

Faculty of Engineering & Technology, SRM University, Kattankulathur – 603203

School of Mechanical Engineering

Department of Mechanical Engineering

Course plan

Course code : ME0401

Date : 19.05.2015

Course title : ECONOMICS & PRINCIPLES OF MANAGEMENT

Semester : SEVEN

Academic year / : 2015-16 / Odd

Semester (June – November 2015)

Section details:

Details of Faculty member				
Name	Room No.	Inter com No.	e-mail id	Student contact time
S.Ravi Krishnamoorthy	MEM12/D	-	ravikrishnamoorthy.s@ktr.srmuniv.ac.in	Mon 1.00 – 1.30 pm
P.Karthikeyan	MEC 110	1815	karthikeyan.pa@ktr.srmuniv.ac.in	Tue 1.00 – 1.30 pm
A.Rajasekaran	MEB 405	1807	rajasekaran.a@ktr.srmuniv.ac.in	Wed 1.00 – 1.30 pm
D.Kumaran	H312	-	kumaran.d@ktr.srmuniv.ac.in	Thu 1.00 – 1.30 pm
M.Sachidhanandam	MEB 305	1803	sachidhanandam.m@ktr.srmuniv.ac.in	Fri 1.00 – 1.30 pm
Vamsi Krishna Dommeti	MEH101 / C	-	Vamsikrishna.d@ktr.srmuniv.ac.in	Mon 1.00 – 1.30 pm
N.Arun	MEB 305	1803	arun.n@ktr.srmuniv.ac.in	Tue 1.00 – 1.30 pm
S.Koli Balasivarama Reddy	MEH 109	-	Balasivarama.s@ktr.srmuniv.ac.in	Wed 1.00 – 1.30 pm
R.SaravanaKumar	MEB 208 / D	-	Saravanakumar.r@ktr.srmuniv.ac.in	Thu 1.00 – 1.30 pm
M.Dhanasekaran	H313	-	Dhanasekaran.m@ktr.srmuniv.ac.in	Fri 1.00 – 1.30 pm

Direct assessment details:

Name of assessment	Marks	Topics	Tentative date	Duration
Cycle test - I	10	Unit I	27.07.15	100 minutes
Surprise test	05	Unit I & Unit II	Middle of August	10 – 15 min
Cycle test - II	10	UNIT II	24.08.15	100 minutes
Model examination	20	Full syllabus	12.10.15	3 hours
End semester examination	50	Full syllabus	Nov '15	3 hours
Attendance	05			

Syllabus of the course:

		L	T	P	C
ME0401	Economics and Principles of Management	3	0	0	3
	Prerequisite				
	Nil				

PURPOSE

To become familiarized about Engineering Economics and Principles Management.

INSTRUCTIONAL OBJECTIVES

The course will enable the students to become familiar with

- The different engineering economic principles and strategies
- Principles of organizational management
- Behaviour of human at organizations with modern management concepts

ENGINEERING ECONOMICS

Introduction - Economics - Scope and Definition - Importance of Economics in Engineering - Economic optimization- Demand and Revenue Analysis - Law of Demand - Demand Forecasting -Methods of Demand Forecasting - Demand curves - Factors affecting Demand - Demand Elasticity - Production Analysis - simple problems.

SUPPLY, COST AND OUTPUT

Supply - Supply schedule - Law of Supply - Elasticity of Supply - Cost and Supply Analysis - Types of Costs - Price and output Determination - Price Fixation - Pricing methods - Pricing Policies - Factors governing Pricing Policies - Break-Even analysis - Estimation of Break-Even Point - Usefulness of BEP - Limitations - simple problems.

MANAGEMENT AND ITS ENVIRONMENT

Management - Definition - Functions - Evolution of Modern Management movement - Different Schools of Management - Types and Forms of Business Organization - Designing effective organizations - Individual ownership - Partnership - Joint stock companies - Cooperative enterprises - Public Sector Undertakings.

MANAGEMENT OF HUMAN AT WORK

Human Resource Development - Motivating individuals and workgroups - Leadership for Managerial Effectiveness - Team working and Creativity - Managerial Communication - Time Management - Performance Appraisal- Career Planning.

MODERN MANAGEMENT CONCEPTS

Management by Objectives (MBO) - Principles and Steps - Advantages and Disadvantages - Management by Exception (MBE) - Strategic management - SWOT analysis - Enterprise Resource Planning (ERP) - Supply Chain Management (SCM) - Activity Based Management (ABM).

TEXT BOOKS

- Murphy W. R. and Mc Kay. G., Energy Management, Butterworths, London
- Chandran, J. S., Organizational Behaviours, Vikas Publishing House Pvt. Ltd., New Delhi, 1994
- Ernest Dale, Management Theory and Practice, International Student Edition, McGraw Hill Publishing Co.,

New Delhi

REFERENCE BOOKS

- Richard Pettinger, Mastering Organizational Behaviour, Macmillan Press, London, 2000
- Chaiger, N. A., Energy Consumption and Environment, McGraw Hill Publishing Co., New Delhi, 1981
- Gail Freeman - Bell and Janes Balkwill, "Management in Engineering - Principles and Practice", Prentice Hall of India Pvt.Ltd., 1998
- R.R. Barathwal, "Engineering Economics", McGraw Hill, 1997

