes
CO3	Design Training, compensation plans, incentive systems, and benefits aligned with performance



Course Code	:	MBMI 14
Course Title	:	PRODUCTION AND OPERATIONS MANAGEMENT
Type of Course	:	MI
Prerequisites	:	-
Course Assessment Methods	:	Continuous Assessment, End Assessment

Course Learning Objectives (CLOs)

CLO1	Understand how operations management contributes to organizational competitiveness and aligns with overall business strategy
CLO2	Learn key decision areas such as process design, capacity planning, facility location, layout, forecasting, quality management, inventory control, project planning.
CLO3	Use productivity metrics (e.g. multifactor productivity), lean management, TQM, JIT, and Six Sigma to improve operational performance

Course Content

UNIT I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT

Production and Operations Management – Nature, Importance, and historical Evolution; concepts of services and goods: Operations Strategy – Strategic fit, framework; Supply Chain Management- Strategies and process Tools, Managing and measuring supply chain Performance.

UNIT II FORECASTING AND PRODUCTION PROCESS

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods; Production processes- manufacturing operations and service operations – Non-manufacturing or service operations; overview of process -planning, strategy and selection.

UNIT III DESIGN OF PRODUCTION SYSTEMS, CAPACITY AND FACILITY DESIGN

Concepts of product design, process design and production design- factors influencing product design; Capacity Planning – Long range, Types, Developing capacity alternatives; Overview of sales and operations planning. Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.

UNIT IV MATERIALS MANAGEMENT AND PURCHASE MANAGEMENT

Materials Management – Objectives, Planning and importance; materials management information system (MMIS). Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT, MRP, MRP II and ERP.

UNIT V PROJECT MANAGEMENT, QUALITY MANAGEMENT AND INTERNATIONAL OPERATIONS MANAGEMENT

Project Management- overview and importance, project planning and scheduling techniques. Quality Management overview, Inspection overview, objectives and scope; Quality control, Overview Total Quality management and its importance. International operations management overview and its Importance. Recent Trends in Operation Management.



References

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, **Operations and Supply Management**, Tata McGraw Hill, Special Indian Edition(2005)
2. Norman Gaither and Gregory Frazier, **Operations Management**, Wiley, (2005)
3. Chary S. N, **Production and Operations Management**, Tata McGraw Hill, 4th Edition, (2015)
4. Aswathappa K and Shridhara Bhat K, **Production and Operations Management**, Himalaya Publishing House, 2nd Edition, (2015)

Course Outcomes (COs)

At the end of the course student will be able to

CO1	Articulate how operations strategy supports competitiveness, and decide on process, location, and layout strategies
CO2	Build and assess forecasts using quantitative and qualitative methods, and recommend appropriate capacity strategies under demand variability
CO3	Apply lean/TQM/Six Sigma for performance enhancement



Course Code	:	MBMI 15
Course Title	:	FINANCIAL MANAGEMENT
Type of Course	:	MI
Prerequisites	:	-
Course Assessment Methods	:	Continuous Assessment, End Assessment

Course Learning Objectives (CLOs)

CLO1	Learn the functions of financial management—including investment, financing, and dividend decisions
CLO2	Learn to evaluate projects using NPV, IRR, payback, as well as how to compute cost of debt, equity, and weighted average cost of capital
CLO3	Understand how to manage current assets and liabilities, leverage (operating and financial), and determine optimal capital structure

Course Content

Unit 1: Foundation of Finance

Introduction to Financial management-Nature, Objectives, Scope and Functions – organization of Financial function-Concept of Profit and Loss a/c, Balance Sheet – Dupont ratio -Tools of Financial statement analysis

Unit II: Source of Finance

Concept of Time value of Money –Present Value and Future value– Source of Long term Finance- Share, Debentures, Term Loan, Leasing, Hire purchase, Venture capital finance, Angel finance, Private equity finance, Peer-To-Peer financing, Crowd funding,

Unit III: Investment Decision

Capital Investment - Nature, Importance, Types- Investment Appraisal Techniques-Payback period method, Accounting rate of return, Net present value, Internal rate of return and Profitability index method - Cash flow estimation

Unit IV: Working Capital Management

Concepts, Need, Determinants, Estimation of Working capital requirements, Sources of working capital financing - Approaches – Inventory management, Cash management, Receivables management

Unit V: - Dividend Decision and Cost of Capital

Dividend decisions- Meaning, importance, Issues - Factors determining dividend Policy-Types of Dividend Policy, Forms of Dividend - Cost of Capital- Cost of Equity, Debt and Preference share



References

1. Prasanna Chandra, K., "**Financial Management –Theory and practice**" Tata McGraw Hill Publishing Company, (2017)
2. James C.Van Horne and John M. Wachowicz, Jr, "**Fundamental of Financial Management**", Pearson Education Limited, 13th edition(2008)

Course Outcomes (COs)

At the end of the course student will be able to

CO1	Articulate how financial management supports investment, financing, and dividend strategies to maximize organizational wealth
CO2	Use NPV, IRR, payback, and related methods to make informed project decisions
CO3	Analyze and plan optimal levels of cash, inventory, and receivables to support liquidity and operations