Course designed by		Department of Mechanical Engineering										
1	Student Outcome	a	b	c	d	e	f	g	h	i	j	k
				x		x			x			
2	Category	GENERAL (G)		BASIC SCIENCES (B)			ENGINEERING SCIENCES AND TECHNICAL ART (E)			PROFESSIONAL SUBJECTS (P)		
		X										
3	Broad area (for professional courses only, i.e 'under P' category)	Manufacturing		Design		Thermal		General				
								X				
4	Course Coordinator	Mr.A.Rajasekaran										

SESSION PLAN

Session No.	TITLE/DETAILS OF CHAPTER	REFERENCES
UNIT I - 1 - Engineering Economics		
1	Introduction to Economics, Scope and Definition	R ₅ , Chapter 1
2	Importance of Economics in Engineering, Demand and supply laws	R ₅ , Chapter 2
3	Economic optimization, Demand and Revenue Analysis	R ₅ , Chapter 2
4	Law of Demand , Demand Functions, Classification of Demand,	R ₅ , Chapter 2
5	Demand Forecasting, Methods of Demand Forecasting, Demand curves	R ₅ , Chapter 2
6	Factors affecting Demand Factors Influencing Demand, Types of demand Forecasting	R ₅ , Chapter 2
7	Elasticity of Demand , Types, Price Elasticity, Income Elasticity, Advertisement Elasticity	R ₅ , Chapter 2
8	Demand curves Production Analysis	R ₅ , Chapter 3
9	Simple Problems	R ₅ , Chapter 3
UNIT - II - Supply, Cost and Output		
10	Supply, Supply schedule, Law of Supply	R ₅ , Chapter 3
11	Elasticity of Supply, Cost and Supply Analysis	R ₅ , Chapter 3
12	Types of Costs, requirements of good costing system	R ₅ , Chapter 12
13	Price and output Determination, Objectives of pricing	R ₅ , Chapter 3
14	Price Fixation, Pricing methods	R ₅ , Chapter 3
15	Pricing Policies, Factors governing Pricing Policies	R ₅ , Chapter 3
16	Estimation of Break Even Point	R ₅ , Chapter 8
17	Break Even analysis, Usefulness of BEP	R ₅ , Chapter 8
18	Limitations , Simple Problems	R ₅ , Chapter 8
UNIT - III - Management and its environment		
19	Management - Definition - Functions	T3, Chapter 1

20	Evolution of Modern Management movement	T3, Chapter 2
21	Different Schools of Management thoughts	T3, Chapter 2
22	Types and Forms of Business Organization	T3, Chapter 4
23	Designing effective organizations	T3, Chapter 4
24	Individual ownership - Partnership	R7, Chapter 16
25	Joint stock companies	R7, Chapter 16
26	Cooperative enterprises	R7, Chapter 16
27	Public Sector Undertakings	R7, Chapter 16
UNIT – IV - Management of Human at work		
28	Human Resource Development- Staffing, Selection, development, motivation and Training	T3, Chapter 5
29	Motivation theories, Techniques	T3, Chapter 6
30	Motivating individuals and workgroups	T3, Chapter 6
31	Leadership for Managerial Effectiveness, Types	R ₆ , Chapter 25
32	Team working, Creativity and decision making	T3, Chapter 8
33	Managerial Communication-Importance, classification	T3, Chapter 9
34	Time Management	R ₆ , Chapter 6 & 9
35	Performance Appraisal- promotion, methods	T3, Chapter 5
36	Career Planning	T3, Chapter 10
UNIT – V - Modern Management Concepts		
37	Management by Objectives (MBO), Features	T3, Chapter 10
38	MBO-Principles and Steps	T3, Chapter 10
39	MBO- Advantages and Disadvantages	T3, Chapter 10
40	Management by Exception (MBE)	R ₆ , Chapter 27
41	Strategic management-Levels of strategy	R ₆ , Chapter 8
42	SWOT analysis	R ₆ , Chapter 8
43	Enterprise Resource Planning (ERP)	R ₇ , Chapter 23, 24

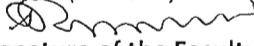
44	Supply Chain Management (SCM)	R7, Chapter 23, 24
45	Activity Based Management (ABM)	R7, Chapter 23, 24

Text Books

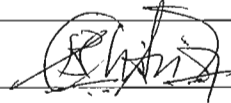
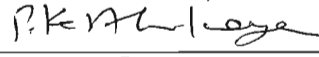

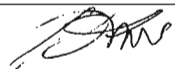

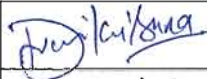
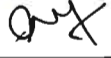


1. Murphy W. R. and Mc Kay. G., Energy Management, Butterworths, London
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3. Gail Freeman - Bell and Janes Balkwill, "Management in Engineering - Principles and Practice", Prentice Hall of India Pvt.Ltd., 1998
4. R.R. Barathwal, "Engineering Economics", McGraw Hill, 1997
5. Sasmita Mishra, "Engineering Economics and Costing " Eastern economy Edition " , 2009
6. "Principles and practice of management" by L.M Prasad, sultan chand and sons.
7. "Industrial Engineering and Management", O.P.Khanna, Dahnpat rai Publications.

A - RAJASEKARAN

 Name/ Signature of the Faculty 19/5/15


 HOD / Mech.

Name	Signature
S.Ravi Krishnamoorthy	
P.Karthikeyan	
A.Rajasekaran	
D.Kumaran	
M.Sachidhanandam	
Vamsi Krishna Dommeti	
N.Arun	
S.Koli Balasivarama Reddy	
R.Saravana Kumar	
M.Dhanasekaran	